**THE USE OF BOOKTOK TO INCREASE VOCABULARY MASTERY AT**

**AN-NAMIRAH ENGLISH COURSE STUDENTS**

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**Abstrak:**

Saat ini teknologi telah berkembang pesat menghadirkan berbagai fitur menarik, salah satu teknologi yang sedang tren adalah media sosial. Untuk memajukan pembelajaran di era digital, media sosial menjadi sangat penting dalam kehidupan saat ini, Tiktok merupakan salah satu media sosial yang terkenal yang dapat membantu meningkatkan kemampuan berbicara siswa. Dalam hal ini, peneliti menggunakan metode deskriptif kualitatif. Penelitian ini dilakukan di STKIP PGRI Bangkalan, pengumpulan data menggunakan observasi dan wawancara. Hasil wawancara dengan empat mahasiswa program studi pendidikan bahasa Inggris semester enam di STKIP PGRI Bangkalan menjadi sumber data penelitian ini. Penelitian ini bertujuan untuk mengetahui persepsi mahasiswa terhadap penggunaan Tiktok sebagai alat untuk meningkatkan kemampuan berbicara. TikTok sebagai media pembelajaran merupakan media yang sangat efektif karena memiliki banyak manfaat bagi mahasiswa seperti mahasiswa dengan mudah mendapatkan informasi terkait mata kuliah, menawarkan fitur-fitur menarik yang mendorong semangat belajar mahasiswa, hal ini membuat pembelajaran menjadi interaktif, durasi video yang cukup singkat sehingga mahasiswa tidak mudah bosan, dan TikTok menyediakan latihan berbicara bahasa Inggris yang dapat meningkatkan kemampuan berbicara mahasiswa yang dapat meningkatkan kepercayaan diri mahasiswa ketika berbicara bahasa Inggris. Kegiatan berbicara bahasa Inggris yang dapat meningkatkan kepercayaan diri dan kemampuan berbicara siswa serta memberikan rasa percaya diri yang lebih baik.

**Kata Kunci**: Booktok, Media Pembelajaran Bahasa Inggris, Penguasaan Kosa Kata.

***Abstract:***

Mastery of vocabulary is a golden path for someone learning a language, especially English as a foreign language.  A large vocabulary can make it easier for students to master other English language skills. It is important for teachers to provide media or methods that are effective and appropriate for their students. Not only teachers but students must consciously always try to develop their vocabulary and most importantly they like the media so that when they implement it they will be happy and enthusiastic to apply it in their daily lives, especially in studying English which is a difficult subject for student. Booktok is considered the right medium to improve English vocabulary. Appropriate media influences the student learning process because it can motivate students' desire to continue learning and developing.  The aim of this research is to find out what the use of Booktok is like and how students respond to Booktok as a medium for increasing vocabulary.  This research uses qualitative methods with instruments in the form of interview observations and documentation to collect data. The research results show that using Booktok is suitable for digital generation students such as An-Namirah English Course students. Booktok is a unique medium and is rarely used in learning English. Booktok is very effective in vocabulary improvement.  By seeing the extraordinary and positive response of students to this media and motivating students to always read and search for other content in Booktok, this will have an effect on increasing their vocabulary mastery.

***Keywords:*** *Booktok, English Learning Medium, Vocabulary Mastery.*

**INTRODUCTION**

English is a connecting language between one individual and other individuals from various parts of the world. English is applied as an international language. Therefore, this language is increasingly popular and is now spoken and is a required subject in schools or English classes as a foreign language subject. Learning English is no longer an obligation to just get good grades or rankings at school, but also as a defense in facing the increasingly challenging currents of globalization. English can open access to unlimited assets needed by people in Indonesia. English has a very important role in the lives of all people, children and adults. Someone who is able to speak English will have a brighter future because this ability can open up various opportunities for people who master it. Having the ability to master English can be an added value for someone to be able to compete and will make it easier to get scholarship, job opportunities and when interacting with the international scene (Thariq et al., 2021). Indirectly English can make everything easier for everyone who mastered it to live in this world, English can also determine a person's success and can also influence the progress of a country.

