Tiktok Viewer's Perception on Tiktok Content Towards Their Speaking Skill English Improvement

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ABSTRACT

In the global era, the use of communication media has developed so rapidly that people are faced with various choices to be able to access information either through conventional media or electronic media, and at this time, what is known to many people for its convenience is social media, for example TikTok. In learning a foreign language, TikTok could be an effective learning medium form exploring knowledge. This study aims to find out: (1) the perception of TikTok viewers towards TikTok content to improve their speaking skills; (2) how TikTok helps TikTok viewers to improve their speaking skills; (3) the problems faced by TikTok viewers when using TikTok to improve their speaking skills and its solution. Researchers used descriptive qualitative research with the purposive sampling technique. Five TikTok viewers were choosen as respondents. In this study, researchers used interviews and documentation as instrument and follows Miles and Huberman model for data analysis. The results showed that TikTok content has a significant but not excessive role in improving the viewer's speaking ability because it contains content that can be used to learn to speak with the characteristics of each content creator. Every TikTok viewer also has problems such as different accent used by the content creator. For the solution, TikTok viewers can used subtitles, saved favorite content, and employed online dictionaries. To some up, TikTok provides an engaging and enjoyable platform for language learning, offering diverse content tailored to individual learning preferences.

KEYWORDS: *perception, tiktok, speaking skills.*

INTRODUCTION

In the global era, the use of communication media has developed so rapidly that people are faced with various choices to be able to access information either through conventional media or electronic media, and at this time, what is known to many people for its convenience is social media. The birth of social media has made all of them use it for various purposes in various aspects of life. As stated by Gupta and Bashir, there are four main purposes for using social media applications, namely: entertainment, socialization, information, and academics (Yang, 2020). In addition to the four objectives above, there is another objective, namely, to support the democratization of knowledge and information. Whenever a user wants to know information or

news that is trending, at that time the user can easily access it. Through the utilization of information technology, access to knowledge becomes relatively easy and close.

Many social media such as TikTok, could be an effective learning medium form exploring knowledge, especially when learning a foreign language. TikTok is a social media network and video platform introduced by Zhang Yiming in 2016 and owned by ByteDance. This is an app called Douyin which is very explosive in China. Douyin has expanded to various countries under a new name, namely TikTok because it is very popular. TikTok was also present in Indonesia in 2017. As in other countries, this video app attracts a lot of attention from a wide range of people. TikTok also has a buzz for schoolchildren and ABG at the moment (Juvenile). They can share their videos and show their talents and share knowledge with others in the form of videos and live chat.

According to Deriyanto and Qorib (2018), the Tik Tok application is able to be useful for its viewers as a means of sharing and receiving information, and expanding social networks. Batoebara (2020) also expressed his opinion that this application is able to hone creativity, especially in making videos and helping students express themselves. Most viewers use this application to show their talents such as dancing, singing, drama, reciting, and preaching (Damayanti and Gemiharto, 2019). Viewers are starting to explore how to use it according to their respective fields. In this case, it is clear that TikTok can develop the viewer's skills so that it is known to the outside world because this application has many uses.

With the skyrocketing TikTok application as well as its many viewers, it cannot be denied that this application is widely used by the digital generation. The generation in which there are various people who participate in the times, as well as following the application of this trend. Tiktok said in an interview that in the age range of 16-24 years there were as many as 60% of users were female. According to research data from (Anggraini, 2018) via the indonesiabaik.id web. Most social media users come from groups with very high educational backgrounds (Cahyaningrum, 2022). The presence of TikTok will influence the world of education because in its implementation it must keep up with the times. The applications discussed in this study feature a variety of videos that can be used for educational purposes behind entertainment functions, for example, English today can be learned easily because TikTok displays the advantages of its content with the "automatic caption" feature, the translation which allows viewers to understand content from various languages into everyday language more easily.

The advantages of TikTok above make it easier for viewers to use it, even with the presence of this application, TikTok creators have emerged who present a variety of content. For example, on the account @nofreeadi10, where he uses TikTok as a learning medium with the theme of English education with a number of followers reaching 365.1 thousand and likes of 6.7 million. The content he creates discusses English material such as grammar, pronunciation, phrasal verbs, contraction words, idioms, and much more which he packs in a fun and interesting way by dissecting sentences from songs, films, and short films. Almost the same as the @zelynafah account, she is also a TikTok content creator who has 559.3 thousand followers with up to 11 million likes. In the content, she also provides English education but tends to use a British accent.

