

CHAPTER IV

RESEARCH FINDINGS AND DISCUSSION

In this section the findings and discussion are separated, for the findings section of this research is based on interview data of student's perception towards the use of TikTok to enhance vocabulary mastery. The data on student's perception also include what are the benefits and challenges faced by students when using TikTok to enhance vocabulary mastery.

A. Research Results

The researcher conducted interviews with 6 sixth semester students in the English education department who met the criteria to become informants in this research. The following findings have been obtained by the researcher related to the results of interviews with informants:

Based on the results of the interviews that the researcher has conducted, the data obtained that all informants are active users of the social media TikTok, and the reasons for why they use it are very diverse, most of them said it was an entertainment medium to fill spare time.¹²³⁴⁵⁶ Then apart from being an entertainment medium, they also used it to find news that was being discussed or in other words news that was going viral.⁷⁸ Informant ISN also added that she used TikTok to enjoy interesting content.⁹ Informants MH and ANM also added that

¹ ALS, Interview conducted by the researcher on 21st January, 2024, student interviews 1, transcript.

² ISN, Interview conducted by the researcher on 23rd January 2024, student interviews 2, transcript.

³ IN, Interview conducted by the researcher on 26th January 2024, student interviews 3, transcript.

⁴ MH, Interview conducted by the researcher on 5th February 2024, student interviews 4, transcript.

⁵ FTF, Interview conducted by the researcher on 6th February, 2024, student interviews 5, transcript.

⁶ ANM, Interview conducted by the researcher on 8th February 2024, student interviews 6, transcript

⁷ ISN, Interview conducted by the researcher on 23rd January 2024, student interviews 2, transcript.

⁸ FTF, Interview conducted by the researcher on 6th February 2024, student interviews 5, transcript.

⁹ ISN, Interview conducted by the researcher on 23rd January 2024, student interviews 2, transcript.

they use TikTok apart from entertainment as well as a means of obtaining new information, insights, and knowledge.¹⁰¹¹

Then for the duration of their use, they also vary, some stating that on an average day, they can spend approximately one hour.¹²¹³ One even said that he could spend five to eight hours a day, he further added that this time was not immediately but accumulated in a day.¹⁴ While others convey that the time is not measurable and depends on how busy they are on that day, if they have a lot of free time then the duration of using TikTok can be long. They also added that compared to other social media, they spend more time opening social media TikTok.¹⁵¹⁶

This research has three questions, to answer the research question the researcher describes it as follows:

1. Student's Perception of Using TikTok to Enhance their English Vocabulary Mastery

a. Simplicity of Features and Ease of Access to Use

Based on the interview results, there is no difference of opinion among the informants regarding the ease of features and use, all informants stated the same thing if TikTok is a social media that is very easy to access and has simple features that are easy to use. The following are the students' statements translated from Indonesian to English:

Yes, it's easy, very easy even.¹⁷

Yes, for young people like me, it is certainly very easy to access and use social media TikTok.¹⁸

¹⁰ MH, Interview conducted by the researcher on 5th February 2024, student interviews 4, transcript.

¹¹ ANM, Interview conducted by the researcher on 8th February 2024, student interviews 6, transcript.

¹² ALS, Interview conducted by the researcher on 21st January 2024, student interviews 1, transcript.

¹³ FTF, Interview conducted by the researcher on 6th February 2024, student interviews 5, transcript.

¹⁴ MH, Interview conducted by the researcher on 5th February 2024, student interviews 4, transcript.

¹⁵ ISN, Interview conducted by the researcher on 23rd January 2024, student interviews 2, transcript.

¹⁶ IN, Interview conducted by the researcher on 26th January 2024, student interviews 3, transcript

¹⁷ ALS, Interview conducted by the researcher on 21st January 2024, student interviews 1, transcript.

¹⁸ ISN, Interview conducted by the researcher on 23rd January 2024, student interviews 2, transcript.

It is very easy because the appearance of TikTok's features is simple and easy to understand. In fact, for first-time users, there are clear instructions on how to use the features. There are also short videos that are easy to access, so they can be used by various ages and wherever and whenever they are.¹⁹

It is easy, very easy to use and the features are also easy to understand.²⁰

It is very easy because you can sign up only by using email and using it is also quite easy by searching in the search box for what type of content you want to see, after that just scroll.²¹

Yes, in my opinion, it is very easy to use.²²

b. Attractiveness in Appearance

Regarding attractiveness in appearance, based on the data that has been obtained there is no difference of opinion among the informants, all of them said that they are more interested in learning vocabulary through visual and interactive content as offered by TikTok compared to conventional methods for the reason of the appearance on TikTok very interesting, there are good edits and visuals.²³²⁴ The information and delivery model is packaged and presented in an interesting, creative, and

¹⁹ IN, Interview conducted by the researcher on 26th January 2024, student interviews 3, transcript.

