

CHAPTER IV

RESEARCH FINDINGS AND DISCUSSION

Based on the results of observations, interviews and documentation that have been conducted by researchers at one of Madrasah Tsanawiyah in Kudus, this chapter data will be presented regarding the use of Tiktok in learning English on advertisement material by RKD as English teacher and ninth grade students at one of Madrasah Tsanawiyah in Kudus. In this study using the narrative inquiry method and field research, there are several important things that need to be formulated. From the results of obtaining field data, the author formulates the problems that are collected and analyzed in the following discussion.

A. Research Finding

Based on observations and interviews with the principal, RKD as English teacher and 16 ninth grade students in one of Madrasah Tsanawiyah in Kudus. Data was also collected based on interview, observation and questionnare. The following is how the study's findings were presented by the author :

1. The Implementation of Tiktok as an Interesting Media for Learning English

Based on the results of questionnaires to ninth grade students and interviews with RKD, principal and R, they stated that English is very important to learn. They assume that English can add and expand knowledge about languages, especially foreign languages. English is a language that is very influential for the international world today, so it is necessary to have mastery in English. By mastering English, efforts to communicate with people outside Indonesia become easier. So that when we want to travel abroad or meet foreign tourists we can invite them to communicate. So English is very helpful in communicating especially with foreigners. English is indeed important to learn, mastery of vocabulary in everyday life is also very necessary to help understand conversations or texts in English.¹

There is a slightly different statement from students regarding interest in learning English, based on the results of the questionnaire and interviews that have been conducted. Some of

¹ Interview and documentation with principal, the teacher, and students of grade 9A on Tuesday 21st February, 2023

them answered that they are interested in learning English, some of them are not. They are interested in learning English because they remember the importance of mastering English in today's international world. They also feel that they look cool if they can speak and connect when spoken to in English. In addition, they feel challenged to continue learning English especially when they start to be able to or start mastering new vocabulary. This is also in line with R's statement about why he is interested in learning English.²

*"I like English and I am interested in learning English. I like watching podcasts and YouTube in English, I feel happy and feel a special sensation when listening to people speaking in English. Therefore I feel challenged to learn it."*³

While some students stated that they were not interested in learning English because of the many difficulties they encountered when learning English. Many of them stated that they felt lazy to learn it because English is difficult to learn. They have difficulty in understanding the material and the content as well as the sentences. In addition, they also find it difficult to memorize vocabulary and pronunciation. Sometimes Javanese accent and accent can affect the pronunciation. It makes them feel more lazy.

The use of interesting learning media is necessary in this case to attract the attention of students. One of learning media that can be used is Tiktok. Tiktok is indeed an application that is being trended by Gen Z at this time, as well as among students in this school. They use Tiktok because Tiktok is one of the applications that can restore mood. Tiktok is able to fill their free time. Tiktok is also able to be used as entertainment when they are dizzy, tired, or stressful. By using Tiktok they are also able to get new information that is currently hype. Apart from getting entertainment, it is not uncommon for them to make Tiktok for learning. In Tiktok there are several accounts that discuss knowledge. Tiktok makes their relationships and knowledge increase the students also use Tiktok to view and even listen to the available da'wah media.

² Questionnaire results with grade 9A students on Tuesday 21st February, 2023

³ Interview with R student of grade 9A on Tuesday 21st February, 2023

The fun thing they experience while using Tiktok is that using Tiktok keeps them entertained and feels cool because they can know what languages are trending right now. They usually use Tiktok to make new friends. Tiktok also makes them inspired to become content creators. In addition, if their "For Your Page" of educational content is also able to make them more enthusiastic about learning. There are also many contents from Tiktok that discuss English language learning. This makes them interested in learning English.

Tiktok has had a positive impact on them, allowing them to express themselves more freely and motivating them to continue learning and thirsting for knowledge. But Tiktok also has a negative impact on them, namely making them addicted so that they neglect their duty to study.⁴ Actually, the negative or positive impact of using Tiktok depends on the user in using Tiktok. If we use Tiktok for positive things, there will also be many positive impacts that can be taken. One of them is by using Tiktok to learn. There are many things we can learn in Tiktok. We can increase motivation in life so that we are enthusiastic about increasing the value in ourselves, because there are so many content creators on Tiktok who discuss this. Like what some students have said above, we can also deepen the knowledge of Allah. So that we can remember our identity as servants of Allah and make us not negligent or always remember our duties as servants of Allah. Many features in Tiktok can also be used to learn English.

