

THE UTILIZATION OF TIKTOK FOR LEARNING MOTIVATION AND LANGUAGE MASTERY

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ABSTRACT

Current literature on the utilization of TikTok reveals the potentials of TikTok in English language education. As one of the most popular social media applications, TikTok has currently gained popularity. The role of TikTok in the field of education remains an interesting issue to study. The research questions in this study were twofold: first, to investigate the social and interactive features of TikTok commonly used by students, and second, to investigate the perceived benefits of integrating TikTok as a learning tool for English as a Foreign Language development. The respondents for this study were students from 18 private and state universities in Indonesia. The data were collected through online questionnaires administered to 101 respondents. The research findings revealed that students generally have a positive view of TikTok as a platform to improve their English language skills. TikTok is recognized not only as an entertaining medium but also as a valuable tool for language learning. Its social and interactive features allow students to create content and participate in discussions of common interests actively. Thus, users can utilize the features and at the same time improve their English skills. In addition, this application has the potential to increase students' learning motivation to learn English language.

Keywords: social media, TikTok, motivation, language skills

INTRODUCTION

The use of social media has become an inseparable part of today's communication patterns in the digital age. Social media is a platform for online communication and social networking, which allows users to share information, ideas, and interests with others (Kaplan & Haenlein, 2010). Social media sites in education offer potential benefits such as improved communication, easy access to information, and enhanced social connections (Alshehri, 2022). Students can quickly and conveniently socialize and communicate with peers, fostering adaptability to new

situations. However, the growth in social media also brings challenges like cyberbullying and privacy concerns, highlighting the dual nature of its impact on education (Dughera et al., 2021).

Social media provides moving images, audio, and texts that students can see and hear. It is widely known that graphics, videos, and moving images can help learners retain more information better. The social media platform which is currently gaining popularity is TikTok, especially among the younger generation.

TikTok is a social media network in the form of videos (Aji, 2018; D'Souza & Rasure, 2023). TikTok was an application circulating on the App Store and Google Play Store. Within 15 seconds, users can make videos with special filters and songs, and share them (Bernard, 2021). In addition, users can also share videos made to other applications such as Twitter or Instagram. For some reasons, applications like this are very popular among young people. At the very beginning of its launch, when it was still called Douyin, this application had 100 million users, and its videos could be viewed by up to 1 billion people. Even in Indonesia, terms such as TikTok celebrities are common nowadays. They refer to popular people whose videos are viral on TikTok and gain many followers (Pratiwi et al., 2021).

Most TikTok users are familiar with its social and interactive features. The social features of TikTok are used to connect and interact with other users, whereas the interactive features are used to share users' content and contribution to TikTok community. The social features of TikTok are Duets and Stitches, TikTok Story, Video Replies, Live Streaming, and Hashtags and Challenges. The interactive features of TikTok include Video Editing, Discover and Explore, and Effects and Filters.

Multiple studies have demonstrated the efficacy of utilizing social media, including TikTok, as a student learning platform in inspiring students to study English (Ferstephanie & Pratiwi, 2022). Existing literature on the use of TikTok and language learning shows that students perceived TikTok as beneficial to expand their English learning tactics and enhance their learning enthusiasm and motivation (Simanungkalit & Katemba, 2023; Yang, 2020; Zaeriyah, 2022). TikTok can also improve English language skills, such as pronunciation, vocabulary, grammar, and other language skills (Pratiwi et al., 2021, Revesencio et al, 2022; Warini, et al., 2021) as well as students' presentation skills (Xiuwen & Razali, 2021). TikTok can be used in the classroom to help students improve their listening skills because it's more engaged in their learning

than ever before (Br Perangin Angin et al., 2021). The use of TikTok, especially when writing descriptive text, can also give students a chance to take an active part in the learning process (Nabilah et al., 2021). Nevertheless, despite its considerable potential, prior research indicates that only a limited percentage of users regularly employ TikTok for educational objectives, particularly for language acquisition (Canani & Zulli, 2022) because they view TikTok as merely a tool for entertainment. TikTok offers an innovative approach as an instructional tool for students, incorporating unique and captivating features in contrast to traditional learning methods. This substantiates its potential as an educational instrument to foster student engagement and creativity (Adnan et al., 2021; Ibrahim et al., 2023; Wulandari & Sudiby, 2022).