In this research, it is necessary to conduct research to find out how useful and intensive the use of TikTok is in improving the speaking ability of viewers. The subjects of this study were Muhammadiyah University Ponorogo students who use TikTok and English content creators on TikTok who were selected by purposive sampling. Furthermore, this research will show whether the use of TikTok contributes to the improvement of the speaking ability of its viewers.

LITERATURE REVIEW
2.1 Social-Media

According to the University of Communications and Marketing, South Florida, social media is an internet-based method of communication (Sengar, 2021). Social networking software enables users to communicate, share information, and publish online content. According to Sam Decker of Mass Relevance defines social media as "digital material and interactions that internet users create for themselves". Social media is a recent development that involves web-based contact with internet users via websites and smartphone interactions with other people (Namaziandost, 2019). In the meantime, Madjid and Subuh (2019) suggest that social media (medsos) is a medium that facilitates online-based human social contact. Territorial boundaries are no longer a barrier to interaction because to social media. Social media differs significantly from two-way Internet communications, such as chatting or texting. Communication that used to be limited to two people has evolved into interactive interactions involving many people, such as on social media sites like Facebook, WhatsApp, Instagram, YouTube, Line, and so on. A person can manage and complete his life's affairs using social media without having to meet in person. So, it can be concluded that social media facilitates its users' ability to share information, publish content, and function as an online-based means of communication.

1. **The functions of social media**

Kietzman et al. (2011) highlight the various functions of social media as a form of mass communication, including identity establishment, conversations, sharing, presence, relationships, and reputation. Users can form communities with diverse backgrounds, interests, and demographics through groups. Nasrullah (2015) emphasizes that social media is not only a medium for communication but also for information dissemination. It is used by all groups for their own interests, such as prospective students finding information about universities through websites. Furthermore, social media is used for selling, making it useful for almost every aspect of human life.

Doni (2017) explains that social media uses web and internet technology to improve human social interaction. It has transformed one-way communication broadcast media from a single media institution to a practice of dialogue among multiple audiences. Social media has supported the democratization of knowledge and information, transforming people from users of message content to message-makers themselves. The function of social media in daily life can be beneficial if used for good things, but it is essential to understand the types of social media and their uses to avoid incorrect usage. By understanding the types of social media and their uses, individuals can avoid negative influences and maintain a positive impact on their lives.

2. **Types of social media**

Liedfray et al. (2022) identified several types of social media in Indonesia, including: (1) video sharing applications like YouTube, Vimeo, and DailyMotion; (2) microblogging applications like Facebook, Twitter, and Tumblr; (3) social network sharing applications like Facebook, Google Plus, and Path; (4) professional network sharing applications like LinkedIn, Scribd, and SlideShare; and (5) photo sharing applications like Pinterest, Picasa, Flickr, and Instagram. Video-sharing applications like Youtube, Vimeo, and DailyMotion are popular for downloading, uploading, and sharing videos. Microblogging applications like Facebook, Twitter, and Tumblr are easy to use and popular for posting videos, photos, quotes, and songs. Professional networking applications like LinkedIn, Scribd, and SlideShare cater to academics, students, researchers, government employees, and observers.

3. **Social Media as a Tool to Learn to Speak**

Social media has become an essential tool for learning to speak, as it allows individuals to express opinions, share activities, and practice speaking skills. One way to practice speaking skills is through video calls, chats, or voice notes, which can help people learn to communicate with interlocutors in various countries. Learning to speak a foreign language requires understanding the origin of the language, pronunciation, and the composition of true words. Social media is defined as a website that allows for the creation of user profiles and the visibility of user relationships (Boyd & Ellison, 2008). Unconsciously using social media can provide many benefits, including building images of oneself on social media and practicing speaking.

Some applications on social media that can help improve one's speaking skills include Hello English, Duolingo, Cake Application, and TikTok.

a) Hello English encourages users to be engaging and creative, providing functions such as grammar, vocabulary, discussion, and games (Yuanita:2019).

b) Duolingo is a language-learning company that provides free online language courses via mobile apps and the web, proving successful in teaching receptive listening and reading comprehension abilities (Jiang, Rollinson, Plonsky, & Pajak, 2020).

c) Cake Application emphasizes speaking ability by providing various activities to aid in the learning process, such as pronunciation, sentence construction, repeating after videos, and defining study goals. TikTok is also a popular platform for learning English, with popular hashtags like #LeneNENGLISH, #Funenglish, #EngLishishlessonfun, and #EngSledTok (Lestari, 2021).

d) TikTok is a popular platform for learning English, with Indonesians spending an average of 39 minutes per day accessing the platform to watch videos. By exploring TikTok content, users subconsciously find English content with speaking material and tips for correct pronunciation according to grammar, leading them to learn more about speaking on TikTok and explore other content according to each creator's content characteristics (Warini et al., 2020).