²⁰ MH, Interview conducted by the researcher on 5th February 2024, student interviews 4, transcript.

²¹ FTF, Interview conducted by the researcher on 6th February 2024, student interviews 5, transcript.

²² ANM, Interview conducted by the researcher on 8th February 2024, student interviews 6, transcript.

²³ ALS, interview conducted by the researcher on 21st January, 2024, student interviews 1, transcript.

²⁴ IN, Interview conducted by the researcher on 26th January 2024, student interviews 3, transcript.

innovative format that can attract attention.²⁵²⁶²⁷²⁸ The duration of the video is not too long²⁹ and it is easier to imagine the insights conveyed. Lastly TikTok is full of the latest information.³⁰ This shows that TikTok is a social media that in terms of appearance is very attractive to students.

The following are the answers from the informants:

Yes, it's clear, because the average content on TikTok uses quite interesting edits so it makes it easier for me to understand the content conveyed by the content creators, especially regarding English content on TikTok.³¹

So far, I am more interested in learning through visual and interactive content such as YouTube and TikTok. I feel this method more interesting and easier to understand, because the information is presented in a format that can attract the attention of its users.³²

Yes, of course, I am more interested in visual and interactive content, it is because the model of delivering the material as far as I can see is so creative and innovative and, in my opinion, it also really keeps up with the times, so that it makes it more enjoyable and easier for me to learn.³³

Yes, I think so. Because the delivery of material on TikTok is more interesting and in my opinion, it is easier to imagine the insights shared there, besides that social media TikTok is also

²⁵ ISN, Interview conducted by the researcher on 23rd January 2024, student interviews 2, transcript.

²⁶ MH, Interview conducted by the researcher on 5th February 2024, student interviews 4, transcript.

²⁷ FTF, Interview conducted by the researcher on 6th February 2024, student interviews 5, transcript.

²⁸ ANM, Interview conducted by the researcher on 8th February 2024, student interviews 6, transcript.

²⁹ IN, Interview conducted by the researcher on 26th January 2024, student interviews 3, transcript.

³⁰ MH, Interview conducted by the researcher on 5th February 2024, student interviews 4, transcript.

³¹ ALS, interview conducted by the researcher on 21st January 2024, student interviews 1, transcript.

³² ISN, Interview conducted by the researcher on 23rd January 2024, student interviews 2, transcript.

³³ FTF, Interview conducted by the researcher on 6th February 2024, student interviews 5, transcript.

full of the most up-to-date information, of course I am very interested in learning through TikTok, but it does not rule out the possibility for me to learn in other media such as journals, online books, and websites as well.³⁴

c. Having Shorter Duration

The short video duration owned and offered by TikTok can make students faster and easier to understand the material presented because it can be clearer and directly explain to the point than long videos which they think are too long-winded and can make them feel bored and tends to be skipped.

The following is the statement from the informants:

Through short videos, it is easier and faster to understand.³⁵

I prefer the short videos because they get to the point.³⁶

I prefer short videos because can get straight to the point, if it's a long video it's long-winded and sometimes I get bored.³⁷

d. Ease of Understanding Vocabulary Material

Regarding the vocabulary learning material on TikTok, when the students were asked about the ease of understanding the material presented on the platform, there was no difference in their answers, the majority of them stated that the material presented was easy for them to understand and quite comprehensible. As the following informant said:

In my opinion, the content of English lessons delivered through TikTok, especially related to vocabulary, is usually understandable and easy to comprehend. The short and creative video formats offered on TikTok often make the learning material more interesting and digestible, and the use of visual and

³⁴ MH, Interview conducted by the researcher on 5th February, 2024, student interviews 4, transcript.

³⁵ IN, Interview conducted by the researcher on 26th January 2024, student interviews 3, transcript.

³⁶ FTF, Interview conducted by the researcher on 6th February 2024, student interviews 5, transcript.

