**THE USE OF TIK TOK SOCIAL MEDIA ON STUDENTS’ SPEAKING LEARNING ABILITY**

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**Abstrak:**

Tujuan dari artikel ini adalah untuk mengidentifikasi dan menganalisis kesulitan yang dihadapi siswa dalam belajar berbicara menggunakan media sosial TikTok, Selain itu, penelitian ini juga bertujuan untuk memahami hambatan yang muncul, serta mengeksplorasi solusi potensial yang dapat membantu siswa mengatasi tantangan tersebut dan memaksimalkan manfaat belajar melalui TikTok. Metode penelitian ini menggunakan kualitatif dengan pendekatan studi kasus. Penelitian kualitatif dengan pendekatan studi kasus memberikan beberapa keuntungan dalam memahami fenomena secara mendalam dan kontekstual. Peneliti memberikan gambaran yang lebih mendalam mengenai fenomena kesulitan siswa yang diteliti. Berdasarkan hasil wawancara, terdapat beberapa jawaban yang serupa diantaranya, Sebagian besar mahasiswa mengalami kesulitan untuk memahami dan menggunakan fitur-fitur yang ada pada aplikasi TikTok. Selain itu, keterbatasan kuota internet atau akses Wi-Fi menjadi kendala bagi sebagian mahasiswa. Di sisi lain, ada juga kendala teknis, ada telepon genggam mahasiswa yang tidak bisa digunakan untuk membuka TikTok. Banyak juga mahasiswa yang merasa kurang percaya diri dalam membuat dan mengunggah video di media sosial TikTok. Akan tetapi ada pula keuntungan yang didapat dalam belajar berbicara menggunakan media sosial TikTok diantaranya dapat melatih kemampuan berbicara, dan mengembangkan rasa percaya diri dalam berbicara.

**Kata Kunci**: Media Sosial TikTok, Keterampilan berbicara

***Abstract:***

The purpose of this article is to identify and analyze the difficulties students face in learning to speak using TikTok social media. In addition, this research also aims to understand the barriers that arise, as well as explore potential solutions that can help students overcome these challenges and maximize the benefits of learning through TikTok. This research method uses qualitative with a case study approach. Qualitative research with a case study approach provides several advantages in understanding phenomena in depth and context. Researchers provide a more in-depth description of the phenomenon of student difficulties under study. Based on the results of the interviews, there are several similar answers including, Most students have difficulty understanding and using the features in the TikTok application. In addition, limited internet quota or Wi-Fi access is an obstacle for some students. On the other hand, there are also technical obstacles, there are student cell phones that cannot be used to open TikTok. Many students also feel less confident in making and uploading videos on TikTok social media. However, there are also advantages gained in learning to speak using TikTok social media including being able to practice speaking skills, and develop confidence in speaking.

***Keywords:*** *TikTok Social Media, Speaking Skill*

**INTRODUCTION**

Speaking is an oral form and not a written form. People talk and listen many times before there is anything they can say (Hussain). The main skill in communication is speaking, as it forms the foundation of effective interpersonal interactions. Speaking enables individuals to convey their thoughts, emotions, and intentions clearly to others, facilitating understanding and collaboration. Mastery of speaking involves not only the ability to articulate words but also to employ the right tone, pace, and body language to enhance the message. Effective speakers can engage their audience, persuade others, and resolve conflicts by expressing their ideas confidently and empathetically. Additionally, speaking is essential in various contexts, from casual conversations and professional settings to public speaking and negotiations. Developing strong speaking skills can lead to better relationships, career advancement, and personal growth. It also fosters a deeper connection with others, as it allows for the sharing of experiences and perspectives, ultimately enriching both personal and communal interactions. Because without us talking there will be no communication. Speaking is a part of everyday life that is considered normal. It means that talking is a way of communicating with each other (Na & Hipertensiva, n.d.,2023).

