

Tourism Students' Perception of Using TikTok in Learning English Vocabulary Mastery

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ABSTRACT

This research aimed to analyze the students' perception toward TikTok in learning English vocabulary. The objective of the research is (1) to investigate students' perception of using TikTok in learning English vocabulary, (2) to figure out the implications of TikTok in learning English vocabulary mastery. This research was conducted online for English tourism students of university in Bali. The data was collected from the questionnaire through google form and was shared online. The result of the study showed that the quantitative data revealed that participants had positive perceptions toward TikTok in learning English vocabulary. For instance, most of them agree that TikTok is fruitful tool for learning vocabulary, majority of participants agree that they found new words on TikTok. These finding suggest that students can use TikTok for learning vocabulary and increasing their language skills to be better.

Keywords: Perception, TikTok, Vocabulary

INTRODUCTION

In recent years, the landscape of education has been significantly transformed by the integration of technology into traditional learning methods. One of the most notable platforms to emerge in this context is TikTok, a social media application that has captured the attention of millions worldwide. Originally recognized for its short-form video content catering to entertainment, TikTok has gradually evolved into a powerful tool that can be harnessed for educational purposes. One particularly intriguing application of TikTok in education is its potential to enhance English vocabulary acquisition (Herlisya & Wiratno, 2022).

Alqahtani (2015) stated the acquisition of a rich and diverse vocabulary is a fundamental aspect of language learning, enabling individuals to effectively communicate, comprehend, and express ideas. Traditional methods of vocabulary acquisition often involve rote memorization, reading, and written exercises. However, these approaches can sometimes feel monotonous, leading to disengagement and hindered learning outcomes, particularly among younger learners who are accustomed to dynamic and interactive experiences (Bond, Buntuns, Bedenlier, Zawacki-Ritcher, and Kerres, 2020).

TikTok's unique format of short, engaging videos provides an avenue for educators and learners alike to explore creative and interactive methods of language learning. Through the platform's user-generated content, learners can access a wide array of engaging videos that cater to various linguistic and cultural contexts (Heyang & Martin, 2022). These videos range from vocabulary challenges and word-of-the-day features to humorous skits, storytelling, and even mini-lessons presented in a visually compelling manner.

Furthermore, TikTok's algorithmic system, which curates content based on user preferences and interaction history, offers a personalized learning experience. Learners can discover content that aligns with their proficiency level, learning style, and specific vocabulary goals. The bite-sized nature of TikTok videos also fits well into modern attention spans, allowing for quick and efficient learning moments that can be easily integrated into daily routines (Marrufo, 2022).

Ibrahim, Shafie, and Rahim (2023) stated that this innovative approach to vocabulary acquisition through TikTok comes with several potential benefits. First, the visual and auditory stimuli provided by the platform enhance multisensory learning, promoting deeper cognitive connections to the words being taught. Second, the interactive nature of TikTok encourages learners to actively engage with content, thereby promoting retention and understanding. Finally, the social aspect of the platform enables learners to connect with a global community of language enthusiasts, fostering collaborative learning and cultural exchange (Alhinty, 2014).

However, it is important to recognize that while TikTok presents exciting possibilities, it also comes with challenges. The authenticity and accuracy of content need to be carefully evaluated, as incorrect language usage could perpetuate misconceptions. Additionally, educators need to strike a balance between entertainment and education, ensuring that learning objectives are not compromised for the sake of engagement.

As stated above about TikTok application, there are also some benefits and challenges of it, namely (Xu, Yan, & Zhang (2019), Falgoust, Winterlind, Moon, Parker, Zinzow, & Madathil (2022))

Benefits of Using TikTok for English Vocabulary Acquisition:

Engagement and Motivation: TikTok's visually appealing and fast-paced videos capture learners' attention, making the learning process more engaging and enjoyable. The platform's addictive nature encourages consistent participation, promoting sustained vocabulary growth.

Contextual Learning: Videos on TikTok often present words and phrases in real-life contexts, helping learners understand how language is used naturally in various situations. This contextual learning aids in better comprehension and application of new vocabulary.

Cultural Exposure: TikTok's global user base ensures exposure to diverse accents, dialects, and cultural nuances. Learners can explore content from different English-speaking regions, enhancing their understanding of language variation.

Creative Expression: The platform's creative environment empowers educators and learners to craft imaginative videos incorporating vocabulary. This hands-on approach fosters creativity and active involvement in the learning process.

Memory Retention: The combination of audio-visual elements in TikTok videos aids memory retention. Repetition of vocabulary through catchy songs, rhymes, or visual cues can reinforce learners' memory of new words.

Spontaneous Learning: TikTok's short-form nature allows for quick, on-the-go learning experiences. Learners can incorporate these micro-learning moments into their daily routines, fostering a consistent vocabulary-building habit.

