

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter presents some literature or theory related to the topic to be studied. This section consists of topics and subtopics. The main issues discussed are the use of TikTok, the strategy to increase student vocabulary, and social media, TikTok. Each topic will be explained in detail below.

#### **2.1. Social media**

##### **2.1.1. Description of social media**

Social media is a collaborative term for websites and operations focusing on communication, community-grounded feedback, commerce, content sharing, and collaboration. People use social media to stay connected and interact with musketeers, family, and colorful communities. Businesses use social media to request and promote products and track client issues.

Business- to- consumer websites include social factors, similar as comment sections for druggies. Colorful tools help businesses track, measure, and dissect the attention their companies receive from social media, including brand perception and client perception.

Social media platforms are frequently divided into four orders: social networks, media participating networks, community-grounded networks, and review board networks. These platforms serve a variety of stoner purposes and interests. Some appeal to potterers, others appeal to people in their work lives.

Governments frequently turn to social media to communicate important information during emergencies. For businesses, social media has become a crucial marketing tool. Companies use it to find and engage with guests, drive deals through advertising and elevations, identify presto- moving consumer trends, give client service or support, and collect data about druggies, occasionally covertly.

### **2.1.2. Types of social media**

- Social networks. People use these networks to connect and share information, studies, and ideas. The focus of these networks is generally on the stoner. stoner biographies help actors identify other druggies with analogous interests or enterprises. Facebook and LinkedIn are good examples.
- Media- participating networks. These networks concentrate on content. For illustration, on YouTube, relations revolve around stoner-generated vids. Other media- participating networks include TikTok and Instagram. Streaming platforms like Twitch are considered part of this order.
- Community-grounded networks. The focus of this type of social network is in-depth conversations, much like a blog forum. druggies leave discussion prompts that helical into detailed comment vestments. Communities frequently form around specific motifs. Reddit is an illustration of a community-grounded network.

## Definition of Tiktok

TikTok is the official Chinese social media networking and music video application that helps advance the digital industry in Indonesia. This app was launched by the Chinese company ByteDance. Douyin's high popularity became the main reason for expanding outside of China under the name TikTok.<sup>1</sup>

TikTok is a social networking site that enables users to make 15 up to 60-second films with a variety of elements, including music, filter stickers, and other imaginative features. Taking into account that the TikTok program has characteristics that may make content more appealing and simpler to market. A Chinese startup named ByteDance initially released an app with a brief lifespan called Douyin before launching this one. Due to TikTok's popularity, many users, particularly young people, may utilize this platform to get information and knowledge that is packed succinctly and simply in TikTok content. The public in Indonesia often uses TikTok media for both creative and commercial purposes. Self-confidence may be impacted by using TikTok social media, particularly among youth. The users of this application are indirectly impacted by TikTok users who utilize English more often while presenting their material, starting with learning how to talk, putting sentences together, and picking up new slang terms.<sup>2</sup>

Launched in September 2016, the TikTok app is a social networking and music video platform that originated in China. Users can produce their own

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<sup>1</sup> Teta Dirgantara Jusikusuma and Suparna Wijaya, *PAJAK PENGHASILAN TIKTOKERS Oleh Teta Dirgantara Jusikusuma; Suparna Wijaya.*

<sup>2</sup> Almaidah Bahri and Others, "Aplikasi TikTok Sebagai Media Pembelajaran Bahasa Inggris di Indonesia", *Jurnal Indonesia Sosial Sains.* (2022)

personal, short music video using the software. TikTok established itself as the most downloaded application during the first quarter (Q1) of 2018, with a total of 45,8 million downloads. This figure is higher than that of other popular apps like YouTube, WhatsApp, Facebook Messenger, and Instagram. According to tekno.kompas.com, there are around 10 million people in Indonesia who are actively using the TikTok application. The vast majority of people who use the TikTok app in Indonesia are either millennials, still in school, or members of the generation generally referred to as Generation Z.<sup>3</sup>

TikTok itself is a video sharing platform with short durations, supported by music, and various interesting filters. This application provides freedom for users to be as creative as possible. TikTok also has a variety of special effects that further stimulate the user's imagination, which can be combined with music according to the user's taste, with various video editing freedoms. Short videos that have been created by users can be directly shared with fellow TikTok social media users or other social media users, such as Instagram.<sup>4</sup>

