Edutainment of Using TikTok in Learning English Vocabulary a Case Study of Secondary Student

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Abstrak

Penelitian ini bertujuan untuk menguji penggunaan TikTok sebagai alat edutainment untuk penguasaan bahasa Inggris di kalangan siswa sekolah menengah. Penelitian ini berfokus pada bagaimana TikTok meningkatkan pengembangan kosa kata dan meningkatkan kefasihan siswa dalam bahasa Inggris. Dengan menggunakan metode survei kualitatif, data dikumpulkan dari 20 siswa sekolah menengah melalui kuesioner online. Hasilnya menunjukkan bahwa siswa menganggap TikTok sebagai media yang efektif untuk belajar bahasa Inggris, khususnya dalam hal memperluas kosa kata dan meningkatkan kepercayaan diri mereka dalam menggunakan bahasa tersebut. Temuan ini menunjukkan bahwa konten visual dan interaktif TikTok dapat memotivasi siswa untuk terlibat lebih aktif dalam pembelajaran bahasa. Studi ini menyimpulkan bahwa TikTok, jika digunakan dengan bijaksana, dapat menjadi sumber daya yang berharga untuk pendidikan bahasa, memberikan rekomendasi bagi para pendidik dan pembuat konten untuk mengembangkan materi yang lebih menarik dan mendidik di platform tersebut.

Kata Kunci: *Edutainment, TikTok, Pemerolehan Bahasa Inggris, Kosakata*

Abstract

This study aims to examine the use of TikTok as a tool of edutainment for English language acquisition among secondary school students. The research focuses on how TikTok enhances vocabulary development and improves students' fluency in English. Using a qualitative survey method, data were gathered from 20 secondary school students through an online questionnaire. The result shows that students perceive TikTok as an effective medium for learning English, particularly in terms of expanding their vocabulary and improving their confidence in using the language. The findings suggest that TikTok's visual and interactive content can motivate students to engage more actively in language learning. This study concludes that TikTok, when used thoughtfully, can be a valuable resource for language education, providing recommendations for educators and content creators to develop more engaging and educational material on the platform.

Keywords: *Edutainment, TikTok, English Language Acquisition, Vocabulary*

INTRODUCTION

A wide range of enjoyable learning media, including websites, music, movies, video games, computer apps, and educational television shows, can be used to implement edutainment. According to these assertions, edutainment products and apps have experienced variety in keeping with recent advancements in technology. It can be displayed on a variety of settings, including websites, video games, online video sharing, and television shows. The majority of edutainment products were originally designed as video presentations with the goal of promoting and supporting the idea of learning while having fun. For instance, traditional classroom settings with only lectures could be monotonous and causing student lost interest (Othman et al., 2022).

Nowadays, English contents are easily found. A lot of social media platforms use English in their contents. Moreover, English is also used in education. In Indonesia, English is an essential communication skill because aside from being applied in higher education institutions, it increases one's social status. Thus, English language education has been an intrinsic element of the Indonesian academic system (Boy Jon et al., 2021). However, learning English could be everywhere. In recent years, digital platforms have increasingly become integral tools in education, transforming traditional learning environments and engaging students in more interactive ways. Among these platforms, TikTok has gained immense popularity, especially among younger users, due to its short, visually appealing content and ease of accessibility. TikTok is a social media app that lets users make and share quick videos that frequently combine narration, music, and artistic expression. As such, it has the potential to be a platform for edutainment, which is the combination of

entertainment and education. By implementing one of edutainment such as TikTok application might be the way. It is still necessary to investigate how TikTok affects particular educational outcomes, such language proficiency, despite its widespread use. Knowing the effects of social media, especially TikTok, on language acquisition is essential because students use it for a large amount of their engagement.

RESEARCH METHOD

The data collected from the respondents was presented in this qualitative survey study, which used an online questionnaire. The purpose of this study is to find out how secondary school students perceive concerning using Tik Tok to learn English. It was employed to determine and identify the frequency of vocabulary usage of the TikTok application as well as the perceived influence of the app on learning a second language. Students in secondary school participated in the study as responders, according to the researchers. There are twenty students in total. The purpose of the study is to obtain detailed information about how students in secondary school perceive TikTok as a tool for expanding their vocabulary in English. By focusing on students who are members of the English club, the study targets a group of learners already motivated to improve their language skills, making them ideal respondents for assessing the potential impact of edutainment on vocabulary acquisition. The questionnaire, administered online, allows students to share their personal experiences and opinions regarding the influence of TikTok for English learning in a flexible and accessible format.