Challenges of Using TikTok for English Vocabulary Acquisition:

Quality Control: Ensuring the accuracy and authenticity of vocabulary content on TikTok can be challenging. Misinformation or incorrect language usage may lead to misconceptions among learners.

Distractive Elements: While TikTok's engaging format is advantageous, it also presents potential distractions from the primary learning objective. Balancing entertainment value with educational content is crucial.

Language Complexity: TikTok's character limit for captions and comments might limit the complexity of language explanations or definitions. Complex vocabulary may require additional resources or explanations.

User-Generated Variation: The quality and effectiveness of educational content can vary widely among user-generated videos. Educators need to curate or create content that aligns with specific learning goals.

Digital Literacy: Some learners, especially older individuals or those unfamiliar with digital platforms, may struggle to navigate TikTok effectively. Adequate digital literacy support is essential.

Privacy and Safety: TikTok is a social platform, and educators must ensure that learner privacy and safety are maintained while interacting on the platform. Striking the right balance between interaction and privacy is crucial.

In some research, there were findings stated the use of TikTok as a learning media is an appropriate choice to enhance students' speaking skills. This platform has features that are up to date so that everyone can use it everytime. Students will find it comfortable to use English vocabulary well because they learn through the media they like and usually use. Teachers and lecturers are advised to be able to adapt to the this era in balance way. The use of TikTok to enhance their skills not only helps students to improve their speaking skill, but also becomes more interactive. If used properly, this platform has many advantages that benefit both teachers and students. Through Tik tok, the learning atmosphere becomes fun, teacher and students can discuss many things, especially things that are familiar to our students. In can be concluded that TikTok is the students' inseparable friend (Herlisya & Wiratno, 2021). A research conducted by Aziz and Sabella (2021) found that there were higher score of the students who learnt English with TikTok that those who did not. TikTok also gives students good impact.

In conclusion, while TikTok presents an innovative and engaging approach to English vocabulary acquisition, it is important to recognize both its potential benefits and challenges. By leveraging the platform's strengths and addressing its limitations, educators can create a well-rounded and effective learning experience. As technology continues to evolve, platforms like TikTok provide opportunities to reshape language education and make vocabulary acquisition a more dynamic and interactive process. This article aimed to find out the perspective of the tourism students while learning English with TikTok.

METHODS

Research Design and Setting

Survey research was adopted in order to find out the result. Survey research design is procedures in quantitative research in which investigators administer a survey to a sample or to the entire population of people to describe the attitudes, opinions, behaviours, or characteristic of the population. The research was conducted online, June 2023.

Population and Sample

The researcher used random sampling for this study, the population were all users of TikTok and researcher took 250 users as sample with criteria such as English university students from Tourism department. There was 138 male and 112 female students from various universities in Bali. Despite the fact they use same applications, they might still have different perception with regards to their motivations and needs.

Instrument

In this research, the researcher used questionnaire consisted of affective, cognitive, and behaviour statements. The questionnaire has 10 statements and used likert scale from Google Form.

Data Analysis

The researcher analysed the data using SPSS application to find mean score, interpretation of mean values, and percentage.

FINDINGS AND DISCUSSION

The research had been conducted in a week to gather all the data needed and this was the result collected from 250 students who use TikTok as their platform to learn English vocabulary.