TikTok is now the app that has the most users and the highest demand in the whole globe. According to a report by a Chinese business called. In the beginning, ByteDance introduced a short-form video application known as [du yn], which is more well-known as TikTok. In 2018, TikTok was the iOS application that received the most downloads everywhere in the globe. TikTok is the program that

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<sup>3</sup> Wisnu Nugroho Aji, Aplikasi Tiktok Sebagai Media Pembelajaran Bahasa dan Sastra Indonesia, 432

<sup>4</sup> Teta Dirgantara Jusikusuma and Suparna Wijaya, *PAJAK PENGHASILAN TIKTOKERS Oleh Teta Dirgantara Jusikusuma; Suparna Wijaya.*

is expanding at the quickest rate and now has 1.5 billion active users, the majority of whom are youngsters and teens. The program known as TikTok is a kind of social media that is undergoing fast growth to establish itself as a prominent part of popular culture in Indonesia. The majority of millennials are youngsters who are now in elementary school or middle school, and the TikTok application has grown outstandingly, is appreciated, and has grabbed the attention of millennials. TikTok is one of the social media platforms that is now in demand by all circles in 2020, as stated. TikTok is a mobile application that was introduced in September 2016 and originated in China. Millennials and members of Generation Z make up the vast majority of users of the TikTok app. This program allows users to create movies and share them with other people who use TikTok. The program TikTok has a large amount of video material, all of which may be seen or downloaded by a large number of users. Typically, the videos that are submitted to the TikTok app fall into one of the following categories: education, business, da'wah, entertainment, instructional, or any combination of these. TikTok is capable of being transformed into engaging and engaging tools for kids to use.<sup>5</sup>

### **Tiktok features**

TikTok is also used to updating its features, for example, developing features so that users can use them more freely, especially for educational purposes. Adding music and usage reviews makes people who have never used

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<sup>5</sup> Ummi Jadidatul Izza, Dewi Kartika Ardiyani, and Amira Eza Febrian Putri, "Pengembangan Media Chinese Berbasis Aplikasi TikTok Pada Penguasaan Kosakata Bahasa Mandarin". *JoLLA: Journal of Language, Literature, and Arts*, 1 no.12 (2021)

this application want to use it too. This is what attracts people, especially students and continues to use this video application.

### Features contained in the TikTok application.

<i>Features</i>	<i>Usability</i>
<i>Record sound</i>	Record sound via device, then integrate into a personal TikTok account
<i>Record video</i>	Record video via device, then integrate into a personal TikTok account
<i>Background</i>	Added background sound that can be downloaded from the media TikTok App storage
<i>Edit</i>	Fix and edit the draft of the video that has been made
<i>Collaborations</i>	Share videos that have been made and collaborate with other Tik Tok App users.

For starters, the TikTok application can complement the learning interests of students. Both of TikTok applications can attract the interest of students because of the various features that can be realized in the learning process. And lastly, the Tik Tok application is proportional to the progress of development and interaction of students to be connected and close to the digital world, especially gadgets. <sup>6</sup>

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<sup>6</sup> Wisnu Nugroho Aji, Aplikasi Tiktok Sebagai Media Pembelajaran Bahasa dan Sastra Indonesia, 432

## **The advantages and disadvantages of using Tiktok**

TikTok is one of the video platforms that people often use to record their videos on their cellphones with a fairly short duration from 15 seconds to 1 minute, and this platform is also a trending application right now. Moreover, many people have used it because it is so fun that TikTok is starting to be widely used by Indonesians. In fact, in December 2019, the Indonesian Ministry of Education had given a strange idea that could make people cheerful in memorizing, more precisely, using the TikTok application as learning in real-time. There is a part of instruction that one can learn from studying general information about a school or college as well.<sup>7</sup>