To make students interested and happy in learning speaking, teachers must be creative in teaching. Teachers need to find innovative and interesting methods so that learning becomes more fun and relevant for students. One way to achieve this is to use media that is creative and popular with students, such as TikTok. TikTok can be an effective alternative medium for teaching because the platform offers a variety of features that allow students to be creative and express themselves freely. Through TikTok, teachers can create engaging learning content, such as short videos that teach new vocabulary, grammar, or good speaking techniques. In addition, students can also be given the task of creating TikTok videos as part of the learning activities, which not only hone their speaking skills but also give their creativity and technical abilities. Thus, the use of TikTok in learning can make the teaching and learning process more interactive, fun, and effective.

Tik tok social media is an audio-visual media. This media is in the form of videos and photos made by juxtaposing various music. This media is a media that disseminates various creativity and uniqueness of each user (Karini). Tiktok is a social media app that offers short videos with music. The TikTok application was created to capture creativity and precious moments for tik tok social media users (Palupi et al.). Tik Tok social media serves as a means of communication, and a means of learning in the form of technology (Helmiana). TikTok media can be effectively utilized for student learning, making it easier for students to find information on various subjects. This social media platform offers a range of unique and interesting special effects that can enhance educational content. By leveraging TikTok, educators can create engaging and visually appealing videos that simplify complex topics and capture students' attention. For instance, teachers can use special effects to highlight key points, illustrate concepts, and make lessons more dynamic. Additionally, students can access a plethora of educational content created by other users, broadening their learning resources. The interactive nature of TikTok also allows students to participate actively by creating their own educational videos, thereby reinforcing their understanding of the material. This hands-on approach not only enhances learning but also develops students' creativity and technical skills. Ultimately, TikTok provides a versatile and modern tool for education, making learning more accessible, enjoyable, and effective.

According to Dewi, (2023): Through TikTok media, students are no longer reliant solely on teachers for learning, as they can acquire knowledge from the diverse content available on the platform. TikTok offers an array of educational videos that make learning engaging and dynamic, thus preventing boredom. By integrating TikTok into the learning process, students can explore english language development in a fun and interactive manner. The platform is particularly suitable for learning to speak English, as it provides numerous opportunities for students to listen to native speakers, practice pronunciation, and use new vocabulary in context. Creating their own TikTok videos encourages students to actively use the language, enhancing their speaking abilities and boosting their confidence. The informal and creative nature of TikTok helps students feel more comfortable experimenting with the language, leading to significant development in their speaking skills. Overall, TikTok serves as a valuable educational tool, enriching the traditional learning experience and promoting continuous language development.

Based on previous research according to (Rama et al.) their research discussed "Students' Perception On The Use Of Tik tok As An Effective Learning Media In Improving Students' Vocabulary". This study focused on the use of TikTok social media to enhance students' vocabulary mastery. The findings indicated that incorporating TikTok into learning activities makes acquiring English vocabulary more accessible and effective. TikTok’s engaging and interactive platform allows students to immerse themselves in language learning through short, dynamic videos that capture their interest and sustain their attention. By regularly engaging with content that features new words and phrases, students can encounter vocabulary in varied contexts, aiding retention and understanding. Additionally, the platform’s unique features, such as trending challenges and creative effects, motivate students to participate actively by creating their own content. This active participation not only reinforces new vocabulary but also builds confidence in language usage. The study concluded that TikTok serves as a valuable educational tool, making vocabulary learning enjoyable, practical engagement. And also according to Nurul Huda Ibrahim et al., (2021) their research discusses "The Use of TikTok in Learning English as a Second Language". This researcher explains the potential benefits of using TikTok as a tool for learning English, emphasizing how the platform can enhance language acquisition by exposing students to authentic language use. Through a detailed analysis, the researcher found that TikTok offers a dynamic and interactive environment where students can engage with real-life language scenarios. By watching and creating content, students encounter vocabulary and grammar in context, which aids comprehension and retention. The research demonstrated that TikTok could effectively supplement traditional English learning methods, providing a diverse range of linguistic inputs that textbooks and classroom settings often lack. Additionally, the platform's engaging format and popular appeal make learning more enjoyable, motivating students to practice consistently. The study concluded that TikTok not only makes language learning more accessible, but also helps students develop their speaking skills in a fun, understandable and practical way. The platform allows students to learn through creative and engaging short video content, which can be customized to each individual's interests and learning style. With various interactive features, such as duets, challenges, and comments, TikTok provides a dynamic and collaborative environment for students to practice their english speaking skills. In addition, TikTok also offers a variety of content from native speakers, which gives students the opportunity to hear and mimic correct pronunciation, intonation, as well as relevant and current vocabulary. Through consistent and purposeful use, students can motivate their overall english speaking proficiency, feel more confident in communicating, and prepare for a variety of real-life situations. TikTok as a modern learning tool proves that technology can be used effectively to support education and the development of english speaking skills.

