

CHAPTER I INTRODUCTION

A. Research Background

One of the uses of digital technology is educational videos. Rajadel (2017) highlighted the utility of videos in the learning process, emphasizing their efficacy as a training tool, making educational videos vital for teaching. Elements that correspond to the purpose for which the video is provided impact the quality of the video. Educational videos, for example, have their unique aspects in the production process.

Vocabulary has a significant role in the English language and it plays a vital part in communication competence. Possessing a large vocabulary will facilitate the development of four English skills: listening, speaking, reading, and writing. In the Qur'an Surah Al-Baqarah verses 31 and 32 (Kemenag, 2019), Allah says, about the importance of mastering vocabulary in learning a language.

وَعَلَّمَ آدَمَ الْأَسْمَاءَ كُلَّهَا ثُمَّ عَرَضَهُمْ عَلَى الْمَلَائِكَةِ فَقَالَ أَنْبِئُونِي بِأَسْمَاءِ هَؤُلَاءِ إِنْ كُنْتُمْ صَادِقِينَ ٣١ قَالُوا سُبْحَانَكَ لَا عِلْمَ لَنَا إِلَّا مَا عَلَّمْتَنَا إِنَّكَ أَنْتَ الْعَلِيمُ الْحَكِيمُ

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It may be argued from Surah Al-Baqarah that expanding vocabulary might be the first step in learning the language. Learners' comprehension of the language will improve as their vocabulary grows. Furthermore, Thornbury (2006) claims that without grammar, only a limited amount of information can be expressed; without vocabulary, nothing at all can be conveyed.

So there are a lot of educational videos can be found in video-based applications such as TikTok. People utilize social media programs for four key reasons: amusement, engagement, informational value, and intellectual value (Yang, 2020). TikTok is a popular platform in Indonesia, where users might spend hours viewing videos in its. As a result of this phenomenon, many educators use TikTok as an intellectual value by becoming content creators of teaching materials based on their areas of expertise. For example, the account @jagobahasa.com has 1.5 million followers and is well-known in Indonesia. This account teaches English and assists users in improving their English abilities, particularly vocabulary expansion. The majority of their material is devoted to teaching vocabulary. Seeing that the @jagobahasa.com account is different from other learning accounts on TikTok, especially in teaching vocabulary.

Several previous studies have examined the quality of educational videos, such as Rice et al. al (2019) evaluated the impact of a quiz question in an educational video. The findings demonstrated strong acceptance for embedded quizzes within videos. Shoufan (2018) also investigated into the extent of how YouTube's educational videos support cognitive features. The findings showed that only four out of ten investigated features were significant for video cognitive value (VCV). In addition, Alghameeti (2022) investigated TikTok as an effective technology tool in english vocabulary expansion. The results showed that students' attitudes toward using TikTok to acquire English vocabulary are positive.

Based on previous findings, the researcher concluded that previous studies only assessed the quality of an educational video without considering the quality of the content being taught. Therefore, the differences in this study, the researcher is interested in analyzing the quality of the educational video and also the quality of the vocabulary teaching contents being taught in TikTok account @jagobahasa.com used two theories that have been mentioned above.

B. Definition of Key Terms

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

1. Educational Video Quality

It refers to the quality of educational videos on the TikTok account @jagobahasa.com which is analyzed based on Brame's theory of effective guidelines for making educational videos.

2. Vocabulary Teaching Content Quality

It refers to the quality of vocabulary teaching contents on the TikTok account @jagobahasa.com which is analyzed based on Lopez's theory of selecting vocabulary to teach.

3. TikTok Application

It refers to the to application that provide educational videos with teaching English vocabulary. One of them is the TikTok account @jagobahasa.com, which is served as data source in this study.

C. Research Questions

Based on the background above, the problem questions of the study can be formulated as the following :

1. How does the quality of the educational videos on the TikTok account @jagobahasa.com?
2. How does the quality of the vocabulary teaching contents on the TikTok account @jagobahasa.com?

D. Research Objectives

Through this study, The researcher has two main objectives, as shown:

1. To know the quality of the educational videos on TikTok account @jagobahasa.com.
2. To know the quality of the vocabulary teaching contents on TikTok account @jagobahasa.com.

E. Research Significance

The purpose of this research showed the educational video quality of TikTok for vocabulary teaching. Moreover, this research can be helpful for the following :

1. The findings are likely to benefit students, particularly English learners, by encouraging them to utilize social media properly as a tool for learning English and extending their vocabulary.
2. Teachers can use the TikTok application as a place to learn English or teach English widely. The researcher hopes that this research can be a reference

and help teachers to create educational videos for teaching vocabulary better.

3. For the next researchers, it was supposed to provide useful information and serve as a catalyst for the subsequent researchers to do more studies about the quality of educational videos with other English skills such as speaking.