

CHAPTER I

INTRODUCTION

1.1 Research Background

Language is an important tool for humans to communicate and interact with others, as well as to form cultural and social identities. According to (Ma'mur, 2020) one of the most important creations of human creation throughout the history of human civilization is language. With language humans can interact and socialize with other humans. One of the languages taught from elementary education to higher education in Indonesia is mainly English. According to (Ratmaningsih, 2019) states learning English in Indonesia aimed to language learners being able to converse with speakers of that language as well as non-English speakers learning English as a second language in specific nations where it is utilized as a bridge of communication, such as trade and education. According to (Zaim, 2016) In the concept of language learning, there are four skills language that must be mastered by a language learner, namely speaking skills, listening skills, reading skills, and writing skills. Of all these abilities, the most essential component of a language is vocabulary.

The collection of words that a person knows and uses in their language is referred to as their vocabulary. This includes all words that a person can recognize, understand, and use effectively in speech and writing. A person's vocabulary develops through a combination of reading, listening, and speaking experiences and a conscious effort to acquire new words. Learning a foreign language requires a large vocabulary. A large vocabulary is necessary for good communication and comprehension. People can express themselves more clearly and accurately and understand others more easily. A person's vocabulary can affect not only their success in various academic and professional settings, but also their overall language skills and cognitive development. Nowadays, students often discover new vocabulary through various online tools. One of the most common of these is social media. There are many kinds of social media are discovered and used nowadays to learn vocabulary. Some of them are through the TikTok platform which is currently trending in 2020 up to now and is widely used by people ranging from children, teenagers and adults.

Tiktok is social media as an audiovisual medium, a medium that can be seen and seen can hear. Tik Tok is an application where users can share music videos with a maximum duration

of 10 minutes. According to (Puspita,2020) TikTok was developed by Beijing Byte Dance Technology and originates from China, it was introduced and launched for the first time in September 2016. Many types of video content are displayed on the Tiktok social media application that you can watch and imitate, as well as easily create your own videos. TikTok allows users to record their own videos, using filters, effects, and music to create engaging content ranging from dance, lip syncing, comedy, to tutorials and vlogs. Additionally, students can learn to watch videos, post some videos and interact with other users through comments (Miftahul, 2020). The use of this application follows its users, depending on whether you want to use it positively or negatively. Tiktok has many advantages (Yang,2020). Positively, TikTok can be used as a tool to entertain and motivate people with creative, funny and inspiring content. Many TikTok users use this platform to express their creative ideas, promote charity campaigns, or share experiences that can provide positive value to others. TikTok can also be a platform to introduce and promote foreign cultures and languages, and can help users build skills in speaking foreign languages. However, TikTok can also be used negatively, especially if its users share content that is not in accordance with ethics and morals, such as pornographic, violent or racist content. In addition, uncontrolled TikTok content can spread false or inaccurate information, and can trigger cyberbullying or online bullying can harm TikTok users, especially children and teenagers who make up the most users on this platform. Therefore, it is important for TikTok users to use this platform wisely and responsibly, and avoid content that does not comply with ethical and moral values. TikTok also needs to strengthen its content monitoring mechanism to ensure uploaded content does not violate the rules or harm other users.

The TikTok account used in this research is John Pare's account. John Pare is an English teacher from one of the well-known course institutions in one of the cities in Indonesia, namely the city of Pare. He is one of the people who utilizes social media, namely TikTok as a medium for teaching English. Currently he has followers on TikTok almost one million followers which are dominant by teenagers to adults. John Pare uploads more video content about learning English, mainly on vocabulary, pronunciation, mistakes in speaking, etc. However, in this study the researcher focused on the effectiveness of students in learning new vocabulary through their tiktok accounts. Based on the explanation above, it is important to investigate a research on the effectiveness of the John Pare's tiktok media to increase English vocabulary. This research taken on students at SMP Muhammadiyah 1 Malang in academy year 2023/2024.

1.2 Research Problem

The formulation of the problem is as follow : “How is the effectiveness of TikTok media to increase vocabulary mastery at Junior High School Muhammadiyah 1 Malang?”

1.3 Research Objective

The researcher aim to describe the effectiveness of TikTok media to increase English vocabulary mastery in junior high school

1.4 Research Significance

- A. For English teachers, it could be facilitating the teacher's efforts in the teaching process in the classroom by developing the technology created.
- B. For junior high school students, it could introducing students that social media can have a positive impact according to their needs. The results of this research can provide services for students to develop their vocabulary wherever they are because they can be accessed any time.

1.5 Research Scope and Limitation

This research focused on the social media TikTok which aimed to teach English vocabulary and used John Pare’s account: <https://www.tiktok.com/@mr.johnhiday>. John Pare's TikTok video was used in this research to find out how effective the English vocabulary learning media is through John Pare's TikTok account. Participants were given 10 link videos of John Pare TikTok account related to teaching English vocabulary, the videos were made in 2020-2023 by John Pare then the participants will be tested by being given a quiz related to the video that has been shown. This study focused on memorization. And this research chose "vocabulary" as the research focus especially on vocabulary mastery.

1.6 Keywords

1. Vocabulary

Vocabulary is a list of words that contain meanings and are used to express our thoughts and feelings by communicating them in language. Learners will effectively use English either effectively or inactively in the event that they have numerous vocabularies in their mind. According to Richard (2020:255), vocabulary is central to language fluency and provides

much of the foundation for how learners speak, listen, read, and write. Furthermore, Vocabulary is additionally the primary step that must be taught before teaching other aspects of the language. According to Wu (2019: 5) states a vocabulary is a list of words, usually in alphabetical order, with a description of their meaning. From the explanation above, vocabulary is a collection of words that have a lot meanings when it puts together and used to express our feelings and communicate with each other. The words we choose determine the accuracy and clarity of our message.

2. Tiktok Application

TikTok is a social networking website where users may make and share short videos. It was a Chinese social networking and music video website, first appeared in early September 2016. According to Herlisya & Wiratno (2022), states Tik Tok is a video creation and sharing software that allows users to make and share short vertical videos that can be seen by just scrolling up and down the screen phone or computer. Furthermore, users may make videos on TikTok that are maximum of 10 minutes long and frequently include lip-syncing, dancing, comedy routines, or other creative material. Nowadays tikotk is one of the most used apps by both young people and older people. According to Herlisya and Wiratno (2022), TikTok had 2 billion downloads globally as of October 2020. TikTok allows users to follow other accounts, like and comment on videos, and connect with the TikTok community through features like as duets and responses, in addition to making and uploading videos. The site also provides live streaming and has evolved to provide producers with numerous advertising and monetization opportunities.