

Value Engagement of TikTok: A Review of TikTok as Learning Media for Language Learners in Pronunciation Skill

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Abstract: This study describes the use of TikTok as a medium for Language Learners in learning pronunciation based on value engagement. This study uses a descriptive qualitative. The research uses Exolyt as an analytical tool to determine engagement values including clicks, comments, and shares. The researcher uses five popular content creators, namely @englishwithgeet, @english.with.lucy, @englishwithcarla, @englishwithnab, and @andreholmenglish. The analysis shows that the pronunciation category has the highest engagement because pronunciation is one of the important elements in English speaking and short video duration is very suitable for this category. It shows clear sound, images, filters, and material in the delivery of material, attractive images (right light), and the influence of the creator and material presented is more specific and clearer. These videos from @english.with.lucy and @englishwithnab consist of phonetic symbols. The use of the phonetic symbol is important in learning pronunciation to make it easier for viewers or English learners in pronouncing English words correctly. Besides pronunciation, the learners also can learn grammar, vocabulary, and common mistakes in English. TikTok application, together with the proper use and method can be used as an interesting, interactive, and innovative learning medium in learning and even teaching English.

Keywords: Exolyt, Language Learners, Learning Media, Pronunciation, TikTok

INTRODUCTION

The development of the internet which has resulted in social media has displaced conventional ways in a more accessible way, namely by using social media. With the convenience of downloading the application, the information we want to find is easy. Social media is an internet-based network that facilitates communication with other users that can be accessed via computers or smart devices. Social media also makes it easier for users to participate, share and create content, such as blogs, wikis, cyberspace, and so on. Social networks are activities where everyone is connected through social media, we can do unlimited things that previously did not exist and be limited. In this case, the most dominant is the millennial generation and Z (Ramadhan, 2020).

One of the social media platforms that are currently in demand by all people in 2020, especially Millennials and Generation Z, is TikTok. One of the social media is hotly discussed and the most used (Firamadhina & Krisnani, 2020). By using a social constructionist perspective where the results of the interpretation of social interactions form a sense of self for users and viewers who are interested in certain content on TikTok. In 2017, ByteDance, a

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Chinese Internet company introduced a new social media-based sharing app called TikTok. In 2018, ByteDance bought Musical.ly which had a substantial U.S. based audience, and merged it with TikTok which is gaining a presence among Americans. (Singh & Diamond, 2020, p. 252). TikTok made its official debut overseas when it combined with Musical.ly in 2018 (Smith, 2020). TikTok is the leading short-video provider (Verica & Zlatko, 2020, p. 33).

TikTok has been around since September 2017 (Brach, 2020b). TikTok is one of the world's fastest-growing social media networks, with over 100 million users in only a few months. TikTok enables users to make short 15-second videos that may include music, filters, and a variety of other creative elements. TikTok has become one of the world's most successful non-gaming applications. TikTok had about 315 million installs in the first quarter of 2020. In total, the viral video site has obtained over two billion updates from the App Store and Google Play.

Xu et al. (2019) state that TikTok primarily employs human body key recognition technologies to achieve correct interface poses to goal posture. Artificial intelligence (AI) and intelligent algorithm technologies are the primary emphases of Matching. An important advantage in the development of TikTok may be attributed to having a strong algorithmic technical support infrastructure. The "Tik Tok" content is very dynamic, with a large number of events taking place both online and offline that are targeted at young people who have a great deal of creativity and interest in it. It has also spawned a music scene that is unique and distinctive in its style and composition. There are several content categories in the music genre that are worth mentioning. The special effects are very impressive and in keeping with the current fashion. In the era of knowledge payment, "Tik Tok" and major music retailers work together to provide a wide variety of music to their customers. They used big data mining to learn about their customers' preferences so that they could recommend a variety of content to them that would be easier for them to choose from (Riaz et al., 2019).

TikTok has its share of influencers, and the 15-second video format attracts what is known as meme machines (Schellewald, 2021). Wayne (2020) states that TikTok users can search for the video using keywords or they can use specific hashtags. They can just use the Discover page and look for videos that they are interested in by using keywords or specific hashtags. The TikTok application has several features that support distance learning, namely: (1) Recording voice which functions to record sound through a device, then integrated into a personal TikTok account; (2) Recording a video that functions to record video via a device, then integrating it into a personal TikTok account; (3) Having back sound (background sound) functions to add background sounds that can be downloaded on the TikTok application storage media; (4) Editing functions to improve and edit the draft video that has been made; (5) Share which functions to share videos that have been made; (6) Having a duet that functions to collaborate with other TikTok application users.

According to Stringer & Aragón (2020), Tiktok is a short-video platform that builds upon the features of other applications. TikTok allows users to create short videos that focus on background music and sounds like a template for generating content. TikTok is a social video creation and sharing platform that grew exponentially (Whitehead, 2020). The data of TikTok downloads from 1st quarter of 2017 to 1st quarter of 2020 which was published by Statista Research Department, on February 4, 2021, is below.

