CHAPTER II

LITERATURE REVIEWS

A. Definition of Speaking

According to Tarigan defines that speaking or speaking is a language skill that is developed in a child's life. This speaking skill can be obtained through listening ability. When children listen and eat at the same time, they will learn speaking skills. Speaking or the ability to speak in English has an important role in communicating. (Meilyaningsih, 2015 : 40)

The definition of speaking according to subsequent experts is based on Harmer's opinion . According to him speaking skills can be obtained by applying three things, namely introducing a new language, practice, and communicative activities. When speaking in English, a search and implementation process occurs. The introduction and use of this foreign language will increase diversity and communication skills. (Samira , 2014 : 70)

Speaking is one of the skills or abilities in English to express opinions, comment, and reject other people's opinions if they don't match our opinion, as well as the ability to ask and answer these questions. At this time, there are still many high school students who do not have adequate English speaking skills , so they need appropriate techniques or learning methods that can help improve their speaking skills. One way that is not boring is to use the tiktok by watching videos in English that use subtitles as a tool to understand the content and learn the language used in the content

Based on the Competency-Based Curriculum, speaking is one of the four basic competencies that students must have well. It has an important role in communication. Speaking can be found in the speaking cycle, especially at the Joint Text Construction stage (Ministry of National Education, 2004). In carrying out speaking, students face several difficulties one of which is about the

language itself. In fact, most students ;have difficulty speaking even though they have a lot of vocabulary and have written it well. These questions make students afraid of making mistakes.

Talking is a productive skill. It cannot be separated from listening. When we speak we produce text and it must be meaningful. In the nature of communication, we can find speakers, listeners, messages and feedback. Speaking cannot be separated from pronunciation because it encourages students to learn the sounds of English.

Brown stated that like all effective tests, designing appropriate assessment tasks in speaking begins with the specification of objectives or criteria. These objectives can be classified into several types of speaking performance: (Brown, 2003 : 90)

There are many definitions of speaking according to some experts. Harmer (2007) state that speaking is the ability to speak fluently and presupposes not only

knowledge of language features, but also the ability to process information and language on the spot while Quianthy (1990) defines speaking as the process of transmitting ideas and information orally in a variety of situations. Speaking is the use of language quickly and confidently with few unnatural pauses, which is called fluency. Speaking is the process of building and sharing meaning through the use of verbal and nonverbal symbols, in a variety of contexts. (Chaney, 1998).

Speaking in a second or foreign language has often been viewed as the most demanding of the four skills. When attempting to speak, learners must muster their thoughts and encode those ideas in the vocabulary and syntactic structures of the target language. Therefore, the researcher concludes that speaking is the ability to produce the language and share their ideas. Speaking is defined as the process of building and sharing meaning through the use of verbal and non-verbal symbols, in a variety of contexts (Chaney & Burk, 1998 : 13), and it is

regarded as an essential skill in learning and teaching English as a foreign language (EFL).

Over the years, speaking has been undervalued and its importance unrecognized; a lot of teachers used to teach it through repetition practice and memorizing dialogues (Kayi, 2012). However, it has more recently been acknowledged that the aim of teaching speaking skills is to enhance students' communication skills to enable them to express themselves freely and communicate effectively with others (Kayi, 2012).

Speaking, according to Ladouse (1991), is defined as the ability to explain oneself in a circumstance or the action of reporting. Speaking, according to Harmer (2007:284), is the ability to talk fluently and requires not only understanding of language features, but also the ability to process information and language on the fly. Speaking is an interactive process of constructing meaning that involves producing and receiving and processing information (Brown, 1994; Burns & Joyce,

1997). A good speaker synthesizes this array of skills and knowledge to succeed in a given speech act.

Richards (2008) stated when people meet, they exchange greetings, engage in small talk, recount comfortable zone of interaction with others and the ability to speak is considered as a passport to success quoted from Spoken English (2009). According to Burns and Joyce (1997), speaking is an active process of constructing meaning that comprises the production, reception, and processing of data. Its shape and meaning are determined by the context in which it happens, which includes the speaker, their collective experience, the physical environments, and the speech's purpose. In recent years, linguists have found it easier to see what is happening in words thanks to the availability of linguistic resources-a computer database that contains real-life examples of both spoken and written English.

The English speaking and written Longman Grammar (1999) is an English grammar reference based

on a large-scale corpus. It is said that a good speaker synthesizes this array of skills and knowledge to succeed in a given speaking topic. Another definition of speaking is that speaking is the delivery of language through the mouth. To speak, we create sounds using many parts of our body, including the lungs, vocal tract, vocal cords, tongue, teeth, and lips. Speaking includes formal and informal forms. That is, informal speaking is typically used with family and friends, or people you know properly whereas another occurs in business or academic situations, or when meeting people for the first time. Brown (1994) also shares the opinion that speaking ability is integrated closely with writing, reading, and listening. So, in language teaching, it is of great importance to emphasize the interrelationship of skill.

Speaking is the most often utilized language skill in almost all circumstances, and in everyday human life, communication, notably speaking, is seen as a way for individuals to show affection, get information, and

establish community connections. There have been several opinions on the relevance of communication skills in various fields. People, according to Sesnan (1997), always learn to speak before learning their mother tongue. As Rivers (1981) argues, speaking is used twice as much as reading and writing in our communication.