Secondary students can be offered the opportunity for increased student participation in the development of increasing vocabulary in edutainment such as TikTok application. Additionally, the research investigates the extent of TikTok usage for educational purposes, determining whether students are using the platform intentionally for learning or as a secondary benefit while they engage with its entertainment content. Through this qualitative approach, the research will provide valuable insights into how digital platforms like TikTok can be leveraged in language learning, particularly for vocabulary acquisition. It will also offer educators a deeper understanding of the benefits and challenges of integrating such tools into educational settings. The findings could help shape future pedagogical strategies, encouraging more student participation and motivation through interactive, entertainment-based learning applications (Sihombing et al., 2024).

Data Analysis

The instrument of the researchers used to get the necessary data from the respondents was a survey questionnaire they had created. The researchers employed a questionnaire known as the Descriptive Rating Scale. It gathered responses that show a variety of options and degrees of satisfaction. The interpretations are labeled as (4) strongly agree, (3) agree, (2) disagree, (1) strongly disagree, and to the extent, they are labeled as yes and no choices. It includes the opinions on how the TikTok application affects learning a second language, how often secondary students can enhance their English proficiency in vocabulary.

Data from the respondents was gathered using Google Forms or the online survey form. In addition, the researchers created a consent form for the participants, requesting their permission to administer a survey and informing them of the purpose of the study. The initial respondents were surveyed using a pre-planned survey schedule that included enquiries on the study's problem. The data was retrieved by researchers for analysis.

The results, analysis, and interpretation of the data are presented in this section. The data is separated into two sections: the respondents' perceived impact of the TikTok application and the application's utilization extent.

Indicators	Interpretation	Percentage
1. I can easily learn English by watching educational TikTok content.	Strongly Agree	65%
2. I learn while enjoying watching educational TikTok content.	Agree	75%
3. Educational TikTok content motivates me to learn and understand the English language.	Agree	75%
4. I believe that TikTok has increased my overall fluency in the second language.	Agree	60%
5. TikTok video content helps me to explore and find videos that enhance my self-esteem to learn English.	Strongly Agree	65%

Figure 1. Perceived Impact of TikTok Application to the Second Language Acquisition of the Respondents.

According to a recent research, students feel that utilising TikTok to learn English is beneficial, which validates the findings of this study. Students can enhance their English language proficiency by using TikTok to learn the language. This indicates that users can use TikTok to learn the language and advance their English language proficiency. A learner-centred approach, more student participation and interaction, a sense of community, creativity encouragement, and improved academic outcomes are all made possible by integrating social media into the teaching and learning process (Phikart & Botezat, 2021).

No	Indicators	Yes	No	Percentage
	1. Using the TikTok application helped me learn more about unfamiliar English words.	18	2	90%
	2. 2. Watching TikTok videos made it easier for me to quickly recall unfamiliar words I had come across.	16	4	80%
	3. TikTok is a helpful tool for learning new English vocabulary.	17	3	85%
	4. When it comes to learning English vocabulary, I prefer watching language-learning content on TikTok over using a textbook.	15	5	75%
	5. Language-learning videos on TikTok are effective in improving my vocabulary.	18	2	90%
	6. Whenever I come across unfamiliar words in TikTok videos, I can easily figure out their meanings by analyzing how they are used.	15	5	75%
	7. Through TikTok, I've learned that a word can have multiple meanings.	18	2	90%
	8. Watching TikTok videos has helped me learn both synonyms and antonyms of certain words.	18	2	90%
	9. After using TikTok to learn vocabulary, I feel more confident using new words in conversations.	15	5	75%
	10. TikTok has taught me how to use words correctly in different contexts, including both formal and informal situations.	18	2	90%

Figure 2. The Level of Vocabulary Utilisation of The TikTok Application.

Utilisation of the TikTok app in terms of vocabulary is observed in Picture 2. A total of 20 respondents provided answers to ten indications concerning the acquisition of vocabulary.

RESULT AND DISCUSSION

Students that exhibit positive learning reactions are frequently more active, creative, and eager to take advantage of every opportunity, including when it comes to making comments, asking questions, and clarifying ideas for those who might not comprehend

them. According to a related study by (Aziz & Sabella, 2021), students grammar skills improved more when Tik Tok was used as a teaching tool. The results of this study will be shown in two tables with several enquiries.

The results of the study highlight the significant impact of TikTok on second language acquisition, particularly in learning English. The findings are presented in two sections: the perceived impact of the TikTok application on learning and its effectiveness in vocabulary acquisition.

Perceived Impact of TikTok on English Language Learning

The data shows that a significant portion of respondents believe TikTok has positively influenced their second language acquisition. For instance, 65% of students strongly agree that they can easily learn English by watching educational TikTok content. This suggests that TikTok's video format, which typically combines short, engaging, and dynamic visuals with audio, provides an accessible and entertaining platform for language learning. The brevity and focus of TikTok videos may make it easier for students to digest new vocabulary and language concepts in smaller, more manageable portions.