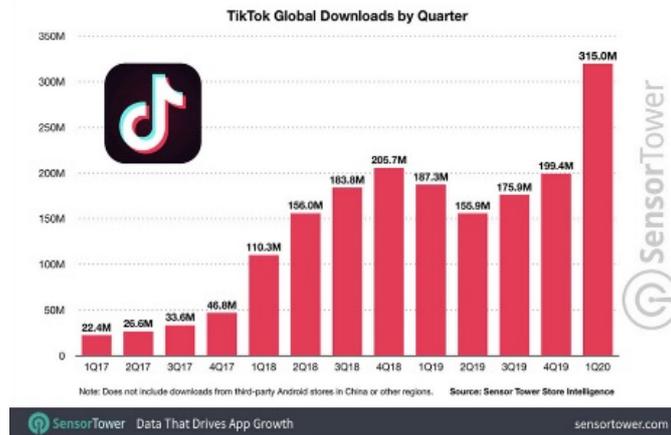


Figure 1. Number of TikTok downloads from 1st Quarter 2017 to 1st Quarter 2020

Based on the figure above, according to Sensor Tower Store Intelligence, the social video app TikTok has been downloaded more than 2 billion times worldwide on the App Store and Google Play. The new accomplishment comes just five months after TikTok crossed 1.5 billion downloads. It had the most downloads for any app in a quarter ever in Q1 2020, with over 315 million installs through the App Store and Google Play. Although TikTok was already successful and supported by a massive user growth program, the app’s latest boom coincides with the global COVID-19 pandemic, which has users searching for new ways to buy, work, and communicate with others more than ever. Data for 2020 is even more interesting considering the Coronavirus pandemic and lockdown policies in various countries show how embedded mobile applications and services are in our daily lives. While, in Q1 2021, we can see the most downloaded application as in the picture below.



Figure 2. Top Breakout Apps Worldwide in Q1 2021

As shown in Picture 1 above, in Q1 2021, TikTok remained the most downloaded app in Q1 2021, maintaining its two-year growth trend. TikTok is the most downloaded application in the first quarter (Q1) of 2021, both on Google Play and the App Store. This information is based on App Annie’s latest report on the download achievements and spending of users on the app, both on Google Play and the App Store. App Annie itself is a market intelligence service that provides data related to the performance of an application in a mobile markets store such as the Apple App Store or Google Play Store. Despite facing blocks and bans in several countries, TikTok is still the most downloaded app for users worldwide. App Annie’s ‘Breakout Apps’ list, which shows the apps with the fastest download development quarter over quarter, is even more noteworthy.

TikTok is the fastest-growing social media platform in the world (Brach, 2020a). TikTok is available in 154 countries and has been downloaded more than 1.5 billion times worldwide. It has more than 1 billion users worldwide and has more than 800 million monthly active users. According to Ahlquist (2020), TikTok's mission is to inspire creativity and bring joy to users and viewers or audiences. TikTok enables users to create a short music video with music and lip-sync videos of three to fifteen seconds, and short looping videos of three to sixty seconds. Videos can be sped up, slowed down, and edited with filters and music backgrounds from various music genres or popular songs. Interactions occur through comments and messages (Quesenberry, 2020, p. 201). The TikTok platform contains videos that are only 15 seconds to 60 seconds long. This is due to research findings that say Gen Z who is included in the TikTok target has only 8 seconds to pay attention. The results of research during 2019, the Z generation only has a second attention of 8 seconds. It means that TikTok can provide a meaningful window into the lives of younger generations (Literat, 2021).

It is undeniable, so far, the largest number of TikTok users are still contributed by young people or Generation Z. The increasing number of TikTok application users cannot be separated from the pandemic which has resulted in large or even small-scale social restrictions, forcing the majority of Indonesians to stay at home more with activities and at home for a long duration. Because from birth they are close to smartphones and they already understand which content they like so they are more selective. The increasing number of TikTok application users cannot be separated from the pandemic which has resulted in large or small-scale social restrictions, forcing the majority of Indonesians to stay at home more with activities for a long duration

Besides TikTok as a medium for entertainment for people, TikTok can be used for learning media. People can learn anything from the TikTok application which can be run on mobile devices based on Android and iOS. So, learning media also can operate anytime and anywhere. This learning media is included in the category of mobile learning-based learning media (Fitria, 2022). Among the many choices of social media that can be used to present learning materials, TikTok can be used to present short video content that can attract students to study learning material. Looking at the fact that there are more than 10 million users in Indonesia and the majority are school-age children (students), it can be seen that the TikTok application is the prima donna, loved and attracts millennials, the majority of whom are school-age children. TikTok can be processed into interesting and interactive learning media for students or learners.

There are several findings from previous research related to TikTok as teaching and learning media. The first research is written by Aji & Setiyadi (2020) that the TikTok application is one of the right methods and techniques, it can be used as an interactive learning medium for learning the Indonesian language and literature. With its various features and ease of operation, the use of the TikTok application can be implemented in learning the Indonesian language and literature. The second research was written by Taubah (2020) that the TikTok application together with the use of the method and the right technique, can be used as a learning medium that is interactive for learning Arabic, especially Arabic speaking. With its various features and ease of operation, the use of the TikTok application can be implemented in learning Arabic. The third research is written by Luisandrith & Yanuartuti (2020) that the implementation of dance learning video media through the TikTok application, several stages using the term cycle, the first cycle, the teacher delivers subject matter using an interdisciplinary approach, the second cycle, the teacher provides an appreciation process by providing instructional video media to students via WhatsApp, cycle The three students were asked to re-express the video that the students had seen based on the student's ideas,

concepts and creatively. The fourth research is written by Nabilah et al. (2021). They state that the students agreed that the usage of TikTok in learning to write descriptive texts is beneficial since it adds positively to the learning process and may help students become more motivated. It encourages them to pay attention and actively engage in the learning process. The fifth research is written by Zaitun et al. (2021). In their study, it was discovered that utilizing the TikTok application as a medium for communicating with students may improve their confidence in speaking English as well as provide them with new experiences in expressing themselves freely on the TikTok application. The sixth research is written by Pratiwi et al. (2021) founding that respondents had a positive attitude toward the TikTok application as a video aid while learning through the TikTok application, and they used it as an English language learning strategy to assist and enhance literacy and speaking skills in the process of learning English. The majority of those studies indicated a strong desire to utilize the TikTok program to view and comprehend all of the material connected with fundamental English abilities.

