**THE USE OF BOOKTOK IN TEACHING READING AT MA NURUL KHOLIL 2 LANTEK BARAT GALIS BANGKALAN**

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**Abstrak:**

Penelitian ini bertujuan untuk mendeskripsikan proses pemanfaatan BookTok dalam pengajaran membaca di MA Nurul Cholil 02. Desain penelitian yang digunakan adalah deskriptif kualitatif. BookTok, sebagai platform media sosial yang populer, menawarkan rekomendasi dan ulasan buku yang dapat mempengaruhi minat baca siswa. Penelitian ini bertujuan untuk memahami bagaimana BookTok dapat diintegrasikan ke dalam metode pengajaran membaca dan bagaimana dampaknya terhadap keterlibatan dan motivasi siswa di MA Nurul Cholil 02. Metode kualitatif yang digunakan meliputi wawancara mendalam dengan guru dan siswa, serta analisis tematik terhadap data yang diperoleh dari observasi kelas dan dokumentasi kegiatan yang melibatkan BookTok. Temuan penelitian menunjukkan bahwa penggunaan BookTok dalam pengajaran membaca dapat memfasilitasi pengenalan buku-buku baru dan meningkatkan keterlibatan siswa melalui konten yang relevan dan trendi. Selain itu, siswa menunjukkan peningkatan motivasi dan minat membaca sebagai hasil dari integrasi BookTok dalam kegiatan membaca mereka. Namun, penelitian ini juga mencatat perlunya strategi pemilihan konten yang cermat dan pendampingan dari guru untuk memaksimalkan manfaat BookTok dalam konteks pendidikan.

**Kata Kunci**: Pengajaran Membaca, BookTok, Media Pembelajaran Bahasa Inggris.

***Abstract:***

This research aims to describe the process of utilising BookTok in teaching reading at MA Nurul Cholil 02, the research design is descriptive qualitative. BookTok, as a popular social media platform, offers book recommendations and reviews that can influence students' reading interest. This study aims to understand how BookTok can be integrated into reading teaching methods and how it impacts students' engagement and motivation at MA Nurul Cholil 02. The qualitative method used includes in-depth interviews with teachers and students, as well as thematic analysis of data obtained from classroom observations and documentation of activities involving BookTok. The research findings show that the use of BookTok in reading instruction can facilitate the introduction of new books and increase student engagement through relevant and trendy content. In addition, students showed increased motivation and interest in reading as a result of the integration of BookTok in their reading activities. However, the study also noted the need for careful content selection strategies and mentoring from teachers to maximize the benefits of BookTok in an educational context.

***Keywords:*** *Teaching Reading, BookTok, English Learning Medium.*

**INTRODUCTION**

English is a language that was established as an international language in the 8th century. This started during the heyday of England, which had many colonies throughout the world. England had the largest colonial territory compared to other countries, so it could influence language use in the whole world.

In Indonesia, English has been taught from elementary school to college, because English has become one of the compulsory subjects and learning English has become an important thing in the current era, as we know, people around the world communicate with each other. There are also those who use English from various countries. Especially for students in Indonesia, English is a very important thing, because English is a necessity to increase knowledge from other countries.

English has a very important role in everyone's life, both 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 scholarships, job opportunities and when interacting with the international arena (Thariq et al., 2021). English language learning aims to develop skills in listening, speaking, reading and writing. Of these four skills, reading is one of the things that is difficult to get used to in teaching and learning activities, especially since students' interest in reading in Indonesia is very cumulative with their addiction to social media. Reading is one of the receptive skills that is important for students to master because it can improve students' English language ability in general and can also increase students' English vocabulary. Therefore, reading is a good way to get new ideas, information and experiences to help students enrich their knowledge in English.

According to Wihartanti (2022), one indicator of the success of the learning process is student participation in every learning activity. However, basically learning English is a difficult lesson for students. One of the fundamental reasons for this difficulty is because 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 English proficiency.

However, based on the facts that occur from the observation of MA Nurul Choil 02 students that English is very difficult to understand. Although they are interested in English. But some of them still learn passively. They just learnt English but they cannot understand what they have learnt. They often feel shy when speaking in front of the class even though they cannot pronounce some words or whole sentences in English. They also cannot actively think openly and feel involved especially to understand a reading.

