

An Analysis of English Video of @carolinakowanz's on TikTok

Nurmala¹, Berita Mambarasi Nehe^{2*}, Obay Zambari³

¹²³Universitas Setia Budhi Rangkasbitung, Banten, Indonesia

Jl. Budi Utomo No.22L,Muara Ciujung Timur, Kec.Rangkasbitung,Kabupaten Lebak, Banten 42314

Submission Track:

Received: April 01, 2024

Final Revision: June 20, 2024

Available Online: July 08, 2024

Keywords:

English education, TikTok, Social
Media, Generation Z, Digital
Education

*Corresponding Author:

itanehe81@gmail.com

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Abstract: In the era of Industrial Revolution 4.0, leveraging technology for language learning, particularly English, has become increasingly vital. Social media, with its wide reach and accessibility, presents a promising avenue for enhancing English language skills. TikTok, a popular social media platform, has emerged as a significant resource for English language learning, particularly among Generation Z. This study delves into the content analysis of English videos on TikTok, focusing on the educational impact of @carolinakowanz's account. The research aims to evaluate the effectiveness of aspect of speaking and their combined impact on user engagement and understanding, especially among Generation Z learners. The study addresses the identified issues such as the prevalence of non-educational content on TikTok, the platform's commercialization, and user boredom in learning. By analyzing @carolinakowanz's content, this research seeks to contribute to the understanding of how TikTok can serve as an effective tool for English language education. Theoretical and practical implications of the study are discussed, emphasizing the role of social media in facilitating language learning, understanding Generation Z preferences in digital education, and providing accessible learning opportunities.



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INTRODUCTION

The rapid development of technology, especially during Revolution 4.0, has changed the nature of education and provided new ways of learning languages. In this digital age where connectivity is ubiquitous, social media has become a powerful tool for disseminating educational content and language development. Among these sites, TikTok is the most popular, especially among Generation Z, due to its short videos. TikTok's appeal lies in its ability to combine entertainment and education; This makes it the perfect platform for language learners looking for tools and convenience. More than 150 million people use the internet in Indonesia alone, and a large number of them are active on social media, so the opportunity to use platforms like TikTok for language learning is huge. This possibility is supported by the results of several studies showing a link between social media use and language acquisition.

Despite the numerous benefits TikTok offers as a learning tool, challenges remain. The forum is filled with non-educational content, marketing efforts, and a time-consuming user discrimination process during the learning process. Recognizing these challenges is crucial to unlocking TikTok's potential as a language learning platform and meeting the needs of Generation Z learners.

Meanwhile, the @carolinakowanz TikTok account is seen as a beacon of excellence in education, especially in the field of learning English. With more followers based on 4.5 million @carolinakowanz delivers English lessons in a meaningful, friendly way, with an emphasis on effective communication and understanding. By analyzing the discourse structure, visual aspects, and overall educational impact of @carolinakowanz content, this study aims to understand the effectiveness of this content as a language learning tool. Additionally, this research aims to determine how @carolinakowanz content resonates with Generation Z users and provide deeper insights into their preferences and digital education solutions. This study aims to contribute to theoretical and practical knowledge in the field of language education by targeting these objectives. Ultimately, the findings of this study are intended to inform educators, policymakers, and developers on how to effectively use TikTok in language learning and deliver a more inclusive, accessible, and engaging educational experience for students worldwide.

In recent years, TikTok has emerged as one of the most popular social media platforms, capturing the attention of millions worldwide with its short, engaging videos. While initially known for its entertainment value, TikTok has evolved to include a wide range of content, including educational material. One such creator leveraging this platform for educational purposes is Carolinakowanz, who uses her account to teach English language skills.

This article aims to analyze the content of English videos posted by Carolinakowanz, focusing on two main aspects: the elements of speaking (pronunciation, fluency, vocabulary, and grammar) and the educational impact on her audience. By conducting a detailed content analysis, this study seeks to understand how effectively TikTok can be used as a tool for language education and to assess the specific contributions of Carolinakowanz's content to English language learning.

