

CHAPTER I

INTRODUCTION

A. Background

English is widely recognized as an international language that plays an important role in various aspects of modern life. It is extensively used in education, technology, communication, and the professional world, making it an essential medium for global interaction and access to information (Hrehova et al., 2020). In the educational context, numerous academic resources, scientific publications, and digital learning platforms are provided in English, which highlights its importance for students (Haleem et al., 2022). Furthermore, proficiency in English can open wider opportunities for further education and future career advancement. Therefore, students are expected to develop strong English skills in order to compete and participate effectively in an increasingly globalized world. However, to achieve this competence, students need to master several fundamental components of the language, one of the most important being vocabulary.

According to Alshreef and Khadawardi (2023), vocabulary is one of the most essential components in learning English because it serves as the foundation for developing language skills.. A sufficient range of vocabulary enables students to understand spoken and written texts, express ideas clearly in speaking, writing and participate effectively in communication (Fadhila, 2026). Without adequate vocabulary mastery, students may experience difficulties in comprehending information and conveying their thoughts accurately (Agazzi, 2022). In addition, vocabulary knowledge supports students in building confidence when using English in both academic and daily contexts. Therefore, improving vocabulary mastery is a crucial aspect of language learning. However, despite its importance, many students still encounter various challenges in learning and retaining new vocabulary.

Many students often struggle to memorize new words, understand their meanings, and use them appropriately in different contexts. In many cases, students easily forget vocabulary that has been learned because they rarely practice or review it regularly. Many students still face various difficulties in learning English vocabulary (Waruwu et al., 2025). Another challenge is that vocabulary instruction is sometimes delivered through conventional methods that rely heavily on memorization, which can make the learning process feel monotonous and less engaging (Islam et al, 2024). As a result, students may lose interest and show low motivation in expanding their vocabulary knowledge. Considering these challenges, the integration of technology in language learning has become an important alternative to create a more interactive and meaningful learning experience.

Considering these challenges, the integration of technology in language learning has become increasingly important as an alternative approach to support vocabulary development. Rapid technological advancement has transformed many aspects of education by providing more flexible, accessible, and interactive learning opportunities (Fitriani et al., 2024). Today, students can learn not only through textbooks and classroom instruction, but also through various digital platforms and online resources. The use of technology allows learners to access authentic materials, practice independently, and engage with content in more interesting ways (Sakkir et al., 2025). In addition, digital media are closely connected to students' daily lives, making them highly relevant as educational tools. Among the many digital platforms currently used by students, social media has emerged as one of the most influential and attractive learning media.

The Tiktok application chosen as one of the learning method and media to teach English Vocabulary. TikTok is a social media application that allows users to create and watch short videos containing creative, entertaining, and informative content (Victoriano and Oktaviani, 2023). Its simple features, attractive visual presentation, and easy accessibility have made it highly popular among young learners. TikTok is especially popular among younger age groups, particularly those between 13 and 29 years old, who are often considered difficult to reach through conventional media. Data

from the United States show that 32.5% of TikTok users are aged 10–19, while 29.5% are between 20 and 29 years old (Mc.Cashin & Murphy, 2022). On a global scale, the majority of TikTok users are also estimated to come from pre-teen and young age groups.

In recent years, TikTok has also been widely used for educational purposes, including language learning. Many content creators share English vocabulary lessons through short videos that present word meanings, pronunciation, usage, and examples in engaging ways (Andini, P., and Zaitun, 2022). Through this format, students can learn new vocabulary in a more enjoyable and less monotonous environment. Therefore, TikTok has the potential to become an effective tool for supporting English vocabulary learning (Dwipa et al., 2024).

The phenomenon underlying this study is the shift in students' learning habits in the digital era, where technology and social media have become closely integrated into their daily lives. Today, many students spend more time accessing digital platforms than using conventional learning resources. On the other hand, learning English, particularly vocabulary, remains a challenge for many students because they often experience difficulties in memorizing new words, understanding their meanings, and using them appropriately in communication (Fuadi, et al., 2023). Traditional teaching methods that rely mainly on memorization and one-way explanation also tend to make the learning process monotonous, which can reduce students' motivation (Ilham et al., 2025). In this situation, TikTok has emerged as one of the most popular platforms among students and has begun to be used as a learning medium through short, engaging, interactive, and easily accessible videos (Harisma et al., 2025). However, although TikTok has potential as a learning tool, not all students view its use in the same way. Some students consider TikTok helpful for learning vocabulary, while others may see it only as a source of entertainment.

These different views indicate that students' perceptions play an important role in determining the educational value of TikTok. Students' perceptions are important because they reflect learners' opinions, experiences, and levels of acceptance toward a particular learning medium. Positive perceptions may encourage students to use TikTok

more actively, increase their motivation, and enhance their learning outcomes. In contrast, negative perceptions may reduce students' interest and limit the educational benefits of the platform. Therefore, understanding students' perceptions can provide valuable insights for teachers and researchers in evaluating whether TikTok is appropriate and effective for vocabulary instruction. Based on this consideration, it is necessary to conduct a study that specifically investigates students' perceptions of using TikTok in learning English vocabulary.

B. Problem Statement

To provide a clear direction for this study, it is necessary to formulate specific research questions that reflect the main focus of the investigation. These questions are designed to explore students' perceptions of using TikTok in learning English vocabulary and to examine the factors that may influence those perceptions. Therefore, the research questions of this study are presented as follows:

1. What are students' perceptions of using TikTok in learning English vocabulary?
2. How effective is TikTok in helping students learn English vocabulary?

C. Objectives of the Research

These objectives serve as a guide for the researcher in collecting, analyzing, and interpreting the data. In addition, they clarify the expected outcomes of the study regarding students' perceptions of using TikTok in learning English vocabulary. Therefore, the objectives of this research are presented as follows:

1. To identify students' perceptions of using TikTok in learning English vocabulary.
2. To identify the effectiveness of TikTok in helping students learn English vocabulary.

D. Benefits of the Research

1. Theoretical Benefits

This study is expected to enrich the existing body of knowledge related to technology-enhanced language learning, especially the use of social media

platforms such as TikTok in vocabulary learning. It may also contribute to the development of theories concerning students' perceptions, digital learning media, and vocabulary acquisition.

2. Practical Benefits

a. For Teacher

The findings of this study are expected to provide teachers with insights into students' perceptions of TikTok, enabling them to consider integrating digital platforms into vocabulary instruction in more effective and motivating ways

b. For Students

This study is expected to help students recognize TikTok as an alternative and engaging learning tool for improving their English vocabulary. It may also encourage them to use social media more productively for educational purposes.

c. For Future Researcher

The results of this study can be used as a reference and comparative source for further research related to social media, vocabulary learning, and students' perceptions in different contexts.