After conducting a survey to one of the English teachers at MA Nurul Cholil 02, it was found that students have difficulty learning English especially in reading due to the lack of interest in reading in students. The teacher said that students have difficulties in reading skills, such as text comprehension or reading speed, and students often complain of feeling bored in reading activities in class. Realizing how important reading is and how difficult it is for students to improve their reading skills in English, an interesting and effective media is needed to make it easy to remember.

Media is one of the teaching components that greatly influences the learning process in the current modern era and Learning Media is very important in a learning process. If the use of learning media is done correctly, the learning process will run well. Not only that, using appropriate learning media can increase students' enthusiasm and interest in learning. Therefore, improving and continuing to update learning media is a very important thing for teachers to do, including adjusting learning media according to current developments (MUNTAHA, 2023), especially for students in Indonesia who are never separated from their cellphones, in this case the use of digital media will have a big influence on student learning, because in the current era students are more interested in things that are digital-based, unique and interesting. Based on the reality of literacy issues which are the dynamics of the problem of reduced interest in reading among students, so researchers focus on learning in learning to read through the use of media. Booktok in narrative text material in Eleventh Grade at MA Nurul Cholil 2 Lantek barat village, Galis sub district.

BookTok on TikTok began in early 2021. The American publishing industry has long noticed that books that readers talk about on TikTok appear on bestseller lists. One year later, the hashtag continues to strengthen the book's existence on social media. This trend has also spread to Indonesia and is still popular with denizens in the last six months. If we search for the hashtag BookTok on TikTok, various content will appear regarding book reviews shared from various accounts (YuliYanti, 2022).

This BookTok trend started when millennial users started sharing their love of books with millions of other people. They create short videos inspired by their favorite books they read and share them on TikTok using the hashtag BookTok. This trend continues to grow and become more popular as more people find a platform to share their love of books and literature, with more than 100 billion views worldwide, BookTok is a social media phenomenon with a major impact on literary fields across the globe. The hashtag reveals a TikTok subculture centered around young readers who passionately share both reading recommendations and highly personal book reviews, inciting vivid discussions about fictional and/or poetic texts that matter in their lives (Dera, Brouwer, & Welling, 2023)

BookTok is very helpful for students because BookTok contains short videos accompanied by a variety of feature options such as music, filter stickers and several other creative features. (Bahri et al., 2022), therefore, researchers took BookTok as the medium, because students felt they could improve their reading skills, especially in narrative text material without feeling bored. One of the advantages of BookTok is the multimodal nature of TikTok, which combines language with visual, auditory and oral elements, which has been was received positively by students, making it an effective tool for learning to read.

**RESEARCH METHODS**

A researcher's framework for selected research methods and approaches is known as research design. This makes it possible for researchers to optimize their research strategies and make it more successful. There are several types of research design according to (Leavy, 2022) They are art-based, mixed-method, qualitative, quantitative, and community-based research. The researcher employed a qualitative research design in this study. Qualitative research delves deeply into people's experiences, Through the use of a specific set of research techniques, including in-depth interviews, focus groups, observation, content analysis, visual aids, life histories, and biographies (Hennink et al., 2020). In contrast, the researcher's attention in this study is on the perception and reaction of the students.

The research took place at Islamic senior high school Nurul Cholil 2 where the location is at Galis sub district. And this research is conducted from January-March 2023. The researcher employed a purposive sample in this study. A variety of non-probability sampling techniques are included sampling, in which units are selected according to characteristics that are essential for the sample. Stated differently, "on purpose" unit selection is a component of purposive sampling. As powered by Andrade. (2021) a purposive sample is one whose attributes are specified with consideration for the study in mind. So there were six participant in this research from Islamic high school Nurul Cholil 2 Student, who have used booktok in teaching reading.