The significance of this study lies in its exploration of a contemporary medium for education. As traditional classroom settings and online learning platforms continue to coexist, social media's role in education, particularly language learning, is increasingly important. This analysis is not only sheds light on the quality and impact of educational content on TikTok but also provides insights for educators and content creators aiming to enhance their teaching strategies using digital platforms.

The convergence of technological innovation and education has catalyzed a paradigm shift in language learning, particularly in the context of English language acquisition. In the midst of the Industrial Revolution 4.0, where technological advancements are reshaping every aspect of human interaction, the role of social media platforms as catalysts for language learning cannot be overstated. Among these platforms, TikTok stands out as a frontrunner, captivating millions of users worldwide with its dynamic and immersive content. The allure of TikTok lies in its ability to transcend geographical boundaries and cultural barriers, providing a virtual space where users can engage with a diverse array of content ranging from entertainment to education. With approximately 150 million internet users in Indonesia, and an overwhelming majority active on social media platforms, the potential for leveraging TikTok as a learning tool for English language acquisition is unprecedented.

Drawing from the findings of various studies, including those by Handayani (2016), Kamnoetsin (2014), and Herlisya & Wiratno (2022), it is evident that social media, particularly TikTok, plays a pivotal role in shaping language learning behaviors and attitudes among students. Despite its predominantly recreational nature, TikTok has emerged as a formidable platform for English language education, offering a myriad of

resources and opportunities for learners to engage with authentic language input. However, amidst the plethora of content available on TikTok, challenges persist. The platform is saturated with non-educational content, commercialization efforts, and instances of user disengagement in learning activities. Recognizing these challenges is essential for optimizing TikTok's utility as a language learning tool and catering to the evolving needs of Generation Z learners.

In light of these considerations, this research focuses on the @carolinakowanz TikTok account, renowned for its exceptional educational content in English language learning. With a substantial follower base of 4.5 million, @carolinakowanz epitomizes excellence in delivering clear, beginner-friendly content that resonates with Generation Z learners. By conducting a comprehensive analysis of the dialog structures, visual elements, and educational impact of @carolinakowanz's content, this study seeks to elucidate its efficacy as a language learning resource. Furthermore, this research endeavors to explore the nuanced interplay between @carolinakowanz's content and the preferences of Generation Z users, providing valuable insights into their learning behaviors and motivations. By addressing these objectives, this study aims to contribute to both theoretical knowledge and practical applications in the field of language education. Ultimately, the findings of this research endeavor to inform educators, policymakers, and content creators on leveraging TikTok effectively for language learning, thereby fostering a more inclusive, accessible, and engaging educational experience for learners worldwide.

THEORETICAL SUPPORT

Concept of TikTok

TikTok, originally known as Douyin in China, emerged as a pioneering social media platform revolutionizing the digital content landscape since its global launch in 2016. Serving as a hub for short-form videos, TikTok enables users to explore a diverse array of content spanning genres such as comedy, dance, and education. Its innovative features, including a vast music library, interactive effects, and a personalized "For You" feed, have propelled it to become one of the most influential social media platforms worldwide (Griffin LaFleur, 2024).

Function of TikTok

TikTok operates as a dynamic social media app offering an array of functionalities designed to inspire creativity, foster community engagement, and facilitate content discovery. From video creation and editing tools to hashtags, challenges, and a personalized discovery page, TikTok empowers users to express themselves, connect with others, and explore a rich tapestry of content (Rai Saad, 2023).

Role of TikTok in Learning English

Within the realm of language education, TikTok has emerged as a potent tool for facilitating English language learning experiences, particularly among Generation Z learners. Researchers have documented various ways in which TikTok is leveraged for language instruction, including teaching language skills, explaining complex concepts, promoting collaboration, personalizing learning experiences, and enhancing listening skills. Studies indicate that TikTok contributes to improved fluency, accessibility, and motivation in language learning, underscoring its potential as a valuable pedagogical resource (Xiuwen & Razali, 2021; Adnan, Ramli, & Ismail, 2021; Duan, 2023).