This is utilized by RKD as the local English teacher to make the learning atmosphere more enjoyable. The teacher uses media that is currently hype among Gen Z, namely using the Tiktok application in learning English. Because Tiktok is an application that is being loved by many students. It's hype among them. But today many students have not been able to utilize Tiktok properly. Many students are negligent and forget their duty to study. Many students are too engrossed in using Tiktok to forget time. Therefore, it is the right thing if we can take the positive side in Tiktok, one of which is by utilizing Tiktok as a learning medium, especially English language learning. In this case, the teacher uses the learning in 21st

⁴ Questionnaire results with students on Tuesday 21st February, 2023

century method, because it adapts to the development of the world of education in the 21st century.⁵

Related to learning media in the digital era, RKD stated that

“Learning English in the digital era is challenging. English language learnings have already changed where the teacher is no longer as the main source of learning, but as a facilitator. It means that the students have not become the objects of learning, but as the subjects of learning. In addition, the students are no longer dependent learners, but independent learners. One of the characteristics of the students in the digital era is their ability to adapt with the changing world.”⁶

In other words, the teachers are challenged to be active and creative facilitator to facilitate and explore the students’ competency in learning process. Based on the teacher's assessment, so far the mastery of English at this school is considered quite good. In this case Tiktok is used in advertisement material in grade 9 of second semester. The basic competencies and indicators of competency achievement are :

Table 4.1
The Basic Competencies and Indicators

Basic Competencies	Indicator
1.10 Compare the social functions, text structures, and linguistic elements of several spesific text in advertisement by giving and requesting information related to products and services, according to the context of use.	<ul style="list-style-type: none"> • Identify the parts of the advertisement and the expressions or words that used by using analysis table. • Analyze some other advertisement to identify their parts • Identify similarities and differences between advertisements in terms of content and form.

⁵ Questionnaire results with grade 9A students on Tuesday 21st February, 2023

⁶ Interview with the teacher on Thursday 16th March, 2023

Basic Competencies	Indicator
<p>4.10 Capture meaning contextually related to the social functions, text structure, and linguistic elements of special texts in the form of advertisements, short and simple, related to products and services.</p>	<ul style="list-style-type: none"> • Create a digital advertisement through Tiktok • Identify generic structure and expression of Tiktok digital advertisement by groups • Present the analysis results orally in front of other groups. • Capture meaning contextually related to the social functions, text structure, and linguistic elements of special texts in the form of advertisements, short and simple, related to products and services.

After the learning process, the students are expected to be able to:

- a. Identify the parts and the expressions or words used in a digital advertisement using an analysis table.
- b. Analyze some other digital advertisements to identify their parts
- c. Identify similarities and differences between advertisements in terms of content and form.

The preparations made in using Tiktok as an English learning media include the following :

- a. The preparation used is the good management of time that is suitable with the implementation of RPP (Lesson plan) about advertisement.
- b. Made sure the availability of the gadgets had by students each group to make this project ran well.
- c. Prepare material in the form of power points that will be used to convey material about advertisement.
- d. Prepare a projector, power point, laptop and sound to display the materials and students' video creation.

Next is the material delivery stage, the step by step required is as follows :

- a. The teacher gave the advertisement material.

- b. The teacher assigned students to work in group to create video about advertisement that will be discussed in the next meeting.
- c. The teacher asked to students to upload it through Tiktok and sent the link to the teacher.
- d. The teacher collected the link submitted by the group of students.
- e. The teacher discussed the students' video creation in the classroom in second meeting.
- f. The teacher asked the students to work in group based on the same group in the task before.
- g. The teacher played the submitted link of video through Tiktok in the classroom.
- h. The teacher asked the students to analyse the content of the advertisement include the purpose, the generic structure and the lexicogrammatical features of advertisements.
- i. The teacher gave feed back to the students' work.
- j. The teacher made reflection.