³⁷ ANM, Interview conducted by the researcher on 8th February 2024, student interviews 6, transcript.

interactive methods in the videos can also increase understanding.³⁸

I think it's really easy.³⁹

So far, from the videos that I have watched, I can say that it is quite understandable.⁴⁰

e. Being Able to Enhance English Vocabulary Mastery

According to the data obtained by a researcher from interviews with all informants, it is known that they agree that using social media TikTok can enhance their vocabulary mastery. ALS expressed her agreement that social media TikTok can enhance vocabulary mastery, she explained as follows:

I agree about enhancing the vocabulary, because the education creators, especially the English language in TikTok, if there is a new language or word that is going viral, they usually discuss it immediately so that it is very updated and I can gain new insights too.⁴¹

Then informant ISN said:

Yes, I agree that using TikTok can make a positive contribution to enhancing English vocabulary mastery. Through short and creative videos, TikTok can help introduce and familiarize new vocabulary interestingly. Although it is not the only source of learning, TikTok can provide variety in the approach to learning vocabulary, especially for me who likes learning through visual and interactive media.⁴²

³⁸ ISN, Interview conducted by the researcher on 23rd January, 2024, student interviews 2, transcript.

³⁹ MH, Interview conducted by the researcher on 5th February, 2024, student interviews 4, transcript.

⁴⁰ ANM, Interview conducted by the researcher on 8th February, 2024, student interviews 6, transcript.

⁴¹ ALS, Interview conducted by the researcher on 21st January, 2024, student interviews 1, transcript.

⁴² ISN, Interview conducted by the researcher on 23rd January, 2024, student interviews 2, transcript.

Informant IN also expressed her agreement and even stated that not only her vocabulary but also her pronunciation has improved.

I agree that using TikTok can enhance my vocabulary. Not only in vocabulary mastery but also in improving my pronunciation to a better pronunciation than before.⁴³

Then when asked how their vocabulary mastery was after using and watching the video content of vocabulary material in English on TikTok, they all agreed that there was an enhancement although not significantly much, but at least there was insight and something new that they could finally know, as the following informants stated:

After watching English videos on TikTok, I feel a little helped by the addition of vocabulary even though it is limited. This platform contributes positively to my vocabulary mastery.⁴⁴

It depends on each individual, whether after getting new vocabulary they want to practice it in their daily life, if I am, myself the type of person who always applies analysis and practice. So yes, it has enhanced quite a bit even though it is not significant, but at least there is a new insight that enters my brain.⁴⁵

For me personally, I feel that there is an improvement in little by little, although not much, but at least I know the meaning of vocabulary that was initially unfamiliar to me.⁴⁶

Yes, in terms of vocabulary, I think it has enhanced quite a bit,

⁴³ IN, Interview conducted by the researcher on 26th January, 2024, student interviews 3, transcript.

⁴⁴ ISN, Interview conducted by the researcher on 23rd January, 2024, student interviews 2, transcript.

⁴⁵ MH, Interview conducted by the researcher on 5th February, 2024, student interviews 4, transcript.

⁴⁶ FTF, Interview conducted by the researcher on 6th February, 2024, student interviews 5, transcript.

I know more about this vocabulary, this word means this.⁴⁷

f. TikTok as an Exciting New Media

All of the informants agreed that TikTok is utilized as a new medium in learning English, especially related to vocabulary that can be used by English teachers, lecturers, or other educators. They need to try to utilize it because now we are in a digital era that has made TikTok a social media that is so popular in various circles, especially in Generation Z where college students are included in the generation category.⁴⁸ Informants said that sometimes teachers and lecturers when teaching only tell students to practice and present directly, they should not only be like that, but they can take advantage of the use of social media TikTok in their learning not only about vocabulary but also other materials by making their videos with a short duration like on TikTok in the form of a brief explanation so that students can understand better, will be more interested in learning if played like that⁴⁹ and can also enjoy learning.⁵⁰

FTF expressed its thoughts as follows:

Yes, it is necessary, to be able to attract students, in my opinion they also have to keep up with the times where now many use TikTok.⁵¹

One of the informants also explained that the use of social media such as TikTok by English educators can make it an innovative and interesting method, especially in teaching vocabulary that can make learning more fun, in her narrative, she further said that the use of social media must still be wise and if the teachers take content from there, then the selected content should also be by the learning objectives.

⁴⁷ ANM, Interview conducted by the researcher on 8th February, 2024, student interviews 6, transcript.

⁴⁸ Linwei Wu, "Comparative Analysis of Video Stories and User Behaviors on WeChat and Tik Tok," *3rd International Conference on Humanities Education and Social Sciences (ICHESS 2020)* 496, no. Ichess (2020): 329–33, <https://doi.org/10.2991/assehr.k.201214.518>.