**RESEARCH METHODS**

 Qualitative research emphasizes the relativity of all knowledge, acknowledging the inherent subjectivity in both knowledge and research processes. It supports comprehensive studies that are context-specific and not easily generalizable, meaning that insights and results are relevant only to the particular context in which the data were gathered. This methodology recognizes the complex, context-dependent nature of knowledge, challenging the idea of universal applicability. By embracing subjectivity and the specific nature of contexts, qualitative research prioritizes a deep understanding of phenomena while accepting that findings may not be transferable beyond the studied situations. The author employed a branch of qualitative research known as case study, which involves investigating and understanding a particular phenomenon within its real-life context (Kiptiyah et al.). Here, students are invited to actively participate in the teaching and learning process as well as conduct assessments in each of their meetings. Research data was collected through a variety of methods, including questionnaires, in-depth interviews, and documentation of teaching and learning activities. Questionnaires are designed to measure students' understanding and perception of the material being taught, while in-depth interviews allow researchers to dig deeper into the views and experiences of students and teachers regarding the learning process. Documentation in the form of field notes and audio-visual recordings was used to complete and validate the data obtained from questionnaires and interviews. The author interviewed 13 students as respondents out of a total of 23 students. In addition, the author also applies coding techniques in analyzing the collected data. Each respondent was assigned a unique code to facilitate the analysis process, such as St1 for Student 1, St2 for Student 2, St3 for Student 3, St4 for Student 4, St5 for Student 5, St6 for Student 6, St47 for Student 7, St8 for Student 8, St9 for Student 9, St10 for student 10, St11 for student 11, St12 for student 12 and St13 for student 13. This coding technique helps in organizing the data so that it is easy to identify themes and patterns that emerge during the research. With this analysis method, researchers can obtain a comprehensive picture of the dynamics of the teaching and learning process and its effect on student understanding and engagement.

**RESULT AND DISCUSSION**

### The Use Of TikTok Social Media Student Ability To Speak English

1. Result from observation

Based on the observation conducted on June 11, 2024, researchers found that learning through TikTok develops students' engagement in the learning process. Students are more actively interacting with the content shared by the teacher through spontaneous responses, questions and discussions in the comment section. It creates a dynamic and interactive environment, strengthens the bond between teachers and students, encourages a more open exchange of ideas, and deepens students' understanding of lesson concepts. The observation results are presented in the following discussion:

Teacher: Okay kids, this time we will discuss *introduction*, what is introduction?

*Introduction* is a way of introducing ourselves in a way to convey information about who we are to others briefly and clearly. Some steps that can be taken in introducing yourself include:

Name: Start by saying your name.

Origin: Mention where you are from or where you live.

Counter Question: Ask the person you are introducing similar information to start a deeper conversation.

Interests or Activities: If relevant, mention your interests or preferred activities to build a closer connection.

Friendly Attitude: Always include a smile and friendly demeanor to create a good impression.

Students: (listen to the teacher's explanation)

Teacher: Well, children, now you make a short dialog using language that is suitable for TikTok social media to make it more interesting and relevant. **After you have finished making the dialog, you practice and you record/make a video using TikTok social media.**

Students: okay mam

1. Result from Interview

The interview results explain the learning process regarding "introduction" conducted by teachers and students in the classroom. The teacher explained that "introduction" is a way of introducing ourselves by conveying information about who we are briefly and clearly. Some recommended steps include stating your name, origin, asking a counter question, mentioning your interests or activities, and showing a friendly attitude. The teacher assigns students to compose a short dialog according to the communication style on TikTok social media. Students are asked to practice and record the video. After making and recording the video, students share their experiences: Student 1: Made a video about effective study habits. He learned that the introduction should be short and clear, mentioning the topic and main points. Student 2: Made a video about the importance of having goals in life, focusing on an interesting introduction to engage the audience. Student 3: Had difficulty choosing the right words for the introduction, but found that starting with something attention-grabbing, such as an interesting fact or reflective question, was helpful.