Regarding language learning, most researchers agree that speaking is the most important of the four foreign language skills (listening, speaking, reading, and writing). Pattison (1992) asserts that when individuals learn a language, they aim to be able to speak that language. In support of this idea, Celce-Murcia (2001) states that being able to speak a language is synonymous with knowing the language because speech is the 66 most basic means of communication of human. Furthermore, speaking can support other language skills and plays an important role in developing a learner's developing language (Gass & Varionis, 1994).

For example, it has been shown that speaking can help develop listening skills (Regina, 1997), developing writing (Trachsel & Severino, 2004) as well as develop reading ability (Hilferty, 2005). Additionally, the ability to communicate effectively provides the speaker with a variety of notable academic and professional advantages. Baker and Westrup (2003) claim that a student who can speak English well may have higher education opportunities, find work, and get promoted. Employers always value the ability to speak well, because it is a skill for which people are valued while the first impression is being formed (Hedge, 2000). Speaking is the main of the language because it shows people's language measurement (Shteiwi & Hamuda, 2016). Besides, speaking is important for the students to master because it can make the students can communicate easily (Nazara, 2011).

Speaking skills are one out of four skills in language skills. Speaking is the situation when people

express their minds into a language. Febriyanti (2011) stated that speaking is the condition when people transfer their ideas into verbal and nonverbal communication. Nowadays, the students need to master speaking skills in English language learning because, by speaking, they will know someone's language measurement (Nazara, 2011). Further, Nazara (2011) also stated that speaking mastery is important due to the position of English as the universal language.

B. The   Indicators of Speaking

According to Brown (2004) there are some aspects in speaking assessment, the aspects of speaking assessment are grammar, vocabulary, comprehension, fluency, and pronunciation. The Elements of Speaking (Zamzam, 2020) stated that there are six components of speaking skill as in the following:

1. Pronunciation.

Pronunciation cannot largely learn successfully by imitation and repetition. Therefore, teachers should have good standard of pronunciation in order that students can imitate their teacher in any teaching and learning process, but we cannot expect our students to sound exactly like American or Britain and the teachers should introduce the activities will be done in order to give the opportunities to make a lot of repetition.

Vocabulary in spoken language is very important in the aspect of speaking skills because vocabulary in spoken form can be used in everyday life, and that means that vocabulary must be mastered by someone because it aims to communicate and understand the speech of others. In using words in communicating by speaking, one must speak proficiently by mastering and understanding the

meaning, spelling, and pronunciation. The teacher in teaching vocabulary, the teacher must ensure the explanation of the meaning, as well as the spelling and pronunciation of the students are good and correct in the pronunciation they convey.

2. **Vocabulary**

There are two types of vocabulary which are active and passive vocabulary. Active vocabulary is the words which the students will need to understand. Passive vocabulary is the words which we want the students to understand, but they will not use themselves. In learning a new language, vocabulary is very important. Richards and Rodger in (Gumelar & Sugara, 2019) state that vocabulary is one of the most important aspects of foreign language learning. The vocabulary is grammar and lexis but have difficulty in understanding and being understood by a native speaker.

According to Harris (1969) there are five aspects of speaking skills, namely vocabulary, pronunciation, fluency, grammar, and understanding. In this case pronunciation is one aspect of speaking skills. Pronunciation is the way a person pronounces words when language is spoken to communicate with others (Pourhosein, 2011). Pronunciation is an act of students in speaking with speech, articulation, stress, and intonation, all of which strongly refer to several standards of truth or acceptance. Many students have difficulty in pronouncing English even those who have studied English for many years also have difficulty in learning the language with good pronunciation. Students who have difficulty in pronouncing the language because they cannot use the target language (Gilakjani et al. 2011).

3. **Grammar**

Grammar is word organization into various combinations that represents structures, such as phrase, sentences, and complete utterances. Grammar can be defined the way words to make a good sentence. The points of grammar are isolated and practice. Grammar is one of the important components in speaking. Ur in (SARI, 2018) states that grammar is sometimes defined as the way words are put together to make correct sentences and speak in the target language (English) by using good, correct sentences. It is argued that mastering grammar is a complex process that requires "making a series of decisions about when and why to use one form rather than the other (Murcia, 2002).

According to (Kumala Sari & Hidayat, 2018), grammar is the system of rules governing the conventional arrangement and relationship of words in a sentence. It means that grammar is

as the guidance of speaking for students to make the correct sentences and to convey the message property in particular spoken form. To make English sentence either written or spoken, tense has very important role because tense expresses an action happened based on time. (Mahruf & Sari, 2022) explains that tense refers to the grammatical changes made to the form of a verb, as opposed to time, which refers to the semantic functions such changes signal.

Richards (2010) describes that grammatical competence is a knowledge of how to structure the sentence of a language and the knowledge of any parts of the sentences for example phrases, clauses, parts of speech and sentence patterns. Grammar is an aspect that must be mastered by students because if they can master and understand grammar then they can speak well and fluently when communicating. Therefore, when someone speaks

properly and correctly when communicating with others, they use grammar when speaking. Grammar are the rules in English that are used when speaking because they have meanings and are part of the language to provide information to other people so that others understand what is being conveyed.

Grammar is what is needed by students to express an appropriate expression in interacting when communicating with other people through conversation, both in written and oral form. In general, the definition of grammar is the way someone calculates and predicts an organized model of knowledge about both speakers and listeners that is carried out to be able to create language utterances that can be grammatically shaped in English (Purpura, 2004 : 6). According to Batko (2004 : 24), grammar is the basic principles and structure of language, in this grammar there is a clear and correct sentence construction in the right word form. The same as

opinion (2004, p.24), says that the aspect of speaking skills is grammar which makes the technique of words combined so that they have good English sentences. The function of grammar is to make good sentences when talking to other people so as to avoid misunderstandings when having conversations with other people.