⁴⁹ ALS, Interview conducted by the researcher on 21st January, 2024, student interviews 1, transcript.

⁵⁰ ANM, Interview conducted by the researcher on 8th February, 2024, student interviews 6, transcript.

⁵¹ FTF, Interview conducted by the researcher on 6th February, 2024, student interviews 5, transcript.

I think the use of social media such as TikTok by English lecturers or teachers can be an innovative and interesting method to teach vocabulary. TikTok can enrich the learning experience with a visual and interactive approach, increase student engagement, and make learning more fun. However, it still needs to be used wisely and content selection should be in line with the learning objectives.⁵²

The above statement is the same as that expressed by informant IN, who said that English educators, both teacher and lecturer, should also be able to use and utilize not only social media TikTok but also other media platforms as additional information that can be taught to students. She also added that lecturers or teachers also need to sort out that the English educational content videos used are indeed quality videos and suit the characteristics of their respective students.⁵³

2. The Benefit that Students Get when Using TikTok to Enhance their English Vocabulary Mastery

Based on the research data that has been obtained through interviews with all informants, the researcher can describe that the benefits that students get from using social media TikTok to enhance English vocabulary mastery are as follows:

a. Gaining New Insights into Vocabulary

The first benefit they get is that through TikTok they can gain new insights related to English vocabulary, as explained by informant ISN she can get to know new vocabulary in such a creative and fun way.

I started using TikTok as an English learning tool when I realized that this platform is not only entertaining but can also provide educational benefits. Whenever I come across an English video on TikTok, especially one on vocabulary, I feel drawn to watch it all the way through. Some of the benefits I get include the introduction of new words in a more creative and fun way. The short videos often use pictures or illustrations that help visualize the meaning of the words, making it easier for me to remember them. In addition, some of the content also provided examples of

⁵² ISN, Interview conducted by the researcher on 23rd January, 2024, student interviews 2, transcript.

⁵³ IN, Interview conducted by the researcher on 26th January, 2024, student interviews 3, transcript.

the word's use in sentences, which helped me understand the context in which it was used. Although the benefits may not be comparable to conventional learning methods, TikTok still makes a positive and fun contribution to my English vocabulary development.⁵⁴

Informant MH also thinks so, that through TikTok he gained new vocabulary knowledge, further he also added that in addition to gaining vocabulary knowledge, he also gets the opportunity to practice in his daily life because as has been told during interviews with the researcher informant MH also likes to practice his English-speaking skills on TikTok through the content there, such as the content 'I say red, you say green' created by content creators.

Yes, I get benefits such as gaining new insight into vocabulary and getting space to practice in my daily life.⁵⁵

b. Enhancing the Number of Vocabulary

The second benefit is that the number of their vocabulary can be enhanced, although the enhancement is not significant in large numbers at least there are new things that they previously did not know that can finally be known.

Yes, I get benefits, namely enhancing my vocabulary, my pronunciation can be better, I also get insight regarding idioms and slang in English, and I also get information that is trending or being talked about.⁵⁶

ANM also explained:

Yes, of course I can, including enhancing the number of vocabularies, besides that I can gain insight into the correct pronunciation and can know when to use the vocabulary.⁵⁷

⁵⁴ ISN, Interview conducted by the researcher on 23rd January 2024, student interviews 2, transcript.

⁵⁵ MH, Interview conducted by the researcher on 5th February, 2024, student interviews 4, transcript.

⁵⁶ FTF, Interview conducted by the researcher on 6th February 2024, student interviews 5, transcript.

⁵⁷ ANM, Interview conducted by the researcher on 8th February 2024, student interviews 6, transcript.

c. **Knowing the Meaning of New Vocabulary**

The third benefit is knowing the meaning of a vocabulary and also knowing about what vocabulary is trending among young people today, as experienced by informant ALS who said as follows:

Yes, I get a lot of benefits, especially being able to know more about the meaning of new vocabulary, knowing how to use the vocabulary class, knowing how to pronounce it correctly such as how to pronounce American and British accents, and for example, if there is vocabulary that is trending on TikTok, usually immediately discuss it which makes me more knowledgeable.⁵⁸

d. **Knowing the Use of Vocabulary Classes**

The fourth benefit is knowing the use of word classes as perceived by the following informants ALS, ANM, and ISN:

...know the use of the vocabulary class.⁵⁹

...and be able to know when the vocabulary is used.⁶⁰

...in addition, some content also provides examples of word usage in sentences, which helps me understand the context in which they are used.⁶¹

e. **Knowing How to Pronounce Vocabulary Correctly**

The fifth benefit is knowing how to pronounce vocabulary correctly, informant ANM said as follows:

...in addition to the insight into correct pronunciation.⁶²

Then, FTF also said more or less the same thing as follows:

...my pronunciation could be better.⁶³

ALS also stated that one of the benefits she gained was being able to know the correct pronunciation, she added, such

⁵⁸ ALS, Interview conducted by the researcher on 21st January 2024, student interviews 1, transcript.

