

STUDENTS' INSIGHTS: EXPLORING THE IMPACT OF KAMPUNG INGGRIS LC TIKTOK ACCOUNT ON VOCABULARY ENHANCEMENT

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Abstract: Digital platforms such as TikTok have become increasingly popular in language learning in recent years, especially for students studying English as a foreign language (EFL). With regard to the platform's influence on EFL learners' language acquisition, the study addresses Kampung Inggris LC TikTok Account's novel approach to vocabulary building. The research aimed to explore EFL students' perspectives on using the Kampung Inggris LC TikTok Account as a tool for learning English vocabulary. The study used quantitative survey to gauge users' perceptions and experiences with Kampung Inggris LC TikTok Account. Out of the 126 participants in the study, 40 were students from UIN Walisongo and 86 were from Man 2 Tegal. Data collection was gathered through a Google Form. The findings of this study suggest that Kampung Inggris LC TikTok Account can be a valuable tool for EFL students to enhance their vocabulary skills. The videos' engaging and interactive nature make them appealing to a wide range of learners.

Keywords: *Kampung Inggris LC, Social Media, Tiktok, Vocabulary Learning*

INTRODUCTION

The main Education is the act, procedure, and process of teaching as well as the process of changing an individual's or a group of individuals' attitudes and actions in an attempt to support their maturation. In the sense that a highly educated individual will grow more successfully. The concept of education goes beyond merely imparting knowledge. Education not only teaches someone to understand a science, but also how to apply that information in their daily life and behave in a way that aligns with social norms and values. Through education, people can develop personally and take use of the opportunities presented by their social and natural environments. Additionally, education is a crucial component in the growth of states and nations.

English is becoming a universal language that affects communication across borders and between local and global contexts. Its versatility goes beyond cross-border communications to become an indispensable instrument for regular dialogue and cross-cultural contacts in local communities. This adaptability highlights the transforming power of English, allowing people to move effortlessly between the local and global domains (Gunantar, 2016). These days, English is essential to a wider global society, acting not only as a medium of communication between different countries but also as a bridge between disparate societies and cultures. It is becoming more and more prevalent in its ability to promote connection and cross-cultural understanding (McKay, 2018). That might occur as a result of English's

influence as a global language, which has effectively caused a shift in the dominance of the English role worldwide.

The study of language acquisition reveals that the development of four core abilities speaking, listening, writing, and reading is closely linked to the mastering of the English language. The successful implementation of English language teaching depends not only on the pedagogical advice but also on the comprehensive development of these abilities. The path of acquiring English becomes a thorough and fruitful undertaking when these abilities are smoothly integrated, opening the door to language competence and efficient communication (Sadiku, 2015). Together with the fundamentals of speaking, listening, reading, and writing, a strong vocabulary is essential to becoming fluent in English. Listening, speaking, reading, and writing are all improved by having a large vocabulary, which also raises language competency levels (Suardi & Sakti, 2019).

In the complex process of learning or teaching any language, vocabulary is the fundamental building block that has a significant impact on other critical language abilities (Schmitt et al., 2001). Its importance is underlined, and it goes beyond even knowing proper grammar and pronunciation. The claim that "no matter how well learners master the grammar or pronunciation" emphasizes how important vocabulary is to learning a language. As a result, it is apparent that having a large and varied vocabulary is not only beneficial but actually essential for efficient communication in every situation. Vocabulary plays a crucial part in language proficiency and the capacity to express ideas and thoughts with nuance and accuracy in a variety of communication contexts. This is highlighted by the complex interactions it has with other language abilities (Nasri, 2022).

For the purpose of learning a second language (L2) effectively, a significant vocabulary must be acquired (Alderson, 2005). In addition to improving communication and comprehension, a large vocabulary also makes it easier to understand syntax and sentence structure (Alderson, 2005). Improved reading, writing, and listening abilities are just a few benefits of this competency, along with enhanced language comprehension and clearer and more precise communication. The importance of vocabulary in communication is emphasized by Rohmatillah (2014) and Barani et al. (2010), who point out that learners who lack sufficient vocabulary find it difficult to express themselves effectively, which impedes effective interaction. Therefore, expanding students' vocabulary is an essential part of learning a language (Hadi et al., 2021).

