

CHAPTER II

LITERATURE REVIEW

A. Concept of Vocabulary

1. Definition of Vocabulary

According to Reyes-Chua & Lidawan in (Nainggolan, Manalu, and Siahaan 2022) Vocabulary is a fundamental element of language proficiency and forms a substantial foundation for effective learning. One of the most crucial components of learning English as a foreign language (EFL) is expanding one's vocabulary. By providing the foundation for efficient language input and output, vocabulary knowledge helps students with their speaking, listening, reading, and writing abilities (Chi and City 2024). Vocabulary as a collection of words in a language that includes various types of words such as nouns, verbs, adjectives, adverbs, phrases, and idioms, which are used in various social, academic, and professional contexts. Good vocabulary mastery is very important in learning English as it is the main basis for developing reading, writing, listening and speaking skills (Radji, Talib, and Badu 2024). A collection of terms used in academic discourse across a range of fields is referred to as academic vocabulary. It contains specialized non-technical, scientific, and sub-technical terms that facilitate academic communication, according to Nation (2001). According to Baumann (2010), it is the sophisticated

language that students come across in informational literature, whereas Paquot (2010) defines it as the vocabulary that structures academic activity and discourse. To put it simply, academic vocabulary is necessary for comprehension, idea expression, and academic success (Coxhead 2020).

Vocabulary is a fundamental part of foreign language learning which includes understanding words for reading, writing, listening and speaking. This article states that without adequate vocabulary, comprehension of written texts and communication skills in English will be hampered. However, vocabulary learning is often considered boring because the teaching methods tend to be monotonous. Therefore, this study tested the effectiveness of TikTok as an alternative learning medium. Using a quasi-experimental design, two groups of students were compared-one taught using TikTok and the other with conventional methods. The results of the analysis showed that the group that learned through TikTok obtained significantly higher scores in vocabulary acquisition (Tirtayasa, Mahardika, and Adnyani 2024). In practice, vocabulary acquisition can be achieved in two ways: incidentally through exposure to language, such as through listening to songs or watching videos, and explicitly through structured word instruction and the use of word learning strategies. Therefore, teachers have an

important role in providing interesting and relevant learning materials, strategies, and media to help students overcome difficulties in memorizing, understanding, and using new vocabulary (Juliana, Tambunan, and Pane 2024).

Factors that influence students' difficulties in mastering vocabulary are the limited number of vocabulary possessed and difficulties in remembering new words. In addition, students also often experience difficulties in distinguishing word types (such as nouns, verbs, or adjectives), translating word meanings correctly, and understanding homographs, which are words that have the same spelling and pronunciation but have different meanings (Irawansyah, Ferry Desryananda, and Abdul Malik Akbar 2025). Mastery of vocabulary is not enough to know the meaning of words, but also to understand their use in context. In the process of learning English, weak vocabulary mastery is often a major obstacle for students in understanding and conveying information, so it is important for teachers to create interesting learning methods so that students can more easily remember and use new words appropriately (Luluk Syifaul Fitriyah and Norma Ita sholichah 2023). Vocabulary refers to the collection of words used in a language and is essential because it allows people to express desires, ideas, and emotions. Language, including English, plays an important role in social life as a means of communication. In

this era of globalization, English has become an international language that is increasingly important, especially in Indonesia, where it is taught as a foreign language in schools. Therefore, learning English is very important for effective communication at the international level (Yunita, Mahmud, and Mamu 2025).

Vocabulary is not only a collection of words, but it also represents a complex system of linguistic knowledge that includes word meanings, forms, pronunciations, and usage in different contexts. According to Paul Nation, vocabulary knowledge involves both **receptive knowledge** (understanding words when listening and reading) and **productive knowledge** (using words correctly in speaking and writing). This distinction shows that vocabulary mastery is not a simple process, but rather a gradual development that requires continuous exposure and practice.

Furthermore, vocabulary plays a crucial role in determining students' success in language learning. Learners with a rich vocabulary are more likely to understand texts easily, express ideas clearly, and participate actively in communication. On the other hand, limited vocabulary can hinder comprehension and reduce students' confidence in using the language. Therefore, vocabulary is often considered the foundation of all language skills.

2. Strategies for Developing Vocabulary Skills

According to Alfariisy & Bahri in (Faruk and Pianasari 2025) In recent years, the landscape of language learning has undergone tremendous shift due to the rise of digital technologies. Social media platforms have evolved from being merely a source of amusement to being a significant informal learning environment for the next generation. The foundation of language proficiency that pupils need to acquire is vocabulary. Students can communicate and obtain a great deal of necessary information by using words. They frequently overlook the mastery of this skill, though. where pupils struggle to communicate in English, which results in poor learning outcomes. The TikTok app was employed in this study's learning process to help students' vocabularies (Nu'man 2023). Determination, social, memory, cognitive, and metacognitive techniques are methods for improving vocabulary. Students can utilize dictionaries, consult teachers or their classmates, infer meanings from context, link new words to events or pictures, test themselves, and review frequently. The study highlights that active learning techniques like contextual guessing and repeated use, along with deep processing, are more beneficial for vocabulary development than bilingual dictionaries or translation (Nagodavithana and Premarathne 2021).

English as a Foreign Language (EFL) students in Indonesia employ self-learning techniques to enhance their

vocabulary acquisition. The students use a variety of techniques, including self-testing, rewriting, pronouncing words correctly, creating associations through stories or their imagination, and using imagery and their original language to comprehend word meanings. Additionally, they used strategies including taking notes, playing word games, utilizing flashcards, and memorizing where words were on the page. Additionally, metacognitive techniques like self-evaluation and learning reflection are employed (Budianto 2018). Learning methods are one of the most important factors affecting how and how well students learn a foreign language. It was found that students at different levels use various language learning strategies based on what they find effective, and many of them apply different methods to improve their vocabulary ability, including self-learning strategies such as self-testing, and using word lists.

In addition to the strategies mentioned earlier, vocabulary development can also be enhanced through extensive reading and listening activities, where students are exposed to authentic language input. This exposure helps learners acquire vocabulary naturally and unconsciously, which is known as incidental learning. According to Stephen Krashen, language acquisition occurs most effectively when learners are exposed to meaningful and comprehensible input.