Unlike the previously mentioned studies, this study aims at identifying the kinds of social and interactive features of TikTok students use to improve their English as a Foreign Language (EFL) skills and motivation and finding out the perceived benefits of integrating TikTok as a learning tool for developing English for Foreign Language (EFL) students' skills. The researchers would like to examine in what ways students take advantage of the features in TikTok to sharpen their language skills.

METHODOLOGY

In this study, the researchers administered online questionnaires to 101 university students from 18 private and state universities in Indonesia, majoring in English language and literature. The participants were recruited using convenience sampling. This type of sampling is often known as the nonprobability sample, in which respondents were selected based on availability and convenience (Creswell & Creswell, 2018). The research objective was to gather information about the use of TikTok in improving students' EFL skills. The primary instrument employed in this study was a closed-ended online questionnaire created using Google Forms. Some of the statements adopted a 4-point Likert scale, whose scales ranged from "Strongly Disagree" to "Strongly Agree" which later were converted into scores 1 - 4. The higher the score is the more favorable the answer is. The questionnaire consisted of three parts: the Benefits of TikTok in EFL Skills, Social Features in TikTok, and Interactive features in TikTok. Some of the questions were in the form of multiple choice questions in which the respondents had to select one answer that represented their viewpoints.

For this study, the researchers took the following procedures to collect the data in a quantitative methodology. First, the researchers designed a questionnaire to collect quantitative data. Next, she conducted a pilot study to test the questionnaire using a small sample of students to identify potential problems. The results of the pilot study found that there were several ambiguous questions, and these were revised in the published questionnaire. Third, the researchers distributed the questionnaire to the respondents. Descriptive statistics, specifically the calculation of the mean, was used to understand the data comprehensively. The average, or mean, provided insight into the central tendency of participants' responses. This helped identify patterns and trends regarding the impact of TikTok on EFL skills.

FINDINGS

Social and interactive features of TikTok students used to increase their motivation.

The data from the questionnaire indicate that students often used both social and interactive features on TikTok. The first figure (Figure 1) illustrates the distribution of participants based on the social features they most frequently utilized on the platform.

The following figure presents the result of the questionnaire item that asks respondents about the social features they used the most on TikTok, and the results show interesting insights into their preferences.

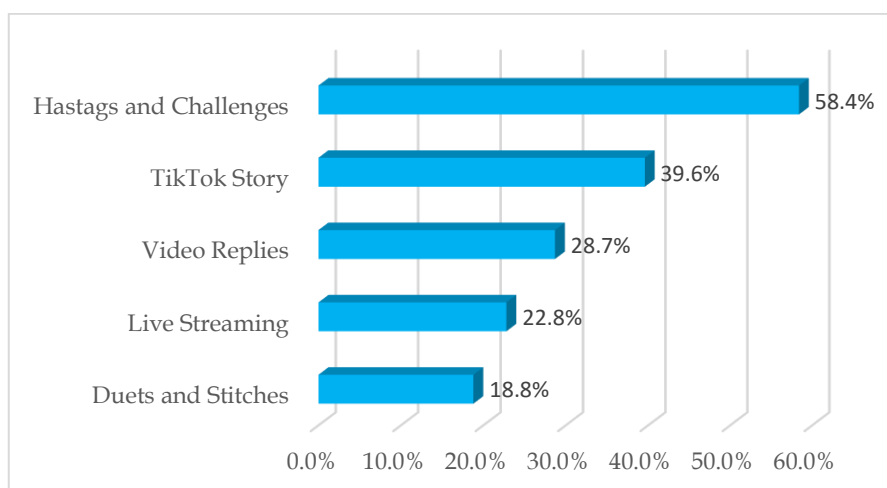


Figure 1. Social features used

Among the options provided, the majority of users, at 58.4%, mentioned that they used Hashtags and Challenges extensively, indicating that these elements played

a crucial role in their engagement on the platform. Following closely behind were TikTok Stories and Video replies, which garnered 39.6% and 28.7% of respondents' votes respectively. Live Streaming was another popular social feature, with 22.8% of users favoring it. Duets and Stitches, on the other hand, received the lowest percentage at 18.8%.