TikTok, a cutting-edge social media platform, has arisen as an inventive environment where content creators purposefully use components of the English language into their creative works. This intentional inclusion of language features opens up a new and unusual path for vocabulary education. The platform presents a fresh and interesting approach to language learning, acting as a dynamic medium that transcends conventional teaching techniques. Because of its distinctive format which consists of brief, eye-catching videos, it provides a fun and easy-to-use experience that is especially accessible to students who struggle with understanding English because of vocabulary limitations. TikTok, in short, is a platform that not only revolutionizes the social media landscape but also the educational paradigm. It is a user-friendly, entertaining platform that is tailored to the needs of students who struggle with vocabulary-related comprehension of English (Wardani, 2022).

There are three types of TikTok users: content providers, content browsers, and learner-creators. TikTok is an intuitive platform that allows users to create, edit, and share short

films. Users may also share and remark on content with other members of the TikTok community (Khlaif & Salha, 2021). According to Xu, Yan, and Zhang's (2019) research findings, TikTok has contributed to the provision of a forum for knowledge sharing and education through creative teaching modes, boosting students' enthusiasm and interests for learning through a brief video. Zaitun, Hadi, and Indriani (2021) claim that TikTok can be an interactive learning tool that increases students' self-assurance when studying English. Additional research by Pratiwi, Ufairah, and Sopiah (2021) concurred that the TikTok app has a significant impact since it is useful, offers advantages, and simplifies and enjoys learning. One may argue that TikTok offers a number of features that assist students in learning English and making good use of the app. The TikTok app is selected by this study as the appropriate medium for sharing original and imaginative educational films, in accordance with the aforementioned claim.

The emergence of social media platforms has brought about a revolution in language learning, with TikTok emerging as a prominent player in this rapidly changing field. TikTok, a platform that has gained popularity for its humorous short films, has developed into a vibrant tool for immersive language learning (Yolan et al., 2023). A new trend has emerged where language aficionados use its qualities to promote language growth. This is due to its distinctive format, which combines impact and succinctness. The combination of TikTok with language study offers up a world of opportunities, uniting learners in a linguistically diverse digital landscape as users from all over the world are drawn to this visually exciting site (Regasa & Lemmi Ettisa, 2023).

The integration of social media platforms into language learning has garnered widespread attention in recent years, with TikTok emerging as a particularly promising tool. Studies have consistently demonstrated the positive impact of TikTok on language acquisition, particularly in enhancing vocabulary skills. Jessica Ruth Melvira Simanungkalit & Katemba's (2023) study revealed that EFL students who actively engaged with TikTok content exhibited significant improvements in their vocabulary knowledge and retention. Similarly, Zaitun, Hadi, M. S., & Indriani (2021) research found that incorporating TikTok into EFL instruction led to notable gains in students' speaking abilities. These findings underscore the potential of TikTok as an effective and engaging platform for language learning. Another study conducted by Audrey and Bernard (2021) found that TikTok's varied material and useful features, like clear audio, images, subtitles, and the 'save' function, considerably improve the vocabulary acquisition of ESL students. An extensive and interesting language learning experience is enhanced by the platform's authenticity.

Despite the growing body of evidence supporting the benefits of TikTok for language learning, existing research has not specifically addressed the impact of LC Kampung Inggris TikTok Account content on enhancing English vocabulary skills. This emphasizes exploring LC Kampung Inggris TikTok Account's nuanced influence on English vocabulary, understanding its unique contributions in language learning.

One of Kampung Inggris Pare's divisions, Kampung Inggris LC, is notable for its efficient English language teaching. It is renowned for having used TikTok's popularity which has amassed a notable following of over a million to spread entertaining and educational English teaching materials. The TikTok account offers extensive grammar lessons, vocabulary development, and other language aspects through a combination of visually appealing photographs and educational videos. In addition to being engaging, the content is meant to be

communicative, demonstrating Kampung Inggris LC's dedication to using modern platforms to create immersive language learning experiences. This creative application of TikTok showcases the institution's progressive outlook on language instruction (Husna, 2020).