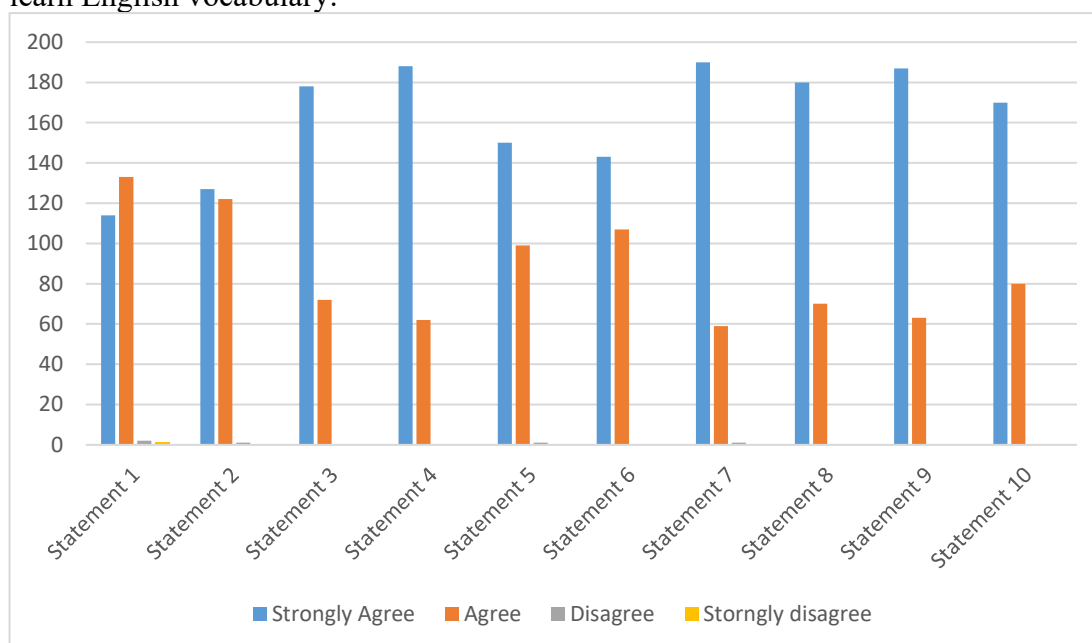


Table. 1. The Result of Questionnaire

The first statement gained 47% students strongly agreed that they update all information including English material through TikTok and 53% students agreed with this statement. In line with this finding, Yadav (2021) stated that the use of TikTok can give access to English material anytime the students want and it helps the improvement of the students to get more exposure of English in many interesting ways.

In the next statement 51% students strongly agree and 49% agree about TikTok is one of the learning tools on the internet that very easy and useful for learning

vocabulary. Afidah, et al (2021) stated that TikTok is easy to use and it will give impact to the learning motivation of the students because the easier it uses the more materials they will learn.

In the third statement, mostly students strongly agree (71%) and agree (29%) that they always find new word when they use TikTok. In Twitter students can find new word, in single word, sentences or idiom. This will improve students vocabulary because the more new word they face and memorize the more fluent they will (Oanh & Hien, 2006).

Next statement, students answered 75% in strongly agree and 25% in agree for they practice this word in sentences in real life. It means that the students who uses TikTok will practice the word the found on TikTok in real life situation and in line with this statement Pham Manh, et al (2023) stated if students use the word they find in a platform in this case TikTok in real life, they tend to have better understanding in vocabulary mastery.

For statement 5, 6, 7, students answered 60%, 57%, and 76% in strongly agree respectively. These statements belong to the use of TikTok in searching new word that the students want to learn, for instance, if the students want to find grammar or basic grammar, this platform can provide it in a second and with a lot of content creators that the students want to learn from. This findings relates to Wahyuningsih and Afandi (2020) finding stated that if a student want to learn specific material that they tend to like, it will lead to an improvement of English skill they have, especially vocabulary mastery.

Lastly, for statement 8,9, and 10 which belong to the frequent times they use TikTok to learn English for improving English vocabulary, the data showed that 72%, 75%, and 68% answered strongly agree respectively. They admitted that they use TikTok to learn English more than 3 hours/day and they use TikTok in the afternoon at most then they also admitted that they use TikTok to learn English more than they learn it from the book because they tend to have better understanding with the platform that is mobile and accessible in every aspect. The more frequent they spend time on platform that helps them to improve English, the more English vocabulary they will master (Cakrawati, 2017).

The implications of the use of TikTok in learning English vocabulary mastery for tourism students are: (Xiuwen & Razali, 2021)

Engagement and Relevance: TikTok's dynamic and visually appealing format can captivate the attention of tourism students. By incorporating tourism-related content, such as travel destinations, cultural experiences, and hospitality scenarios, educators can make vocabulary acquisition more relevant and engaging. TikTok always gives students a good connection from the future contents.

Contextual Learning: Tourism students can benefit from real-world context provided by TikTok videos, as they showcase vocabulary in practical scenarios. Learning vocabulary in the context of travel, customer interactions, and cultural encounters can enhance students' ability to apply language skills in their future careers. TikTok gives contextual learning to the students.

Cultural Exposure: Tourism involves interaction with diverse cultures and languages. TikTok's global user base exposes students to different accents, customs, and communication styles, preparing them for the multicultural nature of the tourism industry.

Interactive Learning: Encouraging tourism students to create their own TikTok videos featuring vocabulary usage allows them to actively participate in the learning process. Creating and sharing content can boost confidence, creativity, and language skills simultaneously.

Memory Retention: TikTok's short videos, often set to music or containing catchy phrases, can aid memory retention by associating words with memorable visuals or sounds. This can lead to better recall when students encounter these terms in real-life scenarios.

CONCLUSION

TikTok presents an innovative and engaging approach to English vocabulary acquisition, it is important to recognize both its potential benefits and challenges. By leveraging the platform's strengths and addressing its limitations, educators can create a well-rounded and effective learning experience. As technology continues to evolve, platforms like TikTok provide opportunities to reshape language education and make vocabulary acquisition a more dynamic and interactive process. Integrating TikTok into the vocabulary mastery of tourism students offers a unique and engaging approach to language learning. By capitalizing on the platform's strengths and addressing challenges, educators can foster active, context-rich, and culturally aware language acquisition experiences. Through thoughtful content creation and curation, TikTok can equip tourism students with the language skills they need to thrive in a global and diverse industry. However, it's crucial to carefully assess its suitability within the curriculum and adapt strategies to ensure meaningful learning outcomes.

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