Based on previous studies, the authors discussed Tiktok utilization in learning and teaching English. Here, the research also is interesting to discuss, but the research wants to analyze the value engagement of TikTok, especially learning English from popular content creators. TikTok is not only a medium of entertainment but also a medium of education, especially those related to teaching and learning English. Many content creators provide English learning content (Warini et al., 2021), such as English skills (reading, listening, speaking, and writing), grammar, common mistakes, English facts, pronunciation, and vocabulary (Dakhi & Fitria, 2019). TikTok is becoming a useful tool. They may be speaking in English and require the inclusion of English subtitles to reach a wider audience (Ostrowski, 2020). Among the popular hashtags used for learning English topics on the platform include #learnenglishdaily (over 117.1 million views), #learnenglishonline (over 20.9 million views), #dailylearnenglish (more than 40.2 million views), #edutokenenglish (over 208.1 million views), #funenglish (9.0 million views), #englishlessonfun (over 22.2 million views), #englishisfun (over 12.2 million views), #englishtiktok (over 41.8 million views), #tiktokenglish (over 130.9 million views), #belajarbahasainggris (over 247.7 million views), #bahasainggris (over 201.5 million views), #englishlearning (over 72.6 million views), #learningenglish (over 155.7 million views), etc. Wilson (2020) defines that TikTok has huge influencers, some of which have millions of subscribers.

Therefore, this application can help students and learners to learn English and develop personal creativity. Self-creativity in using this application can be developed by creating some content that focuses on learning. Therefore, this application is not just an entertainment. TikTok content referred to in this study is content that can support English Language Learning (ELL) among millennials and Gen-Z. This was chosen because of the phenomenon of the rampant development of TikTok among millennials and it can be used as an educational tool related to English Language Learning.

This research aims to describe the phenomenon of the widespread use of social media "TikTok" as a medium for learning English online. This research focuses on TikTok's appeal to learners as a complement to learning English through online video content presented by several content creators which have content related to pronunciation, vocabulary, grammar, and common mistakes. Furthermore, TikTok's attractiveness for millennials and Gen-Z will be seen based on the highest engagement of the most likes, shares, and comments for each pattern or type of English material from several content creators in TikTok.

METHOD

This study used a descriptive qualitative method. According to Lapan et al. (2011), qualitative research contrasts with quantitative research which places more emphasis on the study of phenomena from the perspective of insiders (researcher). This research was to describe the phenomenon of using TikTok as a medium for learning English online.

In this research, data were collected using documentation in the form of digital such as videos. Videos are taken from TikTok which consisted of the four best content creators. Several content creators were selected from the most popular hashtags on TikTok related to learning English; hashtag #learnenglish (over 1 billion views). Concerning learning English, the researcher took several content creators based on the number of followers, videos, likes, and content presented. The example of accounts used is namely six content creators who have content about learning English, such as @lclanguagecenter, @johnhiday, @englishwithgeet, @english.with.lucy, @englishwithcarla, and @english_with_teacherluke. The high engagement of online videos for those content creators was taken from videos uploaded from December 2020 up to April 2021.

This study also used TikTok analytical tools to determine engagement values including clicks, comments, and shares; it is Exolyt or <http://exolyt.com>. Exolyt is a social media Analytics Tool & Viewer for any profile or video that is designed to assist influencers, advertisers, and content producers in increasing their engagement and making the most of their social media profiles. Based on the data collected, there are several stages in data analysis. First, categorizing the data based on the type of lessons learned from a content creator. Second, analyzing the data based on the highest number of likes, shares, and comments contained in TikTok videos. Third, categorizing the lesson type from each content creator. Fourth, looking for the highest engagement value for each type of lesson in each content creator, then comparing with each other and presenting them in the table. Last, determining the attractiveness of TikTok for the millennial and Z generations.

RESULTS

This study describes the use of TikTok as a medium for Language Learners in learning pronunciation based on the value engagement category in learning English based on Exolyt, the analytics tool for TikTok profiles or videos. The tools help influencers, marketers, and content creators to view analytics, track statistics and gain insights into an engagement. TikTok videos of learning English usually found several engagement categories, they are pronunciation, grammar, vocabulary, and common mistakes.

- a. Pronunciation. Pronunciation is how a word is pronounced (Aboe, 2018). It is how the fundamental symbols of language, segmental phonemes, or speech sounds, emerge and are organized in patterns of tone, loudness, and duration that are referred to as pronunciation. Pronunciation is the act or result of producing speech sounds, including articulation, emphasis, and intonation, often concerning some standard of correctness or acceptance. In essence, pronunciation is pronunciation in English which includes articulation, emphasis, and intonation. Pronunciation in English is very important, especially for non-native speakers. Because sometimes if the pronunciation is wrong it can hinder communication.
- b. Grammar. Grammar helps people understand how words and their components combine to form sentences (Fitria, 2019). Therefore, Fitria (2020) supports that grammar is an important part of the language that can make the language clearly understood. Grammatical structures exist in all languages, not only in English. There are three fundamental grammars in English, which are as follows: 1. Etymology is the study of the origin of words. Etymology is the study of how to correctly order English letters to form a valid English word in the English language. In etymology, English words are divided

into eight categories, which are referred to as the Eight Parts of Speech. 2. Orthography is a kind of writing that is spelled correctly. In the form of writing or symbols, orthography may be defined as a language's spelling system or as a description of the sound of a language's pronunciation. Orthography issues include issues with spelling, capitalization, word breaking, and punctuation, among other things. The elements of orthography that are covered are the letter, the word, and the syllable. 3. The structure of the sentence. Syntax is the study of how to assemble English words into an acceptable and suitable English sentence. It may also be stated that syntax is a subset of grammar that examines the process of creating a sentence

- c. Vocabulary. Vocabulary is the knowledge of words and their meaning. Access to a wide, varied, and rich vocabulary enables people (learners) to communicate ideas, and express feelings and needs (Finlayson, 2016). In learning English, the thing that we should not ignore is vocabulary. Mastering vocabulary is very basic, it will look strange if you master English material but don't master English vocabulary
- d. Common Mistakes. It is common practice to use English words in everyday life, both formally and informally. However, the majority of English users in Indonesia generally do not escape from basic mistakes both in writing or speaking English. Everyone who learns a language, especially English, must experience language errors. The systems of Indonesian and English are very different, which makes us mix up the two languages. Hageny (2021) states that understanding the most common grammatical errors may assist learners in improving their writing skills.