3. Teaching Techniques for Vocabulary Skills

Effective vocabulary instruction in English can be achieved through a variety of methods. Creating word maps (semantic mapping), comprehending word pieces like prefixes and suffixes (morphology), learning indirectly through reading or discussion, and learning through real-life circumstances are some of these strategies. Additionally, vocabulary games and technology-based resources like learning applications make it easier for students to retain and apply language in both academic and real-world contexts (Kovalenko 2024). This is due to the importance of a diverse approach to vocabulary learning in order for students to understand and use language more effectively. By combining techniques such as word maps, morphology, and contextual learning, students not only memorize words, but also understand their meaning and usage. In addition, technology support and interactive activities make the learning process more interesting and relevant to everyday life.

When teaching vocabulary, a teacher may encounter a number of challenges, particularly when students struggle to understand or remember new words. The first is limited vocabulary knowledge. Many students have a narrow word bank, which makes it difficult for them to comprehend texts or express ideas clearly. This often results in hesitation and confusion when asked to use new vocabulary in context. The

second is difficulty in retention. Students may learn new words during lessons, but they often forget them quickly due to a lack of regular exposure and practice. As a result, vocabulary does not become part of their active language use. The third is misinterpretation of meaning. Learners sometimes confuse similar-looking words, misuse parts of speech, or misunderstand meanings, especially when dealing with homonyms or abstract terms. These issues make it harder for teachers to ensure that vocabulary instruction truly enhances students' language proficiency (Walangadi and Mokodompit 2021).

Teachers often face various challenges when teaching speaking skills or vocabulary, such as students having difficulty understanding the material or being inactive during the learning process. Therefore, it is important for teachers to have a clear strategy to ensure that the learning process runs more effectively. A study by Aljburi and Khaghaninejad (2024) explains that many teachers still struggle to determine the appropriate method for teaching vocabulary. The study also shows that strategies such as context-based instruction, morphemic analysis (prefixes and suffixes), and concept mapping are more effective than traditional methods. With the right strategies, students can more easily understand and remember vocabulary, and the learning process becomes

more focused and structured (Walangadi and Mokodompit 2021).

Effective vocabulary teaching also involves the integration of student-centered learning approaches, where students actively participate in the learning process. Instead of relying solely on teacher explanations, students are encouraged to explore new vocabulary through discussions, group work, and problem-solving activities. Moreover, multimodal learning plays an important role in vocabulary instruction. By combining visual, auditory, and kinesthetic elements, teachers can help students understand and remember words more effectively. For example, using images, videos, gestures, and real objects can make vocabulary learning more meaningful and engaging.

4. Common Difficulties Faced by Students in Mastering Vocabulary

Several students experience difficulties in mastering English vocabulary. These difficulties include translating words or sentences from English to Indonesian and vice versa, as a single English word can have multiple meanings depending on the context. In addition, students also face challenges in pronunciation due to the differences between the written and spoken forms in English, as well as spelling errors caused by confusion between the English and Indonesian alphabets. Another common issue is difficulty in

remembering or memorizing vocabulary, which is often due to a lack of regular practice and repetition. The factors contributing to these difficulties include low learning motivation, reluctance to use dictionaries, limited practice in speaking English, negative peer influence, and inadequate learning facilities. These factors further hinder students' ability to effectively and sustainably master English vocabulary.

Furthermore, these challenges indicate the importance of implementing more engaging and effective learning strategies to support students in improving their vocabulary mastery. Providing consistent practice, encouraging active use of vocabulary in daily communication, and utilizing appropriate learning media can help students overcome these difficulties and gradually enhance their understanding and retention of English vocabulary.

In addition to the difficulties mentioned above, students often struggle with lack of exposure to authentic language use, which limits their ability to understand how words are used in real-life communication. Without sufficient exposure, vocabulary learning becomes mechanical and less meaningful. Another challenge is low motivation, where students feel that vocabulary learning is tedious and repetitive. This can reduce their willingness to practice and explore new words. Therefore, it is important

to create a learning environment that is engaging, interactive, and relevant to students' interests.

5. The Important of Vocabulary

Since a little vocabulary in a second language makes communication difficult, vocabulary knowledge is frequently seen as an essential tool for second language learners (Alqahtani 2015). Researchers such as Laufer and Nation (1999), Maximo (2000), Read (2000), Gu (2003), Marion (2008) and Nation (2011) and others have realised that the acquisition of vocabulary is essential for successful second language use and plays an important role in the formation of complete spoken and written texts.

The acquisition of vocabulary is essential for successful foreign language use and plays an important role in the formation of complete spoken and written texts. Learning vocabulary items plays a vital role in all language skills, including listening, speaking, reading, and writing. Furthermore, the acquisition of an adequate vocabulary is essential because without an extensive vocabulary, language learners will be unable to use the structures and functions they have learned for comprehensible communication (A. Susanto n.d.)

6. Types of Vocabulary

Classified vocabulary into four types based on students' previous knowledge of words. He explained that

understanding students' prior knowledge is important because different types of vocabulary require different teaching methods. The four types of vocabulary are as follows (Graves 1974).

a. Oral Vocabulary That Cannot Yet Be Read

This category refers to words that students already know and understand in spoken language but cannot recognize or read in written form. Teachers need to help students connect the spoken form of the word with its written form (Graves 1974).

b. New Meanings of Familiar Words

This category consists of words that students can already read but whose new meanings have not yet been learned. Students are introduced to additional meanings of familiar words so that they can understand their use in different contexts (Graves 1974).

c. New Words for Familiar Concepts

This category refers to words that are unfamiliar to students, even though the concepts represented by those words are already known. In this case, students only need to learn the vocabulary because they already understand the underlying concept (Graves 1974).

d. New Words for New Concepts

This category includes words that are unfamiliar to students, and the concepts represented by those words are also new. This is considered the most difficult category because students need to learn both the new vocabulary and the new concept simultaneously (Graves 1974).

