

CHAPTER I

INTRODUCTION

A. Background of the research

In recent years, the use of technology in education has increased rapidly. reviews the impact of mobile apps on vocabulary learning for English as a Foreign Language (EFL) learners. Mobile apps, especially in the context of EFL, provide more flexible and accessible learning opportunities than traditional methods (Klimova, B.2021). One interesting innovation is language learning apps such as Busuu. This app is designed to help learners improve their language skills through interactive materials, corrections from native speakers, and gamification features.

English language learning is one of the important aspects in the education system, especially at the junior high school level. Good English language skills are not only an academic necessity, but also an important asset in facing the challenges of globalization. Mastery of English which includes reading, writing, speaking and listening skills is highly dependent on vocabulary mastery as a basic foundation. SMP 20 is one of the junior high schools in the Sukarami area with a large number of students from diverse English language proficiency backgrounds. Based on initial observations, many students at SMP 20 still face difficulties in mastering English vocabulary. Students find it hard to learn English due to a lack of vocabulary,

and they often forget words easily. They sometimes lose interest in the material being taught because the teacher uses traditional teaching methods, which has become a major barrier to their communication skills.

Mobile applications can enhance EFL (English as a Foreign Language) vocabulary learning by providing easier access and instant feedback to students (Klimová, 2021). Most students felt that applications like Busuu were beneficial in improving their vocabulary mastery Polakova (2020). Collaborative learning strategies, such as Think-Pair-Share, can increase student engagement, which in turn contributes to the improvement of their vocabulary mastery (Syahrir et al 2021).

Based on the phenomena above, the author is interested in researching the effectiveness of using applications and conducting a study titled the effect of using Busuu application in teaching for increasing vocabulary mastery at junior high school 20. This title was chosen in order to explore alternative teaching methods that offer efficiency in the learning process. Additionally, this research aims to analyze the effectiveness of the Busuu application in the development of students' vocabulary, with the hope that, after the study, teachers will consider the use of technology in the teaching process.

B. Identification of the problems

1. Students are sometimes not interested in the material being taught because the teacher uses traditional teaching methods to transfer the material.
2. Students find it difficult to learn English due to a lack of vocabulary and the tendency to forget words easily.

C. Limitation of the Research

This study is limited to the effectiveness of implementing the Busuu application in improving vocabulary skills among students at SMP 20 in Bengkulu City.

D. Research Question

Is there an impact of applying the Busuu learning method in improving vocabulary skills in junior high school students 20.

E. Research Objective

To investigate the impact of the use of the Busuu application on vocabulary acquisition among students 20 in Bengkulu city

F. Benefits of the Research

1. Theoretical Contribution

The final results of this research are expected to be input into practice and the learning process in particular to identify the factors that cause students at SMPN 20 to experience difficulties in mastering English vocabulary and to evaluate the impact of Busuu learning method on improving students' vocabulary skills at SMPN 20. and provide additional additional information and knowledge for the readers,

especially for the students and especially for students majoring in English.

This research is expected to make practical contributions as follows:

a. For Students

Assisting students in finding a more interesting and effective approach to learning English vocabulary, thus increasing their motivation and ability to communicate.

b. For Teachers

Providing new insights into the factors that cause students' difficulties in mastering English vocabulary and how learning methods such as Busuu can be applied to improve teaching effectiveness.

c. For the Researcher

Provide empirical data and analysis that can be used as reference materials for further research on learning methods or English vocabulary acquisition.

G. Definition of the Key Terms

In conducting the analysis, it is important to understand the meaning of key planned terms in order to avoid misunderstandings regarding the concepts used during the exploration. Therefore, the following terms need to be given clear definitions:

1. Vocabulary Mastery

Vocabulary mastery refers to a student's ability to recognize, understand, and actively and passively use English vocabulary, which can be enhanced through direct involvement in interactive and contextual learning. In this study, vocabulary mastery focuses on improving word recognition through ending letter activities, which not only help students recognize word patterns and morphological structures but also enhance retention and overall vocabulary understanding in the language learning process (Hussnain, S. R., Khan, A. A., & Khursheed, R. 2024).

2. Busuu Application

Busuu is a foreign language learning application based on digital technology, designed to support self-directed learning through a communicative, interactive, and contextual approach. The application is available as both a mobile app and a web-based version, offering various learning features that cover language skills such as listening, speaking, reading, writing, as well as vocabulary and grammar.

In the research titled "Autonomous language learning through a mobile application: a user evaluation of the Busuu app," Busuu is identified as one of the most widely used language learning applications globally, and it has been shown to contribute to improvements in language

proficiency, particularly in vocabulary mastery (Rosell-Aguilar 2018).

Busuu provides structured unit-based (modular) learning according to the CEFR (Common European Framework of Reference for Languages) levels, ranging from A1 (beginner) to C1 (proficient). Each unit in the Busuu app includes vocabulary materials, reading exercises, listening practice, speaking activities, and writing exercises. Uniquely, Busuu allows users to receive direct feedback from native speakers through an active global community.

