

ANALYSIS OF THE FOUR ACCOUNTS OF CONTENT CREATORS USING *TIKTOK* APPLICATION AS TEACHING ENGLISH MEDIA

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ABSTRACT

TikTok is an application from China launched in 2016. There are a lot of content creators using *TikTok* as media to share teaching issues. This study aimed at analyzing the presentation of English teaching of four *TikTok* accounts. This study used qualitative method in the object observation and combined data collection that emphasizes meaning in generalization. Results of this study showed that the four accounts namely *Belajar Bahasa Inggris*, *Aaron's English*, *Jago Bahasa*, and *Kampung Inggris* had their own uniqueness in their teaching-English contents. Of 248 videos uploaded by *Belajar Bahasa Inggris* account, 50% are about word difference. Of 462 videos uploaded by *Aaron's English* account, 33% are about word difference. Of 961 videos uploaded by *Jago Bahasa* account, 36% are discussion about colloquial English. Of 676 videos uploaded by *Kampung Inggris* account, 35% are discussions about jokes in English. There were similarities and differences in their topic selections such as pronunciation and word difference. It was advisable that *TikTok* users who want to learn English should be able to accurately choose the topics suiting to their interests and needs.

Keywords: TikTok, application, content creator, English teaching media

1. INTRODUCTION

Social media are media used to participate, interact, share, communicate, make blogs, social networks, forum, and virtual world unlimited by time and space. In general, social media function as media to share messages among their users. The

shared messages could be in the forms of videos, news, and pictures. Social media are not only accessible through computer but they are also, due to development of technology, accessible through smartphones. The fast development of social media owes its

cause to a need that everyone should “have” his/her own media. The users of social media can freely edit, add, and modify either texts, pictures, videos, graphics, and various other content models.

During 2019 pandemics, the most sought-after social medium, especially among the millennial, is TikTok. TikTok is an application originating from China that was launched in 2016. Today, TikTok has been downloaded by more than 100 million people. TikTok is known as a lip sync application that, at this moment, is at its top of popularity. TikTok presents videos to attract people’s, especially the millennial generation’s, attention. In 2021, TikTok was improved so that today TikTok not only presents entertaining videos but also provides online sale transactions. Uploading short promotional videos to TikTok, merchants could easily reach their customers.

TikTok provides not only videos for entertainment but also those for educational purposes. There are many content creators who make use of TikTok as a medium to share issues around teaching. Some upload unique videos to attract people watch them. Although the duration of such videos is so short, these educating videos are so interesting and easy to follow. One of the contents is English teaching. Several content creators upload diverse teaching videos. Such videos teach grammar, pronunciation, vocabulary, and games related to English learning-teaching.

Unfortunately, some of the content creators present mistakes in their teaching videos so that they are prone to giving inaccurate exposures resulting in, sadly, inaccuracy absorbed by those who learn through the videos.

Therefore, we want to analyze four content creators – as well as their contents – whom I believe to have contents that are easy to understand and learn by TikTok users who want to learn English.

2. LITERATURE REVIEW

Social media are sites and software using Internet-based technology. Social media also enable their users to connect to anyone in the whole world. According to Ellison (Triastuti, 2017:17), most social media could make people share each other information, communicate, know and connect with other people based on the interest similarity. Users could communicate through features provided in those social media to chat, send personal messages, comment of the provided columns, and share photos and videos. According to Mandiberg (2012), social media are media accommodating cooperation among their users resulting contents (user generated contents). According to Shirky (2008), social media and their software are tools to improve the users’ capability to share, cooperate, and collectively perform actions that are beyond institutional or organizational framework. Boyd (2008), explains that social media as a collection of software enabling individuals or communities to gather together, share, communicate and, in certain cases, collaborate and play. Social media have power in their User Generated Content (UGC) where the contents result from the users not from editors as those in mass media institutions. According to Van Dijk (2013), social media are media platforms focusing on their users’ existence by facilitating them in their activities and collaboration. Social



