CHAPTER I

INTRODUCTION

A. **Background of the Research**

A language is a tool used by humans to submit information, ideas, and thinking. Language is a product of human culture whose life is always dynamic, creative and tends not to be static. The development of culture in modern times has affected the shift of values related to a nation. One of them is language. With the development of culture in the modern era and the rapid development of technology, it is undeniable that today's young people do not understand the proper use of language.

Language and science are inseparable units. Science requires language as a tool to convey information and likewise, language requires media to express every word which contains important information. Language also plays a role in the development and dissemination of other language sciences. With language, knowledge that is created and discovered can be spread to others as a way to promote the welfare and well-being of human life.

The current era of globalization touches all aspects of life, including language. An increasingly global language used by all nations in the world is English, which is used by more than one billion people. With the increasing use of it as a foreign language, the people of a country will be considered to have developed thoughts in a way of thinking. Indirectly, English is a mandatory language for all nations, including the Indonesian

nation. English is also a compulsory subject for elementary school students and a compulsory subject for students to learn when studying foreign languages.

Therefore, to extend the position of English in this era of globalization, students need to develop fundamental foreign languages, especially English that can also be done through social media, such as Youtube, Twitter, Instagram, TikTok, and other social media. The post-millennial generation has changed the view that learning is easier and can be learned anywhere. Social media is a place for them to find new information, including in the learning process and learning strategies that they will use to reach their targets during the test. Apart from being at school, the millennial generation also uses social media as an additional learning medium that they think is easier to understand. Learning strategies using social media are used to make the learning atmosphere more varied in class, especially for students from early childhood to the first grade of elementary school, where most of the students have different mood conditions.

Cohen in his book titled *Strategies In Learning and Using A Second Language* stated that language learning strategies have an explicit purpose, where language can help a person increase knowledge in communicating with others (1998, pp. 7-8; as cited in Camot, 1987 & Oxford, 1990). A language uses a main strategy that is more focused on developing the language learned by current students. Learning and using a foreign language

can be distinguished according to the concept or strategy possessed by a learner, namely cognitive, metacognitive, affective, and social concepts. A cognitive strategy is a method used by students to learn the material or gain a deep understanding of the material, with the aim of obtaining information or skills related to agency, goals, and perceptual instruments. Metacognitive can control the learner's cognition and regulate the learning process by using the functions of concentration, regulation, planning, and evaluation. Meanwhile, an affective strategy plays a role in regulating emotions, motivations, and attitudes. Social strategies are also important for students to interact with other people in facilitating the process of acquiring a new language. Based on the explanation above, it is believed that the more variations of language learning strategies are used, the greater the chances of success in learning a language. In addition, language learning strategies are also a contributing factor to student success in acquiring foreign languages, including English.

The era of globalization also makes people dependent on technology. It cannot be denied that technology plays an important role in various aspects of life. Technology is slowly starting to change people's lifestyles and thinking patterns, especially among teenagers. The product of technology is social media, which is a platform that is often used to exchange information online. Social media has positive impacts and benefits in the development of science and technology, for example, making it easier to communicate, find and access information, develop

relationships, add friends, and become a medium for learning foreign languages, especially English. The writer chose to use social media TikTok to be used a learning medium for first-grade elementary school students. The rise of the use of TikTok in the last two years has made the writer interested in conducting research on learning foreign languages through social media. Social media TikTok is certainly very popular with all groups, including children. Many of them use TikTok as a means of entertainment, seeking the latest information, and the biggest sales medium.

TikTok is an application that provides unique and interesting special effects that users of this application can easily use to create cool short videos that can attract the attention of many people who see them. TikTok is a Chinese social network and music video platform launched in September 2016. It is a music-enabled short video creation application, which is very popular with many people including adults and minors, TikTok is a social media platform that allows users to create 16 - 60 second videos accompanied by a wide selection of features such as music, filter, and several other creative features (Rahardaya & Irwansyah, 2021, p. 309).

Closely related to the culture of using technology, TikTok's social media has a significant impact on the development of language variations in children who use this application. In this study, the writer observe that there are many languages that often appear on the TikTok they watch. This happens because of language imitation which is then repeated or repeated when they speak or study together with other friends. Therefore, children's

vocabulary or diction increases due to the effect of the TikTok videos they watch.

The age of elementary school is an important period in learning languages. At that age, the student's memory is still very strong, so it is easier to master a language. during this age, students are very appropriate for recognizing various kinds of new vocabulary for students to understand and master. An introduction towards mastery of vocabulary at an early age is expected to help students to understand the vocabulary that has been taught so that the learning outcomes that have been obtained can be used for the next level and learning can be absorbed properly. Vocabulary learning is included in language mastery. When viewed from its function, English is an international language that must be mastered, especially in modern times like today. English mastery includes various skills, including listening, speaking, reading, and writing skills (Santosa, 2017, p. 182). Practically, these four types of skills greatly support students' ability to speak English.