4. **Fluency**

Fluency does require a reasonable knowledge of vocabulary and grammar, the language produced does not need to be flawless as long as you are able to be clearly understood. More fluent speakers tend to speak more and their phrases are longer. Louma in (Zamzam, 2020b) states that fluency is a thorny issue in assessing speaking. This is partly because the word „fluency‟ has a general meaning, as in „she is fluent in five languages‟ and a technical

meaning when applied linguists use it to characterize a learner's speech.

According to Pollard (2008 : 16) fluency means that students have the ability to speak well and correctly, confidently, and accurately. In general, fluency is that they express spoken language freely without any pauses or stops. a teacher in teaching English when he wants to see the ability of students to speak English fluently, the teacher can see students when they express themselves freely and see the level of students' speaking by looking at the interference when speaking.

5. **Comprehension**

The strength of comprehension that is trained aims to improve or test a person understanding of spoken language. Comprehension can be defined as the ability to understand spoken English. Comprehension points out how well students understand spoken language.

Comprehension is a test to find out how well students understand written or spoken language and the ability to understand completely and be aware of the situation, facts, etc. According to Swain in Nation & Newton (2009) the comprehension approach suggests that speaking should not be encouraged until learners have substantial receptive experience and knowledge of the language system

6. **Task**

Task is speaking proficiency equivalent to that of an educated native speaker. Someone would rarely be taken for a native speaker but can respond appropriately even in unfamiliar situations and handle informal interpreting form and into language.

C. **Speaking Ability**

Students have difficulty speaking due to a variety of factors, including trust, listener support, students'

listening capacity, and pressure to perform well. Speaking in a foreign language is 18 difficult for most foreign language learners because learning to speak a foreign language entails more than understanding its grammatical and semantic rules. Here are several problems that fall into the category of language problems. Students usually have difficulty in speaking, this is due to a lack of student confidence and support from listeners, there are many factors that cause students to have difficulty spea king English as a foreign language. (Harmer, 2007 :72)

Factors relate to students who do not have mastery of vocabulary find it difficult to get meaning or understand conversations .Motivation is also a factor that causes students to have difficulty in speaking English.Some 19 students usually have low motivation to speak English.According to (Education & Program, nd) psychological problems often interfere with children's emotional and physical health, life adjustments such as as nervousness, lack of confidence and fear of speaking.

These problems can affect students' speaking performance. So it can be concluded that the problems occur in students' speaking are lack of vocabulary, lack of confidence when speaking in front of the class or in public places, lack of motivation from various parties, and psychological problems experienced by a child. (Brown, 2003 : 56)

According to Tarigan (1990: 3-4) defines that speaking or speaking is a language skill that is developed in a child's life. This speaking skill can be obtained through listening ability. When children listen and eat at the same time, they will learn speaking skills. Speaking or the ability to speak in English has an important role in communicating.

The definition of speaking according to subsequent experts is based on Harmer's opinion (in Tarigan, 1990:12). According to him speaking skills can be obtained by applying three things, namely introducing a new language, practice, and

communicative activities. When speaking in English, a search and implementation process occurs. The introduction and use of this foreign language will increase diversity and communication skills.

Speaking is one of the skills or abilities in English to express opinions, comment, and reject other people's opinions if they don't match our opinion, as well as the ability to ask and answer these questions. At this time, there are still many high school students who do not have adequate English speaking skills , so they need appropriate techniques or learning methods that can help improve their speaking skills. One way that is not boring is to use the "Englishwithmovie.id" tiktok by watching videos in English that use subtitles as a tool to understand the content and learn the language used in the content .

D. Element of Speaking

Brown stated that like all effective tests, designing appropriate assessment tasks in speaking begins with the specification of objectives or criteria. These objectives can be classified into several types of speaking performance: (Brown, 2003 : 90)

1. Imitation

At one end of the continuum of speaking performance types is the ability to reproduce (mimic) a word or phrase or perhaps a sentence. Although this is purely a phonetic level of spoken production, a number of prosodic, lexical, and grammatical properties of language can be summed up in the performance of the criteria.

2. Intensive

The second type of speech often used in assessment contexts is the production of short spoken language designed to demonstrate competence in a narrow band of grammatical,

phrasal, lexical relations (such as prosodic element-intonation, stress, rhythm, juncture). Examples of extensive assessment tasks include directed response tasks, reading aloud, sentence completion and limited dialogue picture cue tasks including simple sequences and relationships down to the simple sentence level.

3. **Responsive**

Responsive assessment tasks include interaction and comprehension tests but at a somewhat limited very brief level of conversation, standard greetings and small talk, simple requests and comments and the like.

E. **The Problem of Speaking**

According to (Wang, 2014), students have difficulty speaking due to a variety of factors, including trust, listener support, students' listening capacity, and pressure to perform well. Speaking in a foreign language is 18 difficult for most foreign

language learners because learning to speak a foreign language entails more than understanding its grammatical and semantic rules.

Here are several problems that fall into the category of language problems. According to (Nguyen & Tran, 2015) that students usually have difficulty in speaking, this is due to a lack of student confidence and support from listeners. (Nguyen & Tran, 2015 According to Rababa (2014), there are many factors that cause students to have difficulty speaking English as a foreign language.

