



THE EFFICACY OF TIKTOK SHORT VIDEO TO ELEVATE THE STUDENTS' ACHIEVEMENT ON THE VOCABULARY LEARNING: THE EXPERIMENTAL STUDY IN SMP NEGERI 3 SUTOJAYAN

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Abstract. This study aims to investigate the efficacy of TikTok short videos as a tool to improve students' achievement in vocabulary learning at SMP Negeri 3 Sutojayan Blitar. The research employs a pre-experimental design with a one-group pre-test and post-test methodology. A total of 30 seventh-grade students from Class 7A were involved during the period of April to May 2024. Data were collected through a pre-test, a treatment session involving TikTok videos, and a post-test to measure the improvement in students' vocabulary. The analysis was conducted using quantitative methods based on Sugiyono's (2019) framework. The results of the study indicate that the use of TikTok short videos significantly improved students' performance in vocabulary learning. The study concludes that integrating social media platforms such as TikTok can be an effective strategy in vocabulary learning, offering an engaging blend of entertainment and education. The study recommends further research to explore the use of other digital tools in education.

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INTRODUCTION

Language is a fundamental element in human life, functioning as a means of communication and a way to express thoughts and emotions. According to Mailani et al. (2022), language is crucial in facilitating human interaction, closely tied to communication. The influence of language extends to various fields such as politics, social interaction, legal processes, and education. Maindoka et al. (2022) emphasized that language also plays an important role in human intelligence, social engagement, and emotional growth. Therefore, learning and mastering language, both verbally and in writing, is essential in human life.

English, as one of the global languages, has become a mandatory subject in many countries. It is the primary tool in international trade, diplomacy, science, and various other professions, making it essential for facilitating cross-cultural communication. In addition to serving as a means of international communication, English provides flexibility and access to vast information. Mastering English enables individuals to participate in global communication and opens significant opportunities in technology and knowledge (Rohmah, 2019). In Indonesia, English is taught as a foreign language, requiring students to continuously expand their vocabulary. Vocabulary is a crucial aspect of language acquisition that must be consistently improved by both native and non-native speakers. Hartatiningsih (2022) states that without sufficient vocabulary, ideas cannot be conveyed effectively. Proper vocabulary usage is vital in writing, speaking, listening, and reading skills.

However, students often face difficulties in learning vocabulary. These challenges include spelling errors, pronunciation issues, and incorrect word choices in writing and speaking, which hinder their ability to communicate effectively (Hartatiningsih, 2022). The inability to understand and retain new vocabulary can also decrease students' interest in learning English. Wilsana (2015) adds that limited vocabulary can prevent students from answering exam questions clearly or expressing their thoughts. Various internal and external factors affect

students' ability to master a language. Internal factors such as study habits, personality, focus, and learning attitudes play significant roles. A positive attitude towards language learning can increase student success. However, technologies like Google Translate sometimes make students less inclined to understand the meaning of words in-depth (Wilsana, 2015).

One type of text studied by secondary school students is descriptive text. This text provides detailed information about a person, place, or specific object (Ningtias, 2017; Sanjaya, 2013). To help students master vocabulary, engaging and supportive learning materials are needed. Social media, such as TikTok, can be used as a tool to make learning more interesting and challenging. TikTok offers various engaging effects that can be utilized to create entertaining and educational videos (Rahajeng, 2022). Based on observations with English teachers and direct classroom observations at SMP Negeri 3 Sutojayan, it was found that teachers had not yet used teaching materials that could engage students in mastering vocabulary. Teachers mainly relied on textbooks, which caused students to be passive, resulting in low vocabulary acquisition.

Several studies have supported the use of TikTok in vocabulary learning. Tampubolon et al. (2023) found that the use of TikTok can improve the vocabulary mastery of seventh-grade students at SMP Negeri 9 Pematang Siantar. Erwani et al. (2022) also found that students were more interested in learning through video media like TikTok compared to traditional teaching methods. Moreover, Ernia (2024) showed that TikTok effectively increased vocabulary mastery among eighth-grade students at MTS MT Belanting. Based on these initial findings, this study at SMP Negeri 3 Sutojayan aims to test the effectiveness of using TikTok short videos in improving vocabulary mastery among seventh-grade students.

Research by Febriani et al. (2021) showed that using TikTok as a tool for English vocabulary learning in SMP Negeri 5 Bandung effectively improved students' vocabulary understanding and motivation. Students found it easier to recall new words and felt more confident in daily conversations. Zulfikar & Rahmawati's (2020) research also revealed that TikTok's use in vocabulary learning at SMP Al-Hidayah Jakarta accelerated vocabulary acquisition, enhanced student creativity in using contextual English, and helped students retain vocabulary better through visual media. This research aims to examine the effectiveness of TikTok in vocabulary learning, assess students' interest in using this media for learning, and analyze the impact of vocabulary mastery on language proficiency. Moreover, this research has several benefits, including providing an alternative teaching method, increasing student motivation to learn, and supporting the improvement of English language learning quality..

RESEARCH METHODS

This study uses a quantitative method with a pre-experimental approach. Quantitative research analyzes numerical data using statistical methods to test hypotheses and determine the significance of the relationship between the variables studied. In this context, the pre-experimental approach was chosen because it did not fully meet the criteria for a controlled experiment, where external factors can influence the development of the dependent variable. The research design used was One Group Pretest-Posttest, where one sample group was given a test before and after treatment to measure the changes that occurred. The study was conducted at SMP Negeri 3 Sutojayan Blitar during the 2023/2024 academic year, from April to May 2024. The population of this study was all 7th grade students at the school, with a sample of 21 students selected using the purposive sampling method. The selection of this sample was based on the principal's recommendation and considerations of time and resource constraints. The variables in this study consist of independent and dependent variables. The independent variable is the use of TikTok short videos as a learning medium, while the dependent variable is the improvement of students' vocabulary skills. These variables are operationalized by measuring the effectiveness of TikTok videos in improving students' vocabulary comprehension, with pre- and post-treatment tests as the measurement instruments.