English learning aims to develop skills in terms of listening, speaking, reading and writing. In its implementation, English language skills require active student participation such as speaking in front of the class, writing English sentences, and reading comprehension. According to Wihartanti (2022) one indicator of success in the learning process is student participation in each learning activity. However, basically learning English is a difficult lesson for students. One of the basic reasons for this difficulty is that English is a foreign language, especially for students who come from non-English speaking countries. Of course, this requires a lot of effort to learn the language, especially when students have low skill in English.

However, based on the fact that are occured from conducting observation in An-Namirah English Course’s student that English is very difficult to understand. Although they were interested in English language. But some of them still learn passively. They just learn english but they can not understand what they have learned. They often feel embarrassed when speaking in front of the class even if they can not say several words or all the sentences in English. They also can not actively think openly and feel involved in reading activities. The students there also have little skill in writing the sentences in English. This causes obstacles to students’ English learning achievement.

After surveying one of the English teachers at MA An-namiroh, it was found that the students have difficulty learning English because they do not have sufficient mastery and vocabulary capital to learn a foreign language. That causes students to master English skills well. The teacher said that the students there still used teachers as their life dictionary. Traditional dictionaries or even online dictionaries still did not function to increase students' vocabulary mastery. One of the English teacher there said that students find it difficult to remember the new vocabulary they acquire when they don't feel interested in the vocabulary. However, if there is a word that is related to them, they will easily remember the word. Realizing how important vocabulary is and how difficult it is for students to master English vocabulary, they need interesting and effective media so that they can easily remember it and will often use it in their daily activities. According to Arif (2020) the effectiveness of learning can be supported by the media used. Teaching media is very important because it can arouse feelings of joy and interest and teachers will easily influence students in any lesson, including English.

It is clear that vocabulary is an important element in language learning, especially foreign languages. Someone needs words in thinking, learning, listening, writing, and even in understanding reading. Students who have a large vocabulary usually have a high level of language proficiency. According to Coxhead (2021), Vocabulary plays an important role in understanding an idea or conveying an idea. Because every communication, reading or written text, of course, contains words. Without extensive vocabulary mastery, students will not be able to use functions and structures clearly in understanding English. Supported by Simamora & Oktaviani (2020) that vocabulary is the most basic element which is the main pillar in learning a language. If students want to be proficient in communicating or master other English skills, then they must master as much English vocabulary as possible. The more words they pick up or use the more it appears that they have excellent English skills.

Based on the issues that are occurring currently, that is the reform of a person's interest in technological sophistication and digitalization. This modernization is changing the world into a sophisticated one rapidly. One of them is the existence of cell phones with all their sophistication that make everything like a piece of cake that is in our hands. Start from how we get information, how we communicate with each other, and most importantly, how we can learn by using cell phones easily (Sattarov & Khaitova, 2020). Mobile phones have already offered various interesting platforms that can be used as learning media, one of which is Tik Tok which has become a trend in modern society. Arifudin et al., ( 2021) said that educators must be able to adapt to the development modern world, where they must apply learning media that can create active, creative, and innovative learning by utilizing android-based media with all of its sophistication. Not only that, with all this sophistication, students must also be able to be independent because they have easy access to get whatever knowledge they want. Because not everything is learned at school or from teachers. But students are also free and get their right to study according to what they like. With different methods and different abilities too.

In the last three years, there has been a new trend that has become increasingly popular, namely Booktok. Booktok is a sub-community on TikTok that focuses on books and literature. The content creators compete to share, review and discuss the books they read, where the books on offer have various genres, ranging from fiction, fantasy, romance, and even quotes. In this modern era, quotes have become part of the daily lives of young adults. Apart from being useful in motivating yourself or increasing your self-confidence, quotes also function as a self-reminder. Supported by Rachma et al., (2022), they said that quotes can be useful for motivating and influencing human thought patterns. Those who read quotes will be influenced and remember them, especially if the quotes they find relate to life or the problems they face. Indirectly, quotes can make it easier for people to increase their vocabulary with quotes presented in English.