Teachers gave positive feedback and encouraged students to continue developing their speaking and creative thinking skills through making TikTok videos. Students stated that they will continue to develop their skills by trying new strategies. This lesson helps students understand the importance of effective and relevant introductions on social media, while developing their speaking skills and creativity.

In collecting student data, researchers conducted interviews with students in the learning process to find out the results of using TikTok social media on students' speaking skills. Based on several questions raised by several students when the researchers conducted interviews, students stated that learning with the use of TikTok social media can make it easier for students to speak correctly.

The researcher presents the results of observations and interviews of students and teachers in this section. In this study, researchers observed students' difficulties in learning to speak English using the social media TikTok. To find out how TikTok social media is applied, researchers used observation and interviews. Researchers interviewed students to find out their difficulties with implementing TikTok in the teaching and learning process. Based on interviews with students, there was one question that asked about students' difficulties, and there was one question that asked teachers about difficulties in teaching English speaking skills. Many students complain in various aspects regarding the use of TikTok. Most students have difficulty understanding and using the features of the TikTok application, which prevents them from following lessons optimally. Apart from that, limited internet quota or WiFi access is an obstacle for some students, considering that TikTok is an application that requires a stable and fast internet connection. On the other hand, there are technical problems, there are students' cellphones that cannot be used to open TikTok. Many students also feel less confident in creating and uploading videos on TikTok social media. They worry about their appearance and fear negative comments from other users, which ultimately hinders their active participation in the teaching and learning process.

Researchers began the interview to find out the students’ difficulties in learning speaking. Here the researcher explain in detail the flow of the interview that would be conducted. In interviews, researchers asked various questions aimed at exploring students' feelings, opinions and experiences regarding the use of TikTok in learning. Respondents provided various responses reflecting their views on learning difficulties using the social media TikTok.

The researcher noted the important points from the students' responses. Based on the results of the interviews, researchers found several similar answers from each respondent, namely: St1 mentioned a feeling of fear and lack of self-confidence. St7 and St8 also responded to similar problems, namely lack of self-confidence and fear when having to appear in front of the camera. Apart from that, St1, St7, and St8 also revealed that it is important to be consistent and patient, to continue practicing using TikTok. They agreed that constant practice of speaking English is the key to mastering this platform (source student interview). From this interview it can be concluded that the difficulty in learning to use the social media TikTok is the need for consistency and patience in practicing, as well as overcoming a lack of self-confidence and fear of appearing in front of the camera. This is supported by (Bujuri et al.2023) Social media can also cause students to experience psychological problems such as lack of self-confidence, excessive anxiety, low social attitudes, and even stress. To overcome this problem, users need to cultivate perseverance and find ways to develop their self-confidence.

The next important point, from the interview results, St2 and St10 stated that they must have sufficient internet quota to use TikTok social media as a medium for learning to speak. St3 and St9 also mentioned the difficulties that arise if they do not have an internet data package available. And St4 also revealed that TikTok is very wasteful in using internet quota and battery, which is something they don't like (student interview source). From this interview it can be concluded that the difficulty faced by St2, St3, St4, St9, and St10 in learning to use the social media TikTok is the need for adequate internet access. Lack of data quota or Wi-Fi access is a major obstacle. Apart from that, high quota and battery consumption is also a problem for some students. To overcome this problem, students need to ensure the availability of data quota or access to stable Wi-Fi. If they don't have sufficient quota, they have to look for a Wi-Fi connection so they can learn via TikTok. This obstacle sometimes disrupts the learning process, especially when the internet signal is unstable or Wi-Fi is difficult to find. Therefore, to maximize the use of TikTok as a learning medium, it is important for students to ensure the availability of adequate internet access.