Through the TikTok media, the writer collects data by watching a one-minute short video, then the writer holds a post-test after the teaching process is complete. This test is needed as a tool to measure the development of vocabulary memory for students of SDN Karang Asih 01 through the TikTok media, as well as to evaluate the learning programs in the school.

B. Scope and Question of the Research

1. Question of the Research

In this research, the writer wants to know the following question: Is there any effect of social media TikTok in English learning of the first-grade students of SDN Karang Asih 01?

2. Scope of the Research

In accordance with the topic, this research was conducted to prove whether there is the effect of TikTok media in learning English through the account STUDIO BELAJAR ANAK *(@studiobelajar24),* BELAJAR BAHASA INGGRIS *(@lukmanhakims_brilliant),* Bahasa aku Inggris *(@bahasainggriscom),* Miss Indri *(@indrikns_)* and many other accounts as a complemented additional the material that would be taught to the first grade at SDN Karangasih 01. Therefore, this study analyzes how the TikTok application affects English learning in first-grade students at SDN Karangasih 01.

C. Hypothesis Research

The hypothesis is a temporary answer to a research problem whose truth must be tested empirically. Viewed in relation to the research variables, the hypothesis is a statement about the relationship between variables (the relationship or difference between two or more variables). This statement is the view of researchers based on the results of the study of the theory used. This study has two hypotheses, namely the Null Hypothesis (H0) and the

Alternative Hypothesis (Ha). In this study, the writer put forward research hypotheses such as:

1. Null Hypothesis (H_0):

   There is no effect of social media TikTok on English learning of the first-grade students of SDN Karang Asih 01.

2. Alternative Hypothesis (H_a):

   There is an effect of social media TikTok on English learning of the first-grade students of SDN Karang Asih 01.

D. Objective and Significance of the Research

   1. Objective of the Research

      The purpose of this research is to find out whether there is an effect of social media TikTok on English learning of first-grade students of SDN Karang Asih 01.

   2. Significance of the Research

      The writer hopes that this research can be useful for all groups, especially teachers so that learning activities are more varied. Of course, the authors also hope that this research will be useful theoretically and practically.

    a. Theoretically

        The benefit of this research is that readers can inform about how the influence of social media TikTok on learning English. The writer also hopes that this research will be input for first-grade

elementary school teachers so that learning activities are more interesting and do not cause boredom in class.

b. Practically

The results of this research, writer hopes this research can be useful for further research, especially for students of English Literature and English Language Education who will choose a similar title.

E. Operational Definition

a. Social Media

Social media is an online media, with its users can easily participate, share and create content including blogs, social networks, wikis, forums, and virtual worlds.

b. TikTok

TikTok is a short-form video hosting service owned by Chinese company ByteDance.

c. English Learning

English learning is developing English language skills in a contextual and acceptable manner according to the context and conditions and situations of students' daily lives.

F. Systematization of the Research

Chapter I is an introduction. This chapter describes the research background explaining the reasons for conducting the research. Meanwhile, the question refers to the formulation of the research problem, and the scope of the research mentions the limitations of the research. The research hypothesis explains the null hypothesis and the alternative hypothesis. In addition, there are research objectives describing the goals of the research, the significance of research mentioning the benefits of research, operational definitions pointing out several brief definitions of research, and systematization containing details of each chapter.

Chapter II describes the description of the theories from several references to support research. The first point in this chapter explains the TikTok application, starting from the meaning of TikTok, how to use the TikTok application as a learning medium, the benefits of using the TikTok application as a learning medium, and features of TikTok. The second point explains the definition of vocabulary, the importance of vocabulary in learning English as a beginner. Then there are types of vocabulary, these types of vocabulary are divided into two, namely; receptive vocabulary (active vocabulary) and productive vocabulary (passive vocabulary). Vocabulary teaching, explaining explicit vocabulary acquisition strategies. Vocabulary teaching techniques, in this point explains about some vocabulary teaching techniques, such as using pictures, flashcards, and mnemonics. The last sub-chapter is assessing vocabulary and aspect

vocabulary. Furthermore, the third point explains whether there is a constellation relationship between TikTok and English language learning. The last point is previous research which explains about several sources of research references with similar titles in previous years.

Chapter III is the research methodology. In this chapter, there are research methods that include the time and place of research as well as the population and sample that explains the number of participants. Furthermore, this chapter covers research instruments and variables disclosing instruments used to collect the data and data analysis techniques that explain ways or methods for processing and processing data into valid information and easily understood by readers.

Chapter IV explains about data description, hypothesis of data analysis, and interpretation of research data. Data description is general information about the data collected. Hypothesis analysis is aimed to test the data to prove the hypothesis. In addition, the data interpretation defines the final result of the data interpretation.

Chapter V consists of conclusions and suggestions. In this chapter, the writer concludes all chapters related to the discussion of hypotheses. It also provides advice related to research