2. **TikTok App**

TikTok, a popular social media application created by Chinese company ByteDance and renowned for its artificial intelligence technology, gained popularity during the Covid-19 pandemic. Launched in September 2016, the app has been downloaded over 500 million times, with daily video views reaching 10 billion and 150 million viewers. Users come from various circles, including teenagers, the elderly, ordinary people, and foreign celebrities (Buana & Maharani 2020).

According to Putri (2021) TikTok's features include a home screen with two parts: Following and ForYourPage (FYP), search icons for searching videos or related topics, plus icons for making videos, an inbox icon for viewing activity notifications, and a profile icon at the bottom of the page. Users can also find a heart-shaped icon on the right side when watching a video, the profile icon of the account that uploaded the video, a reply icon for comments or opinions, and an icon share for sharing, downloading, and duetting with the video.

The app has seen an 18% increase in weekly downloads in the United States, 35% in Europe during March 16-22, and a 20% increase in Indonesia, according to Angga Anugrah Putra (Head of Content and User Operations at TikTok Indonesia). Massie (2020) highlights the app's unique features, such as the ability to share, download, and duet with videos, which cater to different entertainment needs and preferences. With these features, viewers can enjoy TikTok comfortably and connect with others through the platform.

1. **TikTok Content to Improve Speaking Skills**

Content is the primary unit of digital information, encompassing text, images, graphics, video, sound, documents, and reports. It refers to anything that can be managed electronically and has its own type and functions. Mahmudah & Rahayu (2020) classify content into two types based on format and content: text or writing, images, votes or podcasts, videos, infographics, links, E-books, and games.

Speaking skills are essential for life and are developed through a learning process from childhood to adulthood. The environment, experience, and parenting style of parents significantly influence this skill (Rosida, 2021). To improve speaking skills, individuals can utilize TikTok content, which contains knowledge, speaking tips, and training methods. For example, @pinkybilika discusses "How to speak English fluently" on TikTok, focusing on confidence, correct grammar and pronunciation, and listening to pronunciation on Youtube. She also encourages speaking along with the voice, expressing opinions, and recording mistakes to understand mistakes. Answering questions on the English web, such as ieltsassistance.co.uk, can help individuals become better at speaking if they consistently apply it to their lives.

Aliciaserena's content on TikTok relates to everyday life using English, such as "A Day in My Life," "BAJINGAN," and "TauGaSih." She presents English vocabulary and teaching methods in an easy-to-understand manner, making it easy for viewers to understand and capture the content. TikTok content offers numerous benefits for viewers who want to practice speaking skills or learn English material for their studies. By engaging with TikTok content, viewers can enhance their speaking abilities and improve their overall communication skills.

3. **Speaking Skills**

Speaking is a crucial English skill that is essential in daily life for communication and sharing ideas. It involves two or more individuals as listeners and speakers, who must act on what they hear and contribute meaningfully. Speaking skills are used as a tool to express ideas and provide messages or information to others. Halidu & Etango (2021) argue that speaking is an aspect of productive language skills, meaning it involves conveying ideas, thoughts, or feelings so that others can understand them. Bailey (2000) defines speaking as a process of interaction where speakers aim to build meaning through producing, receiving, and processing information. Mackey (2001:79) defines speaking as an oral expression that involves rhythmic patterns, intonation, and appropriate sequences to convey the right meaning.

Speaking skills are important in everyday interaction, as the first impression of a person is often based on their ability to speak fluently and understandably. To achieve the purpose of speaking, researchers seek to understand the components of speaking and provide more details about their components.

1. **Component of Speaking**

Vanderkevent (1990) identified three components in speaking: speakers, audience listeners, and expressions. Harris (1969) identifies five components of speaking ability: pronunciation, grammar, vocabulary, fluency, and grammar. Vocabulary is crucial for successful second language use, as it involves the correct use of words and sentence structure. Fluency is achieved by allowing the speech to flow naturally, as some parts may spill over into comprehensibility.

On the other hand, Hormaililis (2003) highlights four components that significantly impact speaking skills: vocabulary, grammar, fluency, and pronunciation. Vocabulary is concerned with the proper and appropriate words, grammar is the model of native speakers' linguistic abilities, fluency is the ability to speak naturally without frequent pauses, and pronunciation is the

production of speech sounds for communication. Correct pronunciation increases speaker acceptance among speakers, and it affects the purpose of speaking.