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health, life adjustments such as as nervousness, lack of confidence and fear of speaking. These problems can affect students' speaking performance.

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F. Learning Media

1. The Definition of Learning Media

According to (Susanti & Amelia, 2021) the media are all forms of intermediaries used by people who spread ideas, so that the ideas reach the recipients. Similarly, Blake and Horalsen (in Rohani, 2002:2) also express their opinion about the media. Media is something use to convey messages. Gerlach the media has two

parts, namely narrow meaning and broad meaning. In a narrow sense, media is a form of graphics, photographs, mechanical and electronic devices used to capture, process and convey information.

According to Ely and Gerlach (in Rohani, 1997:2) the media has two parts, namely narrow meaning and broad meaning. In a narrow sense, media is a form of graphics, photographs, mechanical and electronic devices used to capture, process and convey information. In a broad sense, media is anything that can create conditions that enable students to acquire new knowledge, skills and attitudes. From the explanation above, it can be concluded that the media are all forms of intermediaries used by the sender of messages to reach the recipient of those messages.

2. The Purpose of Using Learning Media

According to Sumantri (1999: 178) the purpose of learning through the media is as follows. First, it makes it easier for students to understand certain concepts, principles, attitudes, and skills. Through the media of learning, teachers can facilitate and provide examples, principles and attitudes and show concrete steps and examples formed for students. Second, providing a different and varied learning experience so as to stimulate students' interest in learning through the teacher's learning media, not only explaining the learning orally, but can be done accompanied by images, videos, text, and sounds. Third, it can cultivate certain attitudes and skills for using technology.

Media can present skills that will be instilled in students. In addition, it can make students interested in using or operating media so that they will indirectly have a positive

attitude that is skilled in using technology. From the explanation above, it can be concluded that the use of learning media has several purposes, including making it easier for students to understand learning more easily, making it easier for teachers to make classes more interesting, and making students enjoy the learning process using learning media.

G. The Definition Of Tik Tok

1. Tik Tok Application

Tiktok is an application that provides special, unique and interesting effects that users of this application can easily use to create cool short videos that can attract the attention of many people who watch them. The Tiktok app is a Chinese social network and music video platform launched in September 2016. This app is a music-enabled short video creation app,

which is very popular with many people including adults and minors.

This tiktok application is an application that can also view short videos with various expressions for each maker. And users of this application can also imitate videos from other users, such as making videos with two finger shake music which many people also make.

According to Qorib (2018), the Tik Tok application is the newest social media application that allows users to create and share interesting videos, interact in the comments column or private chat. This application presents *special effects* that are interesting and easy to use. The impact is that anyone can create a cool and interesting video. Tik Tok is in demand by all groups, especially millennials and generation Z. This application can be used as an entertainment medium in making and sharing videos with other

Tik Tok application users. The Tik Tok application takes the form of *creating and sharing* video content with fellow Tik Tok users.

2. The Nature of Tik Tok Application

Tiktok is an application that provides special, unique and interesting effects that users of this application can easily use to create cool short videos that can attract the attention of many people who watch them. The Tiktok app is a Chinese social network and music video platform launched in September 2016. This app is a music-enabled short video creation app, which is very popular with many people including adults and minors.

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application is the newest social media application that allows users to create and share interesting videos, interact in the comments column or private chat. This application presents *special effects* that are interesting and easy to use. The impact is that anyone can create a cool and interesting video. Tik Tok is in demand by all groups, especially millennials and generation Z. This application can be used as an entertainment medium in making and sharing videos with other Tik Tok application users. The Tik Tok application takes the form of creating and sharing video content with fellow Tik Tok users. (Nadiyah, 2021 : 1)

Social media-based applications are currently the most widely used source of information among young people or millennials in Indonesia. The development of social media is currently increasing rapidly, it is known that many new applications continue to emerge such as Tik-tok, Instagram, Facebook, WhatsApp, and Twitter. However, Tik Tok

is more liked by the public because it is a video sharing-based social media whose publication results can be shared, liked, and can also be commented on by other users. The results of the publication on Tik Tok can be shared on Facebook, Twitter, Instagram and Tumblr. And in Tik Tok you can also add location options, so that other users can know where the image was taken. Sales via tik tok can also go viral because it is like a virus, which spreads quickly so it will quickly be noticed by other tik tok users. Social media has shifted from understanding how the media is used as a social medium in the real world. The characteristics of social media, namely.

Network between users. The network that is formed between users is a technology network mediated by sophisticated technological tools, such as gadgets, computers, and tablets. The character of social media is to form a network among fellow users.

Information is a useful feature on social media, because information is a commodity consumed by users. These commodities are basically commodities that are created and distributed among the users themselves. It is from this process of consumption activities that users and other users form a network which, in the end, consciously or unconsciously, will lead to a networked community institution. As an archive, for social media users, an archive becomes a character that explains that information has been stored and can be accessed anytime and through any internetbased device. (Ayubi, H. A, 2008 : 9)

In simple terms, the interactions that occur on social media can comment on each other or give stickers, such as likes or thumbs up on Facebook or a heart symbol on a tik tok. The interaction in media studies is one of the differences between old media and emerging new media. Tik Tok is one of the fastest growing social media platforms in the world. Tik Tok

allows users to create short videos that are 15-60 seconds long with music, filters and several other creative features. Nearly four years after its launch, the Tik Tok app is experiencing a boom in popularity.