Based on the finding results, there were five content creators having content about learning English, such as @englishwithgeet, @english.with.lucy, @englishwithcarla, @englishwithnab, and @andreaholmenglish. There are several videos from content creators which have been uploaded on their TikTok. They are elaborated specifically below.

Content Creator 1 @englishwithgeet

The content creator @englishwithgreet has verified the account in TikTok. It has 6.8M followers, 47.9M likes, and follows 3 followers on TikTok. The content creator @englishwithgreet has an American English accent. She is an Indian English-teaching celebrity who makes videos in English, Hindi, and Urdu for her million followers. This content creator is very active in uploading videos related to learning English in various categories. This is interesting because content creators tend to use pictures as examples that make it easier for users to understand and remember the material presented. In addition, the learning material is presented; ranging from sound, image creation, and content creator communication with others. This content does not use excessive filters in the video but instead finds a more practical way to convey the material, but the content creator does not include the phonetics of how to pronounce the words in her video. Below are the pictures of the video on TikTok as follow:

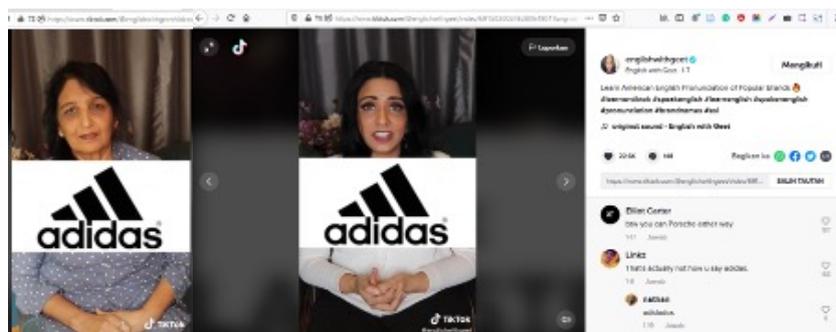


Figure 3. Video of Learning Pronunciation in TikTok Account @englishwithgeet

Based on the picture above, shows TikTok's video entitled "Learn American English Pronunciation". This video discusses how to pronounce several popular brands' names in an American accent, such as the brand "Adidas, Levi's, Lacoste, Porsche". The pronunciation category received the highest engagement with 22.6K likes, 148 comments, and 924 shares in TikTok. The video with the highest engagement was uploaded on January 7, 2021, and specifically contains how to learn American pronunciation related to brand names that often appear in our daily activities.

Furthermore, this TikTok video also generally received positive comments from users/viewers. Here are some examples of user/viewer positive comments, for example, "she said them all right", "You encouraging me, thank you", "you the best", "very helpful", "super way of talking dear mam", "thank you for doing this", "good learning", "excellent", "Now, I know (Porsche), thank you", "great", "Brands such as Porches, Gucci, Versace, etc are always difficult to pronounce as it is as French", "why you fixing Indian accent to American accent?", "How to pronounce the word Nike please?", "What is the correct pronunciation of Cerave?", "You are not America, your Indian ok", "Is it American or British?", etc.

Content Creator 2 @english.with.lucyy

The content creator @english.with.lucyy has 89.0K followers, 321.1K likes, and follows 1680 followers on TikTok. The content creator @english.with.lucyy has a British English accent. This content creator is active in uploading videos related to learning English in various categories every day. The creator of @english.with.lucyy is also a native English speaker. This account provides a unique and fun English teaching method with his distinctive style. Not only that, the material she delivers is easy to understand, so we won't be confused about getting the essence of her teaching. In her videos, also added subtitles of phonetics about how to pronounce the words correctly, so we can understand the material. Besides, this account provides various types of English learning content that we can enjoy. The content covers tips, acronyms, beautiful English words, idioms, English expressions in conversation, vocabulary, pronunciation, grammar, and much more. Below are the pictures of the video on TikTok as follow:

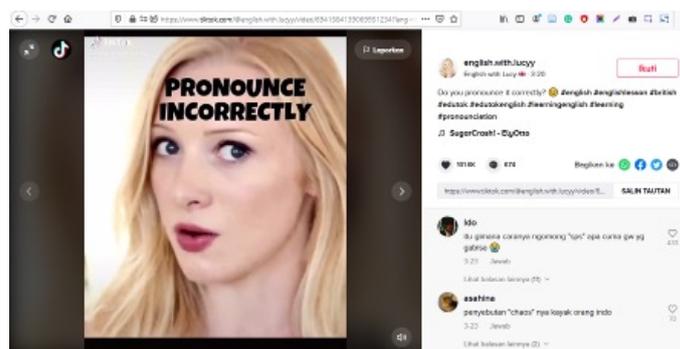


Figure 4. Video of Learning Pronunciation in TikTok account @english.with.lucyy

Based on the picture above, shows TikTok's video entitled "Ten words you might pronounce correctly? Do you pronounce it correctly?". This video discusses how to pronounce several words in a British accent, such as the word "crisps" is pronounced /krisps/, the word 'recipe' is pronounced /'resəpi/, the word "chocolate" is pronounced /'tʃɒklət/, the words 'chaos' is pronounced /kems/, the word 'Wednesday' is pronounced /'wensdəi/. The pronunciation category received the highest engagement with 22.6K likes, 148 comments, and 924 shares in TikTok. The video with the highest engagement was uploaded on March 20, 2021, and specifically contains how to learn British pronunciation which often appears in our daily activities.

