TIKTOK VIEWER'S PERCEPTION ON TIKTOK CONTENT TOWARDS THEIR SPEAKING SKILL ENGLISH IMPROVEMENT

A THESIS

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ABSTRACT

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Keywords : Perception, TikTok, Speaking Skills.

This study aims to find out: (1) the perception of TikTok viewers towards TikTok content to improve their speaking skills; (2) how TikTok helps TikTok viewers to improve their speaking skills; (3) the problems faced by TikTok viewers when using TikTok to improve their speaking skills; and (4) the solutions that TikTok viewers get when they have difficulty using TikTok to improve their speaking skills.

Researchers have combined descriptive qualitative research with the purposive sampling technique. Five TikTok viewers have been obtained, namely students of the Muhammadiyah University of Ponorogo, and two TikTokers involved in this research. In this study, researchers have used two instruments, namely interviews and documentation. Furthermore, data analysis has used the Miles and Huberman model with the following steps: data reduction, data display, and drawing conclusions.

The results showed that TikTok content created by TikTokers, according to the perceptions of the TikTok audience, has a significant but not excessive role in improving the viewer's speaking ability because it contains content that can be used to learn to speak with the characteristics of each content creator. Almost all TikTok viewers have found TikTok content important for improving their speaking skills. Every TikTok viewer also has problems when using TikTok, namely that the content is delivered with a different accent by the content creator. This has made it difficult for TikTok viewers to understand the contents of the content. Researchers have found a solution for TikTok viewers who find it difficult to use TikTok to improve their speaking skills: they use the subtitle feature, which can also be called auto caption, save the content they see in their favorite icons for future reference, then open an online dictionary. Viewers also already have their favorite content creators they want to see and learn about while learning how to speak on TikTok. TikTok viewers were not burdened with learning English because there was content on TikTok that is interesting and fun to learn while viewing other TikTok content with the characteristics of each creator.

THESIS STATEMENT

I am the student with the following identity:

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Ponorogo, 7th February 2023

Researcher

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AGGREEMENT PAGE

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Writer

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DEDICATION PAGE

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MOTTO

فَإِنَّ مَعَ ٱلْعُسْرِ يُسْرًا

إِنَّ مَعَ ٱلْعُسْرِ يُسْرًا

“For indeed, with hardship (will be) ease.”

“Indeed, with hardship (will be) ease.”

(Q. S Al-Insyirah 5-6)