CHAPTER I

INTRODUCTION

A. Background of the Study

In the global era, the use of communication media has developed so rapidly that people are faced with various choices to be able to access information either through conventional media or electronic media, and at this time, what is known to many people for its convenience is social media. The birth of social media has made all of them use it for various purposes in various aspects of life. As stated by Gupta and Bashir, there are four main purposes for using social media applications, namely: entertainment, socialization, information, and academics (Yang, 2020). In addition to the four objectives above, there is another objective, namely, to support the democratization of knowledge and information. Whenever a user wants to know information or news that is trending, at that time the user can easily access it. Through the utilization of information technology, access to knowledge becomes relatively easy and close.

Many social media such as TikTok, could be an effective learning medium form exploring knowledge, especially when learning a foreign language. TikTok is a social media network and video platform introduced by Zhang Yiming in 2016 and owned by ByteDance. This is an app called Douyin which is very explosive in China. Douyin has expanded to various countries under a new name, namely TikTok because it is very popular. TikTok was also present in Indonesia in 2017. As in other countries, this video app attracts a lot of attention from a wide range of people. TikTok also has a buzz for schoolchildren and ABG at the moment

(Juvenile). They can share their videos and show their talents and share knowledge with others in the form of videos and live chat.

According to Deriyanto and Qorib (2018), the Tik Tok application is able to be useful for its viewers as a means of sharing and receiving information, and expanding social networks. Batoebara (2020) also expressed his opinion that this application is able to hone creativity, especially in making videos and helping students express themselves. Most viewers use this application to show their talents such as dancing, singing, drama, reciting, and preaching (Damayanti and Gemiharto, 2019). Viewers are starting to explore how to use it according to their respective fields. In this case, it is clear that TikTok can develop the viewer's skills so that it is known to the outside world because this application has many uses.

With the skyrocketing TikTok application as well as its many viewers, it cannot be denied that this application is widely used by the digital generation. The generation in which there are various people who participate in the times, as well as following the application of this trend. Tiktok said in an interview that in the age range of 16-24 years there were as many as 60% of users were female. According to research data from (Anggraini, 2018) via the indonesiabaik.id web. Most social media users come from groups with very high educational backgrounds (Cahyaningrum, 2022). The presence of TikTok will influence the world of education because in its implementation it must keep up with the times. The applications discussed in this study feature a variety of videos that can be used for educational purposes behind entertainment functions, for example, English today can be learned easily because TikTok displays the advantages of its content with

the "automatic caption" feature, the translation which allows viewers to understand content from various languages into everyday language more easily.

Another advantage is that there is a useful feature for playing facial expressions by imitating speech, movement, or jokes (Chusna, 2020). This is in line with Pratama and Muchlis' opinion (2020). Viewers can show all the viewer's feelings through faces, gestures, and expressions with the TikTok application. This will make easier for viewers to memorize English songs or English voices, as well as adjust gestures and facial expressions to create TikTok content. Moreover, viewers are also given other conveniences because they can subconsciously improve their speaking skills, increase their vocabulary, and of course be more confident in pronunciation.

The advantages of TikTok above make it easier for viewers to use it, even with the presence of this application, TikTok creators have emerged who present a variety of content. For example, on the account *@nofreeadi10*, where he uses TikTok as a learning medium with the theme of English education with a number of followers reaching 365.1 thousand and likes of 6.7 million. The content he creates discusses English material such as grammar, pronunciation, phrasal verbs, contraction words, idioms, and much more which he packs in a fun and interesting way by dissecting sentences from songs, films, and short films. Almost the same as the *@zelynafah* account, she is also a TikTok content creator who has 559.3 thousand followers with up to 11 million likes. In the content, she also provides English education but tends to use a British accent.

In this research, it is necessary to conduct research to find out how useful and intensive the use of TikTok is in improving the speaking ability of viewers. The subjects of this study were Muhammadiyah University Ponorogo students who use TikTok and English content creators on TikTok who were selected by purposive sampling. Furthermore, this research will show whether the use of TikTok contributes to the improvement of the speaking ability of its viewers.

B. Statement of the Problem

Based on the background of the study above, the statement of the problem in this study is:

1. How do TikTok viewers perceive TikTok content for improving their speaking skills?

2. How can TikTok help improve their speaking skills?

3. What the problems do TikTok viewers have when using TikTok to practice speaking skills?

4. What are the solutions for TikTok viewers when viewers have problems using TikTok to practice speaking skills?

C. Purpose of the Study

Based on the statement of the problem above, the purpose of the study in this research is:

1. To find out the various perceptions of TikTok viewers on content TikTok to improve their speaking skills.

2. To determine how can TikTok improves its viewer's speaking skills

3. To describe the problems when TikTok viewers use TikTok to practice speaking skills

4. To explain the solutions when TikTok viewers have problems using TikTok to practice speaking skills

D. Significance/Benefit of the Study

There are several benefits that must be obtained, some of the benefits of this research are:

1. For the Students

TikTok viewers can recognize TikTok content while improving their speaking skills. In this content, they can find problems and obstacles, which they can then use to practice speaking.

2. For the TikTok Viewer's

The results of the research can be used as a contribution to instilling the interests, motivations and attitudes of TikTok viewers so that they can improve their speaking skills.

3. For the Researcher

The findings of this study are expected to increase knowledge as a reference for future research, particularly the perception of TikTok viewers on TikTok content in the context of improving their speaking skills.

E. Scope and Limitation

The author describes how TikTok viewers perceive TikTok content to improve their speaking ability in the scope of this research. This research is limited to students of the Muhammadiyah University of Ponorogo who use TikTok.

F. Definition of Key Terms

This research requires an understanding of terms related to the research subject. This makes it easier to understand and minimizes misunderstandings when interpreting terms.

TikTok App   : Social media platform that allows viewers to create short videos accompanied by a wide selection of features such as music, filter stickers and several other creative features (Hidayati et al., 2021)

Speaking skill   : Speaking is a producing talent that can be directly and objectively seen, but such observations are usually influenced by how well a task taker can listen, which inevitably undermines the validity and reliability of an oral production test (Brown, 2004)