To write this research, data from two sources were consulted. Firstly, primary data sources. Primary data are details obtained by the researcher to solve a specific problem. The researcher would receive direct access to the material through things like interview words or notes. Such data is collected by the researcher either from the primary source or the place of research. Additionally, secondary evidence in this case comes from previous studies. In cases where primary data is supported by secondary data. The researcher used various books, journals, websites, dissertations, theses, and articles to gather information for this study.

The most tactical stage in the study process is data collection techniques. Given that gathering data is the primary goal of the study, Data collecting methods are strategies that offer researchers a variety of options for gathering research data (Makbul, 2021) . Several techniques were employed in the data collection for this study, including:

1. Observation

The capacity of humans to gather facts or information through all five senses are known as observation. In addition to measuring respondents' views, the observation data gathering approach can be used to document a variety of events. To observe is to pay attention and to keep a general focus on the subject of the study. This implies that after making notes and observing, researchers will analyze the data they have collected. Field note observation procedures such as 1.Students are asked to open the TikTok application. 2. Teacher introduces BookTok to students and explains what BookTok is and how this platform works. 3. Log in to your TikTok account using email or telephone number for registration. 4. Search for the hashtag #booktok in the TikTok search field, type “#booktok” to find book-related videos such as “BookRecommendation” or “BookReview”, 5. Explore content by viewing book-related videos, such as reviews, book recommendations, or reading challenges, 6. Create your own content and TikTok will adjust the feed based on interactions.

1. Documentation

The success of qualitative research greatly depends on how comprehensive the researcher's field notes were. For this investigation, the research team used recorders, notebooks, and cameras. While gathering as much verbal and nonverbal information as possible is the aim of this technology, it must be used carefully to prevent offending the response. Therefore, it is hoped that by using this method, the data collected would reflect the actual situation. Documentation is defined as the process of acquiring, assessing, processing, and archiving materials related to knowledge by the Big Indonesian Dictionary (KBBI). Documentation can also include the provision or collection of evidence and data (such as images, quotes, newspaper clippings, and other

**RESULT AND DISCUSSION**

This section presents the research findings based on the questions posed namely: 1) To find out how MA Nurul Cholil 02 students use booktok media to improve reading skills on narrative text material and 2) describe how students respond to booktok to improve reading skills. This study used three instruments, namely observation interviews and documentation to analyse the data. Observations and interviews explain how Booktok is used by students and what student responses to Booktok as a medium for improving reading skills. Meanwhile, documentation was used to support the validity of this research by recording and documenting every activity during the research.

1. The Use of Booktok on reading skills

In this chapter the researcher explains the phenomenon that occurred at MA Nurul Cholil 02 Lantek Barat Galis. The explanation that the researcher conveys is to explain the results and research data which aims to determine the teaching of skills in enhancing reading ability using BookTok on TikTok as a learning medium. As explained in the previous chapter, this researcher used qualitative methods to look at the phenomena that occurred at MA Nurul Cholil 02 Lantek Barat Galis, the research was conducted on May 2 2024.

The results of this research were obtained through observation techniques and unstructured interviews which were carried out in depth to obtain information and data directly. Next, the researcher also carried out a documentation method to find out more deeply and clearly and triangulate the existing data for later analysis, and in the analysis, the researcher focused on students in using BookTok in learning reading.

Researchers observe all activities related to research objectives, researchers use field notes when making observations. The field notes obtained were in the form of written text during classroom learning to obtain observation results, and the results of the observations that the researcher obtained included implementation in using BookTok as a learning medium and student responses in using BookTok as a learning medium.

From the results of observations it is known that students can improve their reading skills using Booktok, here are the steps. For the first step, the teacher introduces Bootok to students so that they know what Booktok is and how the platform works.

*T: Do you know what a Booktok is?*

*S: I don't know ma'am*

After the teacher starts a conversation like the dialogue above. The teacher began to introduce Booktok to students. This was proven by the teacher explaining it via his own cellphone which was shown directly to the students. And this is relevant to Gillespie-Lynch et al. (2020).regarding students being able to regulate the use of Booktok based on the guidelines provided.

The second step is for the teacher to ask students to start using Booktok according to the application instructions so that it is easier for students to use it and students can know how to use it step by step according to the application.

