

## ABSTRACT

### **Lubna, Gazalba (2026) Exploring Challenges Faced by EFL University Students in Using Short – From Videos Social Media Platform to Practice their Listening Skill**

This study aims to explore the impact of short-form social media videos (TikTok, YouTube Shorts, Instagram Reels) on EFL students' listening skills and identify the challenges they face. Using a qualitative case study approach, data were collected through interviews and questionnaires from English department students at a state Islamic university in Bandung. The findings reveal positive impacts, including improved vocabulary, comprehension of everyday expressions, and increased motivation and confidence. However, students also encountered three main challenges: technical (audio quality, background music, rapid transitions), linguistic (speech rate, unfamiliar accents, slang), and affective (lack of focus, feeling overwhelmed). Despite these obstacles, students employed strategies such as rewatching videos and using subtitles to support their learning. The study concludes that while short-form videos effectively enhance motivation and exposure, their potential for listening development is hindered by various challenges. This highlights the need for pedagogical support to optimize students' use of these platforms for language learning.

**Keywords:** *EFL students, listening skills, short-form videos, social media, challenges*