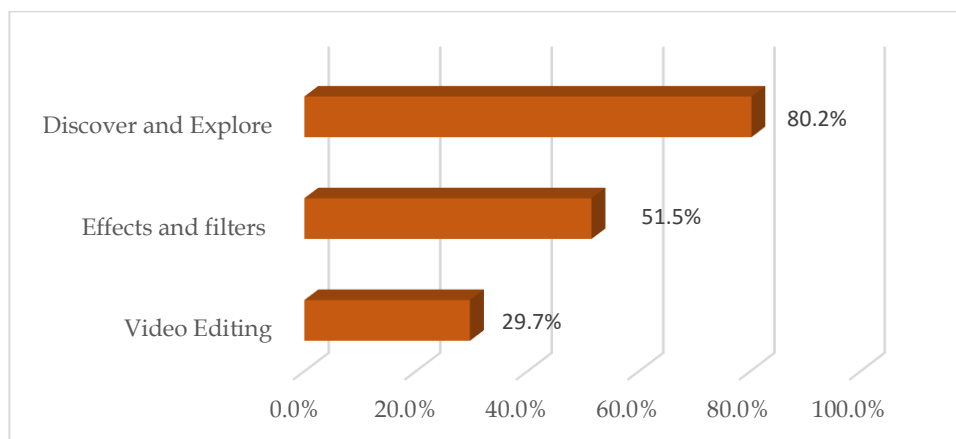


Figure 2. Interactive Features Used

In regard to the interactive features of TikTok, the majority of the respondents (80.2%) reported that they used the Discover and Explore feature; this means that respondents utilized this feature because they wanted to explore various content and trends they were interested in. Slightly more than half of them (51.5%) frequently utilized Effects and Filters feature to customize their own content. Video Editing feature, however, was utilized by 29.7% of the users.

The Perceived Benefits of Integrating TikTok as a Learning Tool for EFL Student's Skills Development

This section presents the discussion of the second research question on the perceived benefits of TikTok as a learning tool and the ways students used TikTok to improve their skills. The following table showcases students' viewpoints on the perceived benefits of TikTok to improve English skills.

Table 1. Perceived Benefits of Integrating TikTok as a Learning Tool

Statements	Means
I watch TikTok videos to learn English.	3.32
Using social media such as TikTok to learn English is more exciting.	3.51
TikTok application is useful to improve my English.	3.06
TikTok application is a valuable tool to learn English.	3.02
TikTok application serves as a new way to learn English.	3.16

From the above table, we can see that the highest mean score of those statements is the statement 'Using social media such as TikTok to learn English is more exciting' (m=3.51), suggesting that a significant portion of the respondents finds social media to be an engaging and enjoyable platform for English language learning. This result is further confirmed by their responses through open-ended questions. They reported that social media like TikTok have many entertaining and fun contents in English that they can utilize to hone their English skills. Furthermore, they stated that this exposure indirectly affected their motivation and attitude in learning English.

The next statement that received a high mean score (m=3.32) is 'I watch TikTok videos to learn English'. This is very understandable since most contents in TikTok are short videos and reels. Some scholars noted that human's attention span is shorter nowadays; thus, young generations prefer short videos and reels to watch.

Utilization of Social and Interactive Features for English Skills Improvement

In this section, the researchers present the results of the survey designed to examine students' viewpoints about social and interactive features in TikTok to improve their skills. The results of the questionnaire are presented in the table below.