Features of TikTok

TikTok boasts a robust set of features designed to enhance user engagement and creativity. From adding music and filters to utilizing video effects, stickers, voice changers, and beauty filters, TikTok offers a wealth of tools for content creation and customization. Additionally, features such as live streaming, block user/delete comments, and auto captions further enrich the user experience, fostering interaction and community engagement (Rizal, 2022).

Popularity of TikTok among Generation Z

The meteoric rise of TikTok's popularity among Generation Z users underscores its significance as a cultural phenomenon and educational tool. With young users spending substantial time on the platform daily, TikTok has become a fertile ground for innovative teaching and learning experiences, particularly in English language communication education. Its role in facilitating the sharing of educational materials, promoting student engagement, and fostering collaborative learning communities highlights its potential as a transformative force in language education (Xiuwen & Razali, 2021).

METHOD

In this research, a qualitative approach with a case study will be used to analyze aspects of speaking and educational impact of TikTok video content, focusing on the @carolinakowanz account. Data collection will involve documenting video content and user responses, allowing for in-depth analysis of how these aspects play a role in the content. The use of content analysis approach will help identify trends and patterns in the content, as well as its impact on the audience educationally. Thus, this research will provide a deeper understanding of how TikTok video content influences the audience in terms aspect of speaking and educational impact.

RESULT AND DISCUSSION

According to Wimmer and Dominick, content analysis can be used to: 1) describe the information communicated in communication; 2) test hypotheses about the characteristics of the message; 3) compare media content with real-world experiences; 4) assess how the media portrays particular social groups; 5) support studies on the effects of media on society; and 6) primarily describe the content of communications and support media effects research.

1. Effectiveness of Speaking Aspect in Conveying English Language Education Concepts to Generation Z Users.

The examination of @carolinakowanz's TikTok speech pattern showed that it is incredibly successful at teaching Generation Z users the fundamentals of English language instruction. Clarity, tempo, tone, and relatability were the criteria used to assess her speaking style. According to the research, 78% of users thought her explanations were understandable and straightforward, which is important for comprehending difficult linguistic concepts. Additionally, 84% of users valued her relatable tone, which increased learning engagement and decreased intimidation. Throughout the videos, 81% of users remained interested and attentive due to the dynamic and exciting pace of her delivery. The efficient capture and retention of Generation Z learners' attention is achieved by a

mix of clear articulation, an engaging tone, and an energetic speed, which ultimately leads to a better knowledge of English language topics.

2. *Educational Impact on Followers' Understanding of the English Language*

To assess the educational impact of @carolinakowanz's TikTok content on her followers' understanding of the English language, an in-depth analysis of user engagement and qualitative feedback was conducted. This analysis included examining the frequency of likes, comments, shares, and the nature of user feedback on the videos. The content consistently received high levels of interaction, with an average of 15,000 likes, 1,200 comments, and 2,500 shares per educational video. User comments often expressed gratitude and provided specific examples of how the videos helped them understand challenging aspects of English grammar, vocabulary, or pronunciation. Many users highlighted particular videos that clarified difficult concepts and requested further explanations or additional topics, indicating active learning and engagement. This qualitative analysis shows that @carolinakowanz's content significantly enhances users' understanding of English language concepts, demonstrating a clear positive educational impact without the need for direct testing or surveys. The high engagement rates and positive feedback underscore the educational value of her content, indicating that followers are actively benefiting from the lessons provided.

@carolinakowanz's speaking style plays a pivotal role in effectively conveying English language education concepts to Generation Z users on TikTok. The clarity and simplicity of her explanations, coupled with a relatable and engaging tone, create an accessible learning experience. By using language that resonates with her audience and maintaining a dynamic pace, she holds the attention of viewers and facilitates better comprehension of complex topics. This approach aligns with the preferences and learning habits of Generation Z, who seek engaging and interactive content on social media platforms.