Booktok are quoted from various types of books, novels, or proverbial quotes from famous figures, which creators then share their reviews on the TikTok application with the hashtag #Booktok. Haryoto et al., (2022) stated in their research that the booktok trend had a positive impression on the Gen Z digital literature perspective. With this book, users or viewers of videos containing recommendations or interesting quotes or scene from a book can encourage and motivate readers to read and view the video content with various creators who display interesting videos. The works promoted in the booktok trend arouse curiosity because various genres are presented very well, contemporary, futuristic, and widely popular. Various genre-like quotes present it in an attractive form that is adapted to current trends where connected to popular music and are currently trending among the public. They adapt their video to instruments or sad or happy songs. So it displays with several words with an aesthetic feel that can get users involved in experiencing the video that are presented. The aesthetic value of learning media can attract the attention of many people because it contains elements that can be seen, felt, and heard, such as musical arrangements or songs (Khairusani, 2020). In other words, learning something like English vocabulary will be more attractive because students will be interested in learning using media in a fun way and can connect directly with students with media that suit their needs. Moreover, the quotes are presented not only in Indonesian but many video quotes in booktok are displayed in English language.

Many young people, even almost all young adults, are already playing TikTok, whether just for entertainment or to find information or even as a medium to improve English language skills, especially mastery of English vocabulary.  In the An-Namirah English Course, apart from in class, the teacher advises all students to always try to develop their vocabulary not only in class but from whatever vocabulary they encounter from every platform on their cellphones.  Because today's young people never forget their cellphones, for example the various social media they have, so they can make good use of all the sophisticated platforms available to increase their vocabulary mastery. Previously, several students at the An-Namirah English Course were already familiar with booktok because almost all of them had been playing tiktok for a long time. So this research aims to dig deeper into how An-Namirah English Course students use Booktok as a medium to improve their vocabulary mastery and what their responses are about the existence of this Booktok in an effort to improve English vocabulary. Even though many previous studies have examined booktok, very few studies have discussed how booktok is used as a medium to improve English vocabulary.

From all that has been shown above how is the issue going. The researcher is interested in conducting this research with the title “The Use of Booktok to increase Vocabulary Mastery at An-Namirah English Course’s Students”.

**RESEARCH METHODS**

Research methode is a must in every research. It is like a goal in life for humans. Without a goal, a person will be confused about living a life full of twists and turns, problems and challenges. They will live lost and not know what they will do in the future. Therefore, the research methode that follows will lead researchers to a goal, namely to find out how does the use of Booktok in increasing vocabulary mastery, how does the respond of students using booktok. In research method consists of research design, subject of the research, instrumets and data analysis.

Research design is a framework of research methods and techniques chosen by a researcher. This allows researchers to hone research methods suited to their subject matter and set their research up for success. Supported by Herdayati et al. (2019), to be able to produce good research, a research design is needed that can support and provide systematic research results. There are several types of research design according to Leavy (2022), they are qualitative, quantitative, mixed method, art-based and community participatory research. In this research, the researcher used qualitative research design. Qualitative research is an approach that allows you to examine people's experiences in detail using a series of specific research methods such as in-depth interviews, focus group discussions, observation, content analysis, visual methods, and life histories or biographies (Hennink et al., 2020). Whereas in this research, the researcher focuses on the students’ perception and response in using Booktok as media to increase their English vocabulary mastery.

The subject of this research are the students of An-Namirah English Course. However the researcher used a purposive sample. Purposive sampling encompasses a collection of non-probability sampling methods where units are chosen based on attributes that are necessary for the sample. Put differently, purposive sampling involves the "on purpose" selection of units. As powered by (Andrade, 2021) purposive sample is a sample whose composition is decided upon for reasons pertinent to the research. So there were four subject in this research from An-Namirah English Course’s Student, who have used booktok in Increasing their vocabulary mastery. And the student’s participant here were selected for several reasons according the need to this research, those are students who use booktok in increasing their vocabulary mastery and actively in that course.