Table 2. The Roles of TikTok Features to Improve English Skills

Statements	Means
TikTok's social and interactive features motivate me to practice and enhance my English language skills.	2.86
Social and interactive features positively influence my motivation to practice and improve English skills	2.96
TikTok's social and interactive features can enhance my general English skills.	3.03
TikTok's social and interactive features can enhance my English proficiency.	2.57

In the survey, the researchers asked the types of activities students do in TikTok. As we can see from Figure 3, the responses indicate that the majority of respondents (93.1%) engaged in English learning by watching TikTok videos with English subtitles. This activity was utilized to improve their listening and reading skills. A smaller percentage of respondents (11.9%) created their own TikTok videos where they spoke in English, contributing to their active participation and helping them practice their speaking and pronunciation skills. Almost one-fifth of the

respondents actively participated in language learning challenges and trends on TikTok, which often involved speaking or translating English and contributed to their language learning journey. Additionally, 25.7% of the respondents reported that they interacted with native speakers or content creators via the comments column by leaving comments in English on their videos, providing an opportunity for real-world communication and language practice. More than half of the users (62.4%) searched for keywords or hashtags, using TikTok's search feature to discover English learning content by entering relevant keywords or hashtags, allowing them to find specific content that aligned with their language learning goals.

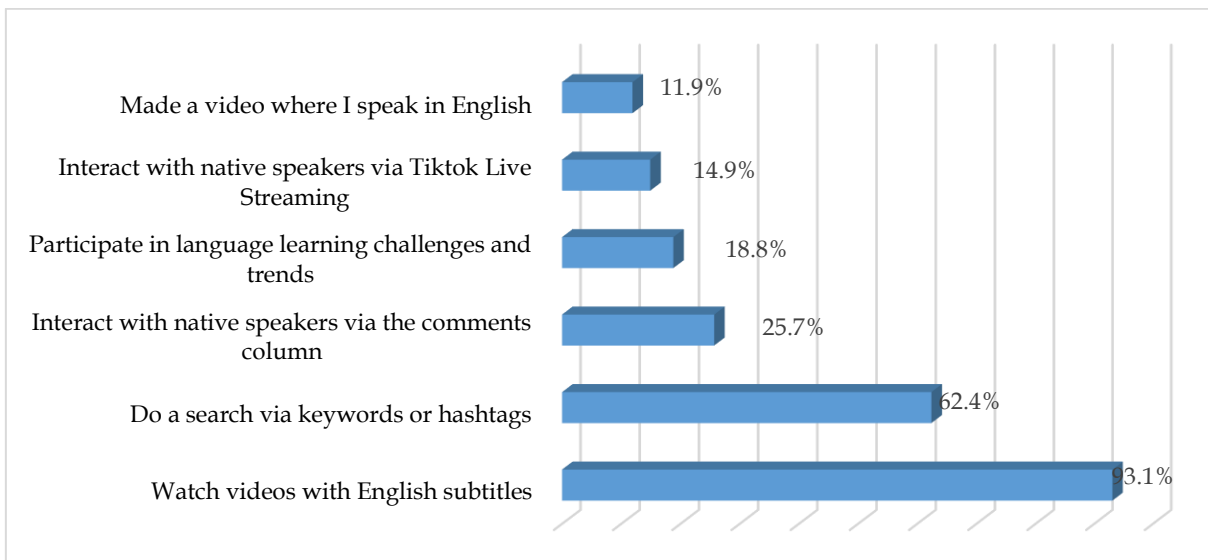


Figure 3. Users Activities in TikTok

Students' Perception of TikTok as a Means to Improve English Skills

The next part of the questionnaire asked the respondents how they viewed TikTok as a means to improve their English. The table below summarizes the respondents' viewpoints.

