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The Effect of Analysis of Using Tiktok Media in Improving Student English Learning in Higher Education

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Abstrak

Tujuan penelitian ini adalah untuk mengatui M Penggunaan Media Tiktok Dalam Meningkatkan Pembelajaran Bahasa Inggris Mahasiswa. Metode penelitian ini kuantitatif dengan analisis deskriptif dan jumlah korefinden 38 Mahasiswa. Hasil penelitian ini terdapat pengaruh yang signifikan Pada Penggunaan Media Tiktok Dalam Meningkatkan Pembelajaran Bahasa Inggris Mahasiswa. Tingkat Pengaruh Variabel Penggunaan Media Tiktok Dalam Meningkatkan Pembelajaran Bahasa Inggris Mahasiswa Hasil Belajar sebesar 0,385 atau sebesar 38,5% sedangkan 61,5% dipengaruhi oleh variabel lain yang tidak termasuk dalam penelitian ini.

Kata kunci : *Penggunaan,Media,Tiktok, Pembelajaran Bahasa Inggris*

Abstract

The purpose of this study is to comply with the use of Tiktok media in improving students' English learning. This research method is quantitative with descriptive analysis and the number of korefinden 38 students. The results of this study have a significant influence on the use of Tiktok media in improving students' English learning. The Level of Influence of Variables Using Tiktok Media in Improving Student English Learning Outcomes was 0.385 or 38.5% while 61.5% was influenced by other variables that were not included in this study.

Keywords : *Usage,Media,Tiktok, English Learning*

INTRODUCTION

Improving the quality of education in Indonesia seems to never stop, especially after the Covid-19 outbreak in the world. As a result, the era of globalization makes people addicted to technology. There is no denying that technology plays an important role in various aspects of life. Technology comes from Greek which means according to Webster's dictionary, technologia means handling problems systematically or systematically. something, while techne, based on the word technology, means skill or skill, skill and knowledge.(Irianto & Al-Amin, 2023)

TikTok is a social media platform that allows users to create 15-60 second videos that come with many features such as music, sticker filters, and several other creative features. Because in the TikTok application there are supporting features that can make content more interesting and sellable. This application was launched by a company from China, ByteDance first launched a short-lived application called Douyin. In just 1 hour a year, Douyin has 100 million users and 1 billion video views per day. The popularity of TikTok allows many users, especially young people, to enjoy Use this platform to get information and knowledge presented by the community in a powerful and clear way through TikTok content to be created. Using the social network TikTok can affect a person's self-confidence, especially teenagers. TikTok users who use more English to broadcast their content will indirectly have an impact on the users of this app. Starting from speaking, composing sentences, learning new slang words, to understanding English content in videos marked #samasamabelajar. Researchers determined that this hashtag has a total of more than 70 billion views, the highest compared to other hashtags containing content about learning English.(Bahri et al., 2022)

However, the reality related to the Use of Tiktok Media in Improving English Learning Students shows that there are still many people who do not understand and understand what must be achieved in learning through this TikTok media. Though according to (Khasanah, 2022) The learning process with Tiktok is very interesting with a short duration, English material is grouped into several small and repetitive chapters for better student learning outcomes. Then (Syamsi, 2022) It concluded that the use of Tiktok media with the Project Based Learning model in English subjects can increase learning motivation, with excellent results. many people also use TikTok media as a communication tool. Learn English because they think it is simple and easy to modify. Videos are easy and fast compared to YouTube. Tik tok only lasts one minute to three minutes, the effect is almost the same. Every teenager has a TikTok app.(Agustina & Putra, 2022)

Efforts that can be made to overcome problems related to the Use of Tiktok Media in Improving Student English Learning are by focusing on applying learning styles with all technologies and learning models on TikTok, some research results support that learning shows that (Munawaroh, 2023) The teacher opens the learning with greetings, leads the recitation, checks student attendance, asks students what material will be learned today, students give

presentations for 20 minutes, practice and question and answer, using learning data in the form of ICT. Toks and PowerPoint. End the lesson by reviewing the material, answering questions, and concluding the discussion. Make fun Tik Tok learning videos based on chatting, praying and greeting materials together. Learning assessment is carried out by teachers through clear observation and teachers evaluate students through tests formed in the form of multiple choice and achieve good grades. As an effort to develop educational results that the results of the document review show YouTube, Podcasts, Vodcasts, Duolingo, Tik Tok, WhatsApp, English Game Based Mobile Apps (EBMA), U-Dictionary, Quizizz, Canva, Grammarly, Facebook, Telegram and Instagram can be used as a reference for teachers in choosing the right application to learn English. The application actively contributes to the improvement of English knowledge and skills.(Helmiana, 2023) and using TikTok videos to learn English is more effective than not using them at all and can be used to help students improve their English vocabulary.(Rahayu & Rakhmawati, 2023)