The next important point, from the results of interviews with St5, St11, and St15, states that some TikTok users have difficulty understanding the available features. St5 stated that he sometimes did not understand the features on TikTok. St11 revealed that he often finds it difficult to understand some of the features available in the application. Likewise, St12 stated that sometimes he felt confused by some of the features on TikTok. Overall, this interview indicates that there is a need to increase user understanding of the features available on the social media TikTok (source of student interview). From this interview it can be concluded that there is a significant need to develop user understanding of TikTok features. Users feel less familiar with the various functions offered, so further education or clearer guidance regarding the use of the features on TikTok social media can help overcome this problem.

The next important point from the results of St6 and St13's interviews states several difficulties experienced by users in learning to use TikTok, which are mainly related to the limitations of their devices. St6 stated that his cellphone could not be used to open TikTok. And St13 also stated that his cellphone was not able to open TikTok properly. Every time he tried to open the application, his cellphone became slow and often crashed. The TikTok application could not be loaded properly, so videos could not be played. The storage capacity was limited which prevented downloading or using TikTok properly. optimal (student interview source). From this interview it can be concluded that technical problems with the device, such as the phone's inability to open TikTok, slow performance, frequent app crashes, and limited storage capacity are the main difficulties faced by users. To overcome this problem, users need a device with better specifications and sufficient storage capacity to support the TikTok application.

### Difficulties That Students Encounter While Learning Using TikTok

### The difficulties faced by TikTok users in the learning process include several important aspects:

1. The need for consistency and confidence: many users feel the need to overcome their fear and lack of confidence about appearing in front of the camera, which prevents them from creating content consistently.
2. Access and consumption of internet data: users often experience problems in terms of availability and consumption of high internet quota, because TikTok requires a lot of data to access and play videos.
3. Understanding application features: users need clearer guidance or education regarding the use of TikTok features, because confusion in understanding features can prevent them from taking full advantage of the application.
4. Device limitations: users with inadequate devices often face technical challenges that hinder optimal use of TikTok, such as slow performance, crashes, and limited storage capacity.

Based on the results of interviews with students, researchers found that students still have difficulties in learning to speak English. Researchers interviewed 12 students to find out their difficulties with the application of TikTok in the teaching and learning process. Based on interviews with students there is one question that asks about the difficulties of students. Many students complained in various aspects related to the use of TikTok. Most students have difficulty in understanding and using the features in the TikTok application, which hinders them from following the lesson optimally. In addition, limited internet quota or WiFi access is an obstacle for some students, considering that TikTok is an application that requires a stable and fast internet connection. Aside from technical issues, there were students' cellphones that could not be used to open TikTok. many students also felt less confident in creating and uploading videos on TikTok social media. They worry about their appearance and fear getting negative comments from other users, which ultimately hinders their active participation in the teaching and learning process. The following are the results of interviews with students collected by the researcher:

Researcher (R): What difficulties do you find in learning to use TikTok social media?

St1: It takes consistency and patience to keep practicing. May feel less confident or afraid to appear in front of the camera.

St2: Because Tik Tok is an application via the internet, so the difficulty I experience is that I have to have an internet quota or not look for wi-fi to learn through Tik Tok.

St3: The difficulty is if we don't have a data package to open Tik Tok.

St4: Because TikTok has to use quota and is very wasteful on quota and battery, that's what I don't like.

St5: The features on TikTok sometimes I don't understand.

St6: My cell phone can't open TikTok.

St7: Consistency and patience are needed to keep the practice going. Sometimes, a lack of confidence or fear arises when it comes to performing in front of the camera.

St8: Consistency and patience are needed to keep the practice going. Some people may lack confidence or feel afraid to perform in front of the camera.

St9: The challenge comes when we don't have internet data access to open TikTok.

St10: Difficulties arise when there is no data plan available to access TikTok.

St11: I often find it difficult to understand some of the features available on TikTok.

St12: Sometimes, I am confused by some of the features available on TikTok.