There are 4 skills that can be honed in learning English using Tiktok.

a. Listening

This listening skill can be honed by students by listening to many examples of advertisements in English. In addition, by listening to the advertisements they have made which have been displayed in front of the class can also improve their listening English skills.

b. Reading

This reading skill can be honed by reading material about advertisements that have been delivered. Or it can also be honed by reading videos about advertisements that have been made and uploaded by teachers on Tiktok.

c. Speaking

In this case Tiktok can really hone speaking skills for students. By giving students the task of making videos about advertisements, students are challenged to speak English. This can be seen when they demonstrate and convey the products they advertise. In addition, when they fill in the voice in the video about the advertisement which is then uploaded to their respective Tiktok accounts.

d. Writing

In video analysis activities, students' writing skills can also be honed. Students gather according to the group that has been determined. Students analyze videos from other groups. Students determine the purpose of the advertisement, name of the product, and promoting words of the product.⁷

The condition and the atmosphere of the class is little bit noisy but enjoyable. When the teacher assigned the students to make advertisement in group, the teacher displayed their video to be analysed. The students were very enthusiastic with the video they made several days before and made noisy environment when they commented group advertisement creation each other. This environment creates the understandable materials especially for advertisement material.⁸

The suggestion given for teacher in future learning of advertisement material is the students can create advertisements and jump directly into becoming a salesperson or influencer in the surrounding community. Not only in the classroom environment, but also directly influencing the community. And it can also hold a competition to make advertisements, so that the mindset of a student becomes more developed.

2. The Supports and Obstacles in Implementing Tiktok as an Interesting Media for Learning English

In the 21st century, English teachers must play an active role in the learning process. Teachers no longer act as teachers who deliver material but teachers must also act as facilitators and friends in the learning process. This can make students more active in learning activities. The sophistication of technology provides an opportunity for teachers to continue to develop interesting English learning media.

The use of Tiktok in English learning activities is one of the utilization of technology in the world of education in the 21st century. During implementing Tiktok as an interesting media for learning English especially in advertisement material there are supports and obstacles found by the teacher and the students. Based on the results of interview with R, it was found that the

⁷ Interview with the teacher on Thursday 16th March, 2023

⁸ Interview with the teacher on Thursday 16th March, 2023

use of Tiktok in learning English made learning more interesting. R said that:⁹

*"English learning has become more interesting because since the odd semester RKD has made English a fun subject plus the use of social media, especially Tiktok, makes learning more interesting."*¹⁰

They said there was a difference between before and after using Tiktok in learning English. Before using Tiktok, learning felt ordinary so that it became boring and even confusing because it referred to ordinary explanations. Before using Tiktok, English learning tended to be difficult and made them less confident. Based on the results of a questionnaire regarding his experience using Tiktok as an English language lesson, one opinion from FL stated that :

*"I'm happy, because besides the videos I make, they can inspire many people. I'm also not too bored anymore."*¹¹

The use of Tiktok is able to make their range of insights wider. Tiktok is one of the interesting media to be used in learning, especially English language learning. Tiktok is very useful and makes their means of learning English. Tiktok also helps introduce them to new vocabulary in English so that their mastery of English vocabulary increases. This is considered by students as a fun new thing to try compared to conventional teaching methods. The use of electronics, especially Tiktok, can make it easier for them to understand the English material that has been given. They have felt very enthusiastic since the beginning of being given the task of making advertising videos on Tiktok.

"The students' responses in using Tiktok are really good. They have big encouragement to do the task directly after the teacher assigned it. They are have greater enthusiast than when I assigned them to do

⁹ Interview with R student of grade 9A on Tuesday 21st February, 2023

¹⁰ Interview with R student of grade 9A on Tuesday 21st February, 2023

¹¹ Questionnaire results with students of grade 9A on Tuesday 21st February, 2023

other kinds of English task/project without Tiktok. They have string desire to do English task through Tiktok."¹²

The students were very enthusiastic about making videos about advertisements which were then uploaded to their respective Tiktok accounts. They can also express their ideas in making videos about this advertisement. Many made advertising videos with various concepts such as one of the folk stories from Indonesia, namely the story "malin kundang". In the video they are challenged to act according to the script they have prepared.¹³

From here they also realize that Tiktok can not only be used for entertainment, for example only used to watch something that is currently popular or watch memes. But with this, it opens up their insights and enthusiasm to continue learning English using Tiktok. They can take advantage of the positive side of this application. There is one of the teachings of Islam, namely the teaching of amal makruf nahi mungkar which teaches to take advantage of good things and stay away from bad things. So by using Tiktok media in learning English, students' minds have been opened by the teacher that there is one positive side that can be learned from using this social media.¹⁴ This was also conveyed by R.

