AN EXPLORATION OF LITERACY PRACTICE

IN TIK-TOK APPLICATION BEYOND THE CLASSROOM

A Thesis by:

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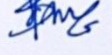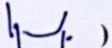# IN TIK-TOK APPLICATION BEYOND THE CLASSROOM

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This thesis was defended by the writer in the final program examination and was approved the examination committee on:

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DECLARATION

I, the undersigned,

Name   : Tiara Alya Tanza

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      Certify that thesis entitled "An Exploration of Literacy Practices in Tik-Tok Application Beyond the Classroom " is my own work and I did not do any plagiarism or inappropriate quotation against the ethics and rules commended by the Ministry of Education of Republic Indonesia Number 17, 2010 regarding plagiarism in higher education. Therefore, I deserve to face court if I am found to have plagiarized this work.

Palembang, March 2022

The undersigned,

Tiara Alya Tanza

NIM.06011381823069

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DEDICATIONS

This thesis is sincerely dedicated to:

Allah SWT who has given me physically and mentally health to finish my thesis.

Also, to my parents and brothers who always give me strength and motivation to

finish my thesis

Mottos:

"Everyone has their own time"

"Whatever you are, be a good one."

"Live as if you were to die tomorrow. Learn as if you were to live forever."

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Palembang, February 2022
The writer,

Tiara Alya Tanza

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IN TIK-TOK APPLICATION BEYOND THE CLASSROOM

ABSTRACT

Social media in the 21st-century era has a great influence on the way of people literacy practices. One of social media that widely used is Tik-Tok. This study aims to explore people's literacy practice and their perspective about utilizing Tik-Tok as media in literacy practices outside of the classroom. The research method is case study. To obtain the data, the following two data collecting tools were used in this study: artifact collection and interview. The participants were 2 people who actively using Tik-Tok application. The result shows that the participants practice their literacy by making English lyric videos and by using translingual and multimodality to communicate with other users. Also base on participants' perspective and experience, the finding of this study revealed that utilization of Tik-Tok has a positive impact on literacy and language practices beyond the classroom.

Keywords: Literacy Practice, Social Media, Tik-Tok

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CHAPTER I

INTRODUCTION

This chapter presents : (1) background of the study, (2) the problems of the study, (3) the objectives of the study, and (4)the significance of the study.

1.1. Background

Technology in the globalization era open a wide range of benefits for people in various aspect of life. The use of technology (social media, online application and search engine) support various activities in people's life, including education and learning. Technology in education is very important for teachers and students to help them in teaching and learning process. It helps teachers to impart knowledge and for students to acquire the knowledge. The use of technology has made the process of teaching and learning in the classroom become more enjoyable (Raja & Nagasubramani, 2018). Technology has become a new notion of learning that has received great feedback from both students and lecturers (Inderawati, *et.al.*, 2019). Many people realize that ICTs (Information and Communication Technology) as a tool for changing and improving daily life; help in working conditions, finding and exchanging information, learning approaches, teaching methods, scientific research, in accessing information communication technologies etc., (Ratheeswari, 2018). Technology has clearly changed the way people live which has impacted different aspects of life.

Technology has also changed people's literate life. The advancement of digital technology has shifted the way people access and share information, from the print-based information to internet-based information (Silvhiany, 2019a). The availability of various online platforms contributes to the new literacy practices and requires the ability to be critical of the functions and implications of these platforms (Silvhiany et al., 2021).

One of internet based technology which widely used is social media. Social media is a platform that facilitates the sharing of ideas and information digitally mediated interaction among users. There are some examples of social media

platforms such as Twitter, Instagram, YouTube, Facebook, Skype, Tik-Tok and many others that have different purposes in communication by different age groups. A research from a nationally representative survey of 1,502 U.S adult which conducted via telephone between Jan. 25-Feb.8, 2021 shows that a majority of American adults use YouTube and Facebook. Mean while Instagram, Tik-Tok, Snapchat are commonly used among young adult or under 30 years old (Anderson & Smith, 2021). The use of social media not only for communicating, but other aspects such as in education. Social media can be one of the tools to learn new knowledge and practice new skills. Social media engagement strategies are collaborative, deliberate and dynamic which can be used to persuade people's participation in learning activities (Bailey, 2021). Social media could help the users finish their work or do their activities based on their individual purposes.

The purpose of using social media would be different based on the users' interest. One of the purposes of social media is to support teaching and learning processes. Easy sharing of information on social media will provide effective learning for people. Furthermore, the information that they get through the group collaborations on social media will help them in meeting their learning goals. Thus, it will increase their motivation for learning. The use of social media provides advantages in education (Bal & Bicen, 2017). Using social media will improve people' motivation to learn because social media provides sufficient and up-to-date content and material. Social media is an effective media in supporting the teaching and learning process which is open, interactive, and social environment-friendly for people (Erarslan, 2019). They could also interact with other individuals around the world using social media to share and get information. This means that social media can be one of the tools for people to support their learning process.