Training oneself regularly to speak well involves practice, discussion, reading, and experience. Good speaking skills do not just happen, but also involve practices and habits in everyday life. However, problems may arise in practice, such as difficulty using a foreign language, lack of motivation, or shyness. To overcome these challenges, speaking mastery can be achieved through online media, such as voice, video call, or video chat. Social media is a popular option for practicing speaking fluently and confidently, as it offers numerous applications for practicing speaking fluently and confidently.

METHOD

1. Research Design

This type of research is descriptive with a qualitative approach. According to Sugiyono (2016: 9) qualitative descriptive method is a postpositivism-based research method that examines natural objects and their conditions. It involves triangulation of data, inductive/qualitative analysis, and focuses on meaning rather than generalizations. This approach aims to obtain complete information to describe, describe, explain, and answer problems by studying individuals, groups, or events. Researchers use this method to understand natural events and understand the perception of TikTok viewers towards their speaking skill English improvement. The research method is best suited for researchers who need to bring the object of research directly to the field.

2. Data Collection

In this study, researchers used interviews and documentation as Data collection technique. The interview technique involves asking questions and receiving answers from TikTok viewers and content creators to gather in-depth data about their speaking abilities. The researchers also investigate audience perceptions of the TikTok application and its impact on their speaking skills. They also aim to understand the goals and messages of content creators.

During the TikTok interviews, researchers took pictures in the form of videos and used a voice recorder to supplement the interview notes. For content creator interviews, researchers asked questions via Instagram DM, took screenshots or screen recorders, and stored them in the gallery to overcome forgetting or unwanted events.

3. Technique of Data Analysis

The data analysis technique involves systematically searching and compiling data from interviews, observations, questionnaires, and documentation. It involves organizing data into categories, describing them into units, synthesizing them into patterns, choosing the appropriate ones, and making conclusions that are easily understood by the researcher and others.

Miles and Huberman (1994) describe qualitative data analysis as follows: (1) Data reduction, the process of selecting, paying attention, paying attention, transforming, and transforming raw data. There are also those who use the word data reduction to refer to this stage. (2) Data Display, it displays the data that has been compressed earlier into a form to help draw conclusions. (3) Conclusion drawing/Data Verification, the process of concluding research results while at the same time verifying that these conclusions are supported by the data that has been collected and analyzed.

4. RESULTS AND DISCUSSION

1. RESULT

4.1.1 Result of TikTok Viewer's Interview

A. TikTok viewers perception on TikTok content to improve their speaking skills

The researchers conducted interviews with Muhammadiyah University Ponorogo students to understand their perceptions of TikTok content and its role in improving speaking skills. The respondents, who actively view content on TikTok, shared their experiences and opinions on the platform.

RBR stated that TikTok is important for improving speaking skills because it offers numerous accounts with English content, such as @BBC accounts and English accounts that share English material. These accounts provide tips and helpful pronunciation information, which can lead to improved vocabulary. DT believed that TikTok is particularly important for those learning with accents and listening directly to the content creators.

MRMR also expressed his belief that TikTok is important for improving speaking skills, especially when it comes to education in English. Many content creators create content based on their speaking abilities, making viewers interested and helping them develop and improve speaking skills. However, some respondents noted that TikTok has a significant but not overpowering advantage for improving speaking skills.

NST expressed that TikTok is important because it serves as a sideline for studying other than on campus and helps those who are unfamiliar with English. They found that the application provides content that can be used to learn the characteristics of each creator's content and is not geared towards people who are already fluent in English.

RAF concluded that while TikTok is not overpowering in improving speaking skills, it offers benefits for those looking for references and education about English material. This aligns with research by Pratwi et al. (2021), which found respondents had a positive attitude towards the TikTok application as a strategy to improve literacy and speaking skills.

B. TikTok helps TikTok viewers in improving their speaking skills

In interviews conducted by researchers, respondents expressed their positive experiences with TikTok and its influence on improving their speaking skills. Some participants mentioned that TikTok helped them understand pronunciation better, as the content was easy to understand and fun to watch. They also found it helpful in teaching English with different accents, as it provided information and opportunities for self-improvement.

Another participant, RAF, emphasized the importance of English in education and the need for speaking skills. He preferred content made by Indonesians who teach or share English material rather than British or foreign people who create English content. The challenge feature on TikTok allowed viewers to imitate the video and practice speaking according to the challenge.