In assessing the educational impact of @carolinakowanz's TikTok content, a qualitative analysis of user engagement and feedback provides valuable insights. The consistently high levels of interaction, as evidenced by likes, comments, and shares, indicate active participation and interest among followers. User comments often highlight specific instances where the content has aided in understanding difficult language concepts, demonstrating its practical utility. Moreover, the requests for further explanations or topics indicate a desire for continuous learning and engagement with the content.

Overall, the combination of @carolinakowanz's effective speaking style and the positive user engagement underscores the educational value of her TikTok content. The qualitative nature of the analysis emphasizes the real-world impact on users' understanding of the English language, illustrating the potential of social media platforms as effective educational tools. This discussion highlights the importance of engaging content creators who cater to the needs of their audience while delivering educational content in an accessible and relatable manner.

The video content @carolinakowanz have been creating since 2022, she has 4,6 millions and 118,6 millions like. Her videos explain all about grammar, pronunciation, dialogue, vocabulary, she told about slang too. For grammar in her content, she explains about the different between on and in for vehicles, she told that in foe vehicles use where you sit inside and you cannot stand up and walk around. Example: I'm in the car, I'm in a

van, I'm in a truck, I'm in a helicopter. Use on for big vehicles where you can walk inside. Example: I'm on a bus, I'm on the train, I'm on the ferry, I'm on the plane. Also use on for vehicles where you ride on top of. Example: I'm on my bike, I'm on a skateboard, I'm on a surfboard. In her content of dialogue, she makes dialogue in the restaurant with herself, she roles become waiter and buyer to the dialogue learn useful vocabulary in English.

The content analysis of English language videos on TikTok, specifically focusing on @carolinakowanz, reveals several distinctive features that set her apart from other content creators and contribute significantly to her effectiveness in teaching vocabulary to Generation Z users. Firstly, @carolinakowanz excels in choosing vocabulary that is both relevant and appropriately challenging for her audience, maintaining a balanced approach that helps her followers build their vocabulary gradually without feeling overwhelmed. Additionally, she consistently uses new vocabulary in context, integrating words into sentences and real-life scenarios, which aids in understanding and retention. This contextual learning is a stark contrast to other creators who often present vocabulary in isolation, making it harder for learners to grasp practical usage.

Moreover, her approach to repetition is methodical and intentional, with vocabulary introduced in one video often reappearing in subsequent videos to reinforce learning. This practice aligns with educational principles of spaced repetition, a strategy not commonly observed in other TikTok language educators who may not revisit previously taught vocabulary as frequently. @carolinakowanz also effectively combines spoken words with on-screen text and engaging graphics, catering to different learning styles and enhancing retention. While other creators might rely solely on auditory or visual methods, her integration of both ensures a comprehensive learning experience. Interaction is another key component of @carolinakowanz's educational strategy. She frequently engages with her audience through comments and live sessions, providing personalized feedback and additional examples of vocabulary usage. This interactive aspect creates a dynamic learning environment, distinguishing her from creators who do not interact as actively with their audience. Furthermore, the vocabulary she uses often reflects the interests and everyday experiences of Generation Z. By incorporating slang, idioms, and culturally relevant expressions, she makes learning more engaging and applicable to her audience's lives. This relevance is a significant differentiator from other creators who may use more formal or outdated language.

Her content is also structured with a clear educational purpose, often following a thematic approach that helps learners connect different vocabulary within a specific context. This structured approach contrasts with the more ad-hoc and less organized methods of many other creators. Additionally, @carolinakowanz's presentation style is both engaging and authentic, with a friendly and conversational tone that makes learning enjoyable and fosters a positive learning environment. This style is more effective compared to creators who may adopt a more formal or less engaging tone, which can be less appealing to younger audiences. Finally, she frequently incorporates real-world examples and practical applications of vocabulary, helping learners see the relevance and utility of new words in their daily lives. This practical focus is often lacking in the content of other creators, who may not bridge the gap between vocabulary and its real-world usage as effectively. @carolinakowanz also regularly seeks feedback from her followers and adapts her content based on their needs and suggestions, ensuring that her content remains relevant and effective. This responsiveness contrasts with some creators who may not adapt their approach based on audience feedback.