This study takes a unique approach by exploring how students studying English as a foreign language (EFL) see language acquisition through Kampung Inggris LC TikTok Account. It offers an inventive approach to improving English vocabulary while exploring the world of Kampung Inggris LC TikTok in a new way. By offering insights on the efficacy and acceptability of this novel yet modern method of language acquisition, the study hopes to contribute to the changing field of language education. This study aims to shed light on the new frontier of technology, social media, and language learning by examining the advantages of TikTok as a vocabulary-building tool for EFL students.

RESEARCH METHODOLOGY

This research employed a quantitative research design utilizing questionnaires to gather data and insights into EFL students' perspectives on using Kampung Inggris LC TikTok Account for learning English vocabulary. The participants consisted of university and senior high schools students with questionnaires distributed to gather their feedback.

The primary instrument employed in this study was a self-designed survey questionnaire with 11 questions. The questionnaires were distributed to the sample participants through Google Forms. The study involved 126 respondents, consisted 40 students from UIN Walisongo and 86 students from Man 2 Tegal. Furthermore, the gender distribution among the participants indicated that 38,9% were male, while 61,1% were female.

RESULT AND DISCUSSION

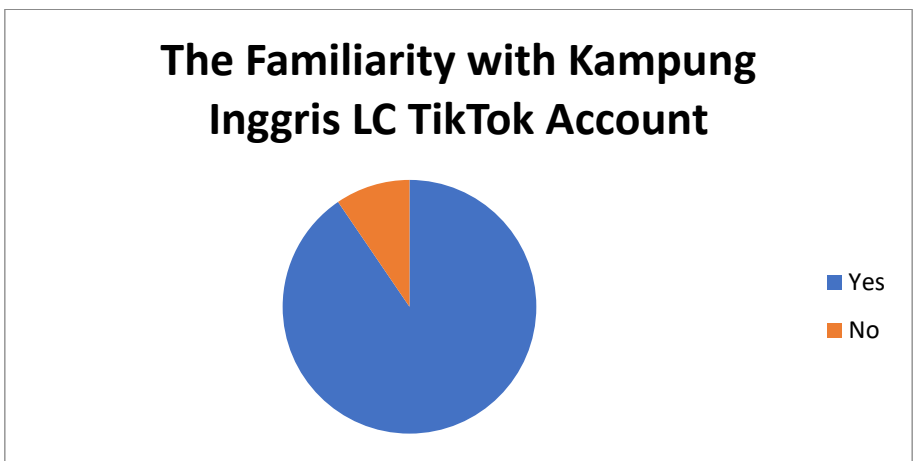
Result

The research aimed to explore University and Senior High School Students' perspectives on using the Kampung Inggris LC TikTok Account as a tool for learning English vocabulary. A total of 126 students actively participated in the study by responding to a carefully designed questionnaire tailored to assess their viewpoints on this topic. The questionnaire was crafted meticulously to evaluate students' attitudes towards the effectiveness and relevance of Kampung Inggris LC TikTok Account in the process of learning English vocabulary. Specifically, the statements within the questionnaire addressed the use of the Kampung Inggris LC TikTok Account as a platform to enhance English vocabulary acquisition. This approach facilitated a comprehensive understanding of how students perceived the integration of the Kampung Inggris LC TikTok Account into their learning experiences, providing valuable insights into its potential impact on their language learning journey.

EFL Perception on Kampung Inggris LC TikTok as a Tool for Enhancing English Vocabulary