 *T: What is the first step in the application?*

 *S: Search for the hashtag #booktok in the tiktok search field*

 *T: After that?*

*S: I explore content by watching several videos related to books, such as book reviews or recommendations.*

From the dialogue above, students are able to understand how to use Booktok to improve their reading ability in English. And this is relevant to Gulzar et al.(2014).opinion that booktok is very suitable for the millennial generation. TikTok isn't just for fun; it can also be used for education, especially in reading classes to arouse children's interest in reading (Roberts, 2021) .

And the final step, the teacher asks students to present the books they read obtained from booktok.

*T: Today is the time for you to present the book you read that you found on Booktok*

*S: OK ma'am*

It can be seen that students began to present the books they read. And from the dialogue above, students also explain or review the contents of the book they read and this is relevant to Putri et al.(2018).about teachers asking students to do what they see in the book, and researchers provide feedback if needed.

1. Student Response to Booktok as a Medium for Improving English Reading Skills

Student responses to Booktok in improving reading skills from interviews conducted below:

1. **Researcher: “How to use booktok to enhance reading skills on narrative text?”**

Here, the researcher categorises the responses of three respondents regarding the use of Booktok to improve English reading skills on narrative text material as follows:

Based on interviews from several students, including enhancing students' reading skills, here students often see Booktok which reviews several books that are trending and interesting to read, as for the following student statements:

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| *Student 1: I often see content creator videos on tiktok that review some books and I am looking for wnhat books are trending and interesting to read.* |

 It can be seen from the student responses above that Booktok is able to arouse students' curiosity in reading the text in the video. For those who use it, Booktok can be a companion in their spare time. This helps students who want to get better at reading by seeing Booktok videos easier to learn and reduces boredom. Because if we are enthusiastic and practice everything over and over again, then anything will be easy to master. Furthermore, based on the student's response above, he mentioned that he often uses Booktok to find interesting and popular books to read.

This is in accordance with the theory (Dera, Brouwer, Welling, et al., 2023) that teens who already have a favourable attitude towards reading and may be classified as regular readers find great attraction in BookTok.

Furthermore, the researcher found a student's answer which was almost the same as the previous student's answer that he often used Booktok when he had free time using Booktok as a medium to improve reading skills was very fun and not boring.

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| *Student 3: I often use Booktok as a medium to improve my reading skills because it is more fun and not boring.* |

 From student 3's answer, it is almost the same as student 1's answer because from his answer they both often use Booktok as a medium to improve reading skills and student 3 also said that using Booktok as a learning media, especially to improve reading skills, is very fun and not boring. This is confirmed by Stewart (2021), that the Booktok method in encouraging interest in reading is truly extraordinary. Because Booktok's strength lies in its audience, which mostly consists of the younger generation who prefer non-financial content. Through producing written works that arouse readers' interest and provide interesting material.

1. **Positive and Negative Impact of Booktok**

As in general, Booktok media also has positive and negative impacts. The positive impact is that by using Booktok media, teaching and learning activities, especially English lessons, become more fun and less boring and by using Booktok media, it is hoped that students will find it easier to understand the material, especially narrative text. And the negative impact is that students will develop a lack of sensitivity to the environment, and want everything to be obtained instantly and consumerism can also arise.

*Researcher: What are the positive and negative impacts of using Booktok in increasing your reading skill?*

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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 me realizing booktok can also improve my ability to read English, as for the negative impact in my opinion is that when there is an abbreviated sentence.* |

From the answers above, it is known that Booktok has two impacts, namely positive and negative on students, from the answer of student 1 he stated that with this trend he really likes reading, because Booktok also contains words of wisdom that can motivate students and Booktok can also improve reading skills, because the use of technology in education has led to the development of innovative and creative learning materials, applications, and teaching methods (Susilawati & others, 2023)Apart from the positive impact, Booktok also has a negative impact, when there is an abbreviated sentence it is not known, and when translated it is not detected because the sentence uses abbreviations.

