CHAPTER I

INTRODUCTION

This chapter explained the research Background, Research questions, Objectives of the research, Significance of the research, Research Methodology, and Key terms definition.

A. Background

The rapid development of technology and information has affected many people's behavior. Social media is one example of the effects produced by technological development. Communities of different races, cultures, religions, norms and more use social media as a means to share information. This statement is in line with the opinion (Ulfah, 2020) which explains that social media acts as a device for obtaining information, a place to communicate with others, and as a place to express the self-development of each individual. In the journal (Massie, 2020) entitled “The Presence of TikTok in the Pandemic” explained that social media platforms can help in sharing knowledge to people who have similar goals and behaviors. The interaction or exchange of information that takes place can encourage people to utilize social media more actively. By using social media, people can communicate and exchange information in their daily activities. In their view, social media functions not only as a communication media that has a similar

purpose, but also as a place to express themselves and develop the abilities or potential that individuals have in a wider and unlimited space.

This rapid development of technology has entered the world of education as a learning method. The Merdeka Curriculum is a program that offers diverse intracurricular learning with optimal material, allowing learners to have sufficient time to understand concepts in depth and strengthen skills. In its implementation, the Merdeka Curriculum utilizes advances in Information and Communication Technology (ICT) as a learning media. Technological advances are very influential in the learning process. The impact of technology on learning requires teachers and learners to master technology in order to be able to use it properly. Based on (Yulianti & Wulandari, 2021) technology has a role in society and in the classroom as a media to support more in-depth and detailed learning activities. Based on this view, both teachers and learners are required to master technology well, because learning in the Merdeka Campus curriculum requires learners to acquire skills that must be fulfilled, namely 4C which stands for Critical Thinking (critical thinking), Collaboration (collaboration), Communication (communication), and Creativity (creativity) (Arnyana, 2020). The four skills are related to teacher-focused learning and learners are only supporters. To be a good supporter, teachers need to have knowledge in choosing learning media. Learning media must be interesting and fun in order to motivate learners to continue learning.

In determining learning media, a teacher needs to keep up with the times by utilizing social media that can attract students. One of the media that is currently trending is TikTok. TikTok application is a social network and music video platform originating from China. TikTok was launched in early September 2016 (Nugroho Aji, 2018). The TikTok app provides the ability to produce short videos with additional features such as songs and instant filters. It is this ease and sophistication that makes people interested in using the TikTok app and can quickly impact the millennial generation.

As with any social platform that has advantages and disadvantages, TikTok does too. In addition to presenting creative content, many TikTok users often upload inappropriate videos, such as dances that are too revealing and videos with adult content that should not be published on an application used by people of different ages (Rosdina & Nurnazmi, 2021). In fact, TikTok was once seen as a negative impact that made it fail to survive in Indonesia, especially after the blocking incident by the Ministry of Communication and Information Technology (Kemkominfo) because TikTok was considered an application that contained inappropriate and uneducative content. However, two years after the blocking, TikTok is now a popular app in Indonesia.

Over time, TikTok's growth as one of the fastest and most popular news dissemination platforms has become more widespread in various circles of society. Today, the TikTok app not only offers entertainment videos or not-so-useful

content, but also educational content, showing that TikTok has a great opportunity to convey information to the public. This great opportunity in the TikTok application should be optimally utilized so that social media can be used according to their needs. Some TikTok users have done so in terms of creating educational content. Some examples of local accounts that create content about English education to improve pronunciation on TikTok applications such as @Pronunciationstudio, @the.billieenglish @hadarshemeshenglish, @Mike the Chameleon, @sluggish_journey which discusses education in fields such as pronunciation in English. With so many content creators focusing on English Pronunciation education, people are increasingly helped in obtaining information quickly and in a fun way related to English. Based on the literature review that has been conducted, a number of researcher have conducted similar studies to this research. Research on the views of the TikTok application as a learning media has been conducted by several researcher. There are three studies that are relevant references in this study, namely (Nugroho Aji, 2018), (Anjani, 2019), (Hutamy et al., 2021).

