

## CHAPTER I

### INTRODUCTION

This research describes the research background, research questions, research objectives, meaning of research, framework of thinking, and research methodology.

#### **A. Background**

This research aims to determine the use of English TikTok content social media as a medium for speaking for employee class communication science students at Adhirajasa Reswara Sanjaya University and what obstacles are experienced by employee class students in learning English regarding English speaking skills. This study is important to examine; remembering to speak is one of the four essential macro skills for effective communication in any language. Mustafa quoted by (Riadil et al., 2020) found that the majority of students in countries that use English as a foreign language (EFL), especially Indonesia, still experience difficulties in practicing their English skills in daily conversations even though they have studied English.

The development of learning media in the world of education cannot be separated from technological developments and the use of social media. As stated by (Singh & Hashim, 2020) that the creation of learning media is carried out in order to achieve effective and efficient learning, and it is necessary to develop both the use of technology and offline media. From the opinion that has been expressed, technology has a role in achieving the development of learning media in the educational environment and the use of social media. In broader terms, teaching media is anything that can be used to stimulate students' thoughts, feelings, attention and will so as to encourage the learning process in students (Singh & Hashim, 2020).

The TikTok application, which comes from a technology company from Singapore, Bytemod, presents a video editing application called "Tiktok" by encouraging the creativity of its users to become *content creators*. In its development, TikTok has the attraction that it can become a learning space by

making 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 creativity for an educator, whether done individually or in groups. This can be developed on the TikTok application, because the millennial generation is a group of students who are familiar with the digital learning process. As stated by (Ma et al., 2022), communicating using TikTok is one way for the millennial generation to obtain and convey information, both in the form of discussions and in learning activities.

In the educational environment, especially for employee class students at the Faculty of Communication Sciences, Adhirajasa Reswara Sanjaya University, the TikTok application is the right platform for students to hone their English speaking skills by using TikTok as a learning medium. Another thing that makes TikTok a learning medium for employee class students is the lack of understanding in offline classes due to inefficient lecture time and hours, so employee class students prefer to use the TikTok application as an additional learning tool to help students learn English easily. This is what happened to students at ARS Bandung University majoring in Communication Sciences class of 2022 who used TikTok as a learning medium. After the interview was conducted, because the employees only had a little time for lectures, it encouraged students to see learning through TikTok.

A study found by (Megawati, 2016) shows that in the process of learning English, a student certainly experiences obstacles in learning. These obstacles can lead to less than optimal student learning outcomes. This can happen to anyone, including students taking English language study programs. The difficulty faced by many students of English as a foreign language is not understanding the pronunciation of English spoken at a normal speed through listening material.

Second, a study found by (Puspitasari, 2021) shows that TikTok is not only an entertainment medium, the TikTok application is also used by people around the world as a means of providing knowledge and information. Most of the content on Tiktok has speaker content related to learning and education.

Therefore, the Tiktok application is a social network that is very popular and in demand by students so that it can be chosen as an effective and interactive learning media for students who want to find solutions in terms of learning.

Thus, the difficulties experienced by students in achieving English learning targets effectively is a problem that is always actual to be studied so that a solution can be found. Both institutions as academic policy makers and English language lecturers must always think and look for the right solution to overcome this.

The teaching methods used by teachers can greatly influence how students learn English speaking skills. Researchers want to know more about the background to the benefits of TikTok social media as an English language learning medium. Understanding students' difficulties in learning English is not only the obligation and responsibility of lecturers, but must also synergize with the efforts made by institutions regarding policies and the availability of learning facilities (Bahri & Trisnawati, 2018). Therefore, this research collected data from employee class students at the Communication Sciences faculty at Adhirajasa Reswara Sanjaya University as participants in using the English TikTok content as a means of learning for students to speak.

## **B. Research question**

Researchers have research questions regarding the background problem:

- 1) How is the English Tiktok content used as an alternative medium for learning to speak for students in the employee class of the faculty of communication science?
- 2) What is the student's experience when using English Tiktok content social media as a means of learning in the field of speaking?
- 3) What are the challenges for employee class students in learning to speak in class?

### **C. Research purposes**

In connection with the research problems above, this research aims to:

- 1) To find out how to use the English Tiktok content as an alternative medium for learning to speak for employee class students at the faculty of communication sciences.
- 2) To find out students' experiences when using English TikTok content social media as a means of learning in the field of speaking.
- 3) To find out the difficulties of employee class students in learning to speak in class.

### **D. Significance of Research**

It is hoped that this research can be a source of information about students' experiences regarding what they have gone through, how they use the Tiktok application to help them learn to speak English. Apart from that, it is also hoped that this research can provide solutions to every problem faced by students during learning activities in the public speaking course.

Theoretically, this research can be useful for teachers and students, especially to make the learning process enjoyable for students and teachers. Practically, this research gives meaning to:

#### **a. Teacher**

This research will improve the quality of teachers' teaching when teaching by knowing their experiences, perceptions and performance.

#### **b. Student**

The results of this research are expected to improve students in learning better speaking activities in the field of speaking English.

### **E. Conceptual framework**

Speaking is the process of how humans construct meaning which involves the production and reception of information through the creation of sounds. This is an important learning, as stated by (Rahayu et al., n.d.), speaking is

one of the four macro skills that are important for obtaining effective communication in any language, especially when the speakers do not use their mother tongue. Because of its importance, speaking cannot be separated from the language learning process.