Furthermore, this TikTok video also generally received positive comments from users/viewers. Here are some examples of user/viewer positive comments, for example, “penyebutan ‘chaos’nya kayak orang indo”, “pronouncing ‘crisps’ is a nightmare for me”, “Wait, it’s so easy. And English is not my native language”, “I got all them right”, “I pronounce all of them correctly”, “Thank you”, “Chocholate and recipe sound like Malaysian”, “I’m glad I’ve pronounced it right in my life”, “Luckily, I had a very good English teacher”, “Can you give more than this? I think this so useful”, “Thanks gorgeous teacher”, “Thank you so much my online teacher”, “I love Lucy, when I want to watch her classes...”, “Excuse me lady, different country and people has different accents”, “The word Chaos is hard for me”, “I pronounce all of them accurately”, “Not me pronounce Chaos is Caoss”, “I only mispronounced Crisps, I always pronounce Crips”, “I thought Chaos is pronounced as ts-aws”, “All the words that you said, I’m pronouncing correctly”, “These are basics, I’m not even native speaker and I know that...”, “Since Malaysian learned British English as our second language, I got all of them correct”, “Great, well done!”, “Well, I pronounce same”, “Hey Lucy, I follow you since from YouTube channel”, “I used to love your YouTube channel”, “Heavily, thanks!”, “I did all right”, “I say them all the right way”, “Very funny, thanks helps a lot”, “Cool lesson, can you do more? “, “That’s 10 words already? “, “You are good!”, “Brilliant!”, “Great accent”, “Brilliant, keep it up!”, “I pronounce them correctly except Crisps”, “If you write them under video it’s so better”, “Having a basic understanding of IPA really helps!”, “Thanks for using IPA in your videos”.

Content Creator 3 @englishwithcarla

The content creator @englishwithcarla has 140.4K followers, 795.4K likes, and follows 143 followers on TikTok. The content creator @englishwithcarla also has a British English accent. This account that teaches English is interesting. This account provides an English learning method that is easy for listeners to understand. Apart from that, there is some content that Danish usually teaches his followers such as pronunciation, and much more. This account provides English learning content that does not give the impression that we are learning English. Besides, this account provides various types of English learning content such as vocabulary, pronunciation, grammar, and much more. Below are the pictures of the video on TikTok as follow:

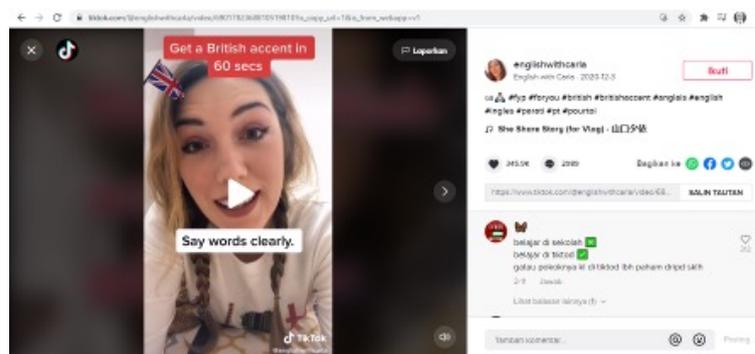


Figure 5. Video of Learning Pronunciation in TikTok account @englishwithcarla

Based on the picture above, shows TikTok’s video entitled “Get a British in 60 sec”. This video discusses how to pronounce several words in a British accent, such as “Pronounce the letter U = you” in words “stupid (st-you-pid)”, “human (h-you-man)”, and “duty (d-you-ty)”. In pronoun consonants, hotter-better. “O shapes for the mouth”, such as in the expression “How are you?”. The content creator also teaches us to not say ‘huh’, when you say “er” such as in ‘teacher, jumper, harder’, also say ‘aaar’ not ‘ah’, such as the word ‘grass’, ‘bath’. The pronunciation category received the highest engagement with

345.9K likes, 2989 comments, and 10.8K shares in TikTok. The video with the highest engagement was uploaded on December 3, 2020, and specifically contains how to learn British pronunciation which often appears in our daily activity.

Furthermore, this TikTok video also generally received positive comments from users/viewers. Here are some examples of user/viewer positive comments, for example, “I love British accent but at the same time I find myself using both British American”, “I never heard a British ccent. I’ve heard Welsh, Irish, English, and Scotish. It is new one for me”, “I love the accent baby”, “I have your accent”, “For me British accent is one of the unique but funny accent”, “I’m Asian and I really love British accent”, “I recommend studying phonetics. It really helps”, “Oh this is really helpful, thank you”, “Thank you for this”, “Thank you for teaching me”, “I love British accent so much”, “You made myself conscious of my mouth marking ‘a’ ‘o’ now”, “Jadi ikutan practice gue”, “I love British accent”, “I love this!, I love this accent”, “You already have a British accent, but you’re doing this is fun”, “Now, I can speak British”, “I need this!”, “Sometimes British accent took so much of my energy to pronounce it”, “Thank you, I needed that for my English major”, “I really love the British accent, thank you for this!”, “Do more please, it very helpful. I love so much”, “That is the way I install TikTok, for this!”, “Thank you so much!”, “It sounds expensive”, “I want more words”, “It’s nice”, “Can I save this video?”, “I love your accent! I want to learn more and have someone to practice with”, “It’s amazing”, “I’m getting better at this”, etc.