From the student's answer above, here the researcher found an answer that was different from the previous student's answer Based on the student's response, he argued that using Booktok as a learning tool to improve reading skills will have a positive effect on reading development. However, he also stated that the use of Booktok as a learning tool to improve reading skills had a negative impact on him because it caused dependence on digital devices and lost interest in reading traditional books. The students' statements are as follows:

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| *Student 2: The Positive Impact of Booktok besides being able to improve my reading skills, in Booktok we can read while listening to songs in the video. And the negative impact is because sometimes I don't understand the meaning of the word so I have to check back with the translator and also the disadvantages cause me to be dependent on digital.* |

Student 2 said, the interesting thing about using Booktok as an English learning media in improving reading skills is that they can also listen to favourite songs that are trending or listen to new songs that are fun to listen to to accompany leisure time while understanding the contents of the video on Booktok. So that students can enjoy a more pleasant atmosphere because when learning something if it feels fun it will be easy to understand, but sometimes students don't understand the meaning of the words in the video so they have to check back to Google Translate and I think that's normal because to achieve something it takes a process and struggle and also causes dependence on digital and this is confirmed by the theory (Ihza et al., 2024) Excessive use of TikTok can make children dependent on the platform and experience impaired concentration in learning.

From the answers above, it is known that Booktok has two impacts, namely positive and negative on students, from the answers of the four students it can be seen that Booktok greatly affects students' interest in reading so that students do not easily feel bored. . But 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 looking for various information.

1. **Student Opinions on the Use of Booktok**

Researcher: What do you think about your reading skills mastery before and after using Booktok?

Based on interviews, researchers found that from several students, 2 of them had almost the same answer, namely a very significant change after using Booktok, while the students' statements were as follows.

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| --- |
| *Student 1: Waaaaah the change is very significant because after using BookTok my reading interest in English has greatly increased and can be used for self-study at home.* |
| *Student 2: Before using booktok my reading mastery was not good but after using booktok it turns out that my reading mastery is getting better.* |

Based on the opinions of students 1 and 2 above, which also represent the answers of several students regarding reading skills after using Booktok, there has been a very good change. Initially they were lazy to improve their reading skills because they did not find the right way. In addition, the media they use is less interesting because they often feel bored when learning foreign languages because there are many words they don't understand and they also don't find friends to exchange opinions from the books or videos they see. However, with Booktok they can easily search or find their own creator content that quotes sentences from novels' that are trending among other creators. Many of them only rely on learning English in class so they cannot improve and with Booktok they say that with Booktok their reading skills have improved.

1. **Student opinions about Booktok appropriatae**

Researcher: Do you think booktok is suitable as a medium to improve your reading mastery?

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| --- |
| *Student 1: I think booktok media is very suitable and effective for making learning media, especially in reading material in English* |
| *Student 2: Yes, Booktok is really suitable for little readers, especially young people or children today, hahaha, because by often using Booktok, we can increase our reading skills in English, even if little by little.* |

As illustrated in the table above, Booktok is a new learning tool suitable for teenagers who want to improve their reading skills and most of today's young people who like to spend their holiday time browsing TikTok for almost twenty-four hours a day. Sometimes, people just use the allocated funds for useless activities, such as browsing fashion, food, or dance reviews on TikTok, which makes them curious and want to buy and imitate it even though the budget is insufficient. To be more useful, Booktok, which offers reviews of book authors, novels, and quotes as a source of knowledge, is very suitable and effective for making learning media, especially English (YuliYanti, 2022).

1. Discussion

This section presents the answers to the research questions described in chapter one. There are two research questions, namely about how students use Booktok to improve their reading skills and what students' responses are to the use of Booktok in improving their English reading skills.

1. how students use Booktok to enhance their reading skills

The first study question was answered by the researchers through interviews and observations. The data findings from the previous section's observations and interviews were used by researchers to get their data. Additionally, the analysis of the first question's results**.**

From the research results above, it can be seen that there are two ways students use Booktok to improve their reading skills. Student 1 always uses Booktok to find several books that are trending and interesting to read, according to Ali (2022) Reading is a means of improving language skills, communication skills, and exchanging ideas and information. There are two types of reading skills according to Faistah et al., (2023), reading aloud and silent or inward reading, reading aloud is a reading activity by voicing the writing that is read with the right pronunciation and intonation, reading silently includes intensive and extensive reading, intensive reading is a careful reading technique while extensive reading is reading and understanding the contents of important reading quickly.