As if to seize the dominance of YouTube as a video content provider, TikTok is present in society with its short videos. TikTok in Indonesia in 2022 has a very high number of users. Want to know how many TikTok users are in Indonesia? The number is around 92 million according to data from ByteDance advertising. The increase is very far because in April 2020, there were only 37 million users. Multiple growth. It was even blocked before. In its report, Insider Intelligence predicts that TikTok will have 755 million active users by the end of 2022. This figure was archived based on the growth of TikTok users in 2020, which reached 95.8 percent and 40.8 percent in 2011. (kompas.com). in addition, the number of viewers of TikTok content is growing because of the creativity of its creators. There are entertainment, comedy, educational, religious content, and other

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<sup>7</sup> Almaidah Bahri and Others, "Aplikasi TikTok Sebagai Media Pembelajaran Bahasa Inggris di Indonesia", *Jurnal Indonesia Sosial Sains*. (2022)

interesting videos. Features on TikTok are easy for everyone to enjoy. The number of creative content creators also contributed to the explosion in the number of TikTok users from quarter to quarter.

TikTok media is an entertaining and effective tool to use since it helps enhance students' confidence in speaking while learning English. This results in higher scores when compared to when students did not use the program. In addition, argued that TikTok could be a surefire application for teachers in learning English, particularly in descriptive writing, because based on the results of the interpretation of the questionnaire made by researchers for MAN 1 Gresik students, they agreed to the use of TikTok in learning. The questionnaire was given to students who were enrolled in the MAN 1 Gresik program. Additionally, TikTok has a favourable impact on pupils' acquisition of English and serves as a source of motivation for them.<sup>8</sup>

Quoted from the site [jatengpos.co.id](http://jatengpos.co.id). The TikTok application is used as a learning medium in English classes. And proven to be able to increase students' interest in learning English. Through the TikTok application, TikTok can be used as a learning medium and can generate new desires and interests, generate motivation, stimulate learning activities, and even have a psychological influence on students. The benefits of using TikTok offers many benefits to its users. It is a great way to connect with people from all over the world, provides entertaining content, and has educational potential. For these reasons, TikTok is an excellent

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<sup>8</sup> Intan Erwani and Others, "The Influence of TikTok in Increasing Vocabulary for Elementary School in SMP 1 Muhammadiyah Banjarbaru", *ELITE Journal* 4, no.1 (2022)

platform for users of all ages. Quoted from the socio.ID website, here are some examples of TikTok accounts that can be used as references for learning English.<sup>9</sup>

a. @johnhiday

If you want to learn and expand your vocabulary, the TikTok account owned by @Johnhiday has a lot of vocabulary that we can know to improve our English skills. On that account, they often provide new vocabulary as a replacement. For example regarding substitute words for expressions, such as the word thank you can be replaced with I really appreciate, I can't thank you enough, or I owe you one.

b. @Callmechia

If we work in a foreign company that requires speaking English, maybe the tips provided by @callmechia. Through her TikTok video, Fathia Izzati a.k.a Chia teaches many idioms that are often used in English. For example, the use of the term 'once in a blue moon' which means something that rarely happens, can be used in the sentence, "Yeah, I'm pretty lazy. I only played sports once in a blue moon." Another type of content by Chia is about the difference between American English and British pronunciation which is still questioned by many people.

c. @jessica\_ie

Grammar is sometimes one of the barriers that many people still don't have confidence in speaking English. Actually, grammatical mistakes are normal, because English is not our main language. Slowly, try to learn grammar in a fun way from @jessica\_ie's video. Actively responding to followers' questions, she

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<sup>9</sup> Ratu Inten Qaida, "Aplikasi TikTok Sebagai Media Belajar Bahasa Inggris", Pelita Banten, 2022 <https://www.pelitabanten.com/opini/aplikasi-tiktok-sebagai-media-belajar-bahasa-inggris/>

often shares important lessons about English grammar. Like for example the difference between I was and I were or maybe and perhaps.

### **The implementation of TikTok in teaching vocabulary**

TikTok can be used to teach vocabulary because it is an interactive platform that is easy to use and can engage students. It can help students learn new words and improve their listening comprehensions,

#### **- How TikTok can help teach vocabulary:**

##### **a. Interactive**

Students can create, share and comment on videos, which can motivate them to use new words.

##### **b. Subtitles and captions**

Students can see how words are spelled and used in context.

