

ABSTRACT

Fina Minarofah, 2024, “A Case Study on the Student’s Perception towards the Use of TikTok in Vocabulary Mastery”, Institut Agama Islam Negeri Kudus.

Research on the use of TikTok in English learning has been done before. The thing that distinguishes between previous research and the current research is the focus of the research, where most of the previous research focused on the use of TikTok to learn general English. Meanwhile, this research focuses more on the use of TikTok on one aspect of English, namely the aspect of vocabulary mastery. Apart from the research focus, the difference is also in the location of the research where this research was conducted at an Islamic higher education institutions Kudus City.

This research aims to answer questions on the research questions including: 1) How are the student’s perceptions of using TikTok to enhance English vocabulary mastery?, 2) What is the benefit that students get when using TikTok to enhance English vocabulary mastery?, and 3) What is the challenge faced by students when using TikTok to enhance English vocabulary mastery?. The method used in this research is descriptive qualitative, and the data is obtained from documentation and semi-structured interviews directly with 6 students in the sixth semester of the English education department who have been selected by the researcher by combining purposive and snowball sampling techniques. The presentation of data is done by means of descriptive analysis after passing the reduction and verification process.

The results of this research show that: 1) Students have positive views and responses regarding the use of TikTok to enhance vocabulary mastery. According to them, TikTok is a social media that has simple features, very easy to access and use. TikTok can be a very interesting platform for learning vocabulary because the content delivered there is packaged in a creative, interesting and innovative way. The content of English educational videos, especially the material about vocabulary in it is very easy to understand, this is because the short and creative video format offered on TikTok often makes learning material more interesting and easy to digest, the findings also show that they agree that TikTok can increase the amount of their vocabulary mastery and TikTok can be an interesting new media in teaching and learning activities, especially in vocabulary learning that can be utilized by English teachers or lecturers. 2) Then the benefits obtained are that they gain new insights into a vocabulary, enhance the number of vocabularies, know the meaning of new vocabulary, know the class of word usage, and know how to pronounce a word correctly. 3) While the challenges are because the duration of the video is usually short sometimes, they feel that the explanation of the video content becomes less in-depth, their focus is sometimes easily distracted by other content especially entertainment content and they feel confused about what accent the content creator uses because not all content creators state what accent they use.

Keywords: Perception, TikTok, Vocabulary Mastery.