

**EDUCATIONAL VIDEO QUALITY ON TIKTOK FOR
VOCABULARY TEACHING**

THESIS

**BY
BELLA SYIFA ZULFIA**



**ANTASARI STATE ISLAMIC UNIVERSITY
BANJARMASIN
2023 M/1444 H**

**EDUCATIONAL VIDEO QUALITY ON TIKTOK FOR
VOCABULARY TEACHING**

Undergraduate Thesis

Presented to Faculty of Tarbiyah and Teacher Training
In partial fulfillment of the requirements for the degree of
Sarjana Pendidikan

by

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STATEMENT OF AUTHENTICITY

I, the undersigned, **Bella Syifa Zulfia**, declare that this undergraduate thesis is my original work, gathered and utilized especially to fulfill the purposes and objectives of this study, and has not been previously submitted to any other university for any degree or other purposes. I also declare that the publications cited in this work have been properly acknowledged. If someday, it is proven otherwise, I understand that my degree will be revoked.

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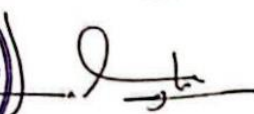
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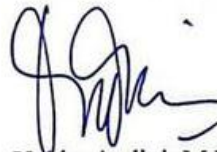
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ABSTRACT

Bella Syifa Zulfia: 2023. *Educational Video Quality on TikTok for Vocabulary Teaching*. Thesis. English Education Department, Faculty of Tarbiyah and Teachers Training, Antasari State Islamic University. Advisor : (I) Drs. Saadillah, M.Pd, (II) Yokke Andini, M.Pd.

Keywords: Educational Video, Teaching Vocabulary, TikTok

Educational videos are one of the uses of technology. Educational videos can be found on the TikTok application and teaches various subjects as needed. The availability of these videos made the researcher interested in analyzing one of the Indonesian TikTok accounts that focuses on teaching vocabulary. Thus, this research aimed to find out the quality of the educational videos and the quality of vocabulary teaching contents taught on the TikTok account.

This research conducted online, on the TikTok account @jagobahasa.com. This data sources limited to vocabulary teaching videos posted within the last three years. The researcher selected videos sample randomly with the existing criteria. The criteria used to assess the quality were theories by Brame and Lopez

The study revealed that elements in the video showed a significant match against the criteria of educational video and criteria for vocabulary teaching contents. The educational videos provided cognitive load, student engagement and active learning. Meanwhile, the quality of the vocabulary teaching contents taught were nearly comprehensive, including teaching vocabulary of frequency, range, availability and expediency, learnability, and cultural factors. But, for the use of guiding questions, make video as homework, and specific needs or interests of learners were not available.

ABSTRAK

Bella Syifa Zulfia: 2023. *Kualitas Video Pendidikan di TikTok untuk Pengajaran Kosakata*. Skripsi. Jurusan Pendidikan Bahasa Inggris, Fakultas Tarbiyah dan Keguruan, Universitas Islam Negeri Antasari. Dosen Pembimbing : (I) Drs. Saadillah, M.Pd, (II) Yokke Andini, M.Pd.

Kata Kunci: Video Pendidikan, Pengajaran Kosakata, TikTok

Video pendidikan merupakan salah satu dari pemanfaatan teknologi. Video pendidikan banyak ditemukan pada aplikasi TikTok dan mengajarkan berbagai mata pelajaran sesuai kebutuhan. Ketersediaan video-video tersebut membuat peneliti tertarik menganalisis salah satu akun TikTok Indonesia yang berfokus pada pengajaran kosakata. Dengan demikian, penelitian ini bertujuan untuk mengetahui kualitas video edukasi dan kualitas konten pengajaran kosakata yang diajarkan di akun TikTok tersebut.

Penelitian ini dilakukan secara online, pada akun TikTok @jagobahasa.com. Sumber data ini terbatas pada video pengajaran kosa kata dan diposting dalam tiga tahun terakhir. Peneliti memilih sampel video secara acak dengan kriteria yang ada. Kriteria yang digunakan untuk menilai kualitas adalah teori dari Brame dan Lopez.

Hasil penelitian mengungkapkan bahwa unsur-unsur dalam video menunjukkan kecocokan yang signifikan terhadap kriteria video pendidikan dan kriteria untuk konten pengajaran kosakata. Kualitas video pendidikan memberikan beban kognitif, keterlibatan siswa dan pembelajaran aktif. Sementara itu, kualitas konten pengajaran kosakata yang diajarkan hampir menyeluruh, meliputi pengajaran kosakata frekuensi, jangkauan, ketersediaan dan kemanfaatan, kemampuan belajar, dan faktor budaya. Namun, untuk penggunaan pertanyaan penuntun, menjadikan video sebagai pekerjaan rumah, dan kebutuhan atau minat khusus peserta didik tidak tersedia.

MOTTO

*“There is only one thing that makes a dream impossible to achieve:
the fear of failure”
(Paulo Coelho)*

DEDICATION

Thanks to Allah the almighty who has given me everything so I can finish this thesis.

I dedicate this thesis for:

1. My beloved parents, Mr. Muhammad Zen and Mrs. Hairiah S.Ag, who always flooded me with love and affection and always supported me during the process of writing my thesis
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Finally, the writer hopes this research will be helpful for the next researcher. The writer admits that this research paper is not perfect yet. Therefore, the suggestion will be expected to make it better.

Banjarmasin, Shaban, 16th 1444 A.H
March, 9th 2023 A.D



Bella Syifa Zulfia

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