Table 3. Students' Viewpoints of TikTok as a Means to Improve English Skills

Statements	Means
TikTok can improve my reading skills	3.02
TikTok can improve my writing skills	2.44
TikTok can improve my speaking skills	3.11
TikTok can improve my listening skills	3.47

In general, the above table indicates that the respondents were of the opinion that TikTok is a good tool to improve their listening skill ($m=3.47$), speaking skill ($m=3.11$), and reading skills ($m=3.11$). The statement that had the lowest mean score is the one related to writing skill ($m=2.44$). This might be due to the fact TikTok users mostly watched short reels; thus, they do not perceive TikTok as a conducive platform to enhance their writing skill.

The figure below shows activities that the respondents did to practice their reading skill. The figure suggests that the respondents mostly watched videos and read the captions and the subtitles in English. Two other activities that they used to practice their reading skill are reading interactive storytelling and contents on reading comprehension strategies. Only a few of them participated in vocabulary challenges.

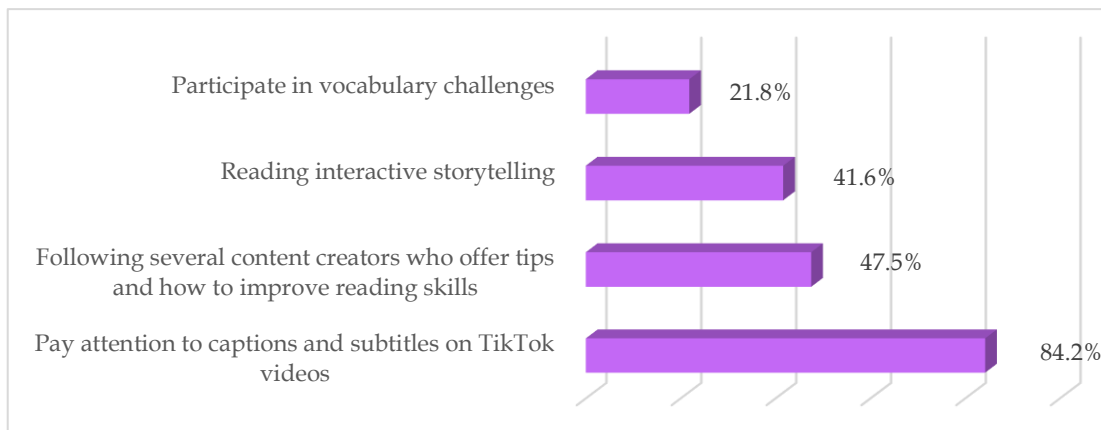


Figure 4. Activities to Practice Reading

The next figure represents the activities the respondents do to improve their writing skill.