Content Creator 4 (@englishwithnab)

The content creator @english_with_teacherluke has 327.9K followers, 1.3M likes, and follows 8 followers on TikTok. The content creator @englishwithnab has an American English accent. This content creator shows the learning material is interesting to be seen and presented. It can be seen from the appearance of the video that it is interesting because the content creator delivers the material on the video with clear pronunciation, complete with a title that is easy to understand, equipped with phonetic (the symbol system used in the pronunciation of words) in learning how to pronounce the words. Thus, this content creator also uses a zoom effect on every emphasis of the material presented. However, this content does not use excessive filters in the video but instead finds a more practical way to convey the material, but the content creator includes the phonetics of how to pronounce the words in his video. Besides, this account provides various types of English learning content such as vocabulary, pronunciation, grammar, and much more. Below are the pictures of the video on TikTok as follow:



Figure 6. Video of Learning Pronunciation in TikTok account (@englishwithnab)

Based on the picture above, shows TikTok’s video entitled “How to pronounce these words correctly”. This video discusses how to pronounce several words in English, such as the words “war” is pronounced /wɔ:r/, the word “wall” is pronounced /wɔ:ll/, the word

“word” is pronounced /wɜːd/, the word “world” is pronounced /wɜːld/, the word “would” is pronounced /wʊd/.

The pronunciation category received the highest engagement with 21.8K likes, 143 comments, and 562 shares in TikTok. The video with the highest engagement was uploaded on December 13, 2020, and specifically contains how to learn English pronunciation which often appears in our daily activity. Furthermore, this TikTok video also generally received positive comments from users/viewers. Here are some examples of user/viewer positive comments, for example, “Amazing”, “Great job”, “How about G pronunciation like glad, grate and glass? I have some problems with them”, “World” is the difficulty between them”, “You are amazing”, “Thanks”, “Word World is the most difficult between them”, “Can you do it with ‘girl’?, cause I can’t pronounce right”, “Could you please make a video with the word ‘huge, hurt, heart’? Thanks”, “You are amazing”, “There was a big problem for me. Thanks for your help”, etc.

Content Creator 5 @andreaholmenglish

The content creator @andreaholmenglish has 1.1M followers, 6.0M likes, and follows 52 followers on TikTok. The content creator @english.with.lucyy has an American English accent. The videos from content creator @andreaholmenglish are interesting because every video taken is taken outside the room so it looks interesting in the delivery of the material and other users are also interested in seeing what videos are uploaded by the content creator. In addition, the examples used by content creators are easy to remember because they are used in daily activities. In pronunciation learning videos, the content teacher also gives tricks to pronounce the words, for example, the position of the mouth when pronouncing a word correctly. Content creator @andreaholmenglish doesn’t use excessive editing on every video it uploads, but content creators find a more practical approach to the content. Besides, this account provides various types of English learning content that we can enjoy. The content vocabulary, pronunciation, grammar, and much more. Below are the pictures of the video on TikTok as follow:

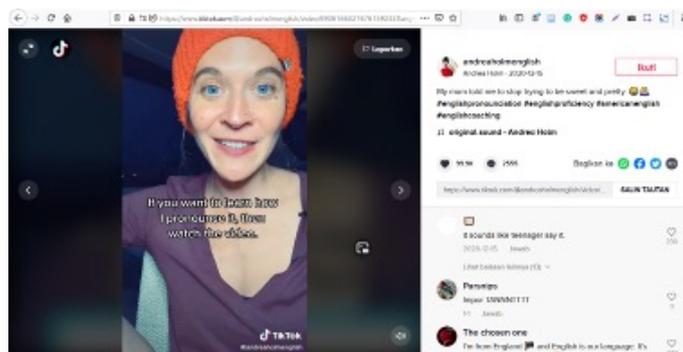


Figure 7. Video of Learning Pronunciation in TikTok account @andreaholmenglish

Based on the picture above, shows TikTok’s video entitled “Do you pronounce it correctly?”. This video discusses how to pronounce several words in an American accent, such as giving the instruction “Put your tongue here, and say ‘nn’”. For example, the word “Important” is pronounced “im-POR” and then a slight pause “nn” to be “imPOR-nn”. The content creator also asks followers “Can you tell that it sounds more natural or fluent like a native”. But also, the content creator gives the trick to the followers “The trick here is not to be too embarrassed, and to find the right flow”.

The pronunciation category received the highest engagement with 99.9K likes, 2.555 comments, and 22.988 shares in TikTok. The video with the highest engagement was

uploaded on December 15, 2020, and specifically contains how to learn British pronunciation which often appears in our daily activity. Furthermore, this TikTok video also generally received positive comments from users/viewers. Here are some examples of user/viewer positive comments, for example, “I got your point, thanks for sharing”, “Thanks for the tips...”, “I love your videos”, “Really good comment in the beginning! I really disagree when people get obsessed about accents”, “Thanks for your teaching lesson”, “Hi, how can I search you at YouTube? I love how you teach”. “Thanks for all? “I tried 10 times and still count get it right”, “Great tips!”, “Love you”, “Oh yes, pronunciation is important”, “Yes, I need help with my pronunciation, I think it is very important”, “English is awesome, there are so many accents around the world, but I am here to learn from you”, “Beautiful, thanks”, “You absolutely good”, “Thanks a lot”, “Please learning me more, thanks”, “Thanks for that information, it is very valuable”, “You are great!”, “You are the best!”, “I really like your accent. It’s easier for me than the British one for example”. “Like your videos, very much”, “I like having an accent. Thanks!”, “Is it American English? “, “I appreciate that you are teaching certain pronunciation”, “Thank you for messing my bad English”, “Thank you very much. Tips like these are super helpful to improve our spoken English”, “Very helpful, thank you”, “I just love your video”, “That’s help a lot”, “Thanks! You are the one and I really love the way you share your knowledge with me”, etc.