7. Techniques of Teaching Vocabulary

Generally, there are many techniques that can be used in teaching vocabulary. However, teachers should consider several important aspects before introducing new vocabulary to students. Vocabulary should not only be presented, but also practiced and reviewed repeatedly to help students remember and use it effectively. In addition, teachers are encouraged to combine various techniques depending on the learning objectives, students' characteristics, the teaching materials, and the available time. The following are some techniques of teaching vocabulary proposed by (A. Susanto n.d.):

a. Using Objects

This technique uses real objects or teaching aids to introduce the meaning of vocabulary. Teachers can bring objects into the classroom or use items that are already available in the classroom to help students understand concrete nouns. Presenting vocabulary through real objects

enables students to visualize the meaning of words, making them easier to understand and remember.

b. Drilling, Spelling, and Active Involvement

This technique emphasizes pronunciation practice, spelling activities, and students' active participation in the learning process. Teachers encourage students to pronounce new words correctly, practice spelling, discover the meaning of unfamiliar words, and use the vocabulary in sentences related to their own experiences. These activities help students become more familiar with the form, pronunciation, and meaning of new vocabulary.

c. Using Drawings and Pictures

Teachers can use drawings, flashcards, posters, photographs, magazines, or pictures to explain the meaning of vocabulary. Visual materials help students connect new words with images, making vocabulary learning more meaningful and memorable. This technique is particularly useful because pictures provide clear representations of unfamiliar words and attract students' attention during the learning process.

d. Using Mime, Expressions, and Gestures

This technique involves body movements, facial expressions, and gestures to demonstrate the meaning of vocabulary. Teachers can use actions to illustrate adjectives, verbs, or other words that are difficult to explain

verbally. Besides improving students' comprehension, gestures also help learners remember vocabulary more effectively because they associate words with physical movements.

e. Using Enumeration and Contrast

Enumeration refers to explaining the meaning of a word by listing several examples that belong to the same category. For instance, the teacher may explain the word *clothes* by mentioning items such as *shirt*, *skirt*, and *trousers*. Meanwhile, contrast is used by comparing a word with its opposite or with similar words so that students can better understand the differences in meaning. Both techniques help learners develop a clearer understanding of vocabulary relationships.

f. Guessing Meaning from Context

This technique encourages students to infer the meaning of unfamiliar words by using contextual clues found in reading passages or conversations. Students make use of surrounding words, sentences, background knowledge, and other clues to determine the meaning of new vocabulary. Through this technique, learners become more independent and confident in understanding unfamiliar words without relying entirely on dictionaries.

B. The Role of Technology and Social Media in Foreign Language Learning

Social media has become a major and convenient means of communication and has significantly influenced learning, particularly the learning of English as a foreign language. It creates a new, interactive digital environment that enables students to learn languages in a more engaging and accessible way. The majority of university students feel that social media is very helpful in learning English. They use social media not only for entertainment but also for academic communication, language skill development, and access to foreign language learning materials. Technology and social media are recognized as essential tools in supporting foreign language learning (Muftah 2025).

The following are several key points regarding the role of technology in foreign language learning:

a. Enhancing Student Accessibility and Engagement

Technology enables students to access language learning materials flexibly through virtual classes, learning applications such as *Duolingo* and *Babbel*, as well as online forums. This innovation expands students' opportunities to learn anytime and anywhere based on their needs. Moreover, this interactive form of learning significantly increases student engagement in the process of learning a foreign language

b. Using Digital Media for Language Practice

Various technological features such as autocorrect, voice recognition, and educational videos, along with content from social media platforms like YouTube, provide students with opportunities to practice the language directly. These tools help them improve pronunciation, build correct sentence structures, and understand the use of language in more natural and authentic contexts (Mankash et al. 2025).

In addition to the roles mentioned above, technology and social media also support autonomous learning, where students take greater responsibility for their own learning process. Through digital platforms, learners can independently explore various learning resources, select materials that suit their preferences, and control the pace of their learning. This flexibility allows students to develop their vocabulary skills more effectively based on their individual needs.

Furthermore, social media platforms provide opportunities for collaborative learning, enabling students to interact with peers, share knowledge, and engage in discussions using the target language. This interaction not only enhances vocabulary acquisition but also improves students' confidence in using English in real communication contexts.

C. Tiktok Application

1. Definition of Tiktok

TikTok is a short-form video-based social media application that allows its users, especially young people, to express themselves through trends, aesthetics, and algorithmically controlled content. The app provides a space for students to learn creatively and visually, for example through educational content, tutorials, or trending topics related to school subjects. However, TikTok also promotes a performative culture, where students tend to present an idealized version of themselves to gain likes and social recognition. This creates pressure to always appear attractive according to standardized notions of beauty and success. While TikTok can enhance student engagement and learning motivation, excessive or unsupervised use may affect the authenticity of self-expression, mental health, and encourage imitation without critical thinking (Burchell 2023). TikTok is a social media application that allows users to create and share various short videos in a vertical format, which can be accessed by simply scrolling the screen up or down. As one of the rapidly growing platforms, TikTok has gained global popularity and is widely used by people from different backgrounds. The application provides features that enable users to produce creative and engaging content, making it not only a tool for entertainment but also a potential medium for

communication and learning (Yunita, Mahmud, and Mamu 2025)

TikTok is a popular short-form video-sharing social media platform that enables users to create, edit, and distribute videos ranging from 15 seconds to one minute across a variety of genres such as dance, comedy, and education. Originally derived from the merger of two platforms, Musical.ly and Douyin, the application was later developed by ByteDance and has grown into one of the most downloaded and frequently used apps globally. Its unique algorithm, particularly the “For You Page,” allows content to be widely distributed beyond existing followers, providing users with equal opportunities to gain visibility and rapid popularity (Rainwater 2021)

TikTok has established a distinctive and significant communication ecology with its brief and captivating video format. The portal offers a variety of instructional resources, including imaginatively packaged English learning content, in addition to entertainment content. In light of its impact on the growth of the English vocabulary, TikTok has become a platform that cannot be disregarded, with over a billion monthly active users globally, the majority of whom are members of Generation Z (Faruk and Pianasari 2025). Because it presents English learning content in a creative and engaging way, TikTok can be a valuable platform for

supporting students' vocabulary development. With its short and captivating video format, it offers not only entertainment but also educational resources. Thus, TikTok has become an influential tool for language learning, especially among Generation Z learners.