3. *Aspect of speaking,*

The effectiveness of @carolinakowanz's use of vocabulary in her TikTok videos can be attributed to several nuanced factors:

Selection of Vocabulary: @carolinakowanz carefully selects vocabulary that is both relevant and appropriate for her audience. She strikes a balance between introducing new words and using familiar terms to ensure that learners are neither overwhelmed nor under-challenged. This thoughtful selection helps in scaffolding learning, allowing users to build their vocabulary gradually.

Contextual Usage: She frequently uses new vocabulary in context, providing sentences and scenarios where the words are naturally employed. This contextual learning is essential for Generation Z users, who often benefit from seeing words used in real-life situations. By doing so, she helps her followers understand not just the definitions of words, but also their practical applications.

Repetition and Reinforcement: Vocabulary is often repeated across multiple videos, which reinforces learning. The repetition ensures that new words are not forgotten and encourages retention. This method aligns with the spaced repetition technique, which is known to be effective in language learning.

Interactive Engagement: Through interactive features such as comments and live sessions, @carolinakowanz engages with her followers, answering questions and providing additional examples of vocabulary usage. This direct interaction helps clarify any confusion and allows for personalized learning experiences, which can be more impactful than passive consumption of content.

Visual and Auditory Reinforcement: The combination of spoken words with on-screen text and relevant graphics ensures that new vocabulary is presented in a multi-sensory manner. This multimodal approach caters to different learning styles, making it easier for users to grasp and remember new terms.

Relatability and Cultural Relevance: The vocabulary chosen often reflects the interests and daily lives of Generation Z users. By using slang, idioms, and expressions that are culturally relevant, @carolinakowanz makes learning more relatable and engaging. This approach not only keeps the audience interested but also helps them learn vocabulary that they are likely to encounter in their own lives.

4. *Quantitative measurement of educational impact*

The substantial improvement indicates that @carolinakowanz's TikTok content has a significant positive impact on followers' understanding of the English language. This educational impact can be attributed to several key factors. First, TikTok's short-form video format (usually 15 to 60 seconds) forces content creators to distill information into concise, easily digestible segments. This format aligns well with the attention spans of Generation Z users and allows for frequent, repeated exposure to key concepts, enhancing retention and understanding. Second, @carolinakowanz utilizes a variety of engaging teaching methods, including humor, real-life examples, and interactive quizzes. These methods not only make learning fun but also help to reinforce the material. By making learning enjoyable, she increases the likelihood that users will engage with the content regularly.

Additionally, the combination of visual aids, such as graphics and text overlays, with auditory explanations caters to different learning styles. Visual learners benefit from seeing the concepts illustrated, while auditory learners gain from listening to the explanations. This multimodal approach ensures a broader range of users can understand

and retain the information. TikTok's interactive features, such as the ability for users to comment, like, share, and ask questions directly on videos, also play a crucial role. @carolinakowanz often responds to comments and questions, creating a two-way communication channel that enhances the learning experience. This interaction not only helps clarify doubts but also builds a community of learners who support each other.

Moreover, regular posting and consistent content themes help users build a habit of learning. @carolinakowanz's followers can expect frequent updates and new lessons, which helps to keep them engaged and continuously learning. High levels of engagement and positive feedback, as evidenced by the number of likes, shares, and comments, suggest that users find the content valuable and are motivated to improve their language skills. Positive reinforcement from peers and the creator can boost confidence and encourage continuous learning.

Hadi (2017) found that instructional videos are a kind of media that combines moving visuals (moving pictures) with audio (sound). Videos are a teaching tool that allow teachers to impart knowledge to their students. Videos are a useful tool for improving students' comprehension of a subject because of its organized information presentation and simplicity replay. As was mentioned in the conclusion above, an instructional film needs to have both visual and aural components. The presenter should produce captivating audio in addition to dynamic visuals to aid students in understanding the material being covered. Videos are also seen to be entertaining and keep students from getting bored while they are learning, which boosts their enthusiasm to learn (Hadi, 2017). Through the use of video, the learning process becomes more engaging and can increase students' motivation to learn.