MRMR, another participant, found TikTok to be influential, as they often opened the platform to find English content that broadened their horizons. They saved some speaking content for educational notes, such as official service entrance tests or CPNS tests, which test in English. Content creators who educated them about their favorite English were @englishvit.com and @nofreeadi10.

The researcher concluded that TikTok can help and influence respondents to improve their speaking skills by viewing English content packaged by content creators they like. Respondents felt comfortable with the content as it was easy to understand and fun to watch, and they could

find errors that were previously unknown to them through the insights into speaking that exist in the content on TikTok. Overall, TikTok has proven to be an effective tool for improving speaking skills and enhancing overall language proficiency.

C. Problems that TikTok viewers have when using TikTok to practice speaking skills

The researcher identified several obstacles faced by respondents in practicing their speaking skills on TikTok. These include the use of different accents, such as British and American, and the lack of subtitles in content. Respondents had to carefully understand these accents and the content, which was typically in full English. Some words had unknown meanings, and subtitles were sometimes difficult to find.

RAF argued that their limited English knowledge made them struggle. DT stated that there were no obstacles as the content creators provided captions, which may help in understanding the content. All arguments were similar, indicating that respondents had to work harder to understand different English content due to the different language and accent. When faced with problems, respondents found solutions or strategies to improve their speaking skills on TikTok. Overall, the researcher found that understanding the different accents and language used in content creation on TikTok is crucial for effective communication and speaking.

D. The solutions for TikTok viewers when viewers have problems using TikTok to practice speaking skills

The researchers found that respondents used three strategies to improve their speaking skills on TikTok. RBR used subtitles to understand content, while DT read and listened to the content creator's speech. RAF saved videos in the favorite icon for future reference and used the subtitle icon when they didn't understand the content. NST used an online dictionary to find meanings in the content, and MRMR learned to use the dictionary on their cellphone.

The researchers identified three solutions for the problems faced by respondents: using subtitles, saving content in the favorite icon, and using an online dictionary. RBR found subtitles helpful in understanding content created by Indonesian content creators who speak English. RAF saved content grouped by English material theme and studied it later. NST used an online dictionary to find meanings in the content, and MRMR learned to use the dictionary on their cellphone to align the content with its meanings.

The researchers found that respondents intended to practice their speaking skills unconsciously on TikTok, finding their own way to understand the content they wanted to learn. By using subtitles, saving content in the favorite icon, and using an online dictionary, respondents were able to better understand and practice their speaking skills on the platform.

4.1.2 Result of TikToker's Interview

A. Reason for using TikTok and being an English content creator

Researchers interviewed English TikTok content creators to understand their reasons for using the platform for creating large-scale content. Two content creators, @zelynafah and @nofreeadi10, were interviewed. @zelynafah used TikTok because it was viral and popular, and her content with a British accent was well-received by viewers. She was praised by her English teacher and her sister, who liked her English content.

@nofreeadi10, an engineering student at a West Java university, was introduced to TikTok by college friends who used to create dance challenges. He enjoys watching movies and western songs and wanted to share his English material through the viral application. He believes his

content should be different from others and uses learning methods from songs, movies, and talk shows.

Both content creators have their own reasons for using TikTok and becoming TikTok content creators, including sharing their knowledge of English. They create content for fun and follow viral applications, but when they use it according to their skills and for a good cause, many viewers enjoy it. Their content has sparked interest in learning more about English among viewers.

B. Preparation for creating English TikTok content

Being a content creator requires planning, especially for the material that will be uploaded and displayed to TikTok users. @zelynafah express "To prepare content, I have to prepare material that will be delivered by learning from YouTube about British accents, and usually I make content three times a week." @nofreeadi10 explain, "Yes, lots of stock videos, and create content that doesn't stick to grammar." "I also create content at least three times a week; if I'm not busy, I make it once a day."

When developing content, the content creator must plan every detail, especially for content that will be provided to TikTok viewers in accordance with their preferences. The two content producers are able to effortlessly comprehend what viewers desire to learn.

C. The message that contents creators want to convey to TikTok viewers

The researcher discovered that content creators on TikTok aim to teach viewers English without focusing on grammar. They want viewers to learn English, not just grammar, and to understand British accents, which are considered true English accents. They also want viewers to gain insight into broad English, which is often difficult for many to perceive. The content creators filter English through songs, movies, and talk shows, catering to viewers who dislike grammar. The researcher concluded that content creators want viewers to learn English in a different way, focusing on native English accents and allowing them to speak with both British and native English accents. This approach aims to broaden viewers' knowledge of English and improve their ability to communicate with both British and native English accents.