Several related studies that have been conducted previously related to the Use of Tiktok Media in Improving Student English Learning. Based on the results of the study showed that the use of the Tiktok social network as a learning medium can increase student activity and creativity during online learning. Students can freely express their creativity through Tiktok with various features, making Tiktok an effective learning medium to create interactive online learning. This research has helped turn the Tiktok social network into an interactive learning medium for educators and students in the field of e-learning. (Ramdani et al., 2021), penelitian lain menjelaskan bahwa (Resmini et al., 2021)The purpose of this activity is to improve teachers' ability to be creative to create teaching materials using the Canva application. The steps of activities carried out in community service include several stages, including: a) analysis stage, b) design stage, c) content development stage d) training stage, and e) evaluation stage. The results of the study provide 2 types of reasons why videographers use transcoding. Search results show: English learning video creators often use transformation typecodes (1) situational transcoding and (2) metaphorical transcoding. The reasons are (1) Changes in social status and language, and (2) Changes in language interaction.(STKIP, 2022). And (Iryani, 2022) concluded that from this study is the selection of study materials is an important factor in online learning and Snack Video learning materials can increase students' confidence in their English speaking skills.

Hipotesis

H0: The use of Tiktok media has no significant effect on improving students' English learning

Ha: The use of Tiktok media has a significant influence on improving students' English learning

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METHOD

This research method is quantitative with descriptive analysis. Where the correspondents in it there are around 38 respondents. Samples were taken from student respondents. The data collection method used is a questionnaire and the level is the Likert scale.(sugiyono, 2014) This scale is used in survey-based exams. Entity responses are used to measure area and volume. The type of data used is the type of distribution.(sugiyono, 2012).

RESULTS AND DISCUSSION

Regression Test

To answer the next hypothesis, namely how the simultaneous influence (Test F) between the Influence of Using Tiktok Media in Improving Student English Learning.can be seen in the following table:

Tabel 1

ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	,951	2	,476	,197	,022 ^a
Residual	82,238	36	2,419		
Total	83,189	38			

The results of the ANOVA test, in this section it is displayed that the results obtained are $F = 0.197$ values with the level of sig probility. 0.022, because the significance of $< \alpha (0.05)$ is much smaller than 0.05, H_0 is rejected and H_a is accepted, meaning that there is a significant influence simultaneously between the influence of using Tiktok media in improving students' English learning.

In addition, this study researchers intend to reduce the factors that are thought to influence the improvement of English learning in student outcomes. To find out for sure, it can be known from the results of multiple regression analysis using the SPSS program Version 18.00 as follows:

Tabel 2
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,702	9,445		,392	,698
Y	,236	,078	,078	,459	,049

The results of the *coefficients* test, in the Effect of Using Tiktok Media section, stated a constant value (a) = 3.702; value B (Effect of Tiktok Media Use) = 0.236 and calculated t value = 0.459 with sig value. = 0.049. Based on the *coefficients table*, the regression calculation equation is obtained as follows; $X = 3.702 + 0.236Y$.

Description: The constant of 3.702 states that if there is no increase in the use of Tiktok media in improving student English learning is 3,702.

The regression coefficient of 0.236 states that each addition (due to the + sign) if the Influence of Tiktok Media Use in Increasing Student English Learning is 0.236 and vice versa. So the + sign expresses the direction of the unidirectional relationship, where an increase or decrease in the independent variable (X) will result in an increase or decrease in the dependent variable (Y). In other words, the increase or decrease in the influence of using Tiktok media in improving student English learning.

Furthermore, to find out the significance test whether the Influence of Using Tiktok Media in Improving Student English Learning will be carried out. This regression test is done by conducting a hypothesis test.

Rule of decision: If the probability value is less than or equal to the value of α or ($Sig < \alpha$), then H_0 reject and H_a are accepted, meaning that the effect is significant. If the probability value is greater than or equal to the value of α or ($Sig \geq \alpha$), then H_0 is accepted and H_a is rejected, meaning that the effect is not significant.