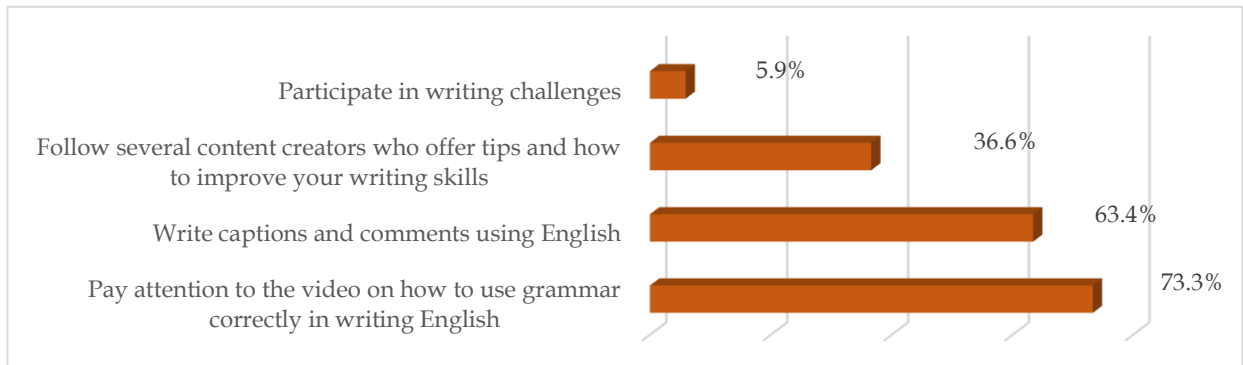


Figure 5. Activities to Practice Writing

From the above figure, we can see that a significant 73.3% of participants paid attention to videos that taught them how to use grammar correctly when writing in English. This indicates a strong emphasis on the importance of proper grammar in improving writing skills. Additionally, 63.4% of respondents actively engaged in TikTok by writing captions and comments in English, which provided them with practical writing practice and exposure to the language. A noteworthy 36.6% of participants followed content creators who offered tips and guidance on improving writing skills, showing that many turned to online sources for guidance. A smaller percentage, 5.9%, participated in writing challenges, suggesting that structured writing activities were less common among the respondents but still played a role in skill enhancement.

For speaking activities, as shown in Figure 6 below, it is observed that the majority of respondents, 85.1%, reported that they watched videos and imitated native English speakers as a method to enhance their speaking abilities. Additionally, 57.4% of participants mentioned that they followed content creators who provided tips on improving speaking skills. About 21.8% of respondents said they actively participated in English-speaking challenges, which could be an engaging way to practice. Furthermore, 19.8% of individuals utilized TikTok's recording feature to create short videos where they spoke in English, demonstrating the platform's role in aiding language development.

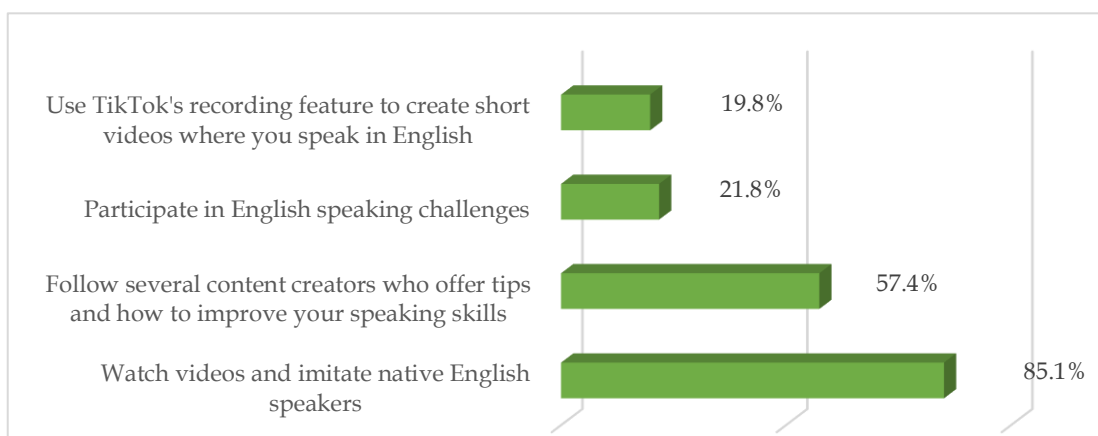


Figure 6. Activities to Practice Speaking

These findings suggest a diverse range of approaches users employed to enhance their speaking skills, with video-based learning being particularly popular, highlighting the significance of visual and interactive content in language acquisition.

In the following figure, we can see some strategies the participants employed to improve their listening skill.