TikTok helps students understand how learning can become more engaging through its short, creative, and easily accessible video format. The platform serves as an innovative and motivating learning tool by integrating familiar technology from students' daily lives into academic activities. This enhances emotional engagement and learning motivation, while also promoting more meaningful learning experiences. In addition, TikTok supports the development of various cross-disciplinary skills such as speaking abilities, research, teamwork, and digital literacy. Its use is not limited to schools, but can also be applied in various other educational fields such as law, engineering, business, social sciences, and medicine, making it an effective and relevant educational medium in modern education, especially for the digital generation (The use of TikTok in higher education as a motivating source for students 2022).

In addition to being an entertainment platform, TikTok has also evolved into an innovative and relevant learning medium that aligns with the needs of today's digital generation. The platform enables users to access a wide

range of educational content that is presented in a short, engaging, and easily understandable format. In the context of language learning, TikTok provides various videos that demonstrate authentic language use, which helps students understand vocabulary in real-life situations.

2. The advantages and Disadvantage of the TikTok application

a. Advantage of the TikTok application

As one of the most popular digital platforms among students, TikTok offers various advantages in the educational context. With its engaging features—such as colorful visuals, music, and short-form videos—it helps maintain students' attention and makes learning more enjoyable. TikTok also encourages students to be creative and take an active role in their learning by producing content, which supports the development of digital literacy and critical thinking. During distance learning, it has proven useful as a tool for flexible and independent study. Furthermore, educational content on TikTok that includes moral and religious values can positively influence students' character development. It also serves as a platform for entrepreneurial learning, as students can explore business promotion and digital marketing skills. These strengths make TikTok an innovative and relevant

educational tool for today's digital generation (Nurhayati and , Langlang Handayani 2020).

First and foremost, the use of TikTok contributes significantly to improving students' vocabulary mastery in English learning. The application provides a fun and engaging way to acquire new vocabulary through short videos, music, and creative content. Students who actively use TikTok are exposed to various English expressions and word usage in real contexts, which helps them understand and remember vocabulary more effectively. This media allows them to not only consume English content but also to imitate, interact, and even create their own videos using new words. As a result, they become more confident in using English vocabulary in their daily communication. The study shows that students who regularly engage with TikTok demonstrate better vocabulary test results than those who do not use the platform. In addition, TikTok fosters a positive learning environment where learners are motivated to explore English beyond textbooks, contributing to their language development and digital literacy. Therefore, integrating TikTok into the learning process can be an effective strategy to enhance students' vocabulary acquisition in a modern and enjoyable way (Mauriza et al. 2022).

In addition to the advantages and disadvantages mentioned above, the use of TikTok in learning also has several important implications for the learning process. From the perspective of advantages, TikTok can significantly increase students' learning motivation, as it provides an enjoyable and non-monotonous learning experience. Students tend to be more interested in learning when materials are delivered through short, creative videos that align with current trends.

b. Disadvantage of the TikTok application

Although TikTok app provides many benefits in learning English vocabulary, such as easy access, attractive appearance, and subtitles that help comprehension, some disadvantages were also found by the students. One of the main drawbacks mentioned is that the app consumes quite a lot of internet quota because it cannot be used offline, so it requires a stable and continuous internet connection. In addition, there are also video contents on TikTok that are not educational or not clearly trending, which can disrupt learning focus and reduce learning effectiveness if not filtered properly. Thus, although TikTok is useful as a learning medium, its use still requires supervision and appropriate content sorting (Pratiwi and Syafrizal 2024).

The application's drawbacks include respondents' perceptions that it uses a significant amount of internet bandwidth because it requires internet data or WiFi to be used offline. In addition, some respondents stated that the application's videos are not instructive, such as those with unclear trends (Pratiwi and Syafrizal 2024).

Disadvantages of using TikTok as an English learning tool:

3. **Quality Control** TikTok's open nature means that not all content adheres to educational standards. Some videos may contain inaccuracies, inappropriate language, or misleading information, posing a challenge for learners seeking reliable language resources.
4. **Time Management** The addictive nature of TikTok can lead to excessive use, potentially diverting learners' focus from structured language learning methods. Balancing time spent on TikTok with other educational resources is crucial.
5. **Limited Depth** Due to the platform's short-form nature, in-depth explanations and comprehensive language lessons are limited. TikTok is best suited for quick, focused learning moments rather than in-depth language exploration.

5. Variable Language Quality Content creators on TikTok vary in language proficiency, and not all videos maintain high linguistic standards. Learners might encounter a range of language qualities, making it important to discern between accurate and less accurate language use.
6. Privacy Concerns TikTok's data usage policies and privacy concerns have been subject to scrutiny. Learners need to be cautious about sharing personal information and consider the potential risks associated with using the platform (Sarkila, Islam, and Fatmawati 2024).

c. Procedures of Using TikTok Application

Here's how to install and use the TikTok application on Android or iOS:

- a. Step One: Download and Install the TikTok Application

Download and install the TikTok application on your smartphone through the Google Play Store (Android) or the App Store (iOS). Wait until the downloading and installation process is completed.

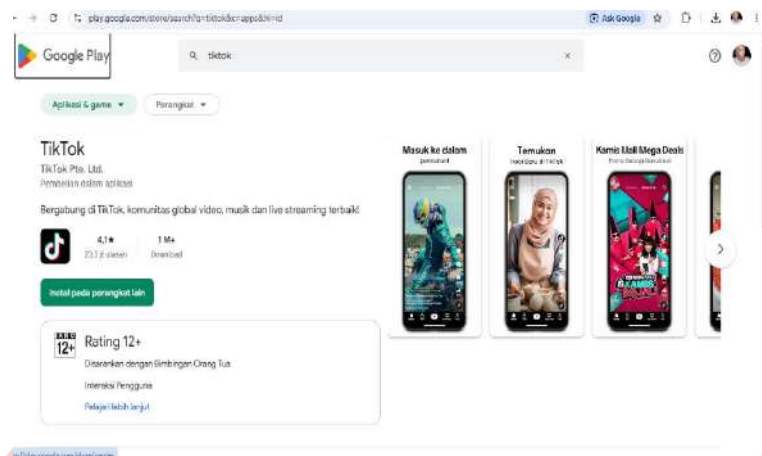


Figure 1. Downloading the TikTok Application

b. Step Two: Open the TikTok Application

Once the installation is complete, tap the TikTok icon to open the application. The welcome page will appear on the screen.