This research includes three research instruments for data collection. For the first is observation. Observation is the human ability to use all their five senses to obtain data or information (Novianti, 2012). This means that researchers will observe, record and then interpret the information obtained. The second is interview which are the most widely used data collection technique because they allow researchers to collect diverse data from respondents in various situations and specific contexts. The interview technique is to obtain more in-depth information honestly in the form of questions given to respondents about the research object (Pujaastawa, 2016). Furthermore, the interview technique used by researchers was by using structured interviews, namely by preparing the same questions for all respondents. These questions have been prepared beforehand and cannot be changed during the interview. And the last instrument is documentation. The thoroughness of the field notes the researcher collected is crucial to the effectiveness of qualitative research. The research team used notebooks, cameras, and recorders for this study (Nilamsari, 2014). The goal of this equipment is to capture as much verbal and nonverbal information as possible; nevertheless, it must be utilized carefully to avoid upsetting the respondent. It is intended, therefore, that by employing this method, the data acquired will accurately reflect the real circumstances

The researcher use qualitative data analysis method from (Huberman & others, 2014). There are three three steps in qualitative data anlysis method here, they are:

1. Data reduction, in order to simplify, classify, and eliminate unneeded data and enable the production of useful information and faster conclusion-making, this process is known as data reduction.
2. Data display, when a collection of data is organized methodically and understandably, it can be possible to draw conclusions. This process is known as data presentation. Qualitative data can be presented using matrices, graphs, charts, networks, or narrative prose in the form of field notes. This data presentation will make the data easier to grasp by organizing and arranging it in a relationship pattern. Here, the researcher highlights issues and provides information gleaned by using Booktok to help An-Namirah English Course students' vocabulary mastery.
3. Drawing conclusion, the last step in the qualitative data analysis process is drawing conclusions, which is done by examining the data reduction outcomes while keeping in mind the analysis's desired outcomes. This phase seeks to interpret information gathered from interviews and observations about the use of Booktok to enhance vocabulary mastery by identifying connections, parallels, or divergences in order to formulate solutions to current issues.

**RESULT AND DISCUSSION**

This section discusses how research obtains data. This research uses three instruments, namely interview, observation and documentation to analyze the data. Observations and interviews explain how Booktok is used by students and what students respond to Booktok as a medium for learning English vocabulary. Meanwhile, documentation is used to support the validation of this research by recording and documenting every activity during the research.

**a. The Use of Booktok in Vocabulary Mastery**

Based on observations made on December 3, 2023 at about 09:30 a.m untill 11:00 a.m, researchers found that in the classroom many students still use the teacher as their life dictionary. They have little command of English vocabulary, making it difficult for them to be active in all English learning activities. Therefore, teachers try their best to improve students' vocabulary mastery. The teacher invites students to develop their vocabulary by recording or remembering every vocabulary word they encounter. Students are free to look for any media that can improve their vocabulary. In particular, students are required to take advantage of the sophistication of their cellphones by searching the internet or the social media they use because after all students cannot be separated from social media in their daily activities. The social media they use starts from Tik Tok, Instagram, WhatsApp, YouTube and others. However, the focus of this research is about Booktok which is contained in the Tik Tok application. Some students have used their social media as an English learning medium to improve their vocabulary.

There are many variations of digital-based learning media, such as films on YouTube, song lyrics, animated videos. However, the focus of this research is students who use Booktok to improve their English vocabulary. And from the observation reseand found 5 students use Booktok in increasing English Vocabulary at an-Namirah English Course. So that after preparing the right questions that will answer the research problem, the researcher conducted interviews to know more deeply about the use of Booktok. The researcher was conducted online interviews, namely using whatsapp application by asking question to five respondents then answering based on whatsapp chat or voice notes. This interviews conducted only one day on January 24, 2024. And based on interviews conducted with 5 students who used Booktok as a medium to increase vocabulary, the answers were obbtained as follows:

1. Researcher: “How do you use Booktok to increase your vocabulary mastery?”

Here the researcher classifies the answers of the five respondents in using Booktok to improve their English vocabulary as follows:

1. Students reading repeatedly videos on Booktok

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| Student 2: “I use it by reading whatever words are available. I also often use booktok in my free time. usually i often take words from Booktok to use as a caption when creating stories on my social media like instagram’ feed or whatsapp stories.” |