At the end of 2019, there were 500 million active users worldwide. This application is also loved by various Indonesian circles, including from public figures. But not many people know the origin of Tik Tok's presence, which has become addictive for those who see it. Tik Tok comes from the Douyin application, who would have thought that the Tik Tok application we know today did not initially appear as Tik Tok. In September 2016, the Chinese company Bytedance launched a short video application with Douyin. Within 1 year, Douyin has 100 million users and 1 billion video views every day. As a result of this skyrocketing popularity, Douyin is expanding outside of China with a new, more eyecatching name, Tik Tok. Tik Tok's mission is to record and present

creativity and valuable moments from all over the world via smartphones. (Ayubi, H. A, 2008 : 9)

Tik Tok allows anyone to become a creator and encourages users to share creative expression through videos that are 15-60 seconds long. The thing that makes the Tik Tok application stand out among other competitors is that this entertainment application allows everyone to become a krator because of its simplicity and easy access. From a market perspective, this app focuses on short videos that attract more users' attention because they don't take up much time viewing them. Users can immediately identify the selected content and move on to other videos if they are not interested in seeing it. Tik Tok is called Media which is also a means or tool that displays and introduces video and audio-visual information that we often encounter in everyday life. In conducting advertisements, companies are also required to select appropriate and effective advertising

media. This is very useful because not all media are suitable for advertising a product.

Promotion is the most important activity, which plays an active role in introducing, notifying and reminding the benefits of a product and service in order to encourage consumers to buy the product and use the service being promoted. In promotional procurement, each company must determine exactly which promotional tools can be used in order to achieve success in sales. The main purpose of promotion is to provide information, attract attention and further influence in order to increase attractiveness. There are several objectives contained in the promotion. (Hasan, A. 2015 : 56)

a. Informant, which is to inform prospective buyers about the goods and services to be offered, from there we can know who the seller is, who made it, where to buy it, how much price and so on. The information used can be provided through

writing, pictures, words and so on according to existing circumstances.

b. Persuading, namely persuading potential consumers to buy goods or services offered. Persuading does not mean forcing prospective consumers to buy what is put into it, that is, decisions taken may actually be negative decisions.

c. Reminding is reminding consumers about the existence of certain goods and services, which are made and sold by certain companies, in certain places at certain prices as well. Consumers sometimes need to be reminded, because they don't want to be complicated to find what items they need and where to get them. According to William J. Stanton quoted by Basu Swastha and Irawan in his book Modern Marketing Management, he said that the Promotional Mix is the best

combination/combination of strategies from the elements of advertising, personal selling, and promotional tools. Everything is planned to achieve the goals of the sales program.

Promotion Mix is a company's total marketing communication program consisting of advertising, personal selling, sales promotion and public relations that the company uses to achieve its advertising and marketing objectives. The tools that can be used to promote a product or service can be done in several ways, namely: (Hasan, A. 2015 : 56)

a. Advertising

Advertising (advertising) is a form of non-personal presentation and promotion of ideas, goods and services paid for by certain sponsors. The advantage of advertising is that it reaches a geographically dispersed mass of buyers at a low cost per exposure, and it allows sellers to repeat messages over and over. The disadvantage is that

advertising is not personal in nature and does not persuade people directly like company salespeople. Ads can only communicate one way with viewers, and viewers do not feel that they have to pay attention or respond to the ad. Advertising media used for example, such as print advertisements, broadcasts, brochures, the internet, as well as symbols and logos.

b. **Sales Promotion**

Sales promotion is a marketing activity other than advertising that encourages purchasing effectiveness by using promotional tools. Various short-term incentives to encourage the desire to try or buy a product or service, such as giving coupons or other gifts. The advantage of a sales promotion is that it can attract consumers' attention to buy, and can be used to dramatize product offerings. While the disadvantage of sales promotion is that the costs incurred are greater

than advertising and short-lived sales promotions. The sales promotion media are in the form of contests, games, prizes, exhibitions and giving coupons.

c. Public Relations and Publicity

Encouraging non-personal requests for a product, service, or idea using commercial news in the mass media and sponsors are not charged a direct fee. The advantage of publicity is that it can reach many potential customers who avoid salespeople and advertisements, the message reaches the buyer as news, not as sales communication. The disadvantage is that marketers rarely use public relations or use it as a next thought. Negative publicity can have a negative impact on companies or agencies. In addition, this form of promotion cannot be controlled like other promotions. The media used

are in the form of seminars, sponsors, company magazines, and commemoration of certain events.

d. Personal Selling

Personal selling is a form of direct interaction with potential customers to make presentations, answer questions and receive messages. Personal selling is a communication activity between producers, represented by salespeople, with potential consumers who involve thoughts and emotions, and face-to-face with buyers. The advantage is that the salesperson involves personal interaction between two or more people so that each person can know the needs and characteristics of the other and make quick judgments. The disadvantage is that salespeople require a longer-term commitment than advertising and are also the company's most expensive means of promotion. The medium takes the form of holding presentations or sales

meetings in various places such as offices or certain communities, for example by making visits to schools.

Based on the information above, prospective researchers conclude that what is meant by promotional media is a tool or means used in communicating, in order to make it easier to convey messages that aim to introduce, notify and remind a product or service. Currently, there are many promotional media that can be used to promote products or services. So that success in promoting a product or service can be seen from what media are used. In the past, the promotional media used was word of mouth and now it is continued with conventional promotional media. (Hasan, A. 2015 : 56) This promotional media is developing with the rise of promotion in the digital realm such as promotion through social networks. However, none of the media is truly categorized as

absolute in terms of accuracy and effectiveness. Each of them has advantages and disadvantages.