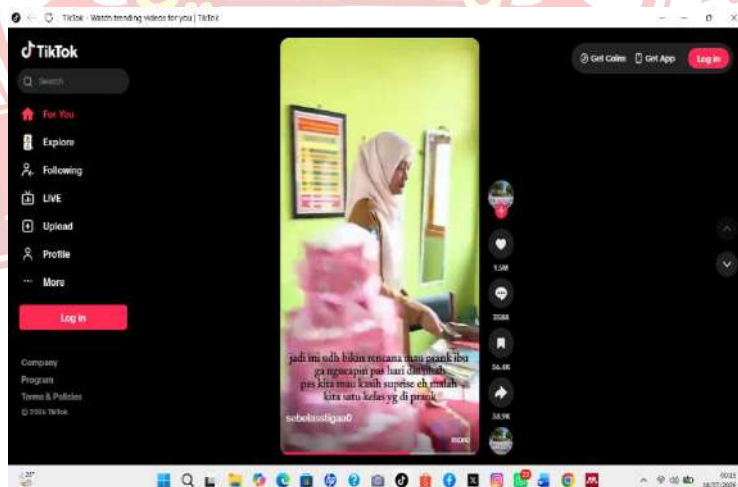


Figure 2. TikTok Home Screen

c. Step Three: Create or Log into an Account

Sign up using an email address, phone number, Google account, Apple ID, or another available account. If you already have a TikTok account, simply log in using your existing account information.

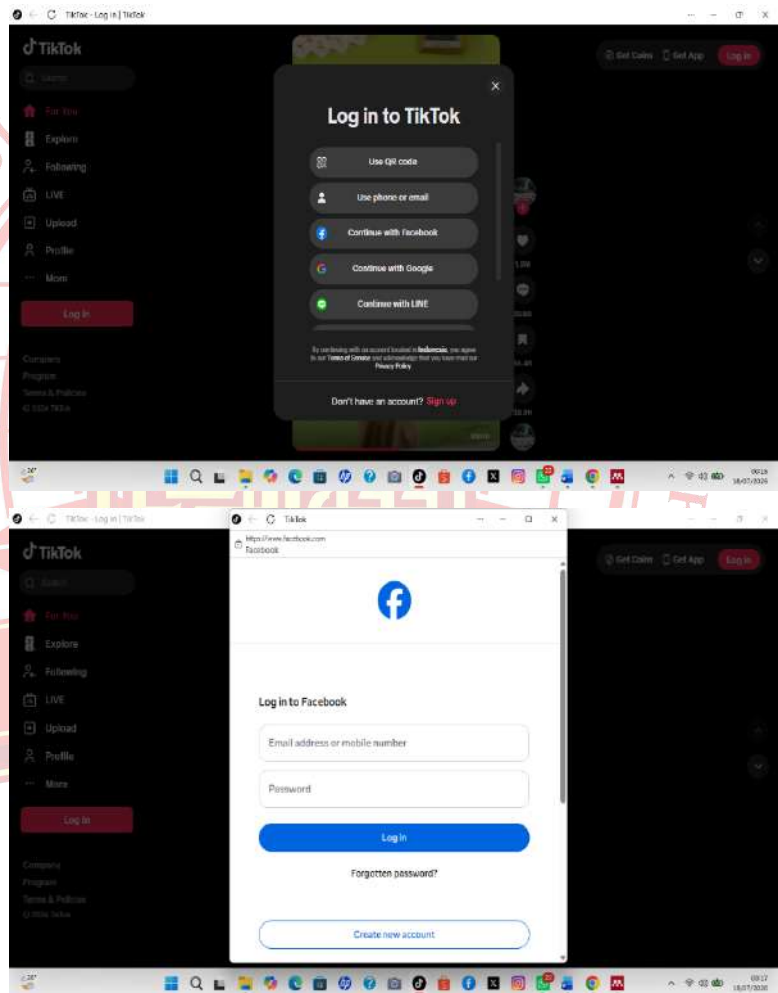


Figure 3. TikTok Login Page

d. Step Four: Search for English Vocabulary Learning Videos

Tap the Search icon and type keywords such as English Vocabulary, Learn English, Vocabulary Lesson, Daily English, or English Words. Then, select one of the educational videos that appears in the search results.

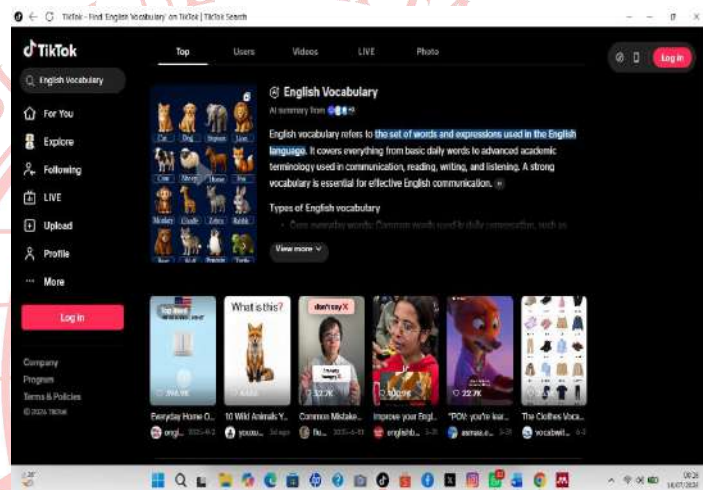


Figure 4. Searching for Vocabulary Learning Videos

e. Step Five: Watch the Learning Videos

Watch the selected vocabulary learning videos carefully. Pay attention to the pronunciation, meaning, spelling, and examples of how each word is used in sentences.