DISCUSSION

The development of the internet which has resulted in social media has displaced conventional ways in a more accessible way, namely by using social media. With the convenience of downloading the application, the information you want to find is easy. One of the social media that is hotly discussed and the most used by Gen Z is TikTok. By using a social constructionist perspective where the results of the interpretation of social interactions form a sense of self for users and viewers who are interested in certain content on TikTok. The videos on TikTok are often multilingual. Many users produce content in both their native language and English.

The results of the research show that five types of online TikTok video learning are often made by content creators, namely vocabulary, grammar, pronunciation, common mistakes, and English facts (English mistakes). Besides, it was also found that the highest engagement on each type of lesson was from the four content creators in Table 1 below:

Table 1. High Value of Engagement in Learning English based on Exolyt during December 2020 Until April 2021 from <http://exolyt.com>

No	Content Creator	Engagement Category	Type of Material			
			Pronunciation	Grammar	Vocabulary	Common Mistakes
1.	@englishwithgeet	Like	22.6K	8.992	11.2K	5.662
		Comment	148	48	40	30
		Share	924	305	261	286
2.	@english.with.lucy	Like	101.6K	22.6K	10.0K	2.647
		Comment	674	110	122	20
		Share	989	2.278	870	89
3.	@englishwithcarla	Like	345.9K	1.000	919	1.696
		Comment	2989	55	21	22
		Share	10.8K	27	26	9

4.	@englishwithnab	Like	21.8K	227	7.353	1.481
		Comment	143	4	29	17
		Share	562	2	227	42
5.	@andreaholmenglish	Like	99.9K	58.9K	52.4K	5.944
		Comment	2555	526	1.119	64
		Share	2988	1.440	4.190	112

Based on the table above, shows that there are five content creators, they are @englishwithgeet, @english.with.luccy, @englishwithcarla, @englishwithnab, and @andreaholmenglish. All the content creators show similar content of English learning in their videos on TikTok including pronunciation, grammar, vocabulary, and common mistakes. In knowing the engagement value of TikTok's videos, Exolyt is used as an analytical tool to determine engagement values in an application including likes, comments, and shares in the TikToks' videos.

TikTok's feature is not only in line with today's fast-paced knowledge retrieval model, but it also gives content makers the ability to make their videos more influential. According to Yang (2020), TikTok's distinctive attribute draws not only a large number of domestic English language educators but also a large number of native English speakers as content creators. First content creators @englishwithgeet have 22.6K likes, 148 comments, and 924 shares in the pronunciation engagement category. There are 8992 likes, 48 comments, and 305 shares in the grammar engagement category. 11.2K likes 40 comments and 261 shares in the vocabulary engagement category. 5662 likes, 30 comments, and 286 shares in the common mistake engagement category. The second content creator @english.with.luccy has 101.6K likes, 674 comments, and 989 shares in the pronunciation engagement category. There are also 22.6K likes, 110 comments, and 2278 shares in the grammar engagement category. 10.0K likes, 122 comments, and 870 shares in the vocabulary engagement category. 2647 likes, 20 comments, and 89 shares in the common mistake engagement category. Third content creator @englishwithcarla has 345.9K likes, 2989 comments, and 10.8K shares in the pronunciation engagement category. There are 1000 likes, 21 comments, and 26 shares in the grammar engagement category. 919 likes, 21 comments, and 26 shares in the vocabulary engagement category. 1696 likes, 22 comments, and 9 shares in the common mistake engagement category. Fourth content creators @englishwithnab have 21.8K likes, 143 comments, and 562 shares in the pronunciation engagement category. There are 227 likes, 29 comments, and 227 shares in the grammar engagement category. 919 likes, 21 comments, and 26 shares in the vocabulary engagement category. 1481 likes, 17 comments, and 42 shares in the common mistake engagement category. Then, in fifth content creators, @andreaholmenglish has 99.9K likes, 2555 comments, and 2988 shares in the pronunciation engagement category. There are 58.9 likes, 526 comments, and 1440 shares in the grammar engagement category. 52.4 likes, 1119 comments, and 4190 shares in the vocabulary engagement category. 5944 likes, 64 comments, and 112 shares in the common mistake engagement category.

From each engagement category, this study shows that the pronunciation category has the highest engagement of the five content creators above. The pronunciation category received the highest engagement from all five content creators when compared to other types of lessons such as grammar, vocabulary, and common mistakes. The pronunciation category has the highest engagement because TikTok as a social media only presents very short videos that are only 15-60 seconds long. If TikTok content is compared to content on IG and YouTube, the information conveyed by IG (grammar, vocabulary, etc.) can only upload image content so the learning process is not optimal. YouTube can discuss content

more deeply through videos that are presented with long duration than TikTok. However, TikTok, with its limitations that can only discuss content for a short duration, is most suitable for the pronunciation category engagement.

Based on the TikTok video display of the top 5 content creators, the pronunciation engagement is seen based on sound, images, filters, and material, namely clear sound in the delivery of material, attractive images (right light when shooting video), and the influence of the creator's creativity. Furthermore, the application of interesting filters, such as selecting effects and colors. Finally, the material presented is more specific, interesting, and clear. Other content attracts millennials and Z; those are vocabulary, grammar, common mistakes, and English facts. All of these categories also have a high number of likes, comments, and shares. Learners such as millennials and the Z generation are also interested in this content because it is presented with interesting material, short videos, and entertainment.