Social media applications are perceived as effective tools in learning especially in language learning and literacy practice. Utilizing social media could help people to practice their language skills because it provides easy access to connect with others. The use of social media is a modern method of learning which is creative and can be used for the language learning such as reading

composition by forming a reading group online (Adebimpe & Rasidat, 2021). Not only reading, the use of social media could support the practice of other aspect and skills such as pronunciation and vocabulary improvement, speaking, writing and listening skills by accessing many kinds of features in social media.

With the development of very modern technology as it is now, it has created new tools in learning, especially online media in learning. In this Covid-19 pandemic situation, online learning has been carried out so that it has caused a drastic increase in the use of mobile applications in teaching and learning for various educational purposes and other purposes. The use of the social media application can be operated using mobile   phones, so it can also be called mobile learning with easy access. Mobile learning is the use of a mobile device which can support learning anywhere and anytime (Astra et al., 2015). Thus, online learning is carried out by educational institutions through the use of technology, especially online platforms and social media applications to ensure that the students do not miss the material and they can access it anytime and anywhere they want to access. This learning media could change the trends and booms and style of learning at this time, such as the use of Tik-Tok applications in the learning process.

One of the most widely used social media in this era is Tik-Tok. In 2019, Tik-Tok had received the second highest rating internationally for application downloads across Google Play and Apple store based on a report by Sensor Tower Blog (2020). Tik-Tok is an application that allows the users to create and share short-form videos on any topics that people interest in. Tik-Tok is an interesting social media for learning process with many users, complete features and variety of content in it. Tik-Tok is a social media application on a short video platform introduced by Zhang Yiming in 2016 and owned by ByteDance having the name Douyin which was very popular in China (S. Yang et al., 2019). Douyin has expanded to various countries with a new name, namely Tik-Tok which came to Indonesia in 2017. However, in July 2018, the Indonesian government also blocked Tik-Tok because at that time this application was considered to contain a lot of negative content. But it only took a week, finally the Tik-Tok application

was again existing on the App Store and Google Play Store with collaboration between Tik-Tok and the Ministry of Women's Empowerment and Child Protection.

Just like in other countries, Tik-Tok application also attracts a lot of attention from various groups from different ages: children, teenagers and adults. At the very beginning of its launch, this application had 100 million users and its videos could be viewed by up to 1 billion people (Arkansyah et al., 2021). Even in Indonesia, there was such a thing as a Tik-Tok celebrity because of the popularity of that person in making videos. To get people's attention to use Tik-Tok, this platform makes some campaigns for the Challenge program, a program that contains challenges that can be done together with friends or alone. Usually, when users have done a challenge, they will challenge other people to make a video. The Tik-Tok platform allows users to create and upload video content, including music videos, and includes editing tools that allow near-professional results for anyone to make. Tik Tok is the latest social media application that allows the user to create interesting videos and interact with other users in comments and private chats and it presents interesting and easy to use special effects (Deriyanto et al., 2018). So that everyone can create an impressive video which makes it an application with many users.

Several studies have also demonstrated the effectiveness of mobile apps in assisting students in improving their language skills. The use of social media applications such as Tik-Tok and Instagram has become an important part in teaching and learning languages (Gangaiamaran, 2017). Regardless, few studies on the use of Tik-Tok in the teaching of a second language have been conducted (Yang, 2020). Even though relevant studies have suggested that utilizing social media for language teaching can have positive effects on learning performance, there is still limited studies that explored a newer social media platform like Tik-Tok. Hence, the researchers saw this as an opportunity to explore how people use Tik Tok to practice their Literacy.

From the previous studies in the case of social media used for language practice, the research wants to find out how people use Tik-Tok Application to

communicate their ideas beyond the classroom and their perspective about utilizing Tik-Tok as media in literacy practice. The researcher expects that this study can introduce new insight about the way people practice their literacy in Tik-Tok application beyond the classroom, and helps people to use Tik-Tok as reference for teaching and learning process.

1.2 The Problems of the Study

The problem of the study is written down as the following,

1. How did the participants use Tik-Tok Application as media in literacy practice?

2. What are the participants' perspective about utilizing Tik-Tok Application in literacy practice?

1.3 The Objectives of the Study

The objectives of the study were written down as the following,

1. To describe how the participants used Tik-Tok Application as media in literacy practice.

2. To describe participants' perspectives about utilizing Tik-Tok Application in literacy practice.

1.4 The Significance of the Study

The writer expected that this study would describe and give more information about the participants' literacy practices in relation to the use of Tik-Tok as the media. It was expected as well, study could give insight for individuals to study and for English Education institutions in preparing for the use of new social media such as Tik-Tok as a tool for teaching and learning process. Since teachers or lecturers are dealing with younger generations who are used to using digital platforms as the spaces for all kinds of literacy and language practices. It is expected that they are familiar with how students practice language and literacy in the out of school contexts. With this understanding, hopefully teachers might consider integrating various social media platforms as the resources for literacy practice.

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