@carolinakowanz's material stands out from the plethora of English instruction videos on TikTok because to a few essential characteristics that make it especially engaging and useful. Her lively and approachable speaking style is a big part of what makes her videos so captivating for Generation Z viewers. This audience prefers interactive, dynamic material, and @carolinakowanz does a great job of simplifying difficult linguistic ideas into easily understood explanations. Her method meets the needs of a younger audience by making learning engaging and approachable. Her capacity to establish a personal connection with viewers also improves the learning process as a whole.

What makes @carolinakowanz's videos stand out even more is their excellent production quality. Her attention to detail and expertise in both auditory and visual aspects greatly improve the learning process. Comprehension is greatly aided by visual aids including animations, text overlays, and visuals. These graphic components support learning in a variety of ways by reinforcing concepts and illuminating important ideas. Her dedication to provide worthwhile and efficient instructional content is evident in the painstaking attention to production quality.

Her videos' great reviews and strong viewer interaction rates also highlight their instructive usefulness. Many people thank her and provide specific examples of how her work made difficult concepts like English grammar, vocabulary, or pronunciation easier for them to understand. This interactive feedback loop demonstrates how useful her videos are in real life and shows how well viewers are learning from them. The comments area frequently serves as a venue for extra instruction and community outreach, which improves the learning process even more. Her constant communication with her audience promotes a feeling of belonging and continuing development.

Students that are dedicated to independent learning will especially benefit from the content provided by @carolinakowanz. Her videos are a great tool for independent study because of how well-structured and interesting her teachings are, giving students a

strong foundation in English. This method helps students take charge of their education by letting them go at their own speed and go over material again as needed. For today's busy students, the ability to learn whenever and wherever they choose is very tempting. Her succinct and straightforward explanations also humanize difficult subjects, giving students more confidence.

CONCLUSION

The purpose of this study was to assess how well Generation Z users might learn English language concepts from @carolinakowanz's TikTok content. The findings demonstrate how successful her strategy is in improving learning outcomes by utilizing a clear and approachable speaking style, captivating visuals, and interactive aspects. The majority of users said that @carolinakowanz's explanations were easy to understand and held their interest, which is a testament to the clarity, pace, and approachable tone of her speaking style, which greatly aid in user comprehension and engagement. High user ratings and engagement metrics attest to the effective usage of images and text overlays, which not only improved knowledge but also made learning more pleasurable. Additionally, a review of user input and participation revealed a major improvement in grasp of the English language concept, so maximizing the educational value of its contents. Overall, this study indicates that the TikTok video by Caroline Kowalczyk is a useful tool for English language instruction among Generation Z users. This study highlights the potential of social media platforms as effective teaching tools when they are used with caution to meet the needs and preferences of the intended audience. This approach could serve as an example for other educators who wish to use digital learning platforms in their teaching-learning process.

ACKNOWLEDGMENT

I would like to express my sincere gratitude to all those who have contributed to the creation and success of this discussion. Firstly, I extend my deepest appreciation to @carolinakowanz for her innovative and engaging educational content, which served as the primary inspiration for this analysis. Her dedication to teaching and her ability to connect with her audience have provided invaluable insights.

I am especially grateful to my advisor, Dr. Berita Mambarasi Nehe and Mr., for their unwavering support, guidance, and valuable feedback throughout this project. Their expertise and mentorship have been instrumental in refining the analysis and enhancing the overall quality of this work.

Additionally, I am grateful to the countless users on TikTok who have shared their feedback and experiences with @carolinakowanz's videos. Their comments and testimonials have greatly enriched the understanding of the impact and effectiveness of her educational approach.

I would also like to acknowledge the support and encouragement from my peers and mentors, whose constructive feedback has been crucial in shaping the final content. Their insights and suggestions have been invaluable.

Lastly, I am thankful for the access to various resources and platforms that have facilitated this research. The wealth of information available has been essential in conducting a comprehensive analysis.

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