##### **c. Audio-visual content**

Students can be exposed to different accents, speech patterns, and colloquial language.

##### **d. Peer learning**

Students can learn from each other through comments and collaborations.

##### **e. Novelty**

TikTok's diverse features can capture student's interest.

- **How teachers can use TikTok to teach vocabulary:**

a. Create content

Teachers can create interesting and unique TikTok content to attract students' attention.

b. Integrate into classes

Teachers can incorporate TikTok into vocabulary building classes.

## **Concept of Learning Vocabulary**

### **Definition of Vocabulary**

Vocabulary is one of the language components that can affect macro skills because vocabulary is one of the important things in learning English. Thornburry states that without grammar, very little can be conveyed, and without vocabulary, nothing can be conveyed.<sup>10</sup> It means that vocabulary has a big contribution to supporting the success of learning English. Without vocabulary they cannot develop their language skills, namely, listening, speaking, reading, writing, and translating. Elfrieda states that vocabulary is the knowledge of the meaning of words.<sup>11</sup>

According to Thornburry, all languages have words.<sup>12</sup> It means that by using words people can say what they feeling, share ideas, and can communicate fluently. Thornbury also says that the coming of new words never stops. In other words, vocabulary is the knowledge of meaningful words. Harmer says that "If language

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<sup>10</sup> Scott Thornburry, *How to Teach Vocabulary*, (London: Pearson Education Limited, 2002)

<sup>11</sup> Elfrieda H Hiebert, Michael L. Kamil, *English Teaching and Learning Vocabulary*, (Mahwah: Lawrence Erlbaum Associates Publisher, 2005) p.3

<sup>12</sup> Scott Thornburry, *How to Teach Vocabulary*, (London: Pearson Education Limited, 2002)

structures make up the skeleton of language, then vocabulary provides the vital organs and flesh.”<sup>13</sup> It means that vocabulary is knowledge of meaning words and that one of the important parts of language. According to the theory above, it can be concluded that vocabulary is knowledge of word meaning which very important component in language learning, especially in English. Without vocabulary, we cannot communicate with each other, and also, without vocabulary, we can not share our minds. Vocabulary is the knowledge of words, word meanings, and spelling. The more we master vocabulary, the more ideas we should have, so we can communicate and share our ideas more effectively.

#### **Definition of Vocabulary Mastery**

Learning fundamental English vocabulary is essential to supporting talents in other areas, such as reading, writing, speaking, and listening. Vocabulary is basic English learning. The findings of the meta-analysis indicated that students improved in their reading interest and vocabulary knowledge. Because of this, one of the tactics that may be used to boost kids’ vocabulary knowledge is the power of reading interest.<sup>14</sup>

Basically, it can be said that vocabulary is considered to be one of the most important elements in comprehending lesson materials, especially when learning a foreign language. In other words, vocabulary can be interpreted as a language element that provides specific information inside. That is, the vocabulary of a

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<sup>13</sup> Jeremy Harmer, the practice of English language teaching.

<sup>14</sup> Resti Citra Dewi, “Pengaruh Kamus Digital terhadap penguasaan kosakata Bahasa Inggris”, *Jurnal informatika dan perancangan Sistem (JIPS)* 4 (2022): 3

language is a physical appearance of a language which already has meaning, and can be used to name, mention and express something.<sup>15</sup>

Every educational program in Indonesia has a vocabulary component that is intended to help students express their thoughts, opinions, and ideas in both spoken and written form. One of the most crucial skills to master in learning a language, particularly English.

One aspect of English known as vocabulary plays a significant part in reading as well as the process of articulating one's thoughts in both written and spoken form. A person's inability to comprehend terminology makes it impossible for them to read, write, or understand what others say or write. Therefore, being proficient in a large number of words is highly crucial while learning a new language. In this method, the activities for learning and teaching may be organized entirely by the instructor. The information must be presented in a manner that makes use of a variety of instructional strategies that are suitable for the learning goals. An instructor should make it possible for pupils to remember language that they are already familiar with, particularly when it comes to acquiring vocabulary.<sup>16</sup>

### **The important of vocabulary Mastery**

The expansion of one's vocabulary is one of the most essential aspects of learning a language. One's thoughts and emoticons may be communicated to others