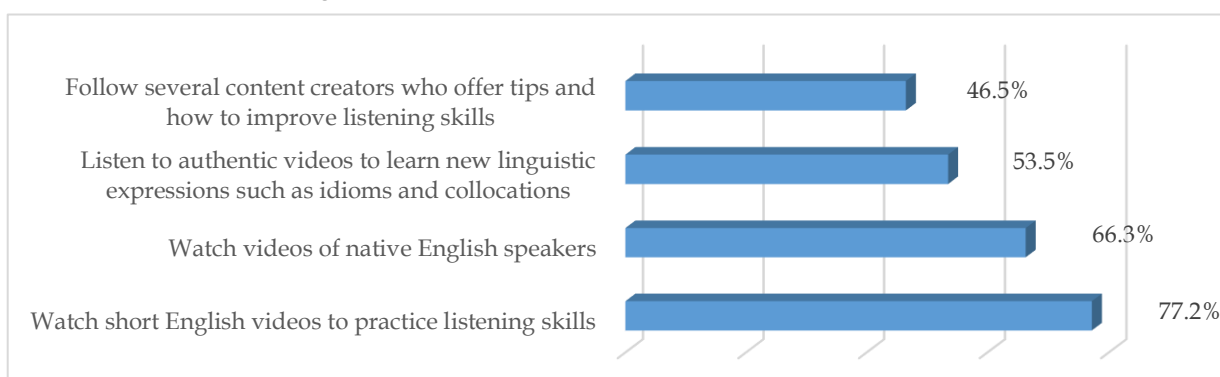


Figure 7. Activities to Practice Listening

More than three fourth of the respondents (77.2%) mentioned that they practiced their listening skills by watching short English videos, while 66.3% of participants preferred watching videos featuring native English speakers. Furthermore, 53.5% of respondents preferred to listen to authentic videos to learn new linguistic expressions. Lastly, 46.5% of the respondents chose use TikTok to follow content creators who provided tips and guidance on improving listening skills, showcasing the influence of educational content on platforms like TikTok.

Learning English on TikTok Compared to Traditional Learning

The figure below represents participant's opinion learning English on TikTok compared to traditional teacher-based learning and shed light on whether they consider TikTok a more effective platform for improving their English language proficiency than conventional teacher-led approaches.

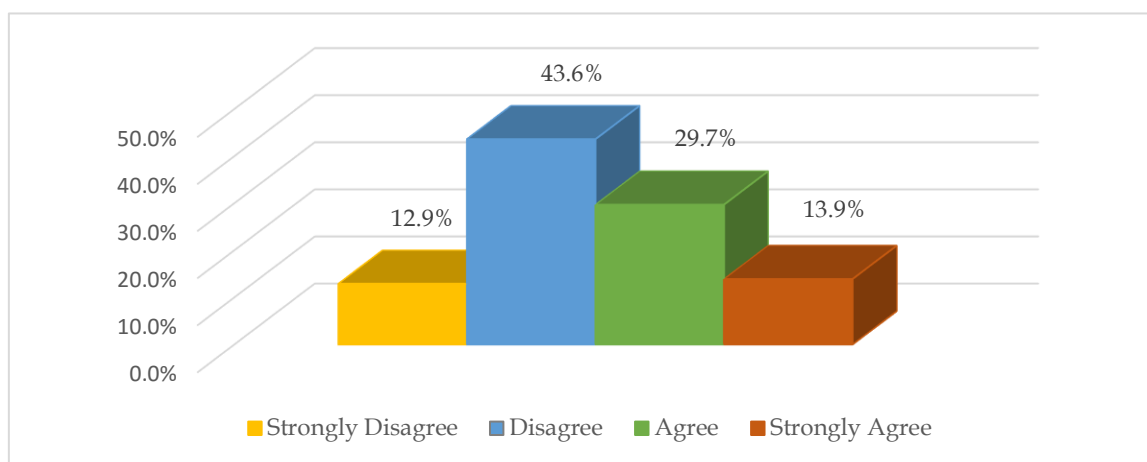


Figure 8. TikTok vs. Traditional Learning

From the figure above, the survey results reveal a range of opinions on the effectiveness of learning English using TikTok compared to learning from a teacher. The mean score of their responses is 2.44. From the figure, it can be observed that only a few of the participants, constituting 12.9%, strongly disagreed with the statement, while 43.6% simply disagreed. Conversely, 29.7% agreed that learning English through TikTok was better, and 13.9% strongly agreed with this notion. These results suggest that there was a mixed perspective on the effectiveness of TikTok as a language learning tool compared to traditional teacher-led methods. It underscores the need for a more in-depth exploration of the advantages and disadvantages of each approach to language education.