*"Feeling when using Tiktok for English learning in advertisement material makes me know more about other features in Tiktok, for example I know how to upload videos on Tiktok. It turns out that this Tiktok application is also good. Before using Tiktok media as an English learning media, I only knew that Tiktok was an application for entertainment, I didn't know that Tiktok could be made to learn. Moreover, Tiktok is a big platform, so it is wider. The feeling after using Tiktok as a medium makes the learning atmosphere more fun, exciting and there are new experiences."*¹⁵

¹² Questionnaire results with students of ninth grade on Tuesday 21st February, 2023

¹³ Interview with the teacher on Thursday 16th March, 2023

¹⁴ Questionnaire results with students of ninth grade on Tuesday 21st February, 2023

¹⁵ Interview with R student on Tuesday 21st February, 2023

They think that using Tiktok in advertisement material is the right and effective thing to do. Because without needing a more detailed explanation, it is enough to make them understand the direction of this material. This happens because they immediately practice in making the digital advertisement. They must fill in the voice over video advertisement which is then uploaded to their respective Tiktok accounts. In this way, it is able to hone the students' English speaking skills. This adds to their experience from usually learning English only in textbooks.

This advertisement material is very interesting to learn because it can add creativity, and make them have experience promoting a product or service. In addition, they also know how to make advertisements. The teaching technique used by the teacher has made them more confident and appear to be an influencer in promoting a product, using and utilizing social media, namely Tiktok. They consider it a creative and effective thing.

After using Tiktok, learning English becomes more fun and exciting. Advertising material is easier to understand. The use of Tiktok in advertisement material is also able to increase vocabulary and grammar in English, for example the correct use of conjunctions, etc. Tiktok also makes learning English more interesting so that it makes them more enthusiastic about learning English. By using Tiktok in learning advertisement material, students feel challenged to dive right in and practice or learn while practicing so that the material presented is easier to understand.¹⁶

Tiktok can be used as an effective learning medium. First, Tiktok meets the learning needs of students. Second, Tiktok attract students' interest because of their novelty, and have many features that can be implemented into learning. And finally, Tiktok is equivalent to the development of maturity and experience as well as the characteristics of students who are millennials, who are attached and close to the digital world.

By using Tiktok, the teacher can produce a better learning experience. When preparing the materials given to the students, Tiktok also can increase her professional development. The use Tiktok can encourages her to be more creative.

¹⁶ Questionnaire results with ninth grade students on Tuesday 21st February, 2023

Teaching is not enough just to deliver material, but teaching aims to engage the students in the learning process. Motivation is needed by the students in the learning process so that it can produce enjoyable learning. The teacher can provide fun activities and tools that can increase student motivation in the learning process. Apart from helping her delivering the material, Tiktok also makes it easy for the teacher to assess students' abilities. This is evidenced by the scores obtained by students. The teacher always given vocabularies testing every meeting. After using Tiktok as English learning media, students' vocabulary enrichment has increased. Using Tiktok the student's score of the formative test given by teacher was increased.¹⁷

In its implementation, students found the obstacles they faced while making advertising videos on Tiktok. They are constrained in making digital advertising videos such as recording, video editing, acting, lack of advertisement concepts and difficulty saying words using English. In addition, they are also constrained by the signal and when uploading videos to Tiktok, it consumes enough quota as well as the long upload process.¹⁸ R argues that:

"While making digital advertising videos on Tiktok I found several obstacles. Because the concept of the advertisement story that my group used was about the Malin Kundang folklore. Now it's hard to analyze the product. At first we didn't understand what the concept was about. Because this is our first time advertising a product. Finally we chose seblak products owned by one of the teachers at this school. Also, during the process of making the video, it was difficult in the acting department."¹⁹

The same thing was also said by Questionnaire results:
"The obstacle in learning English using TikTok in advertisement material is that we find it difficult to express ourselves. We have to make videos and have to

¹⁷ Interview with the teacher on Thursday 16th March, 2023

¹⁸ Questionnaire results with the students on Tuesday 21st February, 2023

¹⁹ Interview with R student of grade 9A on Tuesday 21st February, 2023

*act to make advertisements. The obstacle is there. You have to enjoy it but feel like you can't express yourself. Don't have more experience in acting and editing videos to make advertising videos on Tiktok.*²⁰

While the obstacles that the teacher finds in English advertisement learning process are not all students have smartphones to support Tiktok with good networks. Some of the students live in remote villages, where the signal is not good. Besides that, some students are illiterate with the technology so that they find the difficulties in creating the video. Many students also live in Islamic dormitory (pondok). Where is impossible for them to bring smartphones.