Table 1

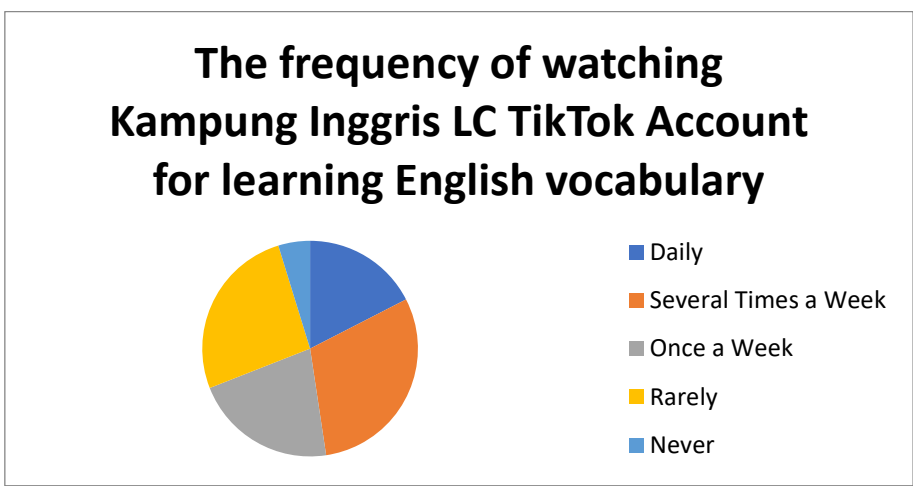
Are you familiar with Kampung Inggris LC TikTok content?



The question aimed to assess participants' awareness of Kampung Inggris LC TikTok Account content with the query: "Are you familiar with Kampung Inggris LC TikTok Account content?" Analysis of responses from 126 participants revealed a clear trend. A substantial majority, precisely 90.5%, confirmed their familiarity with the account's TikTok content, emphasizing strong awareness. Conversely, a smaller group, 9.5%, showed unfamiliarity with Kampung Inggris LC TikTok content, indicating a limited but noticeable segment yet to explore the platform. This data underscores the prevalent familiarity with Kampung Inggris LC TikTok Account content among respondents, highlighting its significance as a recognized and accessed resource within the surveyed demographic.

Table 2

How often do you watch Kampung Inggris LC TikTok Account content for learning English vocabulary?

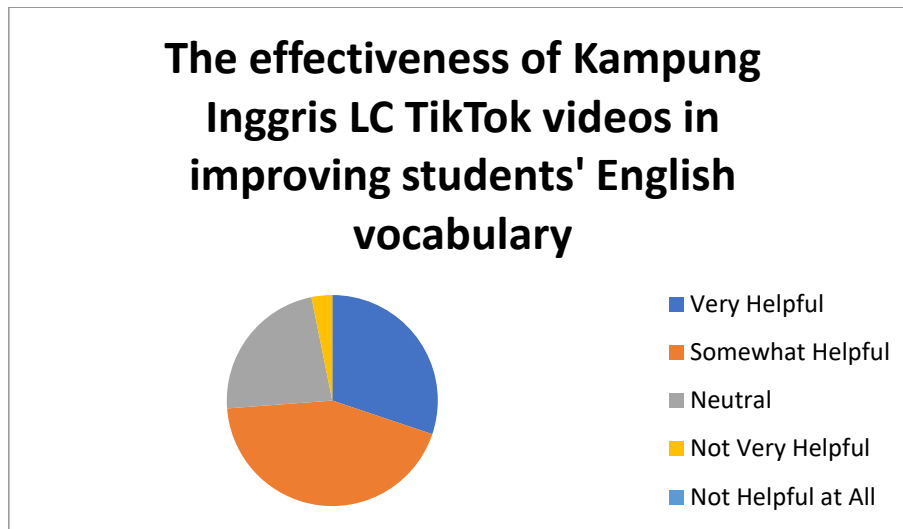


The question aimed to dissect the frequency of utilization of Kampung Inggris LC TikTok Account concerning English vocabulary learning, posing the question, "How often do you use Kampung Inggris LC TikTok for learning English vocabulary?" In the survey encompassing 126 participants, a diverse spectrum of usage frequencies unfolded: 22 individuals reported daily engagement, 38 used the platform several times a week, 27 utilized it once a week, while 33 employed it sparingly, and 6 affirmed never employing it for this purpose. This data highlights a broad spectrum of engagement levels, unveiling distinctive

utilization habits among users. Notably, a significant proportion—17.5% engaging daily and 30.2% multiple times a week—actively incorporates the platform into their routines for language learning.

Table 3

Do you find Kampung Inggris LC TikTok Account videos helpful for enhancing your English vocabulary?