Discussion

The findings of this study highlight various TikTok social and interactive features that users view as beneficial. Hashtags and Challenges feature, for example, allows users to search for videos related to their interests. Additionally, using these

hashtags in their videos allows TikTok users to connect with other people having similar interests and potentially reach a wider audience. TikTok's interactive feature Discover and Explore enables users to explore a vast collection of new content and discover new emerging trends. Designers of applications such as TikTok create algorithms that can be used effectively to personalize learning by recommending content based on students' interests and learning preferences. Educators can curate a list of relevant videos for their students, and students can also explore the app and find videos that interest them (Ibrahim et al., 2023).

The results show that the social and interactive features of the platform serve as motivators to participate actively online and engage with other TikTok users using English. According to their feedback, these features not only contributed to improving general English skills but also played a role in enhancing overall English proficiency. TikTok's social features offer a stream of creative and diverse content tailored to individual interests. With a user-friendly interface and intuitive editing tools, even English learners can utilize TikTok as a valuable resource for improving their language skills (Asif & Kazi, 2024). By following English-language content creators and engaging with their content, students can immerse themselves in native language use, increase their vocabulary, and enhance their pronunciation. Additionally, TikTok's interactive features, such as Duets and Comments sections, provide opportunities for students to practice spoken and written English, receive feedback, and connect with a global community of language enthusiasts. Whether it's watching funny sketches, learning about different cultures, or participating in language challenges, TikTok offers a unique and dynamic platform for English learners to enhance their language proficiency while having fun.

TikTok usage and user trends have increased significantly for the past two years. These trends will likely remain in the future. Many social media users prefer short videos to long ones, mobile to desktop, and innovative ads (Ceci, 2024). Users of TikTok come from all over the world. Content sharing is done in many languages, including English. This allows users to obtain many exposures to English language. Entertaining, funny, and inspiring contents are viewed and commented on by millions of users. Those who want to learn English will not feel forced or pressured to learn some new knowledge. English learning inputs will come more naturally when learners

subconsciously acquire new words, phrases, or expressions (Novitasari & Addinna, 2022)

English teachers should take into consideration the benefits of mobile assisted language learning---ubiquity, accessibility, and proximity. Users of TikTok are increasing and so are the users of similar applications. Thus, teachers possess powerful tools to integrate them into the curriculum through self-study. Social media can become either an enabler or a distraction (Murniati, et al., 2023). With appropriate guidance from teachers, English learners will be able to use TikTok's potentials for their language mastery.

CONCLUSION AND SUGGESTIONS

Conclusions

The data analysis in this study shows that university students viewed TikTok to be a useful tool that might affect their language proficiency and motivation to learn a language. In addition, TikTok is viewed as a fun and entertaining instrument for language learning. As an innovative method of language acquisition, TikTok's social and interactive features encourage students to actively improve their English language proficiency. These features, if used optimally and effectively, can serve as an invaluable tool to practice English skills.

TikTok is recognized as highly effective for improving listening, speaking, and reading skills, and active participation is considered essential for optimal learning benefits. This research emphasizes that TikTok cannot outperform traditional classroom learning with a teacher. Nonetheless, TikTok's diverse roles in language education, motivation development, community building, and content exploration emphasize the importance of this platform in contemporary language learning. As language education evolves, educators and students can continue to utilize TikTok as a dynamic and accessible tool in their language acquisition journey.

Suggestions

The findings of this study suggest that students are advised to utilize TikTok as a supplementary tool to enhance their English language skills. The social and interactive features of TikTok offers unlimited opportunities for users who would like to improve their English skills mastery through active engagement and self-study.

Additionally, it is recommended that learners carefully select suitable TikTok contents and follow the appropriate content creators to maximize the learning benefits of the platform. It is crucial for students to acknowledge the supplemental nature of TikTok; thus, it should not be used to replace teacher – students' face-to-face interactions. Given that this research only focuses on examining the benefits of using TikTok in learning to improve students' EFL skills, future researchers are recommended to conduct studies to explore in-depth the challenges of learning English through TikTok. Future research employing mixed method approach or experiments on the effectiveness of TikTok in improving language skills are undoubtedly needed.

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