media, therefore, could be viewed as online media (facilitators) that strengthen the users' relationship and as social bonds. Meike and Young (2012), interpret social media as convergence between personal communication in the sense that individuals share each other (one to one) and as public media through which individuals share without individual specificity. While we (researchers) see social media as online media through which each user could freely share each other or participate either information or entertainment supporting social interaction. TikTok, an application originating from China, entered Indonesia in 2017. Viv Gong, TikTok's Head of Marketing, stated that Indonesia occupied the sixth biggest number of Internet users so that TikTok considered entering Indonesia. TikTok is one of the 33 applications produced by ByteDance from China, a company engaged in artificial intelligence famous for information distribution through electronic products and media. TikTok could be downloaded from android *playstore* and *appstore*.

It's reported in article published in 2018 that TikTok was blocked on the 3rd of July 2018 by Indonesian government. The Ministry of Communication and Informatics monitored and found reports on and complains about the videos in this application. As of the 3rd of July, 2018, there had been 2 thousand reports and complains. Rudiantara, the minister of Communication and Informatics, stated that there were a lot of videos with negative contents especially for children. However, with various considerations and new regulation, on August 2018, TikTok was downloadable.

One of the regulations concerns the age limit of the users, namely 11 years old.

Aside from the controversy, considering the fact that there are more than 10 million users in Indonesia who mostly are those in school age (students), it is concluded that TikTok is the prima donna, the most infatuating application for the millennial who are mostly in school age. Therefore, TikTok could be modified into interactive and interesting teaching media for students.

In choosing the media, one should consider the students' interest in the media and the representation of the teachers' delivered message. There are three functions of media that operate simultaneously. First, simulation function where media stimulate interest in learning and curiosity to further study the whole things contained in the media. Second, mediation function in which media mediate teachers and students. In this case, media abridge communication between teachers and students. Third, information function where media inform the students the explanations that the teachers deliver. Through media students could capture explanations which the teachers want to deliver and which the students need. Therefore, teaching via TikTok could improve students' motivation to study owing to the features that TikTok has provided. Thus, TikTok could be effective teaching media. First, TikTok meets students' needs in studying. Second, TikTok invites students' interest due to its recency and its many features that could be implemented in learning. The third, TikTok is equivalent to development of the maturity, experience, and characteristics of the students who are millennial generation being so close and attached to digital world especially hand phone. However,

along with the times, TikTok has been improved so that its users are able to commit online sale transaction. At the moment there are many accounts containing English teaching videos. These teaching media, TikTok, could be run in Android and iOS based mobile gadget so that it could be operated at any time and place. Such teaching media belong to mobile-based teaching media. It's in line with O'Malley's definition of mobile learning in Purbasari (2013), stating that teaching could occur in venues that are not stationary or when the teaching makes use of gadgets or mobile technology media. There are several content creator accounts discussing or sharing online English teaching. During pandemics when everyone relied mostly on online teaching, TikTok users made use of TikTok as teaching-learning media. According to Mulyana, in using TikTok, there are two factors, namely internal and external factors. Internal factors include feelings, individuals' attitudes and characteristics, prejudice,

hopes and desires, focus, learning process, physical conditions, values, needs, interest, and motivation. External factors cover family background, obtained information, knowledge, needs of the surrounding, intensity, size, conflict or contrast, new things, and familiarity of objects.

3. RESEARCH METHOD

This study analyses four accounts of TikTok users that give English teaching. Collected data include information about the teaching contents given, discussion topics, and the number of viewers following the four accounts of the content creators. In a research, data recording is something of great importance. The data recording technique of non-participant observation is called online observation. Online observation is observations of the four accounts as the study objects carried online using TikTok application. Data recording is carried out using a table of data.