The results of the interview above show that students face several difficulties when learning to use TikTok social media. Students found it difficult to remain consistent and patient in practicing using TikTok. They recognize that it takes constant effort to achieve the desired results. Students stated that they had difficulty accessing TikTok due to limited internet quota or the absence of an adequate Wi-Fi connection. Students feel less confident or afraid to perform in front of the camera. This fear prevents them from practicing speaking or creating content on TikTok. Students also experienced problems because their devices did not support the TikTok application, so they could not access and utilize the platform for learning. And some students expressed difficulty in understanding the features on TikTok. This makes them feel confused and sometimes hinders the learning process. While TikTok offers various benefits as a learning medium, students also face some challenges that need to be overcome. Difficulty in maintaining consistency, limited internet access, lack of confidence, confusion with features, and device limitations are some of the main barriers students face in using TikTok to learn English. Overcoming these barriers will require additional support, such as providing adequate internet access, training for the use of TikTok features, and developing students' confidence in creating content. Thus, the potential of TikTok as an effective learning tool can be further maximized.

The following are the results of interviews with teachers that were collected by the researcher: Based on the results of the researcher's interviews with the teacher, the researcher found the answer to one of the researcher's questions. Researchers asked what difficulties teachers found in teaching using the social media TikTok. Teachers responded that content was often inappropriate or unsuitable for study. Apart from that, dependence on technology is a challenge in itself (teacher interview source). Teaching via the social media TikTok requires considerable technological skills, including understanding how to use the app, recording and editing videos, and understanding online privacy and security. This becomes more significant for teachers who are less experienced in using technology. Teachers also expressed that lack of time was a big obstacle. Creating interesting and effective TikTok content requires a lot of time and effort. Teachers need to plan, record, edit, and post content regularly, which can be a time-consuming additional task in their learning routine.

To overcome these difficulties, a solution is needed that includes several important aspects. First, adequate technical support must be provided, this includes direct assistance and specialized training for teachers who are less experienced with technology. By providing this support, it is hoped that teachers can be more confident and competent in using social media as a learning tool, so that they can optimize the use of technology in the teaching process and help students achieve better learning outcomes. Second, a comprehensive user guide is necessary. The guide should include detailed steps on how to use TikTok, from creating an account to editing videos. It should also provide tips on how to create engaging and educational content. With a comprehensive guide, users can make the most of TikTok for learning purposes, making the learning process more effective and fun. Third, develop device specifications is also important so that users can learn and use TikTok more effectively. A high-specification device will ensure the app runs smoothly without technical hitches. Thus, teachers can focus on the learning content without being distracted by technical issues. This allows the teaching and learning process to be more effective, efficient and enjoyable, so that students can gain maximum benefits from the use of technology in education. Apart from that, periodic workshops and training on the use of technology in learning can also help teachers feel more confident and competent. With this combination of solutions, it is hoped that teachers can overcome challenges and utilize TikTok as an effective learning tool. According to researchers (Aubryla and Ratnawati) excessive use of TikTok can have a negative impact in the form of decreasing learning concentration in students. They tend to feel bored and are tempted to choose to play TikTok as self-entertainment, especially when faced with tasks that require a long time or during an intensive learning process. This creates challenges to their academic productivity, interfering with the ability to maintain the focus necessary to best achieve their educational goals.

**CONCLUSION**

 The implementation of learning using TikTok social media does not guarantee an automatic student practice their speaking skill. Some students find it difficult to follow the teaching and learning process in classes that use this media. Based on the results of the research that has been conducted, the researcher can conclude that the majority of students experience difficulties in learning speaking using TikTok. These difficulties include various aspects, ranging from low self-confidence to lack of adequate internet access. Some students felt awkward or insecure when they had to perform in front of the camera, which negatively affected their participation. In addition, limited internet access in some areas also prevented students from accessing and utilizing learning content optimally. Technical issues such as these result in an imbalance in learning opportunities among students. The researchers emphasize the importance of finding alternative or complementary teaching methods to ensure all students can develop their English speaking skills properly. For example, a combination of traditional and digital methods can help accommodate the different needs of students, making teaching and learning more inclusive and effective. Initiatives to improve technology infrastructure and provide training for teachers are also considered important to support the successful use of social media in learning.

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