D. Obstacles when creating English TikTok content

Content creators face various obstacles in their daily activities, including time constraints, college commitments, and learning and practicing singing skills. @zelynafah believes there are no obstacles, but she plans to attend college next year and practice her singing skills. @nofreeadi10 explains that her busy schedule often coincides with her teaching time and work, but she manages to create content on Saturdays and Sundays, stocking around 20-30 pieces. Despite these challenges, content creators continue to create useful content for TikTok viewers, despite the challenges they face in their busy lives.

E. Follower responses to the English content created

TikTok content creators face challenges in presenting useful and interesting content for viewers. However, their efforts have elicited varied responses. Some creators have created tongue-

twister videos about British accents, which have gained popularity and interest. Others have learned British accents and become more passionate about creating content about English. 99% of viewers like content with non-standard grammar, which is a popular choice. This response is due to the interest in content created by creators, even asking for more English content. Viewers appreciate flexible English content that is not tied to grammar, making it sound like English. Viewers can learn from content creators by imitating their speech and understanding the material presented.

4.1.3 Documentation

Table 1. TikToker's Content

Content Creator	Title of Content	Content uniqueness
https://www.tiktok.com /@zelynafah?_t=8ZG2UvwaD3q&_r=1	Distinction between an American and a British accent https://vt.tiktok.com/ ZS8ALLJv6/	In this content, content creators present information about the differences between American accents and British accents by providing examples of words and their pronunciation. Viewers know that the American accent when pronouncing the letters "R" and "T" changes to "D." When it comes to the British accent, viewers can tell if the letters "T" or "R" are clearly pronounced.
	Tips Belajar Bahasa Inggris https://vt.tiktok.com /ZS8ALPawQ/	The uniqueness of this content lies in the way content creators learn English on their own. The content creator also explains how to improve his skills by memorizing English sentences instead of words, having a foreign friend to talk to, watching English films without subtitles, listening to English songs, and reading English books.
	It's time to Practice your English! https://vt.tiktok.com /ZS8ALUorR/	This content contains content creators' invitations to viewers to converse in English. Viewers can practice speaking by answering what the content creator says by reading the text that has been provided in the content.
https://www.tiktok.com/@ nofreeadi10?_t=8 ZG2qFSjKoT&_r=1	Belajar Bareng BLACKIPINK	The uniqueness of this content is learning English through

	"SHUTDOWN" https://vt.tiktok.com/ZS8ALkcLK/	BLACKPINK's song "SHUTDOWN." The content creator explains the verses of the song in the video clip scene that appears, then he discusses the grammar, then plays it, and the meaning of the song; he even explains sentences in the song that can be used in everyday life.
	Belajar Bareng HARRY POTER 1 https://vt.tiktok.com/ZS8ALFSja/	This content contains an explanation of the English language through the Harry Potter movie. In that film, there is a scene that contains the actor's speech, which is then explained by the creator's content. He explained the meaning of the actor's words, how to pronounce the word, and when the sentence can be said in everyday life.
	3 Tips lancar ngomong Bahasa Inggris https://vt.tiktok.com/ZS8ALDqtW/	This content contains tips for speaking English fluently. According to the creators' content, the trick is to have friends in the same zone who speak English, then talk to yourself through acting or vlogging, practice regularly, or take part in competitions.