The second is that students often use BookTok in their spare time because it is very fun and not boring, this proves that BookTok is very suitable and effective as a medium for learning to read, especially English, according to Murray (2021) BookTok is a reading saviour considering that teenage reading habits are still very lacking.

Based on the students' responses, it is evident that they frequently use Booktok as an extra learning tool to enhance their reading skills outside of class. They frequently browse Tik Tok videos, which allows Tik Tok to display booktok trends that they were previously only aware of. Although it is undeniable that reading is an activity that can encourage vocabulary improvement—especially since the words provided aren't too many and inspiring like those in Bootok, which are very suitable—Booktok is able to draw students' interest in reading for pleasure because of this. This means that students can improve their English by taking notes on new vocabulary they come across in Booktok and using them in English classes or activities.

1. Students' responses are to the use of booktok in improving their English reading skills

The second research question is how students respond to the use of Booktok in improving their reading skills. The data that has been presented in the findings will be discussed in this section. This second research question was obtained from the first question in the interview.

It can be seen from the research data above that Booktok has a beneficial effect. Not only does it increase vocabulary, but it also arouses students' enthusiasm in reading English books. Macready (2023) states that romance is a prominent Booktok trending genre. Although there are not many book excerpts on display, the authors have included passages from a number of fiction and romance books. The books contain many interesting words about the lives of young people going through a phase of friendship or love, both happy and sad. Booktok trends that quote romance, fantasy or fiction novels-the most popular genres on Buktok -have an artistic feel when beautiful words are woven with music. Since they are also more entertained by popular novels, students are more interested in reading the books they receive, In addition, they can also discuss the books that the author reviews in the Tiktok app's comments section. According to the genre, they can also read and discuss the words and characters in the book freely.

However, Booktok also has its drawbacks, mainly because it originates from novels and books of different genres written by authors from all over the world. Therefore, some of the English texts used in Booktok are difficult to understand because they contain subliminal messages or are not in line with students' cultural norms. This is especially the case with adult romance books, which often use language that is too suggestive. Therefore, to continue teaching English to children, parents and instructors should always keep an eye on what content younger students are viewing. However, many people who utilise social media also suffer from addiction. When reading traditional books, children become disinterested and bored because they are more interested in reading digital books or texts. Especially because Booktok offers a lot of entertainment on Tik Tok, including dancing trends and other content, in addition to book reviews, users may become unfocused and redundant when watching and browsing videos. Which fails to teach children how to read more fluently in English. Instead, it teaches them how to filter and select content that will help them learn the language, especially when it comes to reading. Kids can also share content whenever they feel it is appropriate to consider it educational.

In addition, not all students found Booktok's diverse book genres suitable for improving their reading skills, although there was one among them who liked genres that had the power to inspire, such as novels or quotes from famous people about relationships or motivation in life. But as their curiosity grows and the pleasure of reading diminishes, it encourages them to look up foreign terms from translators to learn the meaning of words they were previously unaware of.

Students' further opinions about the use of Booktok From the answers above, what the researcher means is that there are various types of media that can be used to improve English reading skills available on the internet. However, interest certainly affects students' enthusiasm in doing something because they will feel happy in doing it. In this context, Booktok media can attract students' interest in developing their reading skills. Booktok media can attract students' attention in improving their reading skills in this situation. Previously, the media did not have much effect on students' reading skills because they only taught in class, seemed passive, or used other media that were not suitable and not popular. On the other hand, Booktok media is effective in improving English reading skills and has a positive impact. Because they have encountered more terms than when learning English in the classroom or just by watching and listening to videos, students are also happier when they participate in English learning.

It can be seen from the students' answers above who agree that Booktok is suitable for the digital generation who do not like challenges. To ensure their free time is spent on useful activities and not wasted activities, they need something quick and easy to read. With the right and self-selected media, students can develop their reading skills without feeling chased by time or other pressures from friends, teachers, and the like.

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