

CHAPTER I

INTRODUCTION

A. Background

A worldwide lingua franca, English is widely used in many important domains, including science, aviation, technology, international relations, and tourism. 53 countries have made it an official language because of its significance and the range of commercial and educational uses it serves (Fareed 2025). English is one of the most widely spoken languages in the world and is known as an international language. Besides being the native language, English is also widely used as a second or foreign language in many countries. Its spread was influenced by British colonial history and its important role in business, technology, media, education, and diplomacy. English has become a key tool for communication in today's increasingly connected world. Vocabulary mastery is a fundamental component in learning English as a Foreign Language (EFL) because it directly affects students' ability to comprehend texts, express ideas, and communicate effectively (F. Susanto 2017).

Particularly in higher education and international academic contacts, English has emerged as the primary language of instruction in the world. English is the primary language of instruction at prestigious universities in the US,

UK, Canada, and Australia. This implies that in order to take advantage of these chances, students who want to study abroad must improve their English. Because it facilitates access to international knowledge, research, and scholarly collaboration, English is crucial in the educational setting (Khalilin 2020).

A key component of learning any language is expanding one's vocabulary, which is also essential for becoming proficient in English as a foreign language (EFL). In addition to improving communication abilities, vocabulary knowledge makes it easier to understand spoken and written language. As a result, teachers are always looking for efficient ways to help EFL students acquire more vocabulary (Song 2016). One of the key elements of language is vocabulary. One cannot communicate effectively in either written or spoken language if they do not have a strong vocabulary (Mustarih et al. 2025). Based on initial observations made by the researcher in 2024 at SMPN 5 Bengkulu City, through interviews with English teachers, the researcher identified several problems faced by students such as;

First, many students have limited vocabulary acquisition, which hinders their ability to understand and use English effectively. This limitation affects their comprehension and communication skills, making it difficult for them to express ideas clearly and participate actively in language activities. This

condition also impacts students' confidence in using English in everyday learning situations.

Second, the traditional methods used in vocabulary learning are often considered boring and uninteresting by students. The repetitive and monotonous nature of these methods lowers students' motivation and enthusiasm to learn new words, causing passive learning attitudes. This indicates the need for more innovative and varied teaching methods to make students more interested and actively involved in the learning process.

Third, there is a lack of integration of digital platforms such as TikTok in vocabulary learning activities in the classroom. This absence of modern and interactive learning tools limits students' exposure to engaging and contextual vocabulary practice that could enhance their retention and application of new words. Fourth, teachers have not maximized the potential of social media, especially TikTok, as a tool to improve students' vocabulary learning. The underutilization of these platforms results in fewer innovative and varied teaching strategies, which can affect students' interest and progress in vocabulary acquisition. Furthermore, this situation highlights the need for teachers to adapt to technological developments by incorporating digital media into the learning process. By effectively utilizing platforms like TikTok, teachers can create more dynamic, interactive, and student-centered learning

experiences that not only increase engagement but also support better vocabulary understanding and long-term retention.

Many students face difficulties in mastering English vocabulary, which becomes a major obstacle in effective communication skills. This problem is often caused by a lack of exposure to new words and limited practice in interesting and relevant contexts. Moreover, monotonous and less interactive vocabulary learning methods make students less motivated to continuously develop their vocabulary. These conditions highlight the need for more engaging learning approaches to support students in improving their vocabulary mastery.

To overcome this issue, learning through the TikTok application can be an innovative and effective solution. TikTok provides various short and creative content that includes new vocabulary in everyday situations, allowing students to learn indirectly in a fun and easily accessible way. TikTok also offers a variety of engaging videos such as short cartoons, music, and challenges that can increase students' interest in learning vocabulary. By utilizing these short video features, students can more easily remember new words, practice pronunciation, and adjust vocabulary usage in real contexts. This approach not only boosts learning motivation but also creates a dynamic and interactive learning environment for students to develop their vocabulary skills. Additionally, the use of TikTok can encourage

students to be more active and independent in exploring new vocabulary beyond the classroom.

One of the most widely used apps on the internet is TikTok. Lately, TikTok has shown to be a useful resource for training speaking abilities (Nguyen and Tran 2024). TikTok is a short-form social media network that allows users to share and engage with user-generated content (Bernard 2021). TikTok is a social media app for making and watching short videos that are usually only 15 to 60 seconds long. With a variety of filters, sounds, and fun effects, learning content becomes more creative and less boring. In addition to entertainment, TikTok can also be an effective learning media, especially for students who like to learn in a lighter and more interactive way.

Additionally, TikTok has benefits including reducing monotony and boredom, giving them bravery and responsibility, and encouraging their creativity (Putri et al. 2024). TikTok helps students improve their English language proficiency in speaking, listening, grammar, vocabulary, and pronunciation. TikTok can therefore be selected as an engaging educational tool that aids in the learning process. Because it has writing qualities that are appealing to the audio and visual while giving material, learning is not tedious and the content is straightforward and helpful (Fitria 2023).