Table 1: Analysis of the Four Content Creators' Accounts

Content creators	Number of followers (Mei 2022)	Number of videos (Mei 2022)	Likes	Contents discussed in the videos
Belajar Bahasa Inggris	569.9k	248	4.5M	<ul style="list-style-type: none"> - Pronunciation - Other ways of saying something - Vocabularies - Word difference
Aaron's English	667.7k	462	7.5M	<ul style="list-style-type: none"> - Pronunciation - Word difference - How to construct sentences in English - English translation
Jago Bahasa	1.4M	961	10.2M	<ul style="list-style-type: none"> - Pronunciation - Dubbing - Colloquial English - Word difference
Kampung Inggris	701.7K	676	4.9M	<ul style="list-style-type: none"> - Jokes in English - Games in English - English translation - Word difference

The table shows that *Jago Bahasa Inggris* account excels in terms of the number of followers and uploaded videos and the number of *Likes*.

3. RESULT AND DISCUSSION

4.1 Result

The four accounts are our object of study. The following are the profiles of the four accounts of the content creators:

4.1.1. Belajar Bahasa Inggris

This TikTok account uploaded its first English teaching video on September 30, 2020. It's about other ways to say "Wish you all the best". It got 3088 *Likes*, 12 *Comments*, and 114 *Shares*. *Belajar Bahasa Inggris* is an English study course in Yogyakarta called *Discovery English*. This account discusses another way to say, differences in pronouncing words and in meanings of words, vocabularies, and tips and tricks in learning English. So far, *Belajar Bahasa Inggris* has had 570.9 *Followers*, 4.5 million *Likes*, and 246 uploaded videos. Of the 246 uploaded videos, there is one video about pronunciation that has 4.7 *Viewers* and 131.1 K *Likes*, and 798 *Comments*.

4.1.2. Aaron's English

Aaron's English uploaded its first video on May 8, 2020. It's about the difference between "wake up" and "get up". It got 208 *Likes*, 6 *Comments*, and 4 *Shares*. So far, Aaron's English has had 667.7 k followers and 7.5 M *Likes*. Aaron's English is an online English course. Aaron's English also creates WhatsApp groups for students of its English course. Aaron's English also has Korean course for those interested in learning Korean. This account discusses

pronunciation, differences in pronouncing English words, how to construct English sentences, and English translation. Of 456 uploaded videos, there is one video about vocabulary that has 2.7M *Viewers*, 356.7 K *Likes*, and 1.166 *Comments*.

4.1.3. Jago Bahasa

Jago Bahasa account uploaded its first video on April 5, 2020. The first uploaded video is a video of some teachers or mentors who are about to make an English teaching video via TikTok application. The first uploaded video discusses other meanings of the word "go" based on the positions of the word. The video shows some examples of the meanings such as *go away* meaning to keep distance, *go around* meaning to spread, and *go ahead* meaning to start. This video discussing the word "go" gets 197 *Likes* and 3 *Comments*. So far, Jago Bahasa account has had 1.4 M *Followers*, 10.2 M *Likes*, and 961 uploaded videos. Of the four content creator accounts, Jago Bahasa uploaded the most videos – 961 videos. Of the 961 uploaded videos, one video discussing about pronunciation has 16.0 M *Viewers*, 1.2 M *Likes*, and 8741 *Comments*.

4.1.4. Kampung Inggris

Kampung Inggris account uploaded its first video on January 17, 2020. The video is its promotional video to attract TikTok users who are interested in learning English online or offline. Kampung Inggris provides offline and online classes. The offline classes are in Pare and Bogor. The group package is for those who learn English together with friends. Kampung Inggris provides online classes via live meeting, online

TOEFL test with certificate, Telegram, and – especially for children – English Smart Kids and Teens. This account discusses Jokes in English, Game Member, English translation, and differences in words’ pronunciation and meanings. Up to now Kampung Inggris has had 701.5 K *Followers*, 4.9 M *Likes*, and 667 uploaded videos. Of 667 uploaded videos, there is one video about jokes in English that has 5.8 M *Viewers*, 539.3 K *Likes*, and 887 *Comments*.

