CHAPTER I :

INTRODUCTION

In this chapter, the researcher presents six topics related to this study, including the background of the research, statement of research problems, research objectives, the significance of the study, scope and limitation of the investigation, and definitions of key terms.

1.1 Background of the Research

In the current era, or what is commonly called the millennial era, technological advances continue to develop and overgrow, including media and English learning facilities. As the current generation, we should be able to make the best use of technology to improve learning. The lesson that is currently very important to learn is learning English which is a provision for all aspects that will be useful in the future. Generally, learning English is only taught in a school or institution, but learning English can also be done in a course. Not only can that, but learning English can be done online through a social media platform that is loved by the wider community today.

According to Brown (1994), learning is a process of interaction of students with educators and learning resources in a learning environment. Crow in Knowles (1990:5) state that learning is the acquisition of habits, knowledge, and attitudes. According to Seifert in Van Dyk et al. (1992: 128), as quoted in Jerling (1996: 104), learning refers to changes in behavior tendencies that are relatively permanent or last a long time as a result of

specific experiences or the repetition of an incident. Learning is a way to gain new experiences, information, skills, and values. (Grandler, 2001, as cited in Milah, 2015).

The lesson that the current generation likes to learn this time is learning English. In addition, learning English is very important and helpful in all aspects. English is a world language commonly called an international language. The language that connects nations in communicating with each other.

As an international language, English is essential in communication between countries. In creating good communication in the use of English, language learning is necessary. Communication is understanding and expressing information, thoughts, and feelings and developing science, technology, and culture using language.

Using English to communicate can also help people know, understand and respect each other, especially those with different backgrounds such as language, culture, lifestyle, etc. (Pandarangga, 2015). English is a language that must learn after the mother tongue in various countries in the world for a means of communicating well and easily understood. Therefore, English is now taught widely and compulsorily in schools and institutions in multiple countries.

Crystal (2000: 1) states that English is a global language. As its role as an international language, English has an essential part in various aspects, especially in the world of education. There is a lot of competition in learning

English, such as opening an English course to attract the attention of people who want to learn English, either for additional knowledge in education, for provision in the world of entrepreneurship, or for other needs.

In learning English, some skills or materials need mastery to support learning to be received effectively. Tomlison (2010) states that material must be achieved, such as exposing learners to language in authentic use. The material divides into four skills: reading, writing, listening, and speaking. In speaking skills, three materials need to be mastered by a learner, namely material on grammar, vocabulary, and pronunciation.

Learning English is usually only studied in an institution or school that requires it to understand. However, apart from going to school, we can learn it in a particular course to study English intensively. The training course focuses on one thing to know until proficient. Usually, in a class, there is a practice that can hone the things learned. The material studied can quickly increase and improve one's proficiency by directly practicing one thing. At this time, many special courses have been open to teaching English, starting from the basics. It is withdrawing from a short period to a well-known institution.

In the current era of globalization, learning English can also be known via the internet, and the most popular is social media platforms. Social media is a medium for socializing online and allows for interaction without being limited by space and time. The most common social media platforms include Instagram, Tiktok, Whatsapp, and Facebook. Social

media platforms are learning tools so that students can study simultaneously regardless of being ready. We can hone multiple kinds of knowledge from these various platforms, from social sciences to world sciences.

One of the most popular social media platforms is the TikTok platform. TikTok is a social media that provides a platform for its users to be able to express their talents through video content. The video content displayed is the creativity of the creator/user to attract other users' interest and invite followers' to that account. Creativity from users arises from various kinds, such as educational content. TikTok has various contents, such as cooking, beauty, learning, education, training, etc. TikTok is currently the most popular platform today among children and adults. Therefore, the use of Tik Tok is presently very efficient in education. On Tik Tok, there are various types of accounts with multiple contents. There are accounts specifically for cooking courses, language training, or entertainment.

In education and training content, there is a TikTok account with the username @kampunginggrislccom. The account is a TikTok account from one of the English language courses, Kampung Inggris LC. The content creators of this account use TikTok media to convey their knowledge and share it interestingly and entertainingly with the general public or TikTok users. The main feature of the platform is the ability to upload, view, and share short 15-second videos. These 15-second videos can be put together

sequentially to create a longer video of a maximum of 60 seconds. (Anderson, 2020).

The account shares content about learning English. The researcher choose this account, besides being a well-known course account, it was also interesting in conveying English learning material. This account is educational and training content which is an online English course. The account has 1.1M followers', and 10.3M likes for its content, and the videos that have been uploaded reach approximately 1000 videos. The account uploads new videos with different materials every day. It needs to be supported because English language course content, such as on the account @kampunginggrislccom, has reminded us that the TikTok application has a lot of English course content, depending on how each user uses the TikTok application properly.

This account also follows current trends. Content creators spin the idea of interestingly presenting English learning content by displaying learning content seasoned with current trends. This Tik Tok account follows the current trend and nothing aimed at influencing TikTok users in various circles to interest them in the account. The ingenuity of these content creators can also attract new followers' because of their exciting content.

Based on previous research on learning English, the first research was conducted by Khairizka Angelia (2021) with the title *" An Analysis of English Learnig video on Youtube"* The research dealt with the study of learning media analysis in English learning video on YouTube. The data

was analyzed using a descriptive qualitative method and used observation and note taking technique as the data collecting furthermore used different eight videos on YouTube which have more viewers than other videos from other channels. Based on the analysis, it has been found that only one video has fulfilled the basic aspect of learning video, it was Arsan San Channel and there were seven videos which did not fulfill the good criteria of good learning video on YouTube. So, referring to research findings, it was concluded that certainly not all learning video on YouTube worthy of being a learning media for teaching and learning English.