3. **Tiktok account** *Speaking English Englishwithmovie.id*

According to the website " Englishwithmovie.id " is a social media account for tiktok which contains videos about learning English, tips for learning English especially in speaking, and using a tiktok account where we can watch or listen to material from (tiktok users) sh Englishwithmovie.id are or tips for improving skills speaking

Englishwithmovie.id is a social media account that teaches various English materials that focus on helping students master English. Englishwithmovie.id aims to help learners around the world speak English with confidence. Every video, guide, and course content he produces is designed with the sole purpose of helping

English learners in English and speak English with confidence.

That the social media account "tiktiok" Englishwithmovie.id " is an account for sharing various English learning videos which contain tips and how to learn English, besides that this account also places more emphasis on learning English, especially speaking. So it can be concluded that the social media account "tiktiok" Englishwithmovie.id is an account for sharing various English learning videos which contain tips and how to learn English, besides that this account also places more emphasis on learning English, especially speaking. By listening to learning videos in speaking English, it is hoped that it can improve students' speaking skills in English

4. **Tiktok Function**

According to Fatimah Kartini Bohang's quote (2018) this number beats other popular

applications such as Youtobe, WhatsApp, Facebook Messenger, and Instagram. The majority of Tik Tok application users in Indonesia themselves are millennial, school-age, or commonly known as generation Z. This application was also blocked on July 3 2018. The Ministry of Communication and Informatics has been monitoring this application for a month and found lots of reports coming in complaining regarding this application, as of July 3. The incoming reports reached 2,853 reports.

There are also many people or individuals who are trying to exist like Bowo and Nuraini. For tiktok users, using social media is a place for self-existence by making videos as creative and interesting as possible. Therefore, there are currently many who download and use social media tiktok. This makes users feel happy

because they can be entertained when they use the video.

Factors Influencing the Use of the Tiktok Application According to Mulyana, there are two factors in using Tiktok, namely Internal Factors and External Factors.

a. Internal factors

Internal factors are factors that come from within a person such as feelings. According to Ahmadi (2009: 101) feeling is a spiritual state or psychological event that is experienced with pleasure or displeasure in relation to the event of knowing and is subjective. So according to Ahmadi, feelings are internal factors that influence the use of the Tiktok application. Because according to him, if someone's feelings or soul don't like or are not happy with the use of the Tiktok application, that person will not use it .

Internal factors are factors that greatly influence the use of the Tiktok application. Internal factors can also be said to be a learning process in using social media, including using the Tiktok application.

So the use of social media such as the Tiktok application is not only for entertainment, but also for learning to interact with new people, then using the Tiktok application can increase everyone's creativity. Viewed from the negative side, using the Tiktok application can make everyone feel lazy and forget all the work they should be doing .

b. External Factors

In the Tiktok application, people get information from sharing videos, for example incidents that are video in nature, such as a sinking ship or in other forms of recording,

so quickly information about events is conveyed to other users.

Nasrullah said that information becomes a social media identity because social media creates representations of their identity, produces content, and interacts based on information. So information is something that greatly influences the use of the Tiktok application. If someone doesn't get information about Tiktok, they might not know the Tiktok application. even to become a user. Therefore, information is said to be very important in using the Tiktok application

The influence of social media, which is part of information media, is that it can affect one's knowledge. So with information someone can also be influenced by their knowledge of social media like Tiktok.

H. Previous Relevant Studies

In conducting this research, the author found several studies related to the problems raised in the discussion of this research. Therefore, to avoid assumptions of plagiarism and at the same time emphasize the point of difference between this research and previous research, in this previous research the development of several theses and scientific works related to the research to be carried out is explained :

1. Wahyu Sukartiningsih (W Sukratiningsih, 2020) with research entitled "The Influence of Utilization of Tik Tok Social Media on Students' Speaking Skills". class IV of Trosobo II Public Elementary School in semester 2 of the 2020/2021 academic year during the co-19 pandemic. The research method used a pre-experimental design with a one group pre-test post-test design. The data analysis technique used in this study is the T-Test. Data collection

techniques in the form of documentation, questionnaires, and tests. The sample used in this research was fourth grade students at Trosobo II Public Elementary School, which consisted of 10 students. The results of the T test research obtained tcount> ttable (3.107> 2.306), indicating that there is an influence of the use of social media tick tok on speaking skills. The similarity of this research is regarding students' English language skills. Meanwhile, the difference between this research and the research conducted by this research is the use of accounts on the Tiktok application on students' English language skills.

2. Adella Aninda Devi (AA Devi, 2020) with a research entitled "Utilization of the Tiktok Application as a Learning Media". This research aims to describe the use of Tik Tok as a learning medium. This study uses a qualitative descriptive research design. The subject of this

research is the Tik Tok application, using the object of research on the use of Tik Tok as a learning medium. Data was collected using a descriptive analysis method using an instrument in the form of a journal. The stages of data analysis include data reduction, data presentation, and drawing conclusions. The results of the study show that, in addition to utilization and idealization strategies, Tik Tok can be useful as an interesting and interactive learning medium. With its easy application and various features, Tik Tok can be implemented in learning activities. Interactive learning media can represent what the teacher cannot convey and the learning process will be more effective and efficient. Through the Tik Tok application, teachers can easily create interactive learning and attract students' attention, so that it can be adapted to the environment, situation and conditions of

students. To find out the effectiveness of Tik Tok in improving student learning outcomes, it is hoped that further research will be carried out. The similarity of this research is regarding students' English language skills. Meanwhile, the difference between this research and the research conducted by this research is the use of accounts on the Tiktok application on students' English language skills.