This can be overcome by the school providing smartphone facilities to students who are constrained by It or to students who live in Islamic dormitory to access Tiktok and make the video creation. In addition, group the students who don't have smartphone with the students who have smartphone in making digital video assignments. In this way, each group member can help each other. Students who have smartphone facilities and good signal are able to take charge of taking videos, editing or uploading the video to their respective Tiktok accounts. Meanwhile, students who are constrained by smartphones and signals or students who live in the Islamic dormitory (pondok) are able to provide support by pouring ideas or also becoming actors in the video. Taking videos can be done during school breaks or when they are not at the in Islamic dormitory (pondok). The teacher also provide students with the online guidance how to use and make video through Tiktok.²¹

B. Research Discussion

1. The Implementation of Tiktok as an Interesting Media for Learning English

English had be loved for several students in this school. They thought that mastering English is the important thing, because English is international language. But other students not interested in learning English because English is the most difficult lesson to learn. The teacher is trying to increase the

²⁰ Questionnaire results with students on Tuesday 21st February, 2023

²¹ Interview with the teacher on Thursday 16th March, 2023

motivation to learn English in class ninth grade students at this school. The teacher involves applications that are trending among Gen Z such as Tiktok to make learning English more interesting.

There is research from Destia Herlisya and Purna Wiratno which states that Tiktok can be used for English language learning, especially to improve speaking skills. The use of the Tiktok is not only to improve students' speaking skills but also motivate students to be more confident to speaking English. Students also be more creative. The use of Tiktok can help improve student understanding the material. In addition, Tiktok also allows students to expand their relationship. The steps required are as follows :

- a. The students have to make a Tiktok account.
- b. The teachers and the students follow each other account.
- c. The teachers ask the students to watch some videos in Tiktok such as about news, fun thing, or dancing.
- d. After the students watch the videos, the teachers asked the students to describe what is it about.
- e. The teachers ask the students to remake the content by making their own version.
- f. The students can create and edit their own video however they like, and adjust to their style.
- g. Each students can give 'like' to their friend's video if they like it as a sign of appreciation.

So it can improve students' English speaking skills.²²

Meanwhile on the results of observations and interviews that researchers have conducted, there are several stages in applying Tiktok as an English learning media, especially in advertisement material, there are preparation and implementation stages. The preparation stage that the teacher does to apply Tiktok as an English learning media is to make a lesson plan before learning begins. After that, make sure that the teaching tools are ready, such as power point, projector, laptop and sound to display the materials and students' video creation.

The first meeting the teacher give explanation to the students about advertisement material. The teacher also give the Tiktok link video about advertisement material. With short

²² Herlisya and Wiratno, "Having Good Speaking English through Tik Tok Application."

duration can make students not boring in receive and understand the material. Next the teacher give the group assignment to create interesting digital advertisement video in Tiktok. And in second meeting those videos shown in front of the class. The students gather with their own group then the teacher commanded to analyse the generic structure of those advertisement videos. From the stages of using Tiktok as English learning in ninth grade at this school shows that the class atmosphere feels different compared to the usual and tends to be boring.

Research conducted by Veronika Unun Pratiwi, et al, as an English learning media, Tiktok can be used as an interesting, innovative and interactive learning media. English learning felt less boring This is supported by the features offered by Tiktok that can accommodate language skills. Tiktok can be used as an attractive English learning media because Tiktok is able to meet students' learning needs. Students are also interested in using Tiktok because of the novelty that Tiktok has, and many features that can be implemented into English learning. Tiktok is in accordance with the times, and the characteristics of students who are generation Z who are not far from the digital world.²³

While in this research, there is a novelty that Tiktok has become an interesting learning media because students do not feel bored when teaching and learning takes place. This is because learning activities are not only student centered. Students feel happy so that it makes them active in learning. Students become more creative due to the assignment to make a video about advertising and discussion activities in learning. This way is able to invite students to be able to think critically.