Pronunciation is a typical aspect of language learning (Smakman, 2019). This is because pronunciation is a fundamental element in English that is needed by everyone to be successful in speaking and writing (Fauzi, 2021). In addition, Gilakjani (2012) also states that using correct pronunciation is one of the basic requirements of English learners. Pronunciation is the process of producing sounds to convey language. It includes a language's unique sounds, as well as parts of speech that aren't represented by single sounds, such as intonation, phrasing, tension, and rhythm (Namaziandost et al., 2018). If people cannot pronounce vocabulary clearly and precisely, it can cause misunderstandings that can interfere with written and oral communication with other speakers.

Therefore, this is one of the reasons that pronunciation has such a high attachment. Pronunciation is an important element in English for success in speaking and writing and also short video duration is very suitable for this category. It was also found that TikTok has the power attractiveness as a medium for learning English online for learners/students. Simple and attractive material, fun to learn because it is equipped with back sounds, images, and edit filters (text, time, emoji). In addition, it can be seen from the comments on the TikTok video that users get benefits, and information, and are helped in understanding English more easily. So that many millennial and Generation-Z generations like this application as a medium for learning English online. This statement is also supported by Pratiwi et al. (2021) that usage of the TikTok application has a significant impact since it is helpful and offers advantages, such as making learning easier and more enjoyable, allowing users to view fascinating videos, conducting business, and quickly learn about what is going on in the world. According to the students' responses received, many people have improved their pronunciation, while others haven't improved at all, since they don't use TikTok or other similar apps. TikTok application may be utilized as a medium for pronunciation learning in English since it offers a variety of advantages and is successful in assisting students and instructors in their educational and learning endeavors in the twenty-first century

From the five content creators that have been analyzed above, the researcher prefers to choose videos from @english.with.lucyy and @englishwithnav, because the video consists of phonetic symbols. In the TikTok's video from @english.with.lucyy entitled "Ten words you might pronounce correctly?", the video discusses how to pronounce several words in a British accent, such as the word "crisps" is pronounced /krisps/, the word 'recipe' is pronounced /'resəpi/, the word "chocolate" is pronounced /'tʃɒklət/, the words 'chaos' is pronounced /keɪs/, the word 'Wednesday' is pronounced /'wenzdæi/. The TikTok's video from @englishwithnav also shows the IPA pronunciation, such as the words "war" is pronounced /wɔ:r/, the word "wall" is pronounced /wɔ:ll/, the word "word" is pronounced /wɜ:d/, the word "world" is pronounced /wɜ:ld/, the word "would" is pronounced /wʊd/.

The use of the phonetic symbol is important in learning pronunciation as stated by

Hancock & Donna (2012, p. 7), in learning pronunciation, knowing the phonetic symbols are useful. The International Phonetic Alphabet (IPA) is a phonetic notation system focusing largely on the Latin alphabet. In learning English pronunciation, we also need to learn phonetic symbols or IPA. Symbol phonetics leads to science that discusses and explains how a sound can be formed. In other words, this knowledge tends to direct the parts of our body that make a sound. The function of phonetic symbols is to make it easier for English learners in terms of pronunciation. English is a different language in that it is written and spoken. Unlike Indonesian which is written and pronounced the same, English tends to be different. For example, for the word “bird”, in English spelling, the correct pronunciation of “bird” is “bi: d”. The sound “r” in the middle of the word is removed and replaced with an emphasis on “i”. Broadly speaking, the function of phonetic symbols in English is to make it easier for non-natives to understand English pronunciation and also to clarify the differences between words that have homophones. So, when we have mastered the symbols in science, then we can also read various languages around the world such as English.

The TikTok application is one of the social media applications where each user can only upload videos with the creations they want. In the TikTok application, there are various video editing features. Teachers of course must be able to follow current trends and trends that are being followed by students. Therefore, the teacher must be able to use it as a learning medium so that students feel that they do not have difficulty in learning. In the TikTok application, many users make videos about tutorials/procedures. Regarding English learning material, educators/teachers can use the Tiktok application in English learning media. In terms of music, the TikTok platform can provide insights for students, on the other hand, it also challenges creativity to make certain movements, but this platform should also be used for other things, for example as a learning medium. Dewanta (2020) states that learning media in the form of the TikTok application can be applied to smartphones based on Android or iOS. This allows learning media to be accessed and operated anytime and anywhere. This type of learning media is included in the category of mobile learning-based learning media.

Based on the explanation and discussion above, it can be concluded that the TikTok application, together with the proper use and method, can be used as an interesting, interactive, and innovative learning medium in learning English. With various application features and being able to accommodate the four language skills, as well as the ease of applying them, the use of the TikTok application can be implemented in English learning. To find out the effectiveness of the TikTok application in improving English learning, further research is necessary.

CONCLUSION

This study states that the pronunciation category has the highest engagement because pronunciation is an important element in English for success in speaking and writing and also short video duration is very suitable for this category. It was also found that TikTok has the power attractiveness as a medium for learning English online for millennials and Generation Z. Simple and attractive material, fun learning because it is equipped with back sounds, images, and edit filters (text, time, emoji). In addition, it can be seen from the comments on the TikTok video that users get benefits, and information, and are helped in understanding English more easily. So that many millennial and Generation-Z generations like this application as a medium for learning English online.

Based on the description of the research results and conclusions, this research is expected to add insight for English teachers in terms of learning media, especially the use of current technology in the form of TikTok as an application to make learning interesting, creative, and innovative. For students, this research is expected to be used as practical

information in utilizing the TikTok application as a learning medium, especially in learning English pronunciation. This research is also expected for other researchers to be a reference in investigating similar topics, especially regarding the effectiveness of the TikTok application in improving English learning. Last but not least, for content creators, they can pay attention to sound, images, filters, and material in creating video contents. Also, they can present content with a short duration, but still, provide benefits and are also entertaining.

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