Additionally, 75% of respondents agree that they learn while enjoying watching educational TikTok content, highlighting the role of edutainment in maintaining student motivation. This underscores the value of TikTok as a tool that blends entertainment with education, allowing students to acquire language skills without feeling the pressure or monotony of traditional learning methods. This aligns with existing research suggesting that student engagement and enjoyment can significantly enhance the retention of new knowledge, particularly in second language acquisition contexts.

Moreover, 75% of respondents agree that TikTok content motivates them to learn and understand English. This reflects the platform's ability to provide varied and engaging content that appeals to different learning styles, thereby boosting student motivation. The interactive nature of TikTok, with its potential for commenting, sharing, and even creating content, could be fostering a more active learning environment, wherein students are not merely passive consumers but active participants in the learning process.

Interestingly, 60% of students agree that TikTok has increased their overall fluency in the English language. While this percentage is lower compared to the other indicators, it still suggests that a majority of students perceive tangible improvements in their language skills through exposure to educational content on TikTok. It is possible that the rapid,

casual language used in TikTok videos helps students develop practical language skills that they can apply in real-life situations, contributing to a sense of increased fluency.

Lastly, 65% of respondents strongly agree that TikTok video content helps them explore and find videos that enhance their self-esteem in learning English. This finding suggests that TikTok's algorithm, which personalizes content to individual users' preferences, may play a crucial role in helping students find language-related content that resonates with their learning needs. This personalized content might be empowering students, boosting their confidence as they see themselves progressing in the language in ways that feel relevant and achievable.

The positive perceptions of TikTok's impact on second language acquisition, particularly in vocabulary learning, demonstrate the platform's potential as a valuable educational tool. Students find it engaging, motivating, and conducive to building confidence in their English skills. The study supports prior research, such as that by (Pikhart & Botezat, 2021) which suggests that social media platforms like TikTok can enhance language acquisition by promoting student interaction, creativity, and community-building. TikTok's visual and interactive nature provides a learner-centered approach, allowing users to be actively engaged while learning English.

TikTok's Role in Vocabulary Acquisition

The data presented in Table 2 highlights the extent to which secondary school students perceive TikTok as a valuable tool for English vocabulary acquisition. The results, based on 10 indicators, show a generally positive response toward the utilization of TikTok for vocabulary learning, with the majority of students agreeing that the platform aids in acquiring and retaining new English words. The first set of indicators shows that 90% of students agree that using TikTok helped them gain information about unfamiliar English words (Indicator 1). This suggests that TikTok's accessible and entertaining content allows students to frequently encounter new vocabulary in an engaging context, making it easier to learn. Similarly, 80% of respondents found that watching TikTok content helped them quickly remember unfamiliar words (Indicator 2), demonstrating that TikTok's repetitive and visual nature can enhance memory retention. Visual and auditory elements likely reinforce word meanings, helping students remember and internalize new vocabulary more effectively than traditional text-based methods.

A large majority of students 85% agree that TikTok is useful for learning new English words (Indicator 3). This suggests that students recognize the platform's potential to

provide educational content that supplements traditional learning methods. The data indicates that many students find TikTok to be an appealing and convenient tool for language acquisition, possibly due to its short, focused content, which allows for quick exposure to new vocabulary in bite-sized chunks.

Additionally, 75% of students indicated they would prefer using TikTok for learning vocabulary over traditional textbooks (Indicator 4). This reflects a shift in student preferences toward more dynamic and interactive learning tools. TikTok's ability to make language learning feel more entertaining and less like a chore may account for this preference, highlighting the role of edutainment in modern educational practices. However, this also indicates that while TikTok is a valuable tool, it is not a comprehensive replacement for textbooks, as 25% of respondents still prefer traditional methods.

When asked about the effectiveness of TikTok videos in improving vocabulary, 90% of respondents agree that the platform is effective in expanding their vocabulary (Indicator 5). This suggests that TikTok can be an efficient resource for students to access language content that helps them enhance their vocabulary in a meaningful way. TikTok's language learning content likely provides students with context, examples, and repeated exposure to new words, which are key factors in vocabulary acquisition.

In terms of analyzing word usage, 75% of students agree that they can easily analyze how words are used in TikTok videos to understand their meaning (Indicator 6). This indicates that TikTok provides enough contextual information in its content to help students grasp the usage of unfamiliar words, making it a valuable tool for learning vocabulary in context. Furthermore, 90% of students reported that they have learned about words having multiple meanings through TikTok (Indicator 7), reflecting the platform's ability to expose students to diverse language usage in real-life contexts.

A notable 90% of students agreed that TikTok helped them learn synonyms and antonyms (Indicator 8). This suggests that the platform's content is not only useful for introducing new vocabulary but also for expanding students' understanding of word relationships. Synonyms and antonyms are essential for language learners as they help expand the depth of vocabulary knowledge and improve language precision.