The question aimed to investigate the perceived influence of Kampung Inggris LC TikTok Account videos on the enhancement of English vocabulary, inquiring, "Do you find Kampung Inggris LC TikTok Account videos helpful for enhancing your English vocabulary?" Within the sample of 126 participants, a substantial majority, accounting for 30.2%, acknowledged these videos as highly beneficial for augmenting their English vocabulary, while a larger segment, approximately 43.7%, considered them somewhat helpful. Furthermore, 22.9% maintained a neutral stance, while only a minor 3.2% expressed the opinion that the videos were not significantly helpful. Notably, none of the respondents deemed the videos as entirely unhelpful. This dataset underscores an overwhelmingly positive perception regarding the videos' effectiveness in aiding the improvement of English vocabulary among the surveyed individuals.

Table 4

To what extent do you agree that the use of Kampung Inggris LC TikTok Account enhances your motivation to learn English vocabulary?

The impact of Kampung Inggris LC TikTok on students' motivation to learn English vocabulary

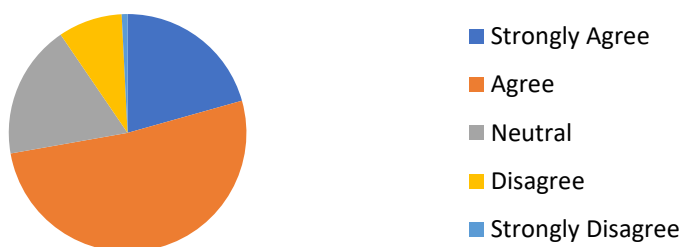


The question sought to delve into the influence of the Kampung Inggris LC TikTok Account on individuals' motivation for learning English vocabulary, framed by the question: "To what extent do you agree that the use of Kampung Inggris LC TikTok Account enhances your motivation to learn English vocabulary?" Within the cohort of 126 participants, a substantial 23.8% strongly agreed, and 43.7% expressed agreement, effectively affirming the platform's pivotal role in bolstering motivation for English vocabulary acquisition. Moreover, 27.8% maintained a neutral stance, with 4.8% expressing disagreement; notably, no participants strongly disagreed. This comprehensive dataset underscores the overwhelmingly positive viewpoint on how Kampung Inggris LC TikTok significantly shapes motivation for English vocabulary learning among surveyed individuals. These findings contribute valuable insights to the ever-evolving landscape of digital language learning platforms and their substantial impact on learner motivation, enriching our understanding of effective educational tools in the contemporary learning environment.

Table 5

Do you find learning English vocabulary using Kampung Inggris LC TikTok Account effective because students can rewatch the content anytime?

The effectiveness of learning English vocab on Kampung Inggris LC TikTok via rewatching



The question sought to assess the effectiveness of learning English vocabulary on Kampung Inggris LC TikTok Account, specifically through the feature allowing content to be

rewatched at any time. The survey, involving 126 participants, revealed a predominant positive view, with 20.6% strongly agreeing and 51.6% agreeing on the effectiveness of this rewatching capability. Moreover, 18.3% maintained a neutral stance, while a smaller percentage, 8.7%, disagreed, and only 0.8% strongly disagreed with the platform's rewatch feature. This data indicates a widely shared belief in the efficacy of rewatching content for English vocabulary acquisition through the tiktok account.

Table 6

Which playlist do you like the most to watch from LC Kampung Inggris TikTok Account for enhancing your vocabulary?

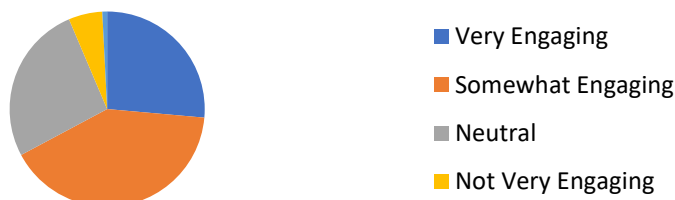


The question delved into the favored playlist for improving vocabulary on LC Kampung Inggris TikTok Account, asking participants, "Which playlist do you like the most to watch from LC Kampung Inggris TikTok for enhancing your vocabulary?" Out of 126 respondents, a substantial majority, 88 individuals, preferred the "Pronunciation" playlist, indicating a strong preference at 69.8% for this category. Meanwhile, 20 participants favored the "Sidak Member" playlist, representing 15.9% of the responses, and 18 individuals, accounting for 14.3%, chose the "Tanya Member" playlist. The data underscores a clear inclination towards the "Pronunciation" playlist as the preferred choice for improving vocabulary among the surveyed participants.