From the student's answer above shows that Booktok can make students interested in reading from the writing in the video. Booktok can be a free time friend for its audience, this makes students who learn vocabulary from Booktok videos easily master it and increase it. Because all things will be easily mastered if we are enthusiastic and do it repeatedly. Moreover, based on the student's answer above, he also said that he often uses the words he finds in Booktok as captions in making stories on his social media such as Instagram and Tiktok. So from this activity, students will find it easier to understand the words they find and easier to remember them. Booktok provides few but interesting words so they don't have to read long words that are difficult to understand. I also like to look for interesting words that relate to my mood when i need motivation to be enthusiastic about living life. Not only students 2 but student 4 also did the same thingas follows:

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| Student 4: “I often read some words or quotes in the Booktok then i take screenshots and I will read them often so that the words i get will be easy to remember.” |

Like the second student, student 4 also said that Booktok was able to make him read often, but the technique used was different where student 4 would take screenshots of videos that he considered had interesting words to read or might be needed in the future if they contained the same context either academically or in real life. because by saving it in the gallery, he will often see it repeatedly and of course not just one screenshot but there are many so that their vocabulary gradually increases and is stored in the cellphone memory and will even be easier to remember because it is often viewed. From the excerpts above, it can be seen that student 2 and student 4 were read repeatly to increase their vocabulary from Booktok.

From the answers of the 2 students above, it proves that Booktok can make them interested in reading the videos they find over and over again, namely by making them captions on their social media or saving them in their gallery for them to read or they can always remember that there are interesting words they have found in Booktok. There are so many boring books or writings that readers feel lazy to even look at them, let alone read them in more depth, but the students' answers above are proof that Booktok can create a pleasant reading habit that can be done anytime, anywhere because it is provided as practically as possible with technology-based media such as which is very popular among young people today.

1. Students taking a note new vocabulary they found

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| Student 5: “Usually i always note down the difficult words that I didn’t know before or words that are important and might come up in daily activities or in English class later.” |

From the quote above, it can be seen that student 5 writes down the words they find either in a notebook or saves them on their cellphone. By providing a special book or even a special place on the cellphone for each difficult vocabulary or one that has never been encountered before or even one that they often find in everyday life but they will often forget. They will easily reopen their notes and read them repeatedly. Moreover, if the quotes they write down can motivate them like in Booktok, so that in addition to getting new vocabulary they also get new motivation and enthusiasm to continue moving forward in life. They will easily remember when they encounter these words in everyday life because they have previously noted or saved them.

Basically, taking notes can make it easier for someone to remember something because by writing our brain also reads and stores it through the lines written in Booktok. From the students' answers above, it also shows that they like to note down the vocabulary they find in Booktok rather than what they find in textbooks. Because they will easily search or the video will automatically appear, then if there is vocabulary that they don't understand, they will easily immediately search for what it means on their cellphone and then return to the next video that they like.

1. Students checking the English words on Google Translate

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| Student 1: “It's very easy, I just look for it on TikTok then read it and when there is vocabulary that I don't understand I look for it on Google Translate then I note it down in the book that I have provided specifically for new vocabulary, while always remembering the meaning of the new vocabulary.” |

From the excerpt above can be seen that only student one who check the words they get from Booktok to Google translate. Knowing the meaning of a word is certainly very important because mastering vocabulary also requires mastering the meaning of the word. In this way, the words obtained will be easier to use according to the context because in languages, including English, one word can have different meanings depending on how and where the word is used. Apart from that, mastering the meaning of words is also very useful and makes it easier for someone to compose sentences.

1. Students finding out more interesting videos with good quotes

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| Student 3: “I often watch content creator videos and look for books that are trendy and interesting to read. When I'm bored, I often scroll through TikTok and search for the booktok hashtag to see some videos, and look for interesting book reviews for me to read.” |

From the excerpt above can be seen that just student student 3 who find out new vocabulary that they feel the quotes contains an interesting words or meaning that related to them. When studying something, of course what is needed is something that is interesting and not boring in it. Because if from the start we are presented with good learning material, it is certain that in the future we will be even more enthusiastic to continue studying it. For example, in this context, that is studying vocabulary which is the root of a language, if we are not exposed to interesting media in studying it, of course the vocabulary we acquire will easily be lost because it is not interesting for us to store in our brain's memory. But Booktok is proven to make students dig deeper into videos presented by various creators so that in them students will find vocabulary that will even attract their attention to remember the words.