⁵⁹ ALS, Interview conducted by the researcher on 21st January 2024, student interviews 1, transcript.

⁶⁰ ANM, Interview conducted by the researcher on 8th February 2024, student interviews 6, transcript.

⁶¹ ISN, Interview conducted by the researcher on 23rd January 2024, student interviews 2, transcript.

⁶² ANM, Interview conducted by the researcher on 8th February 2024, student interviews 6, transcript.

⁶³ FTF, Interview conducted by the researcher on 6th February 2024, student interviews 5, transcript.

as knowing how to pronounce between American and British accents:

....knowing the correct way of pronunciation such as pronunciation in American and British accents.⁶⁴

3. The Challenge that Students Faced when Using TikTok to Enhance their English Vocabulary Mastery

From the interview data with all informants, it is known that not all informants face and experience challenges, but some of them do. Therefore, researcher have classified some of these challenges as follows:

a. Limitations in Delivering Information

The first challenge faced by them was that because of limited time, sometimes they felt that the explanation of the video content was less in-depth, this was felt by ISN and IN.

Yes, for me, there were a few challenges or obstacles that I encountered when learning English vocabulary through TikTok. One of the main challenges is the limited delivery of information. Short videos on TikTok have a duration limit, which can make the explanation of vocabulary limited and less in-depth. Some concepts may not be fully explained in such a short time. In addition, some videos are informative and creative, but some are less structured or do not provide a clear explanation.⁶⁵

Furthermore, informant ISN also explained how she overcame the challenges she felt.

To overcome these challenges, I implemented a few strategies: first, I made sure to choose my videos carefully. I look for content that is delivered in a clear and structured manner, which is complemented by pictures or illustrations to help visualize the vocabulary. Next, I use TikTok as an additional resource in learning which means I do not rely entirely on TikTok to understand the vocabulary. I also seek further information from reliable sources such as dictionaries, textbooks, or online learning materials.⁶⁶

⁶⁴ ALS, Interview conducted by the researcher on 21st January 2024, student interviews 1, transcript.

⁶⁵ ISN, Interview conducted by the researcher on 23rd January 2024, student interviews 2, transcript.

⁶⁶ ISN, Interview conducted by the researcher on 23rd January 2024, student interviews 2, transcript.

In line with ISN, informant IN also said the same thing that the challenge she faced was that sometimes she encountered video content that lacked depth in its explanation and there was not even a next section to explain in more detail, then to overcome the challenges she felt, she would try to find more in-depth information on other media platforms such as YouTube, the following is a statement from IN:

For me, yes, there are some challenges in using TikTok to learn and enhance my English vocabulary, namely the limited availability of material, especially for vocabulary material which is still limited and sometimes there is no continuation, and to overcome this I usually look for other source information on other platforms that are more in-depth and detailed, such as YouTube or websites.⁶⁷

b. Distraction of Entertainment Content Videos

Then the next challenge is being distracted by entertainment content because not always what appears is content about education but there is also content in the form of entertainment content, so it can make unfocused which in the end makes only watch entertainment content, this was experienced by the following informant ALS:

... sometimes I am easily distracted by entertainment content videos, for example, I want to see English content but what always appears is entertainment content which makes me end up not seeing the English educational content.⁶⁸

As for how to overcome it, ALS says that if she has a strong desire to learn English, not just vocabulary, then she will search by writing in the search box what she wants to learn. This can prevent her from being easily distracted by existing entertainment content.

.... then for the second challenge, I overcame it by having to gather strong intentions and desires first so that later I would not easily distracted by content other than English content as I have said before, I do like to save and repost

⁶⁷ IN, Interview conducted by the researcher on 26th January 2024, student interviews 3, transcript.

⁶⁸ ALS, Interview conducted by the researcher on 21st January 2024, student interviews 1, transcript.