The researcher discovered that each content creator has unique insights about English, particularly speaking, and their content is easy to understand and relevant to current trends. This is evident in the responses from TikTok viewers, who provide valuable insights through comments on the content. The content creators' unique methods and easy-to-understand explanations make viewers enjoy the content and understand its meaning.
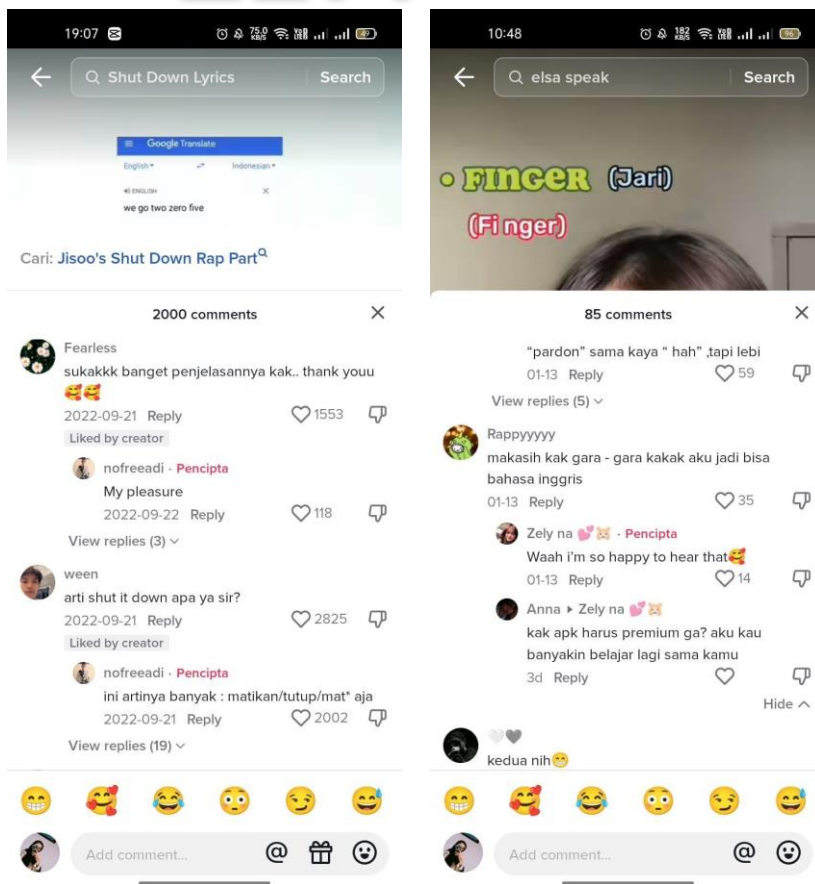
Figure 1. Screenshot viewer's comments on the content

Researchers found that content creators on TikTok share unique insights about English, particularly speaking, with easy-to-understand explanations and current trends. This approach has made viewers feel comfortable learning English through videos, as seen in comments from viewers. This is supported by Vernom's concept that video technology can increase learning abilities by 50% compared to not using media. TikTok videos attract more viewers, allowing them to choose their preferred models or content types. This shift in learning views has changed the way people learn, from books to applications that scroll. Technology is changing lifestyles and thinking patterns, especially among teenagers. Proper use of technology can lead to positive results, but if misused, it can only provide entertainment benefits rather than knowledge for life. The community, particularly young people, can benefit from proper technology use, but if misused, it may only provide entertainment benefits rather than knowledge for their lives.

4.2 DISCUSSION

This study aims to understand the perceptions of Muhammadiyah Ponorogo University students about TikTok content for improving their speaking skills. Four questions were formulated: how viewers view TikTok content, how it can help, the problems they face when using TikTok for practice, and solutions for those struggling. The researchers also sought to understand the goals and preparations of TikTok content creators in presenting their best English content to help viewers improve their speaking skills. Researchers provide further discussion as follows:

4.2.1 TikTok viewers perception on TikTok content to improve their speaking skills

Perception is an individual's way of seeing, interpreting, concluding, and reacting to an object obtained through the processes of sensing, organizing, and interpreting the item. Researchers sought to understand the perceptions of TikTok viewers in interpreting TikTok content based on information obtained from Muhammadiyah Ponorogo University students as TikTok viewers to improve their speaking skills. TikTok viewers find the application to be a medium of entertainment and a medium for obtaining various types of information, especially in the realm of education.

TikTok viewers find the content interesting, creative, and fun, providing useful learning activities that are not boring or burdensome. They are interested in seeing a variety of content and subconsciously continue to follow and study it to practice speaking properly in the future. However, TikTok is not the main application for learning English, especially for practicing speaking, but it serves as a distraction from learning based on books and campus learning.

Content creators like @zelynafah and @nofreeadi10 aim to provide carefully prepared content that broadens viewers' insights into English. They prepare content three times a week, while viewers receive numerous benefits to learn and apply in their educational world. Viewers can use the content to practice their speaking skills, which will improve and grow over time.

Warini et al. (2020) suggest that TikTok can be used as an educational medium, especially for improving English language skills. Viewers say that TikTok is not only for people who are already good at speaking but also for those who cannot or have not obtained their own speaking material. Learning English through songs, films, or talk shows on TikTok can help learners learn new vocabulary, proper pronunciation, and sentence structure.

In studying English, it is essential to have real intentions and the availability of adequate learning resources. Motivation is important in English teaching and learning, as without it, second language teaching and learning do not produce the best results. With internal intentions and adequate learning resources, viewers can achieve desired results in learning English.