Based on the research gap that has been done, it is found that there are many research results on TikTok media but there is no research that shows the prospect of using the TikTok application if it is used as a media for learning English in improving pronunciation at the University. In addition, the educational value produced by TikTok should be used as a contemporary media to be used as a learning media by assessing its effectiveness and how it is applied in the learning

process based on the point of view of students as future educators. Therefore, the researcher wanted to elaborate more on the TikTok application.

From the explanation above, it can be seen that TikTok can be used as a learning media. The use of this application is used by students at the UKI Toraja English Education Study Program which is used as a media for learning English in improving pronunciation. From this, it reaps responses from different student perspectives. Students certainly have their own perceptions about this case. The existence of pros and cons related to this case makes researcher feel interested in researching the Perceptions of UKI Toraja English Education Study Program Students Towards the TikTok Application as English Learning Media in improving pronunciation. The purpose of the study was to describe the perceptions of students of the English Education Study Program at Universitas Kristen Indonesia Toraja (UKI Toraja) towards the TikTok application as a medium for learning pronunciation in the field of vowel sounds. With the title "Students Perceptions: Using Tiktok as Learning Media in Learning Pronunciation at UKI Toraja". This research was conducted among students of the English Education Study Program at UKI Toraja because students are the successors who are prepared to enter the world of professions in the field of education, especially English Education teachers. Therefore, the researcher believes that the opinions or views of UKI Toraja English Education Study Program students on the TikTok application as a learning media

for pronunciation in the vowel sounds section will greatly determine the effectiveness or ineffectiveness of the application.

B. Research Question

Based on the research background above, the research question formulated is what is the perception of students of the English Education Study Program at Universitas Kristen Indonesia Toraja (UKI Toraja) towards the TikTok application as a medium for learning vowel sounds pronunciation?

C. Objective of the Research

The purpose of this research is to answer the statements that appear in the research questions. Based on the research question, the research objective is to describe the perceptions of English Education Study Program students at Universitas Kristen Indonesia Toraja (UKI Toraja) towards the TikTok application as a medium for learning vowel sounds pronunciation.

D. Significance of the Research

1. Theoretical Significance

The findings of this study reveal students' perceptions regarding the use of TikTok as an English learning media in improving pronunciation at UKI Toraja

English Education Study Program. This research is important because there is still a lack of understanding regarding the effectiveness of TikTok application in improving pronunciation in English. The results of this study are expected to contribute to the development of educational theories that integrate technology and social media, providing new perspectives on their role in modern learning environments. Additionally, this research aims to expand the understanding of how the TikTok application can be effectively utilized in the teaching and learning process, particularly in enhancing student engagement, facilitating knowledge acquisition, and improving overall learning outcomes.

2. Practical Significance :

This research helped students or lecturers in choosing learning media or even in designing effective teaching strategies by utilizing TikTok. By understanding student perceptions, educators can also adjust teaching methods to increase student motivation and participation. The results of this study also provided practical recommendations to integrate TikTok in learning and teaching and minimize the negative impact of its use.

E. Research Methodology

In this research, the research method used by the researcher is qualitative research method. Qualitative research is more detailed and in-depth because the results can provide a realistic perspective on the social world experienced by

participants. Qualitative research produces descriptive data in writing or speech and subject behavior (Bogdan & Biklen, 1998). This method is used to gain a general understanding of social reality from the perspective of participants. According to (Wahidmurni, 2017), qualitative research methods are used to answer research questions about data in the form of narratives resulting from interviews conducted. This research method allows the researcher to obtain optimal data and results, especially regarding the perceptions of UKI Toraja English Education Study Program students towards the use of the TikTok application as a media for learning English in improving pronunciation.

F. Definition of Key Terms

1. **Learning Media:** Learning media is any form of media, materials, and resources used in the learning process to assist students in understanding learning materials.
2. **TikTok:** A social networking app that allows users to create and share short videos, which is now being used as a learning media.
3. **Pronunciation:** Pronunciation is a way of pronouncing words or producing sounds using the mouth organs correctly.
4. **Perception:** Perception is the process of receiving, interpreting, and understanding information from the environment through the five senses, based on one's experience and knowledge.