1. **Students’ Respond to Booktok as a medium for increasing vocabulary Mastery**

Previously, many people did not know that on the Tiktok application there was a trend that focused on reviews of books or novels that only quoted a few words which were then uploaded with the hashtag Booktok and many of these videos were also in English. This trend can attract the audience to see it so that it can increase their insight and vocabulary. Here researchers have conducted interviews with 5 students who have used Booktok to improve their vocabulary. Students' responses to Booktok in increasing vocabulary from the interviews conducted below:

1. Positive and Negative Impact of Booktok

Researcher: “What are the positive and negative impacts of using Booktok in increasing your vocabulary?”

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| Student 1: “The positive impact of booktok is that with this trend I really like reading, because booktok also contains wise words that can motivate me and without realizing it, booktok can also improve my English because from booktok I get new vocabulary, as for the negative impact I I think when there is a sentence that is abbreviated that I don't know then I translate it but it is not detected because the sentence uses an abbreviation” |

Student 1 said that with the Booktok trend, without him realizing it, his vocabulary mastery had developed. Booktok was able to make him who was previously not interested in reading become fond of reading, even though it was not the lesson text in class, but the habit of reading can be started by reading something that is liked because it will make the reader addicted to continue reading it, besides that if someone is used to reading then when they see a writing they will not immediately feel bored and disgusted seeing it than someone who rarely reads. The vocabulary they have is also small and it is difficult to understand the reading if there are words that are not understood. In contrast to someone who is used to reading, their vocabulary will increase every time they read and find new words. But on the other hand, because in books there are definitely abbreviated words or slang words which when translated do not have the correct meaning, students have difficulty understanding what is actually being discussed because they miss one sentence or several sentences whose meaning they do not understand. Next, let’s look at the opinion of student 2 below:

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| Student 2: “The positive impact of Booktok besides it can increase my vocabulary, in Booktok we can read with listening to the song contain in the video. And the negative impact because sometimes I dont know what the meaning of the words so i have to check it down back to translator.” |

Student 2 said that the interesting thing about learning vocabulary on Tiktok is that they can also listen to their favorite trending songs or they can listen to new songs that are good to hear to accompany their free time while reading the contents of the videos on Booktok. So that students can enjoy a more pleasant atmosphere when studying and learning anything will be easier to understand. On the other hand, because many new words appear, they have to look for them first on Google Translate and try to understand the meaning contained in the video, because something will not be easily achieved without having to go through some struggles first and that struggle is what will add an interesting impression to every learning activity in class or outside the classroom. And than from the student 3 also confirmthe same opinion like student 1 as follow:

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| Student 3: “The positive impact, I am more interested in reading books. The negative impact, made me addicted to digital.” |

Like student 1, student 3 also informed that their reading interest changed because of Booktok, and previously they only got vocabulary in class from the teacher and the books they used, where the vocabulary in it was only fixed and not interesting so they were less interested in understanding it because they didn't want to read it more deeply and they thought the word would not be important to know. This is what causes students' vocabulary not to develop if they only rely on vocabulary learning in class because they will definitely focus on class only and when outside the classroom they will forget. Therefore, teachers must continue to force their students to always survive whatever can be done so that they can have a broad vocabulary mastery starting from things they often see in their activities and what they like to do, one of which is watching Tiktok, which has many benefits if used properly and ignoring useless things when viewed. Like the Booktok trend which is not yet widely known by Tiktok users but in fact they have often seen it and it appears on Tiktok's for your page. And as students 1 and 3 said, Booktok was able to make them interested in reading. Reading certainly affects the vocabulary of those who often read, especially in Booktok there are also many video quotes of English words so that students can use it as a medium for them to learn English outside the classroom and easily accessible anywhere.

However, the negative side is that it can cause users to become addicted to digital and even no longer interested in reading in conventional books as told by student 3. But back again to how someone uses it if the majority is used for things related to learning English, especially vocabulary, then it would be very good if they are addicted to digital-based learning because in an era that is continuously modern and digital, we must also follow the flow of change while being able to sort out which is good and which is bad must be ignored.

