

ABSTRACT

In its development, TikTok has become attractive as a learning space for creating learning videos, because of the high number of visitors to this application in the digital world. The use of learning media cannot be separated from the creativity of an educator, whether done individually or in groups.

This research aims to: 1) To find out how the English TikTok content is used as an alternative medium for learning speaking for students in the employee class of the Faculty of Communication Sciences, 2) To find out students' experiences when using TikTok social media as a means of learning in the field of speaking and 3) To find out the difficulties of employee class students in learning to speak in class.

This research uses qualitative methods with purposive sampling. English TikTok as an alternative media for learning speaking skills. The research was conducted in the ARS Bandung University area with 6 students who worked while studying as research participants.

The results of the research found: 1) The way for employee class students to study and learn to speak English is available on TikTok as a use to help in learning to speak English so that it is more effective and easier to understand, 2) The experience of employee class students in using social media TikTok helps students make it easier to studying outside of class hours, by using social media TikTok, employee class students can gain knowledge and learn anywhere and anytime for free with the content and features on the TikTok application, and 3) The obstacles experienced by employee class students in learning English speaking skills are inefficient time so that learning time is less effective.

In conclusion, employee class students at ARS University Bandung use the TikTok application as an alternative media to help improve their English language skills. This is very helpful. Apart from the many features of TikTok

that are easy to understand, it can also be accessed by anyone who has a lot of interesting educational content and a limited student schedule so that learning is not just in class.

Keywords: English TikTok Content, Alternative Learning Media, English, Speaking Skills.