2. The Supports and Obstacles in Implementing Tiktok as an Interesting Media for Learning English

The development of the times in the 21st century challenges teachers to continue to be creative in creating or utilizing technological media in the learning English process. In the 21st century, the teacher acts as a facilitator and students play an active role in the learning English process. This is also done by the teacher to continue to develop technology into learning media that attracts students' interest in learning English.

²³ Veronika Unun Pratiwi et al., "Using Tiktok As An Effective English Learning Media" 35, no. 2 (2022): 300

The use of technology in education is considered to be the right step, because the presence of this technology makes learning situations more authentic and effective. It also provides opportunities for students to work collaboratively. Technology that makes it easier for students to access information can complement their learning experience. These benefits are a major part of 21st century education that must be optimized to create sophisticated learning immersion and maximize the quality of students in the future.²⁴ At the turn of the 21st century, there were many changes in the role of education in the world, especially the addition of digital literacy in education. Nowadays, many teachers prefer to use media such as podcasts, videos, e-learning, apps and websites that can be accessed easily through personal devices.²⁵

Using technology in teaching is very important because it can facilitate collaborative relationship building and construct meaning in a context that is easier to understand. Technology can build collaborative communication networks between teachers, students and learning resources. It can also provide a variety of complex, realistic and safe problem-solving environments. In addition, technology is also able to build and shape meaning actively through the internet to find actual research, photos, videos.²⁶ The use of technology such as social media in English language learning makes students to be independent and responsible for their learning. They can search for educational materials online by themselves.²⁷

²⁴ Asri Siti Fatimah and Santiana Santiana, "TEACHING IN 21ST CENTURY: STUDENTS-TEACHERS' PERCEPTIONS OF TECHNOLOGY USE IN THE CLASSROOM," *Script Journal: Journal of Linguistic and English Teaching* 2, no. 2 (October 8, 2017): 125, <https://doi.org/10.24903/sj.v2i2.132>.

²⁵ Kay, K. (2010). *Enriching Minds for The 21st Century*. In James Bellanca & Ron Brandt (ed.). *Leading edge anthology on 21st century skills*. Bloomington, IN: Solution Tree Press.

²⁶ Peter D. John and Rosamund Sutherland, "Teaching and Learning with ICT: New Technology, New Pedagogy?," *Education, Communication & Information* 4, no. 1 (March 2004): 101–107, <https://doi.org/10.1080/1463631042000210971..>

²⁷ Melor Md Yunus et al., "The Use of Information and Communication Technology (ICT) in Teaching ESL Writing Skills," *English Language Teaching* 6, no. 7 (June 3, 2013): p1, <https://doi.org/10.5539/elt.v6n7p1.1-8>

RKD as an English teacher utilizes one of the social media that is being loved by Gen Z in general and ninth gradestudents at this school in particular, namely Tiktok as a media for learning English. But many of them feel the negative impact of Tiktok such as making them become complacent so that they forget their main task of learning. From here the teacher tries to pry the positive side that can be taken from Tiktok using it for English learning media. The teacher uses Tiktok in advertisement material.

As an English teacher, RKD also felt something new gained by using Tiktok as a learning media. Based on the RKD's experience, teaching with Tiktok media makes her mind more developed. RKD has ideas to continue exploring other media that can be used for English learning media, especially advertisement material.

The result of using Tiktok as a English learning media especially in advertisement material are the use of Tiktok can boosts the students' motivation in learning English. The use of Tiktok improve the students' ability in understanding English material especially in advertisement. It can be seen from the score of the formative test given by the teachers. Tiktok is one of the media that is as effective as learning English media. The students showed positive attitude toward Tiktok as a video aid in learning English. The impact of utilizing Tiktok in learning process is to enhance literacy and students' English skill.

Tiktok can be used by teachers to improve students' vocabulary in English. In addition, based on research that researchers have conducted. Learning English advertisement is also more interesting and fun by utilizing one of Tiktok's social media.