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<sup>15</sup> Umar, Made Budiarsa, and Made Sri Satyawati, "Assessment of English Vocabulary Mastery Through Environment- Based Image Media on the 7<sup>th</sup> Grade Students", *Asian EFL Journal*, 25 (2019)

<sup>16</sup> Resti Citra Dewi, "Pengaruh Kamus Digital terhadap penguasaan kosakata Bahasa Inggris", *Jurnal informatika dan perancangan Sistem (JIPS)* 4 (2022): 3

via the use of language. Because vocabulary is so crucial to the acquisition of second language abilities (reading, listening, speaking and writing). It is almost usually included under these categories. In addition to the study of foreign languages, developing one's vocabulary is also an essential part of acquiring a second language. A person's vocabulary isn't just a collection of words; it also refers to their ability to assist other effectively communicate the thought that they have.<sup>17</sup>

English claim mastering demands a vast vocabulary and appropriate grammatical forms. A large vocabulary without a solid grammatical foundation makes it hard to comprehend a reading, and vice versa, excellent grammar without a large vocabulary makes it impossible to read a text properly.<sup>18</sup>

Students must master these skills to understand reading material. The growth of children's vocabulary is very important to improve their language skills. Since vocabulary is very important for learning a foreign language, reader will understand the text if they have a large vocabulary. In addition, vocabulary helps us organize our ideas, emotions and experiences.<sup>19</sup>

In addition to the issue of the level interest shown by the students in the medium being used, the representation of the message being communicated by the instructor should also be taken into consideration when choosing the medium. The

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<sup>17</sup> Resti Citra Dewi, "Pengaruh Kamus Digital terhadap penguasaan kosakata Bahasa Inggris", *Jurnal informatika dan perancangan Sistem (JIPS)* 4 (2022): 3

<sup>18</sup> Yesi Novianti, "Meningkatkan Penguasaan Kosakata Bahasa Inggris Melalui Penggunaan Media Kartu Gambar pada Siswa Kelas VII SMPN 1 Muara Bungo", *Jurnal Muara Pendidikan* (2020)

<sup>19</sup> Resti Citra Dewi, "Pengaruh Kamus Digital terhadap penguasaan kosakata Bahasa Inggris", *Jurnal informatika dan perancangan Sistem (JIPS)* 4 (2022): 3

presence of the media brings together at least three different purposes, all of which work together. First, there is a role of stimulation, which piques a person's curiosity and makes them want to learn more about everything that is covered in the media. Second, the role of meditation acts as an intermediate between the instructors and the pupils. In this instance, the media acts as a conduit for communication between the teaching staff and the pupils. The explanation that the instructor is trying to get across may be presented through all three functions of information. Students are able to record the information or explanations they need, as well as what the instructor wants to communicate, since the media are there.<sup>20</sup>

Researchers discovered that ESL students were able to acquire more vocabulary by using TikTok. Students were able to pick up a significant amount of new vocabulary because of the wide variety of content offered by TikTok as well as the platform's helpful and user-friendly features, which included real videos, appropriate audio and image, subtitles, and the "save" options. Because TikTok is so popular these days, using the platform to implement the strategy in the classroom might be an excellent option for teachers, provided that the TikTok videos chosen are appropriate for the students' level, interests, and best interests, and that they match the students' learning requirements and styles. This study also advises that teachers who wish to use TikTok as a teaching tool should create videos with content and topics that connect with their curriculum in order to provide students with better and more authentic learning experiences. Vocabulary is the most important aspect of learning

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<sup>20</sup> Wisnu Nugroho Aji, "Aplikasi TikTok Sebagai Media Pembelajaran Bahasa dan Sastra Indonesia," *Prosiding Seminar Nasional Pertemuan Ilmiah Bahasa dan Sastra Indonesia*, 2018

a second language, and it is impossible to communicate effectively in a second language without having a solid foundation in the vocabulary of that language.<sup>21</sup>



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<sup>21</sup> Intan Erwani and Others, “The Influence of TikTok in Increasing Vocabulary for Elementary School in SMP 1 Muhammadiyah Banjarbaru”, ELITE Journal 4, no.1 (2022)