3. Almaidah Bahri, Chella Meira Damayanti, Yosephine Helena Sirait, Fitri Alfarisy (A Bahri, CM Damayanti, YH Sirait, F Alfarisy, 2022) with research entitled "Tiktok Application as a Media for Learning English in Indonesia." This study focuses on discussing the TikTok application for its users to learn English through online video content shared by content creators on the popular hashtag #samasamabelajar. This study uses a qualitative method with an

inductive approach. Research findings show that TikTok can package learning English in an interesting way. It was found that there are four types of subjects from the TikTok application that are often made, namely vocabulary, grammar, pronunciation, and common mistakes. After research, it was concluded that TikTok users prefer videos in the grammar category. Several factors make TikTok attractive as a medium for learning English, namely short videos, clear and non-monotonous delivery of material, coupled with interesting writing effects and emoji features that can have a positive impact on the learning process of its users. The similarity of this research is regarding students' English language skills. Meanwhile, the difference between this research and the research conducted by this research is the use of accounts on the Tiktok application on students' English language skills.

4. Adella Aninda Devi (2022) with a research entitled "Utilization of the Tiktok Application as a Learning Media", Jurnal Epistema Vol. 3 No. 1. This research aims to describe the use of Tik Tok as a learning medium. This study uses a qualitative descriptive research design. The results of this research show that The subject of this research is the Tik Tok application, using the object of research on the use of Tik Tok as a learning medium. Data was collected using a descriptive analysis method using an instrument in the form of a journal. The stages of data analysis include data reduction, data presentation, and drawing conclusions. The results of the study show that, in addition to utilization and idealization strategies, Tik Tok can be useful as an interesting and interactive learning medium. With its easy application and various features, Tik Tok can be implemented in learning activities. Interactive learning media can represent what the teacher cannot convey and the

learning process will be more effective and efficient. Through the Tik Tok application, teachers can easily create interactive learning and attract students' attention, so that it can be adapted to the environment, situation and conditions of students. To find out the effectiveness of Tik Tok in improving student learning outcomes, it is hoped that further research will be carried out. The similarities with this research are found in the use of the Tiktok application, while the difference lies in the use of Tiktok as a student learning medium. The similarity of this research is regarding students' English language skills. Meanwhile, the difference between this research and the research conducted by this research is the use of accounts on the Tiktok application on students' English language skills.

5. Almaidah Bahri, Chella Meira Damayanti, Yosephine Helena Sirait, Fitri Alfarisy (2022), with research entitled "Tiktok Application as a Media for Learning

English in Indonesia", Jurnal Indonesia Sosial Sains,
Vol. 3 No. 1. The research method used is qualitative.
The results of this research show that . This study
focuses on discussing the TikTok application for its
users to learn English through online video content
shared by content creators on the popular hashtag
#samasamabelajar. This study uses a qualitative
method with an inductive approach. Research findings
show that TikTok can package learning English in an
interesting way. It was found that there are four types
of subjects from the TikTok application that are often
made, namely vocabulary, grammar, pronunciation,
and common mistakes. After research, it was
concluded that TikTok users prefer videos in the
grammar category. Several factors make TikTok
attractive as a medium for learning English, namely
short videos, clear and non-monotonous delivery of
material, coupled with interesting writing effects and
emoji features that can have a positive impact on the

learning process of its users. The similarities with this research are found in the use of the Tiktok application, while the difference lies in the use of Tiktok as a student learning medium. The similarity of this research is regarding students' English language skills. Meanwhile, the difference between this research and the research conducted by this research is the use of accounts on the Tiktok application on students' English language skills.

6. Mochammad Arkansyah (2021) with research entitled "Utilization of Tik Tok Social Media as a Promotional Media for Hidden Paradise Tourism in Indonesia", Journal: The 4th LSPR International Conference on Communication and Business. The research method used is qualitative. The results of this research show that the use of Tik Tok as a new media can also be used for the promotion of hidden tourism (hiding paradise), because it is accessible to many age groups. There are also many people or individuals who are

trying to exist like Bowo and Nuraini. For tiktok
users, using social media is a place for self-existence
by making videos as creative and interesting as
possible. Therefore, there are currently many who
download and use social media tiktok. This makes
users feel happy because they can be entertained when
they use the video. The popularity of Tik Tok in
Indonesia has become an ideal medium for tourism
actors who campaign for hidden tourism in their area,
by producing videos and the hashtag
#wisatahidenparadise on the Tik Tok application,
which then create their own version of video content
and add this hashtag. However, there are several
points that form the basis which videos are most
watched, liked and shared by Tik Tok users. The
similarities with this research are found in the use of
the Tiktok application, while the difference lies in the
use of Tiktok as a student learning medium. The
similarity of this research is regarding students'

English language skills. Meanwhile, the difference between this research and the research conducted by this research is the use of accounts on the Tiktok application on students' English language skills.