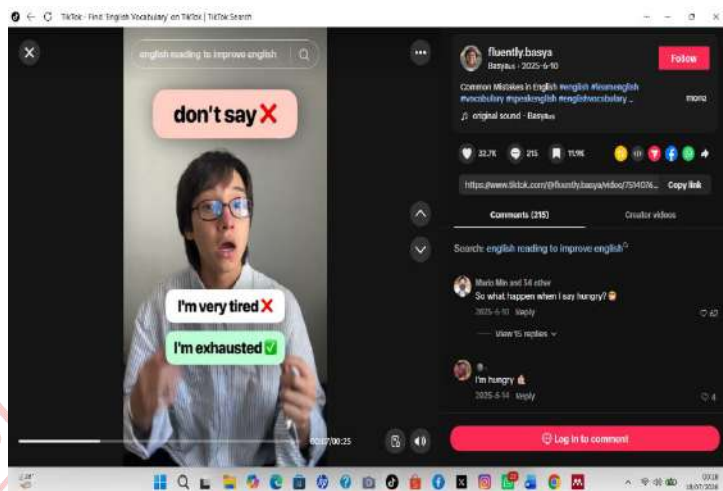
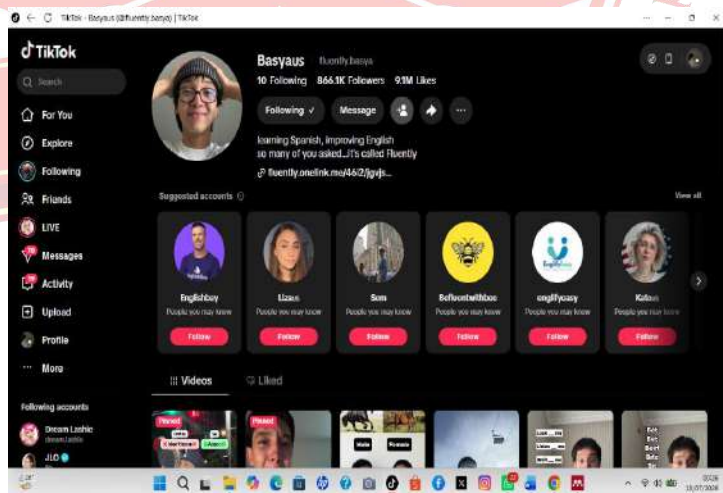


Figure 5. Vocabulary Learning Video

f. Step Six: Save and Follow Educational Accounts

Tap the Follow button to follow English learning content creators and tap the Save (Bookmark) button to save useful vocabulary videos for future review.



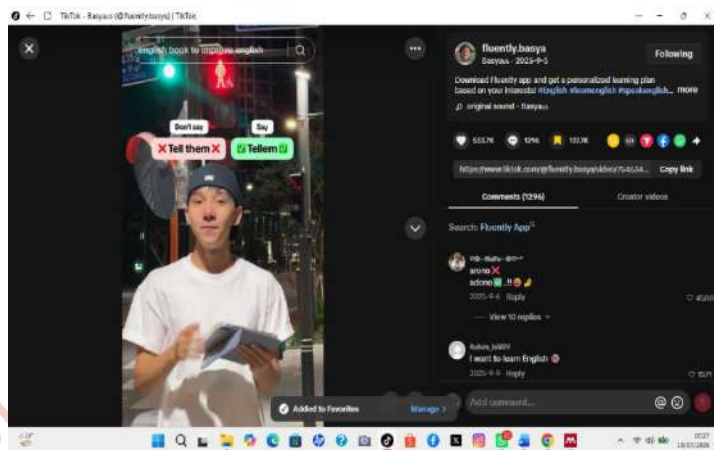


Figure 6. Following and Saving Educational Videos

g. Step Seven: Practice the Vocabulary

Write down unfamiliar words from the videos, repeat their pronunciation, memorize their meanings, and practice using the words by making simple sentences.

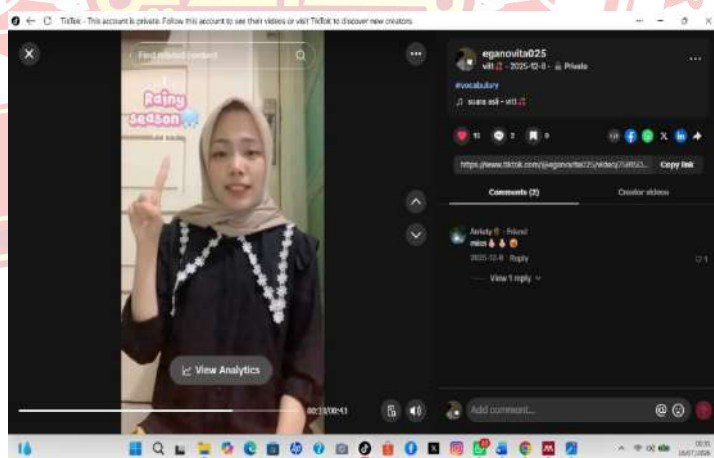


Figure 7. Vocabulary Practice Activity

Main Features of the TikTok Application

When using TikTok for vocabulary learning, students will find the following features:

- a. **Home** Displays educational and recommended videos.
- b. **Search** Allows users to search for English vocabulary learning content.
- c. **Follow** Enables users to follow English learning content creators.
- d. **Like** Allows users to like useful educational videos.
- e. **Comment** Allows users to ask questions or discuss vocabulary with other users.
- f. **Share** Enables users to share educational videos with classmates or friends.
- g. **Save (Bookmark)** Allows users to save vocabulary videos for future learning.
- h. **Profile** Displays users' personal accounts and saved learning activities.