Learning media is an important part of the learning process. Fleming explained that media is a tool for managing the relationship between two parties in a lesson. Sukiman also stated that media is something that sends and receives messages to recipients to encourage students in the learning process to achieve learning goals effectively. Social media can be used as a learning medium because social media is closely related to the daily lives of teenagers, such as YouTube and Tiktok . Then, from 2018 to 2019, Tiktok was declared the most downloaded application with 45.8 million times, which managed to beat other popular applications such as Instagram and Whatsapp (Ramdani et al., 2021).

Tiktok is an application that provides interesting features and effects, and can be used easily by users to create short video content with interesting results and show it to friends and other users. Tiktok has the advantage that students like it by displaying interesting content and providing a platform for students who have the desire to make videos according to their creativity and are a medium for learning visually. Tiktok can develop creativity in making videos with the features provided and packaged well in a short duration. The variety of content available on Tiktok is related to education, entertainment, fashion and beauty, food and so on (Hanif & Tahapary, 2022). So the Tiktok application is not only for entertainment but also functions as an application that can be used as a learning medium to support students' learning process.

## **F. Previous research**

Several studies have been carried out by several researchers associated with usstudy theme:

First, Fitri G. Harun (Harun et al., 2022)with her literature research found

that the use of English is increasingly needed in various fields. In students' perceptions regarding learning English using social media. Based on the research results, more than some students agree that the use of social media such as song videos on YouTube. So the results of this research show that learning through YouTube using English songs helps them improve their pronunciation skills because apart from practicing pronunciation, it also increases vocabulary.

Second, Dinar Ayu Candra Agustin, Yoan Putri Fernanda Balthazar ( Balthazar, 2016) with literature research, researchers chose the benefits of learning the social media Tiktok. Many content creators use Tiktok as an educational medium, one of which is Sara Neyrhiza. His background as a practitioner and academic in the world of public speaking led him to manage a Tiktok account and use it as a medium for public speaking education. This research aims to reveal the strategy for managing Tiktok as a public speaking educational medium carried out by Sarah Neyrhiza on her account @neyrhiza. The research results show that in managing a Tiktok account as a public speaking educational medium, Sara Neyrhiza went through the research, planning, implementation and evaluation stages.

Third, Nurin Salma Ramdani (Ramdani et al., 2021) with her literature research shows that the results of using the Tiktok application as a learning medium are expected to help students and educators in learning. Therefore, this research aims to show that social media Tiktok can be an alternative and interactive medium for learning to speak English. The research results show that using social media Tiktok as a learning medium can increase students' activeness and creativity in the speaking learning process. Students can freely express their creativity through Tiktok with a variety of features, thus making Tiktok an effective learning medium in creating bold and interactive learning.

Fourth, Rita Karmila Sari (Karmila Sari, 2019)with her literature research that identifies motivation, obstacles faced and needs for learning English based on four basic language skills. Analysis of questionnaire data states that

students' motivation in learning English is to help improve academic grades and be able to speak English. Meanwhile, their main obstacle is limited understanding and not understanding grammar in English. The results of the English language learning needs analysis concluded that students need English to understand texts and instructions and obtain information that is useful for their learning

Fifth, Iwan Pranoto (Pranoto & Agraini, 2021) with his literature research that learning activities using the TikTok application are applied to English language courses, in this lecture activity they recognize various kinds of visual elements, so they are included in a short video, with The pressure is in the form of explanations that will be understood audio-visually, by utilizing editing skills on each video content that will become a learning medium. In the development of technology, this media can help students learn independently by playing the TikTok application and watching videos, and the learning process can be monitored by educators as long as students use the TikTok social media.

Sixth, Devi Novitasari (Novitasari, 2022) with her literature research shows that students perceive that social media helps them in learning English because of its effectiveness, but it does not cover up the occurrence of incidents in learning. Interaction in class also occurs with the help of social media. Students also experience challenges and obstacles in the form of technical and personal problems. The use of social media in learning English, including the advantages, challenges and learning process.

Seventh, Fika Megawati (Megawati, 2016)with her literature research shows that learning roses, student learning outcomes, and participation in carrying out group activities. This research aims to explain the difficulties faced by students in learning English and the factors that cause them. This research uses a qualitative approach with questionnaire instruments, observations and video recordings. Research data analysis was carried out in three ways, namely data reduction, data presentation, drawing conclusions

and verification. The research results showed that the research subjects experienced various difficulties learning English. This happens due to different levels of mastery of English.

Eight, Eight, Anggun Citra Dini Dwi Puspitasari (Puspitasari, 2021) with his literature research that this research aims to determine the effectiveness of using the Tiktok application as a distance learning medium which is carried out in order to break the chain of Covid-19. The method used in the research is descriptive qualitative with survey techniques. This research was conducted at Indraprasta PGRI University, Jakarta. The sample in this research was 20 students who were determined using purposive sampling. The instrument used is in the form of a questionnaire which is distributed online using Google Form. Data analysis was carried out by calculating the percentage value of the questionnaire results and descriptive analysis using a quantitative approach. The research results show that 85.24% of teachers feel the benefits of the Tiktok application, although on the other hand there are still factors that hinder the distance learning process, such as unstable internet quality. The questionnaire shows an average of above 80%, effective here, namely effective in time, place, and effective in reducing the spread of the Covid-19 virus because with the Tiktok application media, lecturers and students do not meet face to face but through the intermediary of a monitor screen and support internet facilities.