

CHAPTER I

INTRODUCTION

1.1 Background

Online learning has been carried out so that it has caused a drastic increase in the use of mobile applications in teaching and learning in various educational institutions. The learning media used must adapt to changing trends and booms at this time, such as the TikTok application. TikTok application is a social media that can upload videos with various video editing features so that they can be created as desired. And the use of the TikTok application can be used with a mobile phone, so it can also be called m-learning.

According to Saedah Siraj and Vijay (in Astra, 2015) state m-learning is using of a mobile device to have possession which can organize learning anywhere and anytime. Thus, online learning is carried out by most educational institutions by adopting the use of technology, especially online platforms and social media applications with the aim of ensuring students do not miss the material and can be accessed anytime and anywhere.

In recent years, the emergence of social media platforms has revolutionized the way individuals communicate and interact. One platform that has gained tremendous popularity worldwide is TikTok. Originally launched in 2016, TikTok is a short-form video-sharing app that allows users to create, share, and discover content across various genres, including comedy, music, and education. With its user-friendly interface, extensive reach, and engaging content, TikTok has not only become a source of entertainment but has also shown potential as a tool for language learning and proficiency development.

TikTok's unique features, such as the ability to create and share short videos, have made it a valuable medium for language learners seeking to improve their English proficiency. Users can access a wide range of content, including tutorials, language challenges, pronunciation exercises, and conversational videos. These videos offer learners exposure to authentic English language usage, colloquial expressions, and cultural references, enhancing their language skills in

an engaging and interactive manner.

The visual and auditory nature of TikTok videos provides learners with an immersive language learning experience. They can observe native English speakers' body language, facial expressions, and intonation patterns, thereby improving their listening and speaking skills. Additionally, the platform's algorithmic recommendations expose users to a diverse range of content, allowing them to encounter different accents, dialects, and vocabulary variations, which further contributes to their overall language development.

Numerous anecdotal accounts and emerging research studies suggest the positive impact of TikTok on English proficiency development. A study by Smith and Johnson (2022) investigated the language learning potential of TikTok and found that learners reported increased motivation, engagement, and self-confidence in using English as a result of their exposure to TikTok videos. The study also highlighted the significant role of TikTok's interactive features, such as comment sections and duet collaborations, in fostering language practice and social interaction among learners.

Furthermore, TikTok's popularity among young users has made it an appealing platform for English teachers to incorporate into their classroom activities. Educators have utilized TikTok to design interactive lessons, create language challenges, and facilitate peer-to-peer language exchange opportunities. These pedagogical approaches leverage students' existing interest in the platform and promote autonomous learning, creativity, and collaboration in the language classroom.

TikTok's emergence as a global social media platform has demonstrated its potential as a powerful tool for developing English proficiency. Its engaging content, immersive experience, and interactive features provide learners with unique opportunities to enhance their language skills in an enjoyable and authentic manner. As more research continues to explore the impact of TikTok on language learning, it is evident that this innovative platform has the capacity to revolutionize traditional language acquisition methods and contribute significantly to individuals' English language development.

Based on all the explanations and facts stated above, the writer interested

to conduct research about The influence of Tiktok towards Youngsters in Developing their English, According to a study conducted by Chen and Huang (2021) about Exploring the use of TikTok in English as a foreign language instruction, TikTok has become a significant platform for language learners due to its engaging and interactive nature. The study explored the impact of TikTok on language learning by surveying a group of English language learners who actively used the platform. Results showed that TikTok played a positive role in enhancing youngsters' English language proficiency. At last, the concepts and thoughts that stated above, lead the writer to conduct research under the title “**The Influence of Tiktok as a Medium in Developing English Proficiency among Youngsters .**”

1.2 Research Problem(s)

1. What are the Varieties of English learning types on TikTok that are used by youngsters?
2. How does TikTok influence the development of English Proficiency among Youngsters?

1.3 Aim(s) of Study

1. To find out the Varieties of English learning types on TikTok that are used by youngsters
2. To find out how TikTok influences the development of English Proficiency among Youngsters?

1.4Significance of Study

1.4.1 Implication

The result of the study expected to support and enrich the theoryabout The Influence of Tiktok by Smith (2022) that investigated the language learning potential of TikTok and by Chen and Huang (2021) about Exploring the use of TikTok in English as a foreign language instruction.

1.4.2 Application

The importance of this study is in examining the potential use of TikTok as a tool for improving conversational abilities in English. Finding creative and interesting ways to enhance speaking skills is the key because they are crucial for language learners. TikTok is a promising tool for language acquisition because of its appeal to millennials, its short video style, and its capacity to deliver real language input. This study can shed the light on how TikTok can be effectively used to learn English, particularly to improve conversational abilities. It can also assist educators in creating TikTok-based activities that encourage students to engage in active and genuine discussion. The research can also add to the body of knowledge on technology's role in language learning and offer recommendations based on solid data. The results of this study can also stimulate further investigation into TikTok's potential as a language learning aid, particularly in the area of speaking skills.