The *coefficients* table obtained the variable Effect of TikTok Media Use significance value of 0.049 compared to α (0.05) it turns out that the sig value $< \alpha$ thus H_0 is rejected and H_a is accepted, meaning that there is a significant influence from the Influence of Using Tiktok Media in Improving Student English Learning.

Based on the analysis above, simultaneously the influence of using Tiktok media in

improving students' English learning. There are other factors besides the variables studied that affect the improvement of Student Learning Outcomes. This is supported by the resulting R Square value. The R Square value can be seen in the following table:

Tabel 3
Model Summary^b

Model Summary^b

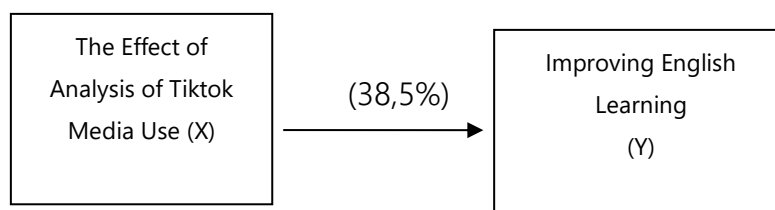
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,101 ^a	,0385	,125	,985	1,394

In the table above it appears that the results of the *model summary table*, in this section displayed the value of $R = 0.101$ and the coefficient of determination (*Adjusted R square*) of 0.385. Because the value of the correlation coefficient is in the range of 0.20-0.399, it can be concluded that there is a low influence from the influence of using Tiktok media in improving students' English learning.

This shows the understanding that the use of tiktok media on student learning outcomes (Y) is influenced by 38.5% by the variable The effect of tiktok media use (X) while the rest ($100\% - 38.5\% = 61.5\%$) is influenced by other causes that are not included in this study.

Based on the results of the analysis of the Influence of Using Tiktok Media in Improving English Learning, Students can be described as follows:

Figure 1
Multiple Regression Analysis Results
Effect between 1 Free Variable and 1 Dependent Variable



Discussion

Research Findings

During observing the activities of Students in Higher Education on Student Learning Outcomes, researchers found several interesting things from this study which were used by researchers as research findings on the Connection of Using Tiktok Media in Improving English Language Learning. The findings in the study are as follows:

The Influence of Using Tiktok Media Has a positive and significant effect on Improving Student English Learning because of the significance value of 0.022 with a great influence of 38.5%. Because of the significance of $< \alpha$ (0.05), H_a is accepted and H_0 is rejected. This means that there is a significant influence on the use of Tiktok media in improving students' English learning.

Based on theoretical studies (STKIP, 2022) explains that English learning video makers often use (1) situational transcoding and (2) metaphorical transcoding. The causes are (1) changes in social status and language, and (2) language changes in interaction. Based on the S-O-R theory or stimulus-organism theory asserts that changes in attitude towards communicators can vary depending on the quality of communication stimuli with the organism's object. The factors that affect the quality of the stimulus are: 1. Intensity: The intensity of the stimulus received by the individual is a function of the stimulus. 2. Duration: The length or duration of a stimulus can also affect the quality of the stimuli a person receives. The amount of stimulation a person receives can also affect the quality of the stimuli he receives. In this case, the frequency that can be seen is the difference in frequency between using the TikTok application and watching English content on a black screen that is visible during data processing. in the questionnaire. Data shows that the frequency of respondents accessing the TikTok application varies. While the majority of respondents only watch it one to five times a day.(Kurnia & others, 2023)

One of the innovation learning materials that can be used by educators, especially social networks. Currently, TikTok is a social media of many active users. TikTok application is based on audiovisual media where users can download, edit and share 15 seconds - 3 minutes long video clips. Many of its features are available in this app. Various features It lets how enjoy this educational media application. Due to speaking skills, users can enjoy voice recording and can be changed with whichever filter function is available.(Hikmah & Haryadi, 2022)

CONCLUSION

Based on the results of the analysis above regarding the Analysis of the Influence of Using Tiktok Media in Improving Student English Learning. In this study researchers came to conclusions with the following analysis: Based on the ANOVA test, a value of $F = 0.197$ was obtained with a probability of significance of 0.022, a sinificance value of 0.022 when compared to a value of $< \alpha$ (0.05), then the H_0 hypothesis was rejected and the H_a hypothesis was accepted, which means that there is a significant influence on the use of Tiktok media in improving student English learning. The Level of Influence of Variables Using Tiktok Media in Improving Student English Learning Outcomes was 0.385 or 38.5% while 61.5% was influenced by other variables that were not included in this study.

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