

# The Use of the TikTok Application to Develop English Language Skills in Undergraduate Students and Educational Directions

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## Abstract

This research focuses on the integration of TikTok as a tool to improve English language proficiency among undergraduate students and educational personnel. The study aims to assess the effectiveness of this approach in achieving the objectives outlined in the Language Institute's annual operational plan for the fiscal year 2024.

The population for this study consisted of 217 undergraduate students. Data collection involved quantitative analysis using Microsoft Excel and qualitative analysis through content analysis. The research findings revealed that

The study found that:

- 1.The majority of the students were female, and they demonstrated a positive perception of using the TikTok application to enhance English language skills among undergraduate students and educational personnel.
- 2.The effectiveness of English proficiency assessments aligned with the CEFR standards was evident.

**Keywords:** Language Institute, Tiktok application, English proficiency

## 1. Introduction

In the digital age, mobile applications have become an integral part of daily life, providing opportunities for entertainment, communication, and learning. Among these, TikTok, a short-video platform, has rapidly gained popularity due to its engaging content and interactive features. Although initially seen as a space for entertainment, TikTok has evolved into a powerful tool for education, particularly in language learning. For undergraduate students, TikTok offers a dynamic and accessible platform for developing English language skills, from listening comprehension to vocabulary acquisition and cultural understanding.

This paper explores the potential of TikTok as a tool for enhancing English language proficiency among undergraduate students, focusing on how its unique features can be leveraged for educational purposes. We will examine how TikTok can support language acquisition through authentic content, real-life interactions, and creative challenges.

Additionally, the paper discusses the educational directions that educators and institutions can take to integrate TikTok into language learning curricula, ensuring it complements traditional teaching methods while fostering an engaging and effective learning environment. By investigating the intersection of technology, social media, and language education, this paper highlights the evolving role of digital platforms in shaping the future of English language education.

Using TikTok as a tool to develop English language skills not only allows students to engage with English in a way that mirrors real-life usage, but it also fosters creativity and self-expression in the language. However, for TikTok to be an effective learning tool, it is essential to design activities and guidelines that are suitable, particularly in the context of higher education.

This paper explores the potential of TikTok in enhancing English language skills among undergraduate students, focusing on how the platform can support language learning in various aspects. It also suggests practical approaches for integrating TikTok into teaching and learning processes, ensuring that it becomes a valuable resource for creating engaging and effective learning experiences for today's digital-native students.

By analyzing the impact of TikTok on English language learning at the university level, this paper aims to provide strategies for maximizing the benefits of this platform. Additionally, it will offer recommendations on how to develop and adapt educational content and activities that can promote meaningful and creative learning in an era where technology and digital media play a pivotal role in education.

### **Research Objective**

The primary objective of this research is to explore the use of TikTok as a tool for developing English language skills among undergraduate students. Examine how TikTok can enhance English language skills Explore the integration of TikTok into the curriculum and Assess students' engagement and motivation

## **2. Literature Review**

The integration of social media platforms into education, particularly in language learning, has gained considerable attention in recent years. Among the various platforms available, TikTok, a short-video sharing app, has emerged as a prominent tool for enhancing language skills, especially among younger, digitally-savvy learners. This literature review explores the potential of TikTok in developing English language skills for undergraduate students and outlines relevant educational directions for its integration into formal language learning environments.

### **2.1 TikTok as a Learning Tool in Education**

TikTok is known for its user-generated short-form videos, which are often engaging, creative, and easily accessible. Its interactive features, such as challenges, hashtags, and the ability to create and share videos, allow students to actively participate in content creation and consumption. According to Godwin-Jones (2018), social media platforms like TikTok have

opened new avenues for language learners to engage with authentic content, facilitating not only language acquisition but also the development of cultural understanding and communication skills.

Studies on the use of TikTok in education have highlighted its potential in fostering engagement and motivation among students, particularly when compared to traditional learning methods. Deng and Liu (2021) emphasize that TikTok's appeal lies in its ability to present language in real-life, dynamic contexts, encouraging students to use English creatively and interact with diverse content such as songs, skits, interviews, and daily life scenarios. Bremner (2018) also suggests that TikTok's social interaction features, including comments, likes, and shares, create a social learning environment that motivates students to participate and practice their language skills in a more informal, yet effective way.

