

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

Data in the form of narratives and discussions regarding English teacher's experiences in utilizing Tiktok as an interesting English learning media on advertisement material, a narrative inquiry on ninth grade students at one of Madrasah Tsanawiyah in Kudus has been presented. The next chapter is conclusions and recommendations to finalize this study.

#### A. Conclusion

This study aim to explore teacher's experience in implementing Tiktok as an interesting media for learning English media case study on ninth grade at one of Madrasah Tsanawiyah in Kudus. Based on the findings of the research and the research question, the following presents the conclusions of the research.

1. The implementation Tiktok as an interesting media for learning English especially advertisement material to ninth grade students divided into two steps, preparation step and implementation step. In preparation step the teacher prepared a lesson plan and the teaching tools such as power point, projector, laptop and sound. Next implementation step, the first meeting teacher explained advertisement material. Teacher divided into several group and assign them to created advertisement video in Tiktok. In second meeting those videos shown in front of the class. The students were in groups and instructed to analyze the general structure of the video advertisement. The learning process became more fun. The material was easily understood by the students because the material was delivered in an interesting and newer style. The students directly created digital advertisements in groups and uploaded them to Tiktok. Then the video was shown in front of the class and they were challenged to analyze videos from other groups. The result is that advertising material is more easily captured by students, from this advertisement material is more effective and appropriate to convey using Tiktok.
2. The implementation Tiktok in advertisement materials makes the teacher's mind more developed to use this media in other materials. Tiktok was able to increased students' motivation in learning English. In addition, it was also able to improved students' ability to understand the material. Tiktok can be used as a media to enrich vocabulary in English as evidenced by the

formative test scores obtained by students. Tiktok was effective for English language learning. English learning is also more interesting and fun or not boring. Because students are challenged to be directly involved in learning process. Nevertheless, there were still some obstacles in giving assignments to make digital videos about advertisements such as signal difficulties, constraints on smartphones or some Islamic dormitory (pondok) students who were not allowed to use smartphones. However, this can be overcome by creating groups so that each group member can help each other.

## **B. Recommendation**

After researching on the implementation of Tiktok as an interesting media for learning English some recommendations put forward by researcher include:

### **1. For Teachers**

The suggestion given for teacher that explain advertisement material is to students challenged to create advertisements video in Tiktok 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. Teachers can also use Tiktok as a learning media in addition to advertisement material and English learning. Teachers can use the same steps. Or teachers can explore other potentials of Tiktok so that learning can be more fun.

### **2. For Students**

Students should make the best use of their time while they still have many opportunities to learn. In their spare time they can also use Tiktok not only to entertain themselves but they should also be able to take the positive side of Tiktok to learn according to their interests so that their time becomes more valuable. In addition, students should learn English considering the importance of mastering English in today's world. Because there is no harm in continuing to learn this international language or English. Mastering English will expand their knowledge.

3. For Future Researchers

This research is far from perfect and has many limitations. For example, this research only analyzes Tiktok as an English learning media in advertisement material for ninth grade. Analysis of Tiktok as a learning media is needed to get a broader needed to get a broader picture. In addition, there are many more. Other topics that have the potential to be researched related to this research include implementation of Tiktok in four other English skills. Or Tiktok can also be used for other subjects and materials as learning media.