Besides that, research has been conducted by Sakinah Nur Rahman (2022) with the title *"The Use of Tiktok Applications In Learning English at The Ninth Grade Students of SMPN 1 Buru"*. This study aims to find out whether the use of the TikTok application is effective in learning English for ninth graders in SMPN 1 Buru. The type of research used is pre-experimental research using one class. The population in this study was comprised of all students in class IX. The sample in this study was class IX.3, which consisted of 30 students. The results of this study show that after implementing TikTok in teaching English, it can improve students' pronunciation in class IX.3 SMPN 1 Buru. This is evidenced by the results of the student scores. This is shown by the mean or average value of students who experienced a large increase.

Other previous research is from Almaidah Bahri, Chella Meira Damayanti, Yosephine Helena Sirait, and Fitri Alfarisy (2022) titled *"Tiktok*

Application as a Media for Learning English in Indonesia." This research discusses the TikTok application for its users to learn English through online video content shared by content creators on the popular hashtag *#samasamasiswa*. This study uses a qualitative method with an inductive approach. The results of the survey show that TikTok can package interestingly learning English.

The difference between this research and the three previous studies lies in the application type, research objectives, and research scope. In research by Khairizka Angelia, her research analyzes English learning media via Youtube, while this research analyzes English materials on the TikTok account @kampunginggrislccom. Then Sakinah Nur Rahman's research aims to find out whether the use of the TikTok application is effective in learning English for class IX students of SMPN 1 Buru, while this study aims to determine the information of followers' of the TikTok account @kampunginggrislccom in providing English learning materials. Finally, in Almaidah's research, et al. are scoped in Indonesia with the hashtag #samasamasiswa. Meanwhile, in this study, there was only one account, namely the TikTok @kampunginggrislccom account.

Meanwhile, the similarity of this research with the three previous studies above and this research with the first previous research are both analyzing social media. Then, in the second and third previous studies, they both conducted research through the TikTok application.

The author wants to know the English learning materials provided on the @kampunginggrislccom account and how to present the contents of the account. Content from the TikTok account @kampunginggrislccom contains learning English materials starting grammar, vocabulary and pronunciation

Based on the problems above, researcher want to analyze the TikTok account @kampunginggrislccom for providing content about English material. Therefore, the author took this research with the title **"An Analysis on The TikTok Account @kampunginggrislccom As a Learning Media In Providing English Materials ".**

1.2 Statement of Research Problems

Based on the limitations of the existing problems, the research questions are:

1. What English learning materials are provided in the TikTok account @kampunginggrislccom?

2. How is the presentation of the types of English learning materials on the @kampunginggrislccom TikTok account?

1.3 Objectives of the Research

Based on the formulation of the problem above, the objectives of this study are:

1. To find out what English learning materials providing are in the TikTok account TikTok account @kampunginggrislccom.

2. To find out the types of English learning materials presented on the TikTok account @kampunginggrislccom.

1.4 Significance of the Research

There are two kinds of significance: theoretical significance and practical significance. Theoretically, you will get the latest information regarding English education and training content through the TikTok application. Apart from that, there will also be a new formulation regarding how to present English material contained in the account through information from followers of the TikTok account @kampunginggrislccom regarding these materials.

Three parties benefit: content creators, account followers, and other researchers. The benefits of these findings for content creators are expected to improve the quality of English education and training content. Furthermore, for account followers, these findings can help followers or even all TikTok users know the English material on the TikTok account @kampunginggrislccom as educational content for their English learning and add insight into the contents of the TikTok account.

Finally, it is hoped that other researchers can inspire other researchers and serve as comparison material for researchers who conduct similar research.

1.5 Scope and Limitation of the Research

This study examines the analysis of English learning materials on the TikTok account @kampunginggrislccom and information from followers on English learning materials contained on the TikTok account @kampunginggrislccom. Followers' of this account are limited to TBI students at UINSATU Tulungagung who follow the TikTok account @kampunginggrislccom. This research was conducted online through TikTok and can be done offline.

1.6 Definitions of Key Terms

Key terms related to research:

1. Learning Media

    Learning media is defined as an intermediary or introduction to the source of the message to the recipient of the message with the aim of being able to stimulate thoughts, feelings, attention, and willingness so as to encourage the emergence of a desire to be involved in the learning process (Abi et al., 2020).

2. TikTok Application

    The Tiktok app is a Chinese social network or music video platform launched in September 2016 by Zhang Yimming. Users use this application to upload their videos which are then shared with other application users. This application is a music application that is used by lips-syncing with a

duration of only 15 seconds. Throughout the first quarter, Tiktok established itself as an application. The most downloaded is 45.8 million times. This number beats other popular applications such as YouTube, WhatsApp, Facebook, Messenger, and Instagram.

TikTok is an application that provides unique and exciting special effects that users of this application can easily use to create cool short videos that can attract attention and be seen by many people. It is used for learning or training courses, such as learning English on the @kampunginggrislccom account.

3. English Materials in Social Media

Success in learning based on a material. Material is anything that can use to facilitate learning a language (Nikoopor and Amini, 2011) Meanwhile, English is an international language that is used by people around the world and is a language that must be learned. The English material includes grammar, vocabulary and pronunciation. Social media increases opportunities for learning by enabling learners and instructors to connect and communicate in exciting new ways. Websites such as Facebook, Twitter, TikTok, and Instagram provide a place where users can dialogue, exchange ideas, and find solutions to problems. As is the case in learning English material