Similarly, 75% of students felt more confident using new vocabulary in conversations after using TikTok (Indicator 9). This highlights that TikTok may be encouraging students to actively use the vocabulary they've learned, which is crucial for developing conversational fluency. TikTok likely provides both formal and informal language contexts, which helps students feel more comfortable using new words in a variety of situations.

Moreover, 90% of respondents reported learning the appropriate usage of words in different settings, including formal and informal contexts (Indicator 10). This reflects TikTok's capacity to introduce students to the nuances of language use in various social and cultural situations. By exposing learners to both formal and informal registers, TikTok helps students develop a more comprehensive understanding of when and how to use certain vocabulary, which is critical for effective communication.

The overwhelmingly positive responses across all indicators suggest that TikTok is being widely used and perceived as beneficial for vocabulary acquisition. The high percentages in areas such as understanding word meanings, learning synonyms and antonyms, and analyzing word usage show that TikTok can play an important role in expanding students' vocabulary knowledge. The ability of TikTok to provide varied and context-rich examples of vocabulary usage is particularly significant for language learners, as it allows for both passive exposure and active engagement with new words.

However, the data also shows that while TikTok is an effective tool, it may not be suitable for all aspects of vocabulary learning for every student. With 75% preferring TikTok to textbooks and 25% still favoring traditional methods, the platform may be best used as a supplementary tool rather than a complete replacement for conventional language learning resources. The positive response to TikTok's usefulness in formal and informal language contexts also suggests that educators can incorporate TikTok into their teaching strategies to help students practice real-world language skills.

How the perceptions of teachers and students gained new language through exposure to TikTok video had been explored (Opsahl, 2022). Similar to the current study, this study also discovered that students gained new language especially vocabulary after viewing educational content from TikTok. A total of 84% secondary school students mentioned that they had learned new vocabulary from TikTok' educational content. As a result, the data suggest that TikTok is an effective tool for second language acquisition, especially in vocabulary development. Its visual and interactive nature facilitates easy and enjoyable learning, motivating users to improve their English skills. TikTok also allows users to gain confidence in using new vocabulary by providing contextual examples that enhance their understanding and usage of words in daily conversations.

The high percentage of students reporting positive impacts from using TikTok for learning new words, understanding their usage, and gaining confidence in conversation indicates that TikTok has the potential to be a valuable educational tool. The platform's informal, entertaining approach to learning makes it accessible and enjoyable,

encouraging students to interact with language in a way that traditional methods might not. These findings suggest that educators should consider integrating TikTok and similar digital tools into their language teaching practices to complement formal learning with more dynamic, student-centered activities. By doing so, they can harness the motivational power of edutainment to enhance vocabulary learning and overall language acquisition.

CONCLUSION

However, this research significantly advances our knowledge of TikTok's function in English language acquisition. By gaining more insight into the learning preferences and behaviours of students, we may create more creative and adaptable learning methods. Because of the growing interconnectedness of society due to digital technology, the practical consequences of this research extend beyond the education sector. Thus, the focus of this research is not only TikTok as a social media platform, but also how we may use technology to improve education and motivate future generations. As such, this study offers an effective foundation for additional research and learning in this field.

The recommendations made by the participants also confirm that TikTok is a valuable resource for learning English, particularly when utilised wisely and in moderation in relation to amusement. Thus, in this digital era, creating high-quality content for learning English on TikTok can be very beneficial to the education of students.

Several recommended TikTok accounts with great content for learning English are "@kampunginggriswe,""@englishcentrqal," "englishgeneral," and "carolinakowanz." These accounts constantly provide valuable and simple to understand resources for learning English. Through interesting and approachable content, students can improve their English proficiency by subscribing to these accounts. As a result, this study offers in depth insights into how secondary students use of TikTok affects their acquisition of the English language and offers recommendations for creating more potential English language learning plans using this social media platform as their edutainment.

Given the promising results of this study, future research could focus on expanding the scope of TikTok's use in education beyond vocabulary acquisition. For instance, studies could explore how TikTok fosters other aspects of language learning, such as listening comprehension, pronunciation, or conversational fluency. Furthermore, a longitudinal approach could be taken to assess the long-term effects of TikTok use on language proficiency, investigating whether sustained exposure to educational content

on the platform results in measurable improvements in language skills over time.

Additionally, educators should consider integrating TikTok into formal learning environments by incorporating assignments that encourage students to create their own language learning content. This not only allows students to engage creatively with the language but also gives them the opportunity to apply what they have learned in an interactive, digital space. Such initiatives can spark a more collaborative and participatory learning process, ultimately making education more responsive to the digital trends influencing students' daily lives.

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