7. The researcher also seen from three previous studies. The first study is from Septiana Wandira &Muhammad Adib Efendi (2023) entitled: Improving Students' English-Speaking Skills by Using the Roll Play Method. This study had a purpose to develop students speaking skills of eighth-grade students of Class VIII A SMP Muhammadiyah 2 Way Panji east Lampung through role-play activities. Classroom action research (CAR) method were used in this study. The results of research conducted by researchers, the application of role play in the classroom was very popular with students. The similarity of this research is regarding students' English language skills. Meanwhile, the difference between this research and the research conducted by this research is the use of

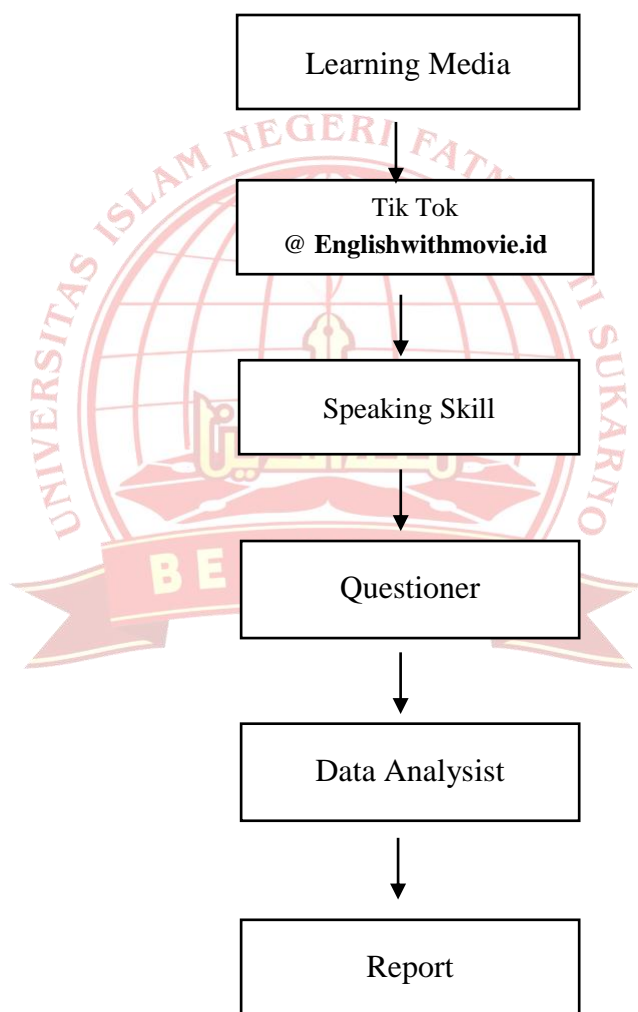accounts on the Tiktok application on students' English language skills.

8. The study is from Özlem Göktürk, Muhittin Çalışkan, & Mustafa Serkan Öztürk (2020) entitled: The effects of Creative Drama Activities on Development English Speaking Skills. The aim of this action research is to examine the effects of creative drama activities used in a 7 th grade English course to improve speaking skills. An inductive approach was adopted for the analysis of the qualitative data. It was found that the creative drama activities improved the speaking skills of students and this improvement positively affected the attitudes towards the course. The similarity of this research is regarding students' English language skills. Meanwhile, the difference between this research and the research conducted by this research is the use of accounts on the Tiktok application on students' English language skills.

9. The study is from Malvin Kaur (2022) entitled: Investigation of Factors Influencing Malaysian ESL Learners' English Speaking Skills. This study aims to examine ESL learner's perception of the factors influencing their English-speaking skills. Qualitative research design was employed whereby the data was collected through semi structured interviews. The findings of this research indicate students have fear of making mistakes, low confidence, shyness, introversion and are anxious when speaking in English. The similarity of this research is regarding students' English language skills. Meanwhile, the difference between this research and the research conducted by this research is the use of accounts on the Tiktok application on students' English language skills.

I. Theoritical Framework

Theoretical framework is a conceptual model of how theory relates to various factors that have been identified as important. A good frame of mind will theoretically explain the relationship between the

variables to be studied. Theoretical thinking framework is a conceptual model of how theory relates to various factors that have been defined as important issues. Based on this discussion, it can be concluded that the theoretical framework is a temporary explanation conceptually about the interrelationships of each problem object based on the theory that the author has described above (Sukardi, 2009 : 47). This can be seen in the chart below :

```
┌─────────────────────────┐
│     Learning Media      │
└─────────────────────────┘
             │
             ▼
┌─────────────────────────┐
│        Tik Tok          │
│   @ Englishwithmovie.id │
└─────────────────────────┘
             │
             ▼
┌─────────────────────────┐
│     Speaking Skill      │
└─────────────────────────┘
             │
             ▼
┌─────────────────────────┐
│       Questioner        │
└─────────────────────────┘
             │
             ▼
┌─────────────────────────┐
│     Data Analysist      │
└─────────────────────────┘
             │
             ▼
┌─────────────────────────┐
│        Report           │
└─────────────────────────┘
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Diagram 2.1
Theoritical Framework

J. Hypothesis

1. H1 (Alternative Hypothesis)

There is a significant effect of using the Tiktok application "Englishwithmovie.id" on the Speaking of class 7 students at SMPN 20 Bengkulu.

2. Ho (Null Hypothesis)

There is no significant effect of using the Tiktok application "Englishwithmovie.id" on the Speaking of class 07 SMPN 20 Bengkulu.Based on the explanation above, the researcher estimates that there is a significant influence from using the Tiktok application "Englishwithmovie.id"