4.2 Discussion

This study is carried out by directly observing TikTok application. The four content creators’ accounts have their own uniqueness in presenting their English teaching videos. This study does not require interview or documentation. The study could be carried out by opening and analyzing TikTok accounts. This way, data collection and the results of the data collection are undoubted. The following are data of the percentage of the results of data analysis.

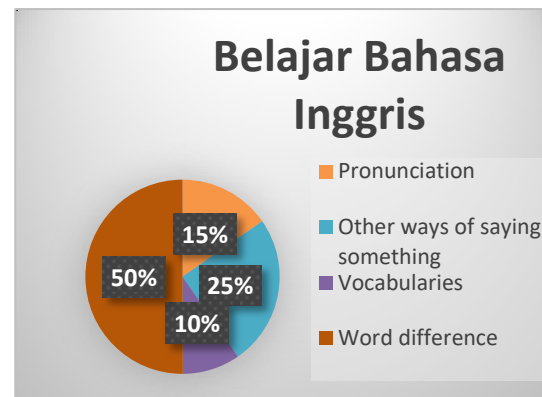
4.2.1. Belajar Bahasa Inggris

Table 1: Analysis of Belajar Bahasa Inggris account

Discussions	Number of videos	Percentage (%)
Pronunciation	38	15%
Other ways of saying something	62	25%
Vocabularies	24	10%
Word difference	124	50%

From the table above could a pie chart be made to show which discussion is the most frequently uploaded by Belajar Bahasa Inggris account.

Pie Chart of the analysis of Belajar Bahasa Inggris account



The pie chart shows that of the four discussions, discussion about word difference excels the other three discussions. Of 248 videos uploaded by Belajar Bahasa Inggris account, 50% are about word difference.

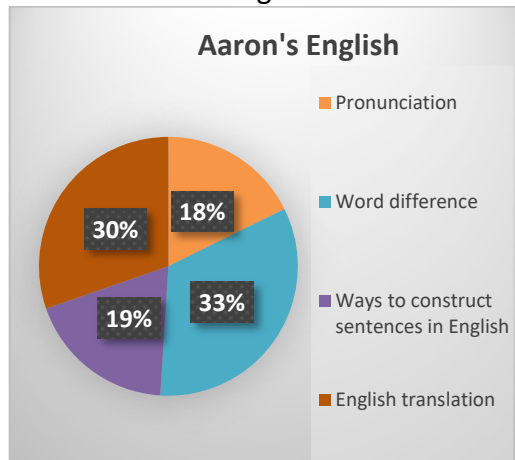
4.2.2. Aaron’s English

Table 2: Analysis of Aaron’s English account

Discussions	Number of videos	Percentage (%)
Pronunciation	82	18%
Word difference	154	33%
Ways to construct sentences in English	86	19%
English translation	140	30%

From the table above, a pie chart could be made to show which discussion is the most frequently uploaded by Aaron’s English account.

Pie Chart of the analysis of the data of Aaron's English account



The chart shows that of the four discussions, videos discussing word difference are the most frequently uploaded. Of 462 videos uploaded by Aaron's English account, 33% are about word difference.

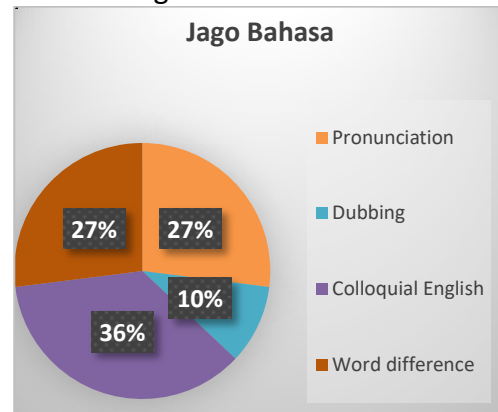
4.2.3. Jago Bahasa

Table 3 : Analysis of Jago Bahasa account

Discussions	Jumlah video	Persen %
Pronunciation	261	27%
Dubbing	96	10%
Colloquial English	345	36%
Word difference	259	27%

From the table above, a pie chart could be made to show which discussion is the most frequently uploaded by Jago Bahasa account.