English videos so later if I have a strong desire to learn later I will search and reopen and if there is a strong desire to learn English not only vocabulary then I will search by writing in the search box related to what I want to learn. Well, if it's like that, the content that appears will automatically only be about English educational content so that it can make me not be distracted by other content.⁶⁹

c. Confusion in Distinguishing between the Accents Used by Content Creator

Then there are also challenges in the form of confusion and difficulty in distinguishing what accent is being used by the content creators and the way to overcome this challenge is by looking for additional information in other sources such as Google or YouTube. This challenge is the challenge felt by ALS:

There are no significant challenges, for me the challenge I feel is the pronunciation between American and British accents because not all content creators declare whether they use an American accent or they are British, so I learn it mixed and there are some cultures that are different between the two as in the way of writing itself, sometimes there is vocabulary that is different in writing between American and British and that sometimes makes it a little difficult for me to distinguish it and to overcome the first challenge, I usually look for information in other sources such as Google and YouTube.⁷⁰

B. Discussion

This section will present a discussion analysis of the research findings. This research has three questions that must be answered. Therefore, the researcher presents the discussion as follows:

1. Student's Perception of Using TikTok to Enhance their English Vocabulary Mastery

Based on the research data that has been collected, it can be seen that all informants are active users of social media TikTok with varying durations of use. On average, they use it for more than an hour a day and some even use it for up to five to eight hours then others use it depending on how busy they are that day. The reasons

⁶⁹ ALS, Interview conducted by the researcher on 21st January 2024, student interviews 1, transcript.

⁷⁰ ALS, Interview conducted by the researcher on 21st January 2024, student interviews 1, transcript.

for what they use it for are very diverse, most of them use it as an entertainment medium to fill their spare time. Then, apart from being an entertainment medium, they also use it to find news that is being talked about or news that is going viral and also to obtain new information, insights, and knowledge. Researcher can conclude that they use social media TikTok not only as entertainment but also as a means of finding information and viral news and also as an educational tool to gain new insights and knowledge, especially related to learning English. This is very similar to what Yang said that there are four main purposes of a person using social media, the first is as entertainment, the second is as a means of socializing and interacting with other users, the third is as a means of information and the fourth is as a means of education.⁷¹

Regarding perception, all informants agreed to state that TikTok is a social media that has simple features and is easy to access, for users who are using it for the first time there are clear instructions on how to use these features and to access them they only need to create an account with register using email and how to use it is also quite easy, by typing keywords in the search box for the type of content you want to see, then various videos will appear that match the keywords you have typed, after that just scroll. Because of the simplicity of the features and easy access for users, it is also easier for students to get the things they want to learn, including acquiring new English vocabulary. This is the same as what was expressed by Sinta who said that the ease of features and the use of social media TikTok allows users to search for and select educational video content with any theme or topic that they want to improve.⁷²

Referring to the next findings, data was obtained that all informants agreed that social media TikTok is an attractive media in its appearance for them because the content delivered through TikTok is packaged interestingly, creatively, and innovative following developments in today's times by using edits that are so interesting and good that in the end it can attract the attention of its users so that it is easier to imagine the various insights shared there and also makes it easier to understand the content delivered. The

⁷¹Huining Yang, "Secondary-School Students' Perspectives of Utilizing Tiktok for English Learning in and beyond the EFL Classroom," *2020 3rd International Conference on EducationTechnology and Social Science (ETSS 2020)*, no. Etss (2020): 162–83.

⁷²Ichara Sinta and Zulfitri, "Students' Experience in Vocabulary Memorizing of Adjective by Using TikTok Duet Video," *Journal Educational Research and Social Studies* 3, no. 1 (2022): 40–52, <http://pusdikra-publishing.com/index.php/jrss>.

statement was conveyed by one of the informants who stated that TikTok follows the development of the current era⁷³ which is the same as what Veronica has stated who mentioned that social media TikTok is by the times and with its various unique features and the novelty offered there has made it an attractive social media in terms of its appearance which causes students especially generation Z, to be interested in using it in learning English vocabulary because it fits their characteristics that cannot be separated from the digital world.⁷⁴

From the results of the interviews, it was also found that most of the informants stated that they prefer TikTok video content that is not too long so that watching it does not feel boring which ultimately makes it tend to be skipped, to more quickly get the essence or points of the video content about vocabulary so that it can be easier to understand it. Zhai Xiuwen stated that with the short duration of video content, it will not quickly get boring because it does not require a long time for students to watch it it can make the learning process through social media TikTok more effective and efficient.⁷⁵

Then according to them, the content of English educational videos, especially the material about vocabulary that is there is very easy to understand this is because the short and creative video format offered on TikTok often makes learning material more interesting and easier to digest, and the use of visual and interactive methods in the video can also increase understanding of the new knowledge conveyed. It is by what Ifthina said that the use of social media, especially TikTok in learning, especially English learning can help make it easier for students who use it to understand the material conveyed through this platform, and this is a new and fun thing that needs to be tried and done by students.⁷⁶

⁷³FTF, Interview conducted by the researcher on 6th February, 2024, student interviews 5, transcript.