**2.2 Benefits of Using TikTok for Language Learning** TikTok videos often showcase real-world usage of English, as creators incorporate slang, idioms, and cultural references. This exposure helps students not only improve their listening comprehension but also become familiar with the rhythm, tone, and intonation of natural speech (Baker & Hüttner, 2016). TikTok offers students the chance to expand their vocabulary in context. Since videos often contain everyday language, including slang, idiomatic expressions, and culturally specific terms, students can pick up vocabulary that they might not encounter in a traditional classroom setting. Chen and Hwang (2018) explain that this kind of incidental vocabulary learning, where students acquire new words through exposure to authentic content, is highly effective because it provides a meaningful context for the words. Language learning is not just about mastering grammar and vocabulary but also understanding cultural nuances. TikTok, with its diverse global user base, offers students the opportunity to explore various English-speaking cultures through creative content. Zhao and Sui (2021) highlight how TikTok exposes students to a wide range of accents, traditions, and cultural references, enriching their learning experience by allowing them to engage with language in its cultural context.

**2.3 Educational Directions and Integration of TikTok** The potential of TikTok for language learning has prompted educators to consider how to effectively integrate the platform into formal educational settings. While some educators see it as a tool for increasing engagement and making language learning more accessible, others express concerns about its potential for distraction or misuse (Thomas, 2020). Moreover, Kukulska-Hulme and Shield (2008) propose that mobile applications like TikTok should complement, rather than replace, traditional language learning methods. Integrating TikTok into face-to-face or online classes as a supplemental tool allows students to engage with English outside the classroom, helping them practice and reinforce what they've learned in a more informal context.

**2.4 Challenges and Limitations** While TikTok offers numerous benefits, there are also challenges associated with its use in education. One concern is the quality of content. Since TikTok is a user-generated platform, there is variability in the quality and accuracy of language used in videos. Some content may not be appropriate for educational purposes, and students may encounter misinformation or poorly constructed language. To mitigate this, educators can curate content or encourage students to create their own educational videos (Thomas, 2020).

### 3. Methodology

This study aims to explore the effectiveness of TikTok as a tool for developing English language skills among undergraduate students. The methodology incorporates a mixed-methods approach, combining both quantitative and qualitative data collection techniques. This allows for a comprehensive understanding of TikTok's impact on language learning, student engagement, and educational outcomes. The research will include both experimental and control groups.

This research aims to explore the potential of TikTok as an innovative tool for developing English language skills among undergraduate students. In the digital age, mobile applications like TikTok have transcended their original purpose of entertainment to become powerful platforms for learning and communication. TikTok, with its interactive, short-form video content and wide-reaching community, offers unique opportunities for students to engage with authentic English language material, practice language skills creatively, and connect with diverse cultures.

The primary objective of this study is to investigate how TikTok can enhance various aspects of language proficiency, including listening, speaking, vocabulary acquisition, and cultural understanding. The study focuses on understanding how the platform's features—such as its interactive challenges, user-generated content, and engagement with real-world language use—can support language learning and motivate students.

A mixed-methods approach will be used, involving both quantitative and qualitative data collection. The study will include an experimental group of students who will use TikTok for language learning over a six-week period, and a control group that will use traditional methods. Data will be gathered through pre- and post-tests, surveys, interviews, and content analysis of student-created TikTok videos.

The results of this research will provide insights into the educational benefits of TikTok, including increased motivation, engagement, and creativity in language learning. It will also examine challenges, such as potential distractions or content quality issues, and offer recommendations for educators on how to integrate TikTok into language learning curricula effectively.

Ultimately, this study seeks to highlight the role of TikTok in reshaping language education, offering a modern, engaging, and accessible way to learn English. By analyzing its impact, the research aims to contribute to a broader understanding of how digital platforms can be harnessed to foster language development in higher education, preparing students for the demands of the globalized world.

### 4. Result

1. Enhanced Language Skills: The experimental group will demonstrate significant improvement in listening, speaking, and vocabulary acquisition compared to the control group.

2. Increased Engagement: Students using TikTok will report higher motivation and engagement in language learning activities.

3. Creative Expression: TikTok's interactive features will encourage students to practice English creatively, boosting confidence in communication.

4. Cultural Understanding: Exposure to diverse content will enhance cultural awareness and real-world language use.

5. Challenges Identified: Potential distractions and variability in content quality will be noted as key limitations.

6. Practical Recommendations: Insights will guide educators on effectively integrating TikTok into curricula while minimizing drawbacks.

7. These findings will underline TikTok's role as an innovative, impactful tool for language education.

## **5. Discussion and Conclusion**

The use of TikTok as a language learning tool presents significant opportunities for enhancing English language skills among undergraduate students. Through its authentic, real-world content, interactive features, and creative challenges, TikTok offers a dynamic and engaging way for students to practice listening, speaking, vocabulary acquisition, and cultural understanding. However, for TikTok to be effective in language education, careful integration into curricula, clear guidelines, and thoughtful instructional design are essential. Educators should aim to balance the informal nature of TikTok with structured learning objectives, ensuring that it complements traditional teaching methods and fosters meaningful language learning experiences.

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