Table 7

How engaging do you find the Kampung Inggris LC TikTok Account contents for learning english vocabulary?

The students engagement on Kampung Inggris LC TikTok for learning english vocabulary

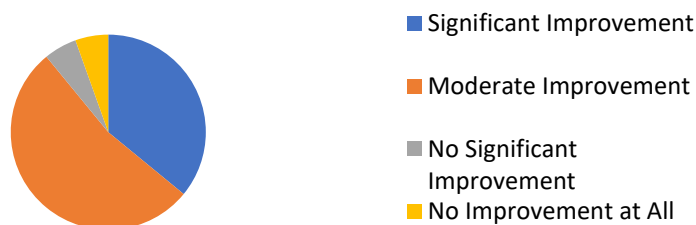


The question aimed to gauge the level of engagement experienced by participants using Kampung Inggris LC TikTok Account content for English vocabulary learning, questioning, "How engaging do you find the Kampung Inggris LC TikTok Account contents for learning English vocabulary?" Among the 126 respondents, a significant portion, 26.2%, perceived the content as "very engaging," while a larger proportion, 40.5%, found it "somewhat engaging." Additionally, 26.2% maintained a "neutral" stance, with a smaller percentage, 5.6%, describing it as "not very engaging," and a negligible 1.6% finding it "not engaging at all." This data indicates varying levels of engagement, showcasing predominantly positive or neutral perceptions regarding the content's engagement for vocabulary learning on the tiktok account.

Table 8

Have you noticed an improvement in your English vocabulary since watching Kampung Inggris LC Account contents?

The improvement in English vocabulary since watching Kampung Inggris LC contents

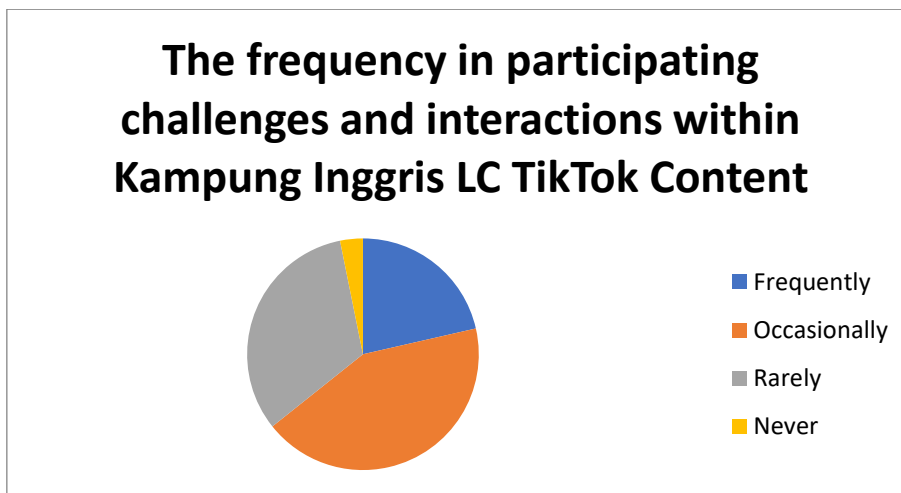


The question sought to gauge the influence of viewing Kampung Inggris LC Account content on English vocabulary development, asking participants if they noticed improvements. In the study involving 126 participants, diverse perspectives surfaced: 36.5% reported a "significant improvement," 53.9% acknowledged a "moderate improvement," while 5.6% claimed "no significant improvement," and 4% asserted "no improvement at all." This data accentuates that a majority observed a positive impact on their English vocabulary after interacting with Kampung Inggris LC Tiktok Account content, with a substantial number noting either a

significant or moderate enhancement. The findings underscore the platform's efficacy in contributing positively to participants' linguistic skills, substantiating its role as a valuable resource for English language development.