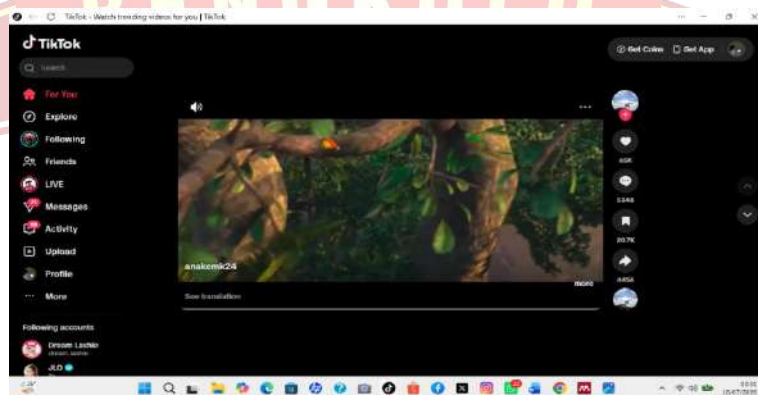


Figure 8. TikTok Main Features

How to Use TikTok for Vocabulary Learning

The following steps explain how students use TikTok as a vocabulary learning medium:

- a. Search for English vocabulary learning videos by using relevant keywords.
- b. Watch the videos carefully and pay attention to the pronunciation, spelling, meaning, and examples.
- c. Write down unfamiliar vocabulary in a notebook.
- d. Repeat the pronunciation several times.
- e. Practice using the new vocabulary by making simple sentences.
- f. Save useful videos for later review.
- g. Review the saved videos regularly to strengthen vocabulary retention.
- h. Complete vocabulary exercises or quizzes provided by the teacher after the learning activities.

This procedure provides students with clear guidance on how to install and use the TikTok application as a vocabulary learning medium. It also helps students understand the main features of TikTok and how each feature can support vocabulary learning effectively.

D. Some Related Previous Studies

Some previous studies about the use of TikTok for vocabulary mastery include the research conducted by (Irawansyah, Ferry Desryananda, and Abdul Malik Akbar

2025) entitled “The Effect of TikTok Short Videos Toward Students’ Vocabulary Mastery: A Quantitative Research Approach.” This study aimed to examine the impact of educational short-form videos on TikTok on students’ vocabulary acquisition. A quasi-experimental method was employed with a purposive sample of 30 students from the English division of the UKM Bahasa student organization at Universitas Islam Negeri Raden Intan Lampung. Pre-tests and post-tests were administered to measure vocabulary mastery before and after treatment. The treatment consisted of TikTok videos provided three times a day over two weeks. The results revealed a significant improvement, with average scores increasing from 49.96 (pre-test) to 70.2 (post-test). The study concluded that TikTok is an effective and engaging tool to enhance students’ vocabulary mastery and motivation in learning English. The format of short and visually engaging content on TikTok contributes positively to the retention and understanding of new vocabulary.

The second was conducted by (Nainggolan, Manalu, and Siahaan 2022) under the title “The Effect of Using TikTok Application on Students’ Vocabulary Mastery at Senior High School Student.” This research aimed to determine whether using the TikTok application had a significant effect on students’ vocabulary learning. It was a quasi-experimental study involving 74 students from SMA Negeri 3 Pematangsiantar,

divided into two groups: class X-IPA 8 (experimental) and X-IPA 5 (control). The sample was selected using random sampling techniques. Both groups were given pre-tests and post-tests, but only the experimental group received treatment in the form of learning using TikTok videos. The vocabulary test consisted of 20 questions, with each correct answer valued at 5 points. The results showed a significant improvement in the experimental class, with the pre-test mean score of 60.5 increasing to 80.3, while the control group only improved from 60.16 to 70.66. The study employed independent t-tests, and the t-count was 5.81, higher than the t-table value of 1.666, indicating that the TikTok application had a positive and significant effect on students' vocabulary mastery. The researchers concluded that TikTok could serve as an effective learning medium to enhance vocabulary acquisition and support students' language learning in a more engaging and memorable way.

The third was conducted by (Rahmawati and Anwar 2022) under the title “The Use of TikTok Application: The Impact on Students' Vocabulary and Attitude.” This research aimed to investigate whether the TikTok application could effectively improve students' vocabulary skills and examine their attitudes toward learning English using TikTok. The study used a quantitative method with a one-group pretest-posttest design, involving nine sixth-grade students at Phanang-Phakerng

School, Thailand. Students were given a pre-test and post-test consisting of 20 multiple-choice questions focusing on countable and uncountable nouns as well as “there is/there are.” The treatment involved four learning sessions using videos from TikTok vocabulary accounts. The results revealed a significant improvement, with the mean score increasing from 43.9 to 85.5, reflecting a 95% improvement rate. A paired sample t-test showed a significant difference between the pre-test and post-test scores (Sig. 2-tailed = 0.001 < 0.05). Additionally, the interview findings indicated that students had positive attitudes toward using TikTok in learning English, as reflected in affective, behavioral, and cognitive aspects. The researchers concluded that TikTok is an effective and engaging media tool to support vocabulary mastery and enhance student motivation.

The fourth was conducted by (Rahmawati and Anwar 2022) under the title “The Effect of Using TikTok on Students’ Vocabulary Mastery in Seventh Grade at SMP Negeri 9 Pematang Siantar.” This study aimed to determine whether the use of TikTok had a significant impact on students' vocabulary mastery. It employed a quasi-experimental method involving two groups: class VII-1 (experimental) and class VII-2 (control), each consisting of 30 students selected using purposive sampling. Both groups were given pre-tests and post-tests, but only the experimental class received treatment through learning with TikTok videos. The vocabulary test consisted of

20 questions, each worth 5 points. The results revealed a substantial improvement in the experimental class, where the mean pre-test score was 60.5 and increased to 80.3 in the post-test, while the control group improved only from 60.16 to 70.66. The t-test calculation yielded a value of 5.761, which was greater than the t-table value of 1.697, indicating a significant difference. Therefore, the study concluded that the TikTok application had a positive and significant effect on students' vocabulary mastery and could be an effective learning medium to enhance vocabulary acquisition in junior high school settings.

The fifth was conducted by (Juliana, Tambunan, and Pane 2024) under the title "The Use of YouTube and TikTok in Improving Students' Vocabulary Achievement." This research aimed to compare and analyze the effects of YouTube and TikTok applications on students' vocabulary achievement. It was an experimental study using a quantitative approach, involving 80 students who were divided into two groups: 40 students in the experimental 1 group (YouTube) and 40 students in the experimental 2 group (TikTok). Both groups were given pre-tests and post-tests, with the vocabulary test consisting of 20 items. The findings showed that TikTok significantly improved students' vocabulary achievement, with pre-test results showing only 10% of students passed the minimum criteria (KKM), and post-test results showing 100% of students passed. The t-test calculation resulted in $t\text{-count} = 2.469$ and $t\text{-table}$

table = 1.683, indicating a significant effect ($t\text{-count} > t\text{-table}$). The researchers concluded that the TikTok application had a strong and positive impact on vocabulary learning, making it an effective digital medium to improve students' vocabulary mastery in a more engaging and enjoyable way.