Pie Chart of the data of the analysis of Jago Bahasa account



From the pie chart is learnt that of the four discussions in the uploaded videos, discussion about colloquial English is the most frequent. Of 961 videos uploaded by Jago Bahasa account, 36% are discussion about colloquial English.

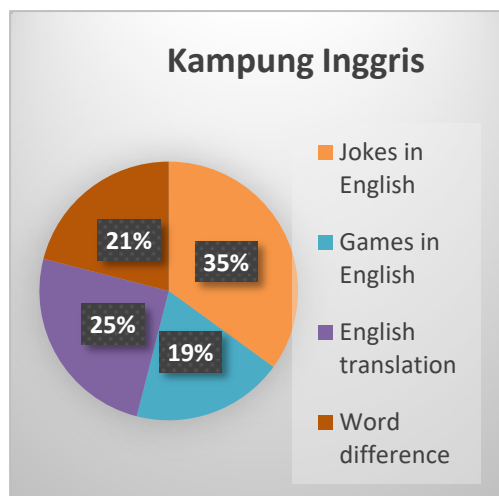
4.2.4. Kampung Inggris

Table 4: Analysis of Kampung Inggris account

Discussion	Number of videos	Percentage (%)
Jokes in English	238	35%
Games in English	126	19%
English translation	169	25%
Word difference	143	21%

From the table above, a pie chart could be made to show which discussion is the most frequently uploaded by Kampung Inggris account.

Pie Chart of the analysis of Kampung Inggris account



The pie chart shows that of the four discussions uploaded by Kampung Inggris, videos discussing jokes in English are the most frequently uploaded. Of 676 videos uploaded by Kampung Inggris account, 35% are discussions about jokes in English.

5. CONCLUSION

Result of the analysis shows that the four content creators have similarities and differences in presenting their English teaching videos. Belajar Bahasa Inggris account has 569.9 k *Followers* and 248 uploaded videos. The uploaded teaching materials include pronunciation, vocabulary, ways to say sentences, and word difference. Among the teaching materials, word difference has the highest percentage – 50%. Our analysis shows that videos presenting word difference are frequently uploaded to answer netizens' questions put forward through comments of the previously uploaded videos.

Aaron's English account has 667.7 k *Followers* and 462 uploaded videos. The teaching materials presented include pronunciation, word difference, ways to

construct sentences in English, and English translation. Among those teaching materials, word difference has the highest percentage – 33%.

Jago Bahasa account has 1.4 M *Followers* and 961 uploaded videos. The teaching materials contained in its videos include pronunciation, dubbing, colloquial English, and word difference. Among the teaching materials, colloquial English has the highest percentage – 36%.

Kampung Inggris account has 701,5 k *Followers* and 667 uploaded videos. The teaching materials contained in its videos cover jokes in English, games in English, English translation and word difference. Among these teaching materials, jokes in English has a percentage of 35% which is the highest of all the percentage of teaching materials.

Each TikTok accounts has its own uniqueness to make other TikTok users attracted to learn English and more easily understand English. These four TikTok accounts has one thing in common, namely presenting lessons about word difference. Belajar Bahasa Inggris, Aaron's English, and Jago Bahasa have one thing in common, that is presenting videos dealing with pronunciation.

Belajar Bahasa Inggris account uploads videos teaching the viewers easy ways to memorize English words – vocabulary, while Aaron's English uploads videos about ways to construct correct English sentences. Jago Bahasa presents videos about dubbing and colloquial English. Kampung Inggris uploads videos showing jokes in English and games in English which are not only attractive but also educating.

It could be concluded that English teaching could be obtained from these

content creators. They have made use of TikTok application to provide English teaching-learning material suitable for other TikTok users who want to learn English.

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