Table 9

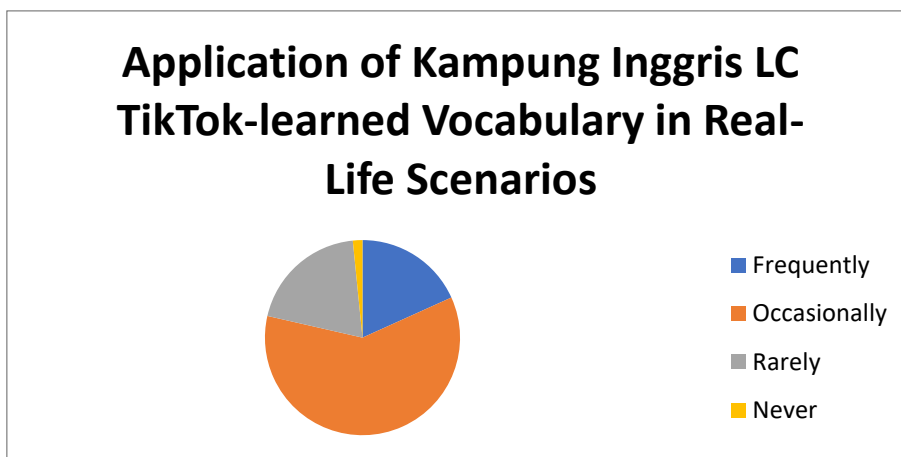
Do you actively participate in challenges or interactions presented by Kampung Inggris LC TikTok content creators?



The question examined the extent of individual participation in challenges or interactions presented by Kampung Inggris LC TikTok content creators, questioning their active engagement. Out of 126 respondents, varied engagement patterns emerged: 21.4% reported frequent participation, 42.9% engaged occasionally, 32.5% participated rarely, while a small fraction of 3.2% never took part in these activities. This data illustrates diverse levels of involvement, with substantial participation alongside occasional and infrequent engagement, while a small percentage refrains from participation entirely.

Table 10

Have you ever applied English vocabulary that you've learned from Kampung Inggris LC TikTok Account in real-life situations?



The question delved into the practical application of English vocabulary learned through Kampung Inggris LC TikTok in real-life scenarios, questioning, "Have you ever applied English vocabulary that you've learned from Kampung Inggris LC TikTok Account in real-life situations?" Among 126 respondents, diverse application patterns surfaced: 18.3% reported frequent application, 60.3% applied it occasionally, 19.8% used the vocabulary rarely, while a mere 1.6% never applied the learned vocabulary in real-life settings. This data showcases varied levels of practical usage, with a significant portion utilizing the acquired vocabulary frequently or occasionally, while a small minority refrains from applying it altogether.

Table 11

Do you believe that Kampung Inggris LC TikTok Account relaxed and enjoyable for vocabulary learning?



The question delved into participants' perceptions of the learning atmosphere by Kampung Inggris LC TikTok Account for English vocabulary acquisition. Among 126 respondents, perspectives varied: 21.4% strongly agreed, 52.4% agreed, 22.2% maintained neutrality, 3.2% disagreed, and 0.8% strongly disagreed with the platform's efficacy in creating a relaxed and enjoyable learning environment. This diversity of opinions reflects a prevalent positive or neutral outlook among participants regarding the platform's capacity to foster a comfortable and enjoyable space for learning English vocabulary. The findings underscore the significance of the platform's potential to cater to the varied preferences and experiences of EFL learners in vocabulary acquisition.

Discussion

This research investigated the effectiveness of Kampung Inggris LC TikTok Account as a tool for enhancing English vocabulary among EFL learners. The study's key findings revealed that a vast majority of participants (90.5%) were familiar with the account's content, demonstrating its widespread reach among the target population. While usage frequency varied, a significant portion (47.7%) engaged with the content daily or multiple times a week, indicating its active utilization for vocabulary learning. The videos were perceived as helpful by 73.9% of participants, with 30.2% finding them highly beneficial, suggesting significant positive impact on vocabulary development. Additionally, the account contributed

significantly to increased motivation for learning English vocabulary, with 67.5% of participants reporting positive influence.