E. Differences in Vocabulary learning between Gen Z and Millennials

The differences in vocabulary learning between Generation Z and Millennials can be seen in their learning characteristics and preferences. Generation Z, who grew up in a fully digital ecosystem, tend to prefer vocabulary learning that is visual, fast, instant, personalized, and technology-based, such as through short videos, interactive animations, or social media. They prioritize efficiency and independence in determining the format and pace of their learning. In contrast, Millennials, who experienced the transition from the analog to the digital era, are more comfortable with vocabulary learning through formal and collaborative structures, such as group discussions or well-planned classical methods. These differences create pedagogical challenges when educators must adapt vocabulary learning strategies to bridge the expectations of digital-native Gen Z with the more structured, face-to-face learning style of Millennials (Article 2025)

The differences in vocabulary used by Millennials and Gen Z are primarily evident in the forms and characteristics of their

usage on social media. Gen Z tends to use more abbreviations and funny mispronunciations such as PAP (Post A Picture), FYI (For Your Information), Chill, or Backburner, which can be used in both formal and informal contexts and are widely found on platforms like Instagram, TikTok, and Twitter. Meanwhile, the Millennial generation more often uses abbreviations and interjections to express emotions, such as JB (Join Bareng), Ntapsoul (Mantap Soul), Salty, or Flop, which are generally used in informal contexts and are dominant on social media platforms such as Facebook and Twitter. In general, Gen Z demonstrates greater creativity in creating new vocabulary that follows the rapid changes of digital culture, while Millennials use more conventional vocabulary that remains relevant and easily understood across generations (Ana Juli, Marina Suci, and Apriyani Esti 2024)

Gen Z tends to learn vocabulary incidentally through social media platforms such as TikTok, using short, visual, and interactive video formats. They acquire more contemporary vocabulary, including slang, idiomatic expressions, technological terms, and pop culture references that are rarely found in formal curricula. Their learning process is largely entertainment-driven, which increases motivation but often results in passive knowledge that is not always actively applied in conversation (Faruk and Pianasari 2025). Millennials learn vocabulary through a combination of traditional sources (books,

print media) and modern sources (digital media, online news), with strong influences from loanwords and global cultural development. The vocabulary they master is often formed through morphological processes such as compounding, affixation, and borrowing from other languages. They tend to preserve vocabulary rooted in the history of the language while also adopting new terms relevant to technological advancements and social trends (Krykoniuk and Pons-Sanz 2024).

Millennials are thought to be in a conservative stage of language use, meaning that they have mostly stopped inventing new slang terminology and straying from conventional grammar standards. Conversely, Gen Z language entails giving well-known English words new, frequently warped meanings in order to fit them into unfamiliar settings. The elder generation may find it difficult to connect a term with its original meaning as a result of this linguistic process as the word has changed significantly.

The results of the data analysis show that the two generational cohorts—Gen Z and Millennials—have very different levels of intelligibility. With an average score of 11.48, Gen Z participants in particular showed a high level of knowledge and comprehension with the developing language expressions being studied. However, the Millennials' average score of 6.74 indicates a rather ordinary level of exposure to and

comprehension of these recently developed terms (Vacalares et al. 2023).

Millennials and Generation Z utilize terminology differently, despite the fact that they are both digital users. Born roughly between 1981 and 1996, millennials are a transitional generation that saw the move from analog to digital technologies. As a result, Millennials' slang is typically more consistent and comes from early digital platforms like forums (Kaskus), instant messaging programs (like Yahoo Messenger and BBM), and the early phases of social media (Facebook, Twitter). On the other hand, Generation Z, who were born roughly between 1997 and 2012, are real digital natives as they were raised with smartphones, the internet, and highly visual social media sites like Instagram, Snapchat, and TikTok. Their slang is more contextual, frequently visual or audiovisual, and changes more quickly (Sidqi, Handayani, and Rohbiah 2025).

Born roughly between 1981 and 1996, millennials are a transitional generation that saw the move from analog to digital technologies. As a result, Millennials' slang is typically more consistent and comes from early digital platforms including forums, instant messaging applications, and early social media. Generation Z, on the other hand, who were born roughly between 1997 and 2012, are real digital natives because they grew up with cellphones, the internet, and highly graphic social

media. Their slang is more contextual, frequently visual or audiovisual, and changes more quickly (Uzma et al. 2025).

F. Conceptual Framework

This study consists of two variables, namely the independent variable (X) and the dependent variable (Y). The independent variable is the TikTok Application, while the dependent variable is Students' Vocabulary Mastery. The purpose of this study is to determine whether the TikTok application is an effective medium for improving students' vocabulary mastery. The following diagram illustrates the conceptual framework of this study:

1. X (Independent Variable): Tiktok Application
(A social media platform that allows users to create, view, and share short-form videos, used here as an engaging digital learning tool to support vocabulary acquisition through audiovisual content, lip-syncing, and interactive educational materials.)
2. Y (Dependent Variable): Students' Vocabulary Mastery
(The ability of students to understand, recall, and appropriately use a wide range of English vocabulary in context, including aspects such as word meaning, spelling, pronunciation, and usage.)

The main objective of this study is to examine the effect of the TikTok application in improving vocabulary mastery

among junior high school students. The conceptual framework of this study can be illustrated as follows:



Table 1 : Conceptual Framework

G. Research Hypothesis

The hypotheses of this study can be formulated as follows:

1. Alternative Hypothesis (Ha):

There is a significant difference between the vocabulary mastery scores of students taught using the TikTok application and those taught without using the TikTok application among junior high school students.

2. Null Hypothesis (Ho):

There is no significant difference between the vocabulary mastery scores of students taught using the TikTok application and those taught without using the TikTok application among junior high school students.