Tiktok is a digital platform that able to increase interest and motivation to learn English more deeply. This can be done with the dynamic music and videos available on Tiktok. Interesting topics on Tiktok attract students' attention so that it can help them learn new words in English. In addition, the short duration of Tiktok videos makes the learning process more efficient and effective. Because it will not take much time and avoid boredom when understanding the material.²⁸

²⁸ Zhai Xiuwen, Abu Bakar Razali: "An overview of the utilization of TikTok to improve oral English communication competence among EFL

In its implementation, there are obstacles that the teacher found in the process of learning English advertisement. Not all students have smartphones to support Tiktok with a good network. There are also students who are still technology illiterate so it is difficult to make videos. In addition, students who live in Islamic dormitories (pondok) are not allowed to use smartphones. However, this is not a serious problem. The school can facilitate students who are constrained by smartphones. With the formation of groups, it is also able to reduce obstacles in using Tiktok as an English language learning media. Students who have smartphones can help each other students who are constrained by smartphones. Meanwhile, students who are constrained by smartphones and signals or students who live in huts are able to provide support by pouring ideas or becoming actors in the video. All these obstacles can be overcome with group cooperation.

In utilizing Tiktok as a medium for learning to speak English, students still find problems that must be faced. They have difficulty in finding sentence structures that are too simple and even incomplete when speaking. Which auxiliary verb (to be) should be placed according to the subject and time but from here they forget to do it. In addition, the lack of English vocabulary also affects the use of students' sentence structure. They lack fluency in speaking English because they are nervous and tense when describing a video. They still think long to say it, especially when dealing with idiom vocabulary. However, they seemed to be able to understand the meaning of the conversation and the instructions.²⁹ According to Shevany Anumanthan and Harwati Hashim the students still could not have fun making their own Tiktok videos, because they thought that it is difficult for them.³⁰

undergraduate students." *Universal Journal of Educational Research*, 9(7), 2021 1439-1451. <https://doi.org/10.13189/ujer.2021.090710>

²⁹ Destia Herlisya and Purna Wiratno, "Having Good Speaking English through Tik Tok Application," *Journal Corner of Education, Linguistics, and Literature* 1, no. 3 (January 14, 2022): <https://doi.org/10.54012/jcell.v1i3.35>.

³⁰ Sun et al., "Improving the English-Speaking Skills of Young Learners through Mobile Social Networking."

The research in implementing Tiktok as interesting English learning media has been conducted by Afrah Abdullah Alghameeti. That research states that Tiktok has become a well-known tool and can be an effective medium for teaching English. Therefore, teachers should take advantage of the benefits of Tiktok. The teachers created English vocabulary videos supported with photos and graphics. The videos can significantly improve students' vocabulary.³¹

While in this research based on the results that researchers have obtained. There is novelty that Tiktok can be used as an engaging English learning. Especially in ninth grade advertisement material at one of Madrasah Tsanawiyah in Kudus. Learning becomes more interesting and fun when compared to previous learning that tends to. The delivery of advertisement material is very appropriate if you use Tiktok media to attract students' interest. The use of Tiktok in English learning media in the classroom can also improve students' mastery of English vocabulary. This is evidenced by the acquisition of scores on the formative test.

Based on the research from Destia Herlisya and Purna Wiratno shown that Tiktok can be used for English language learning, especially to improve speaking skills. This is evident that despite to improve English speaking skill. The use of the Tiktok is not only to improve students' speaking skills but also motivate students to be more confident. Students will be trained by themselves to be creative. It can used by the students following trends and editing the content they have created. Tiktok also useful for providing information. Tiktok also allows students to expand their relationship. In addition, the use of Tiktok can help improve student understanding the material.³²

Beside speaking, in this research there is novelty that Tiktok also can use to be an engaging English learning, especially advertisement material. In this advertisement material, it was able to make students' scores increase as well as in vocabulary tests, it was found that their mastery of

³¹ Afrah Abdullah Alghameeti, "Is TikTok an Effective Technology Tool in English Vocabulary Expansion?," *English Language Teaching* 15, no. 12 (November 14, 2022): 14, <https://doi.org/10.5539/elt.v15n12p14>.

³² Destia Herlisya and Purna Wiratno, "Having Good Speaking English through Tik Tok Application," *Journal Corner of Education, Linguistics, and Literature* 1, no. 3 (January 14, 2022): <https://doi.org/10.54012/jcell.v1i3.35>.

vocabulary increased compared to conventional methods. The learning atmosphere began more enjoyable. In addition, the students easy to understand the material because the students challenged to practice and engaged in advertisement learning process.