Regarding content preferences, the "Pronunciation" playlist emerged as the most popular choice for vocabulary learning, with 69.8% favoring it. The ability to rewatch videos was also recognized as a valuable feature for enhancing vocabulary acquisition, with 51.6% perceiving it as effective. The overall content of the account was considered engaging by 66.7% of participants, highlighting its ability to capture and maintain learner interest.

The research further revealed positive impacts on vocabulary application and perceived learning atmosphere. A substantial majority (90.4%) reported observing improvements in their vocabulary after using the account. Additionally, 64.3% of participants frequently or occasionally applied the learned vocabulary in real-life situations, demonstrating the potential for practical application beyond theoretical learning. Finally, the platform was perceived as creating a relaxed and enjoyable learning environment by 73.8% of participants, emphasizing its potential to foster positive learning experiences for EFL learners.

The findings of this research suggest that Kampung Inggris LC TikTok Account holds significant potential as a tool for enhancing English vocabulary among EFL learners. The high awareness, positive perceptions, and reported improvements in vocabulary knowledge and learning motivation highlight the platform's effectiveness. The specific features, such as preferred playlists and the option to rewatch videos, further contribute to the learning process and cater to individual learner preferences. Additionally, the platform's capacity to create a relaxed and enjoyable learning atmosphere provides a valuable advantage in promoting positive learning experiences for EFL learners. This approach reduces stress and anxiety, making the learning process more enjoyable and conducive to long-term vocabulary retention.

TikTok has been widely described by Yolán et al. (2023) as a dynamic and vibrant medium that supports immersive language learning. This description is in line with the main objective of the present research, which explores the positive impacts of the Kampung Inggris LC TikTok Account on vocabulary in English. The results of this investigation are further validated by Jessica Ruth Melvira Simanungkalit & Katemba (2023). In particular, their study shows that EFL students who actively interact with TikTok content have a notable improvement in vocabulary understanding and retention, which supports the beneficial effects of TikTok-based language learning experiences.

These findings have several important implications for EFL vocabulary learning and the use of social media platforms in education. First, the study demonstrates the effectiveness of Kampung Inggris LC TikTok Account as a supplementary learning resource. This suggests that incorporating such platforms into language learning curricula could be beneficial for enhancing vocabulary acquisition and motivation among EFL learners. Second, the research highlights the importance of creating engaging and interactive content for effective vocabulary learning. This emphasizes the need for educators and content creators to develop materials that cater to the specific needs and preferences of EFL learners. Finally, the study underscores the potential of social media platforms to provide a relaxed and enjoyable learning environment. This suggests that educators should explore the possibilities of integrating such platforms into their teaching practices to enhance the learning experience for their students.

While the study provides valuable insights into the effectiveness of Kampung Inggris LC TikTok Account, it has certain limitations. First, the sample size of 126 participants may not be representative of the entire population of EFL learners. Second, the study relied primarily on self-reported data, which may be subject to bias and recall errors. Third, The study evaluated the overall effectiveness of the LC Kampung Inggris TikTok Account but did not explore the specific impact of content playlists like "Pronunciation," "Tanya Member," or "Sidak Member."

CONCLUSION

Based on the previously provided information, most students agreed that Kampung Inggris LC TikTok Account is a good learning resource for English learning. Kampung Inggris LC TikTok Account is a valuable TikTok account for enhancing English vocabulary among EFL learners. Participants reported significant improvements in vocabulary knowledge and learning motivation. The account's engaging content, diverse playlists, and rewatch feature help it to be more effective at facilitating vocabulary acquisition. The use of different playlists caters to different learning preferences, and The option to rewatch videos from the account anytime supports vocabulary learning by offering flexible access, optimal study times, and facilitating independent learning. Additionally, the relaxed and enjoyable learning atmosphere further facilitates vocabulary acquisition.

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JOURNAL OF ENGLISH TEACHING, APPLIED LINGUISTICS AND LITERATURES (JETALL)

English Language Education Study Program, FKIP Universitas Lambung Mangkurat Banjarmasin
Volume 7 Number 1 2024