4.2.2 TikTok helps TikTok viewers in improving their speaking skills

Researchers conducted interviews to understand how TikTok can help viewers improve their speaking skills. They found that viewers prefer content created by content creators who cater to their individual characteristics, such as Indonesians and foreigners. Viewers also enjoy content with various themes, such as daily life, pronunciation, and vocabulary. TikTok also helps viewers improve their speaking skills by providing content with songs, voiceovers, and differences in speaking using different accents. Creators like @zelynafah and @nofreeadi10 create content that aims to provide insight into British and American accents, allowing viewers to practice speaking confidently.

One viewer liked creator @zelynafah's content explaining the British accent, which helped him practice speaking confidently. Another viewer liked creator @nofreeadi10's content with speaking content referring to songs, which made him more comfortable learning English without referring to grammar. Viewers learn through various mediums, such as songs, and through their own learning process. Al-Nakhalah (2016) notes that development occurs when individuals make conscious efforts to learn, and by practicing diligently, viewers can achieve fluency in speaking.

4.2.3 Problems that TikTok viewers have when using TikTok to practice speaking skills

From the findings above, researchers encounter problems felt by TikTok viewers in improving their abilities, namely in the dialects and accents of TikTok content creators and content that contains full English. Regarding the first problem, namely the problem of dialect and accent in content creators' delivery of their content, In most of the around 7,000 languages in the world, there are usually several dialects and accents (Dunn, Greenhill, Levinson, & Gray, 2011;

Lewis, 2009). In this case, the TikTok viewer is still having difficulty understanding it because the content creators come from various countries with different English sentences.

The next is for the second problem, in the form of TikTok content that uses full English without any mixture of Indonesian, either in terms of creator content or even the caption. There are many content creators that provide English learning content, such as pronunciation, vocabulary, grammar, common mistakes, and so on (Warini et al., 2020). But surely, in FYP, viewers mostly see videos that have so many likes, comments, and viewers and are mostly from abroad, and added to many of their accounts have been verified. To find creator content from Indonesia that features English material, particularly audio, viewers must use TikTok's search icon. However, when they do not want to look for it, viewers must really understand what is explained and what the purpose of the content is.

4.2.4 The solutions for TikTok viewers when viewers have problems using TikTok to practice speaking skills

Viewers encounter several difficulties in understanding spoken content; as a result, a solution must be devised so that in the future, TikTok viewers can enjoy the speaking content comfortably and directly understand the knowledge contained therein. There are 3 solutions for problems that viewers face when using TikTok to improve their speaking capabilities: using subtitle or auto caption features; storing content that cannot be understood to then be learned again; and opening an online dictionary.

The TikTok viewer's first solution is to enable auto captioning or subtitles. This feature is one of the new features of TikTok. This feature allows the TikTok content maker to enter the subtitles produced automatically by the application (Sepitriani, Anak 2021). With these features, viewers can easily see videos while reading the captions in the content they see. The viewer also does not need to be confused by understanding the content in a jelly or playing the content several times to be able to capture the contents of the message delivered by the content creator.

In addition to using the Auto Caption feature, the second solution is to save the TikTok content that you want to learn but do not understand the purpose of, and then learn it again. In storing the content, which is supported by the "Save Video" feature that returns, it becomes an advantage of TikTok (Omar & Deequan, 2020). The viewer can return to the Save icon and understand the content at a later time. The content will not be lost unless the content has been removed by its creator.

When the content stored has been deleted by its creator, viewers can do the third solution, which is to open an online dictionary. By opening an online dictionary, viewers can look for vocabulary or sentences that have not been registered. For students, opening a manual dictionary when translating is considered a waste of time and slows down the translation process. Therefore, the presence of a digital dictionary or online dictionary can be said to facilitate students' learning to translate (Pramawati, Anak 2022). So, viewers will no longer have difficulty when using TikTok to see and understand the spoken content that is in it. Various things can be done by viewers so that the content that is liked and watched can be useful for him, even for the benefit of his education.

5. CONCLUSION

The research and data analysis revealed that Muhammadiyah University of Ponorogo students have a similar perception of TikTok content's ability to improve their speaking skills. While some viewers believe TikTok content is important for improving speaking skills, others believe it is not as important. TikTok helps viewers improve their speaking skills by providing English-language content from their favorite content creators. However, viewers face challenges

when using TikTok to practice speaking skills due to the content being conveyed using different accents, such as British and American accents, and in full English.

To address these issues, TikTok viewers can use the subtitle feature, also known as auto caption, to save content in their favorite icon for future reference and open an online dictionary. This helps them understand the content and identify areas for improvement in their speaking practice. Overall, TikTok is a valuable tool for improving speaking skills among viewers.

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