The research instruments used include tests, observations, interviews, and documentation. Tests are used to measure students' initial and final abilities in understanding



vocabulary, observations are conducted to assess the learning process, interviews are used to obtain in-depth information from teachers and students, and documentation is used to support data analysis. The validity and reliability of the instruments were tested using SPSS, with the results indicating that the instruments used were valid and reliable. Data analysis was carried out using normality tests, homogeneity tests, and hypothesis tests to determine the effectiveness of the treatment given.

RESULTS AND DISCUSSION

This study was conducted at SMP Negeri 3 Sutojayan Blitar from April to May 2024, with the aim of evaluating the effectiveness of TikTok short videos in improving students' vocabulary learning achievement. The study used a quantitative method and involved 21 seventh-grade students as research subjects. The research procedure included a pre-test, treatment phase, post-test, and trial phase to ensure the validity and reliability of the instruments used.

The study began with the administration of a pre-test to measure the students' initial vocabulary proficiency. In this pre-test, students were given a series of questions to assess their understanding and use of English vocabulary relevant to the learning material. The pre-test results showed an average student score of 71.43 with a standard deviation of 6.23, indicating that most students had not yet mastered the vocabulary well and required improvement in their understanding and application of vocabulary. After the pre-test phase, students participated in the treatment, which involved the use of TikTok short videos as a medium for vocabulary learning. During the treatment phase, students were routinely invited to watch and interact with TikTok videos focused on English vocabulary. The videos used were designed with appealing visuals, clear audio, and context-based vocabulary presentations that were easy for students to understand. The aim was to increase motivation and retention of new vocabulary in an engaging and relatable way.

Following the treatment sessions, a post-test was conducted to evaluate improvements in vocabulary acquisition. The post-test results showed a significant increase in student performance. The average post-test score increased to 83.38 with a standard deviation of 6.14, demonstrating an improvement in the students' vocabulary proficiency after the treatment. This improvement indicates that the use of TikTok videos as a learning medium had a positive impact on students' vocabulary achievement in English. Statistical analysis conducted using a Paired Sample T-Test reinforced these findings. The mean difference between the pre-test and post-test was -11.95 with a standard deviation of 8.30. The t-value of -6.60 at a significance level of 0.000 indicates that the improvement was statistically significant. This means that the use of TikTok videos led to a noticeable improvement in students' vocabulary acquisition.

The findings of this study align with several theories and previous research regarding the effectiveness of digital media, particularly TikTok, in learning. According to [Mailani et al. \(2022\)](#), language plays a crucial role in human interaction and communication. Using engaging and relevant digital media, such as TikTok, can be an effective tool in enhancing language skills, particularly in vocabulary learning. The results of this study support the findings of [Tampubolon et al. \(2023\)](#), who found that the use of TikTok videos improved junior high school students' vocabulary acquisition. Approaches that utilize social media platforms like TikTok can attract students' interest, which in turn increases their motivation to learn. This is consistent with the research of [Erwani et al. \(2022\)](#), which showed that students are more engaged in learning through visual media like videos compared to traditional methods.

TikTok videos, with their short, concise, and visually appealing format, help students more easily understand and remember new vocabulary. This study also supports the findings of [Ernia \(2024\)](#), which demonstrated the effectiveness of TikTok in enhancing students' vocabulary skills. TikTok videos, with their enjoyable visual content, accelerate vocabulary comprehension, foster creativity, and allow students to better retain vocabulary.

Additionally, this study reveals that TikTok not only effectively improves vocabulary acquisition but also enhances student motivation. This reinforces the theory proposed by



Hartatiningsih (2022), which suggests that student motivation and engagement are critical in improving their ability to learn vocabulary. However, it is important to note that while TikTok has proven effective as a learning tool, its use should be integrated with other teaching methods to achieve optimal results. Teachers must ensure that the TikTok videos used are relevant to the material being taught and are well-designed to avoid distractions or irrelevant information..

CONCLUSIONS AND SUGGESTIONS

Based on the results of the study, it can be concluded that the use of short TikTok videos as a learning medium is effective in improving vocabulary mastery among seventh-grade students at SMP Negeri 3 Sutojayan. The significant increase in post-test scores indicates that the integration of digital media in learning can positively impact student engagement and learning outcomes. Therefore, it is recommended for educators to consider the use of social media and modern technology as part of innovative and engaging teaching strategies. Based on the conclusion of this study, several recommendations can be suggested. For English teachers, it is suggested that they consider using TikTok short videos as an additional tool to improve students' English skills, especially in broadening their horizons, while still combining it with appropriate teaching strategies. Students are advised to utilize TikTok videos as a means to increase their engagement and interest in learning English vocabulary, because this innovative media platform can be a fun alternative to conventional learning methods. For researchers, this study can be used as an initial reference for further exploration of the integration of digital media such as TikTok videos in educational contexts, to further understand effective learning strategies. Future researchers are expected to develop the findings of this study by exploring additional variables and contexts related to increasing knowledge through digital media, as a valuable resource for academics interested in innovative approaches to language learning..

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