

# **CHAPTER I**

## **INTRODUCTION**

### **A. Background of Study**

In this digital Era, people use many applications to learn many things in the world. Humans tend to like interesting and fun ways to learn something. New Media embarked on its journey as a socio-cultural reference to groupings of outlier viewpoints in contemporary society. (Jha, 2019). In the past ten years, the use of Information and Communication Technology (ICT) in teaching and learning languages has increased. Information and communication technologies, or ICT, are those that use computers and the internet to create, store, display, and share information. ICT offers an environment for communication between humans and machines as well as for the creation, presentation, distribution, and sharing of information. ICT can give EFL students the chance to communicate with native English speakers through ICT platforms like e-mail, social media such as Facebook and Instagram, and video-based networking like Skype (Annamalai, 2017).

According to Nuriska (2021), by accessing some of these learning media, our knowledge of the material in English will be wider. Using digital media to study English is one of them. TikTok is the most widely used app in the world, having a large user base. TikTok is growing in popularity as a

platform for performers of all ages. not just for entertainment but also as educational media ByteDance owns TikTok, a social networking site on a streaming platform that Zhang Yiming launched in 2016. The previous name of this program, Douyin, was quite explosive in China. Due to its immense popularity, Douyin has been rebranded as TikTok and has been introduced in numerous nations (Pratiwi et al., 2021). TikTok has 110 million users who registered in 2018; in 2019, that number increased to 188 million, a surge of 70% (Woods, 2019). TikTok is a social networking site that aims to digitally compile and display the creativity, innovation, wisdom, and precious life events that occur throughout the globe (Patel et al., 2020).

Each user on TikTok offers a variety of items, including educational materials geared for students, such as English study tools. Students are more likely to favor this new method of learning as a result than the methods used by the preceding generation. They employ a variety of techniques, including autonomous listening to English-language songs, movies, games, novels, animations, meme images, and brief videos, to develop their language skills. As the word of Allah in Qs. Nahl/16:44 :

بِالْبَيِّنَاتِ وَالزُّبُرِ ۖ وَأَنزَلْنَا إِلَيْكَ الذِّكْرَ لِتُبَيِّنَ لِلنَّاسِ مَا نُزِّلَ إِلَيْهِمْ وَلَعَلَّهُمْ يَتَفَكَّرُونَ

In the verse above is about the basic use of learning media in the teaching and learning process. Here we find that learning media is one of

the most important things needed to use in teaching and learning to make it easier for students to understand the content of learning.

A teacher who is aware of this must adopt a novel teaching strategy using TikTok as a digital source for learning media. TikTok can be one of the modern and very interesting learning media for students in this modern era. Students can access a variety of reference videos about English content with this application. For some people, the information on TikTok that is provided as English learning resource is thought to be quite engaging, pertinent, and helpful.

Based on observation beginning, the writer interest to finds many TikTok accounts that contain about learning English, especially in an intriguing way with various presentation models and different content in accordance with special characteristics of the TikTok accounts, such as @antonioparlanti, @andreaholmenglish, @blackscreenenglish, @mikethechameleon @speakenglishwithzach, @kampunginggrislccom, @jagobahasacom, @englishacademy\_id, @zulfazida, and @englishvit.com. The election of these ten TikTok accounts because the contents are useful and appropriate for learning English. The consideration choosing the ten TikTok accounts are based on the consistency of uploading videos and includes in top tier accounts. So the writer just focuses on the contents of the ten accounts selected. Based on the studies above, this study

aims to examine "An Analysis of TikTok Accounts as Digital Sources for Learning English".

## **B. Definition of Key Terms**

To avoid misinterpretation of title, the researcher explains the technical terms as follows:

### **1. Digital Sources**

It refers to digital learning content that can be easily accessed by students. This digital source focuses on some TikTok accounts.

### **2. Learning English on TikTok Accounts**

It refers to how students at school, university or at home can learn English through TikTok application. In this study, the researcher used Ten TikTok accounts which is divided into five accounts of Indonesian TikTok accounts and five accounts of International TikTok accounts.

## **C. Research Questions**

Regarding to background above, the research question of this research is:

What are the contents in TikTok accounts that can be used for learning English?

#### **D. Objectives of Study**

Based on the research question, the researcher will focus on discussing several point as follows:

To describe the contents in TikTok accounts that can be used for learning English.

#### **E. Significance of Study**

The result of this research is expected to contribute to the field as follows for students. It is hoped that this research can provide awareness about the importance of learning English. Students have motivation to understand material related to learning English such as pronunciation, grammar, listening, vocabulary, etc. by using video on TikTok accounts.

##### **1. For college**

The findings of the study will provide feedback to English lecturers on the students' issues learning English, helping them to better comprehend those students' challenges. Study possible hope that they motivated for find method for solve difficulty in learning English.

##### **2. For researchers**

By examining the challenges faced by students when learning English, this study hoped to provide a fresh contribution to the literature on the subject. Therefore, researchers have a variety of options for overcoming students' challenges, including employing videos from the TikTok app.