⁷⁴Veronika Unun Pratiwi et al., "Using Tiktok As An Effective English Learning Media," *International Journal of Progressive Sciences and Technologies (IJPSAT)* 35, no. 2 (2022): 298–302.

⁷⁵Zhai Xiuwen and Abu Bakar Razali, "An Overview of the Utilization of TikTok to Improve Oral English Communication Competence among EFL Undergraduate Students," *Universal Journal of Educational Research* 9, no. 7 (2021): 1439–51, <https://doi.org/10.13189/ujer.2021.090710>.

⁷⁶Ifthina Fahriyah, "A Narrative Inquiry to Explore Teacher's Experience in Implementing Tiktok as an Interesting Media for Learning English on Madrasah Tsanawiyah".(Thesis, IAIN KUDUS, 2023), 54.

In addition, they also expressed their agreement that TikTok can indeed enhance the amount of their vocabulary mastery, although it does not make a significant enhancement directly, there is still a new insight that they have received and gained, this is because TikTok can help introduce new vocabulary in a fun and interesting way and every time there is something either a new word or expression that is going viral, the content creators quickly make a video explanation so that the users are also updated with knowledge related to their vocabulary.

Currently, the social media TikTok has become so popular, that students and even English teachers, lecturers, or educators can participate in taking advantage of the existence of social media TikTok by using it in teaching and learning activities. Afrah in his research argues that creating educational video content of English vocabulary supported by the existence of image edits and graphics that are so interesting and creative can make TikTok a tool that can be used by language learners to enhance vocabulary mastery and can also be used to support other English language skills.⁷⁷ Elsa Dwipa et al., also agree with this, she found in her research that the TikTok application is considered a unique and interesting new media that can effectively and efficiently enhance students' English vocabulary.⁷⁸

Based on the interview data and discussion description above, the researcher can state that the informants fall into the category of passive vocabulary mastery, and the approach they use to enhance vocabulary mastery by using TikTok is implicit because they can acquire and know new vocabulary through the activities of seeing, reading and listening to various audio-visual educational content about vocabulary found on TikTok. This refers to what has been stated by Sonbul and Schmit that an implicit approach is an indirect approach to vocabulary learning where students recognize and know vocabulary from the reading and listening activities they have done.⁷⁹

⁷⁷Afrah Abdullah Alghameeti, "Is TikTok an Effective Technology Tool in English Vocabulary Expansion?," *English Language Teaching* 15, no. 12 (2022): 14, <https://doi.org/10.5539/elt.v15n12p14>.

⁷⁸Elsa Dwipa et al., "Implementation of TikTok as Medium for Learning of English Vocabulary: The Perspective of Department English Education Students," *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra* 10, no. 1 (2024): 977–92, <https://doi.org/10.30605/onoma.v10i1.3280>.

⁷⁹Suhad Sonbul and Norbert Schmitt, "Explicit and Implicit Lexical Knowledge: Acquisition.

Then, vocabulary mastery strategies that are most widely used by informants are cognitive strategies and social strategies. The definition of cognitive strategy refers to the opinion of Sonbul and Schmitt cited in Rupina, which is a strategy that refers to how students practice the vocabulary they have acquired.⁸⁰ The cognitive strategy they use is to remember the new vocabulary they know and also note the vocabulary, this is what informant IN did.⁸¹ The social strategy is a strategy where students practice by practicing directly with others⁸² and this is the way informant MH did it.⁸³

In the context of using TikTok for vocabulary mastery, multimedia learning theory is very relevant. TikTok as a video-based social media platform provides a rich combination of verbal and visual elements such as text, images, sound, and music can support learning, can improve understanding of new vocabulary by utilizing the dual-channel assumption. The short and concise nature of videos also helps overcome limited processing capacity (limited capacity assumption), while interactive features and comments on the platform can increase active student involvement (active processing assumption).⁸⁴ According to Mayer, the use of multimedia in education must be designed to facilitate the integration of information through various representation formats, and TikTok with its video format offers this opportunity effectively and by applying multimedia learning theory in using TikTok, it is hoped that students' vocabulary mastery can be significantly enhanced through a richer and more interesting learning experience.