This research is supported by previous studies, which show that students face similar difficulties when honing their

speaking skills. For example, First is “The Effect of the TikTok Application (Englishwithmovie.id) in Improving Students' Speaking Ability at SMPN 20 Bengkulu City” which shows that the use of the TikTok application, specifically the Englishwithmovie.id account, has a positive influence on improving students' English speaking ability (Maharana and Kencono 2021). Second, “The Effect of Using TikTok Application on Students' Vocabulary Mastery at Senior High School Student” The purpose of this study is to determine the effect of using the TikTok application on students' vocabulary mastery at SMA Negeri 3 Pematangsiantar. This research employs a quasi-experimental quantitative method involving pre-test and post-test data. The findings reveal that the TikTok application significantly improves students' vocabulary knowledge, as evidenced by higher post-test scores in the experimental group compared to the control group (Nainggolan, Manalu, and Siahaan 2022). Third, “The Effect of TikTok Application on English Vocabulary Mastery of the Second Grade Students Junior High School at SMP Islam Tahfidz Qur'an of Bima City” The purpose of this study is to ascertain how utilizing the TikTok application affects the vocabulary mastery of second-grade students at SMP Islam Tahfidz Qur'an in Bima City. Using a quasi-experimental design with pre-test and post-test procedures, this research involved 40 students divided into experimental and control groups. The results show

a significant improvement in the experimental group, indicating that the use of TikTok positively influences students' English vocabulary mastery (Technologies 2024).

Given the challenges that eighth-grade students face in learning English vocabulary, this study aims to investigate the effect of using the TikTok application on students' vocabulary mastery. Through this quantitative research, it is expected to provide a deeper understanding of the effectiveness of TikTok as a digital learning media in enriching students' vocabulary. This research is also expected to serve as a reference for educators in designing more innovative and engaging teaching strategies by integrating social media platforms into classroom instruction. Furthermore, it aims to contribute to improving the overall quality of English education by utilizing tools that resonate with students' daily digital habits, this study aims to

“The Effect of Tiktok Application On Students’ Vocabulary Class VIII Students At SMPN 5 Bengkulu City”

B. Identification of Problems

Based on the explanation of background above, then the problems can be identified as follows

1. Many students have limited vocabulary acquisition, which hinders their ability to understand and use English effectively.
2. Traditional methods used in vocabulary learning are often considered boring and uninteresting by students.

3. Lack of integration of digital platforms such as TikTok in vocabulary learning activities in the classroom.
4. Teachers have not maximized the potential of social media, especially TikTok, as a tool to improve students' vocabulary learning.

C. Limitation of The Problem

The problem limitations in this research are focused on “The Effect of the TikTok Application on Students’ Vocabulary Mastery (A Quasi-Experimental Research on Eighth-Grade Students at SMPN 5 Bengkulu City Academic Year 2024/2025)”.

D. The Research Question

1. Is there any significant effect of using the TikTok application on students’ vocabulary mastery?
2. How significant is the effect of using the TikTok application on students’ vocabulary mastery?

E. The Research Objective

The purpose of this study is was to determine the significant effect of the learning model: “The Effect of the TikTok Application on Students’ Vocabulary Mastery (A Quasi-Experimental Research on Eighth-Grade Students at SMPN 5 Bengkulu City Academic Year 2024/2025)”.

F. Benefit of the Research

This research is expected to provide several benefits for students, teachers, schools and other researchers.

1. For Teachers

Offer fresh concepts or approaches for incorporating social media platforms like TikTok into the classroom to boost student enthusiasm and learning results, particularly in vocabulary growth.

2. For Learners

Encourage kids to use TikTok to learn English vocabulary in a way that is more engaging, dynamic, and applicable to their everyday lives.

3. For Schools

Offers guidance on maximizing social media and technology as a component of instructional practices in educational institutions.

4. For Other Researchers

This study gives other researchers a place to start when they are creating research on social media, like TikTok, as a cutting-edge learning tool that supports different facets of education, offers empirical references, and creates chances for more extensive interdisciplinary investigation.

G. Definition of the Key Terms

Here are the explanations of several terms used in this study to ensure that readers share the same understanding. These explanations also aim to prevent any misunderstandings between the readers and the researcher. The terms are described as follows:

1. TikTok Application is a popular social media platform that allows users to create, share, and explore short videos, often set to music or sounds. Beyond entertainment, TikTok can be a valuable educational tool, especially for students learning languages. By creating and watching videos, students have opportunities to practice their speaking skills, improve pronunciation, and gain confidence in using the language in a fun and engaging way.
2. Student vocabulary refers to the set of words and phrases that students commonly encounter, learn, and use within an educational environment. This vocabulary includes academic terms, everyday expressions related to school life, and subject-specific language, which are essential for effective communication and learning.