From the answer above it is known that booktok has two impacts, namely positive and negative on stufdents, in fact everything will have a positive impact depending. How a person uses it from the answers of the four students shows that Booktok influences students' interest in reading so that with this interest in reading students can acquire a variety of new vocabulary. However, on the other hand, in using this form, students must also be wiser in becoming good digital users, namely using it as a field of knowledge and searching for various information.

1. students’ opinion to the use of Booktok

Researcher: “What is your opinion about your vocabulary mastery before and after use booktok?”

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| Student 1: “The changes are very significant, because after using Booktok my vocabulary in English has greatly increased and it helps me become more fluent in adding to my vocabulary every day.” |

Based on the opinions of students who also represent the answers of several other students about their vocabulary after using Booktok, namely having a very good change. From the beginning their vocabulary was very small and they were lazy to increase their vocabulary because they did not find the right way. In addition, the media they use is not interesting because they often feel bored when learning a foreign language where there are many words they do not understand and they also do not find friends to exchange opinions from books or videos they have seen. However, with Booktok they can easily search for or appear by themselves content creators who quote a sentence from a novel "that is trending among other creators. In addition, viewers can directly exchange their opinions from the videos they have seen. Some give positive or negative comments from the video, so we can directly interact not only from the audience but also with the account owner. Or we can ask directly if we do not understand the meaning of the video because of course the audience comes from various countries. And of course with interesting activities like that we can understand many words from videos or also from the discussions of people who interact in the comments column.

The fifth students exactly show that Booktok is able to be a medium for increasing their vocabulary, where previously some of them had studied vocabulary but that was all they got and there were also those who only relied on learning English in class so they were unable to develop and with Booktok they said that their vocabulary had increased. In class they definitely get vocabulary learning, but as they say, their mastery of vocabulary is stagnant. After seeing Booktok they were even interested in knowing the meaning of the words they encountered. So that the vocabulary they encounter is not just words, but they can understand the meaning and use of these words in a sentence.

1. Students’ opinion about Booktok’s aprropriate

Researcher: “Do you think booktok is appropriate as medium for increasing English vocabulary mastery?”

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| Student 1: “In my opinion, booktok media is very suitable and effective for increasing vocabulary, because reading is also part of my hobby and from there I get 2 points, the first is motivation for myself and the second, without me realizing it, I have a new and large vocabulary.” |
| Student 3: “Yes, this Booktok is very suitable for young readers, especially young people or kids nowadays, hahaha, because when we often use the booktok, we can increase our vocabulary, even a little at a time.” |

From the answers of students 1 and 3 above, it can be seen that Booktok is a new vocabulary learning media that is suitable for teenagers or the majority of today's young people who like and often scroll TikTok for almost 24 hours to fill their free time. Sometimes they only spend their quota on useless things, namely just looking at TikTok trends such as dance reviews or clothes or food, which they will be interested in buying and being like them even though their budget is not appropriate. Now, to be more useful by watching Booktok which can provide knowledge as well as entertainment because Booktok is a review of the creator of a novel or book or someone's quote. This trend is effective in increasing students' vocabulary which provides many benefits, not only increasing vocabulary but can get relationships and interactions and can get many lessons and motivation if we have life problems, either lack of enthusiasm or are upset because of a broken love problem or for someone who is broken in a family, then in Booktok can overcome a little of these problems can be from video creators and also support systems from netizens who are experiencing the same thing

**CONCLUSION**

The findings of this research showed that the use of Booktok as a medium for increasing English vocabulary is suitable for students and other young people. The use of Booktok is appropriate and effective in improving vocabulary mastery. The results show that with Booktok students can think openly and be active in finding media that they like and are relevant in their lives. Booktok not only helps students learn English but helps teachers find solutions by creating interesting techniques, media or methods that always adapt to current developments. Student responses show a positive impact on using Booktok in improving vocabulary mastery. This is shown by students' very positive responses to the increase in their vocabulary. With this media, they are very interested, they don't feel bored with videos that offer a variety of genres that are suitable for young people and the digital generation. Booktok makes them motivated to read so that their vocabulary increases little by little. Using Booktok as a medium to improve vocabulary has a tremendous effect in improving English language skills.

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