2. The Benefit that Students Get when Using TikTok to Enhance their English Vocabulary Mastery

Based on the results of interviews with informants, researcher have recapitulated and concluded the various benefits, including the first benefit is gaining new insights into vocabulary, and research by Vera Nurlia that supports these findings.⁸⁵The second is enhancing

⁸⁰Rupina Holidazia and Rojab Siti Rodliyah, "Strategi Siswa Dalam Pembelajaran Kosa Kata Bahasa Inggris," *Jurnal Penelitian Pendidikan* 20, no. 1 (2020): 111–20, <https://doi.org/10.17509/jpp.v20i1.24562>.

⁸¹IN, Interview conducted by the researcher on 26th January, 2024, student interviews 3, transcript.

⁸²Holidazia and Rodliyah, "Strategi Siswa Dalam Pembelajaran Kosa Kata Bahasa Inggris.", 2024, 116.

⁸³MH, Interview conducted by the researcher on 5th February, 2024, student interviews 4, transcript.

⁸⁴Richard E. Mayer, (2009). *Multimedia Learning*.

⁸⁵Vera Nurlia, "College Students' Perception of Using TikTok to Learn Vocabulary," *Jurnal Pustaka Cendekia Pendidikan* 01, no. 02 (2024): 60–69.

the number of vocabularies, this is in line with what Elsa Dwipa stated in her research.⁸⁶ The third is students can know the meaning of new vocabulary and the fourth is students can know the use of word classes, the findings in the research of Muflihah et al., also said the same thing⁸⁷ and the last benefit is students can know how to pronounce a word correctly, research by Adnan also claims the same thing which states that using TikTok can improve English language skills such as pronunciation and vocabulary.⁸⁸ Seeing these various benefits, it can be said that in today's digital era, social media TikTok can be used as a tool or media for teaching and learning English because it offers many benefits for its users, especially Generation Z as stated by Pratiwi.⁸⁹

3. The Challenge that Students Faced when Using TikTok to Enhance their English Vocabulary Mastery

For the challenges and obstacles that students experience, the researcher noted, among others, the first is that due to the short duration, sometimes they felt that the explanation of the video content was less in-depth in its explanation and there is not even a next section to explain in more detail, then to overcome this challenge they will usually try to find more in-depth information on other media platforms such as YouTube. This is the same as the findings in Elsa Dwipa's research which revealed that sometimes on TikTok the discussion of content is indeed less detailed so they also learn more in detail on other media.⁹⁰

Second, students' focus while watching English learning videos is sometimes easily distracted by other content, especially entertainment content, as indeed Zhang has said that TikTok can easily make students distracted and distract their attention which tends to make them interested in other interesting entertainment

⁸⁶Elsa Dwipa et al., "Implementation of TikTok as Medium for Learning of English.", 2024, 988.

⁸⁷L Muflihah, "A Phenomenon of English Content TikTok Videos as A Resource in Learning English Vocabulary (Mixed-Methods at SMP Negeri 1 Gunungsari)," *Journal of English Language Teaching and Cultural Studies* 7, no. 1 (2024): 24–35, http://repository.uinbanten.ac.id/12268/8/S_TBI_191230107_Daftar_Pustaka.pdf.

⁸⁸Ilianis Adnan, "University Students' Perceptions of Using TikTok in Education: A Preliminary Study.", 2022, 33.

⁸⁹R. S Pratiwi, A. E., Ufairoh, N. N., & Sopiah, "Utilizing TikTok Application as Media for Learning English Pronunciation," *In International Conference on Education of Suryakencana (IConnects Proceedings)*, no. July 2018 (2021): 1–13.

⁹⁰Elsa Dwipa et al., "Implementation of TikTok as Medium for Learning of English.", 2024, 987.

content, this is because TikTok is entertainment-oriented software.⁹¹ The way they overcome this problem is by writing in the search box related to what they want to learn, this can prevent them from being easily distracted by existing entertainment content. Then the last challenge is that students feel confused about what accent is being used by the content creators and how to overcome this challenge is done by looking for additional information in other sources such as Google or YouTube.



⁹¹Jiyao Zhang, “An Exploratory Research of Chinese Undergraduate Students’ English Literature Informal Learning through Social Media APPs,” *3rd International Conference on Educational Reform, Management Science and Sociology*, no. ERMSS (2021), <https://doi.org/10.25236/ermss.2021.007>.