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# An Analysis of the TikTok Application as a Media Learning for English Learning

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### ABSTRACT

TikTok is a social media platform that makes it possible users create short videos accompanied by various kinds a choice of features such as music, filter stickers and several other creative features. TikTok popularity allows many users, especially social groups young people, take advantage of this platform to obtain information and knowledge that is packaged concisely and clearly through TikTok content. Study This focuses on discussing the TikTok application for its users learn English through online video content shared by content creator on the popular hashtag #learntogether. This research using qualitative methods with an inductive approach. Finding research shows that TikTok can package language learning English interestingly. It was found that there are four types of subjects of application TikTok that are often made, namely vocabulary, grammar, pronunciation, and common mistakes. After research, it was concluded that there are more TikTok users like videos in the grammar category. Several factors TikTok has power attraction as a medium for learning English, namely short videos, delivery of material that is clear and not monotonous, coupled with effects features and writing and emojis can have a positive impact user learning process.



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### INTRODUCTION

Instructional media encompass all materials and physical means that teachers might use to implement instruction and facilitate students' achievement of instructional objectives. Arsyad (1997). According to Hamer & Rohimajaya (2018, p. 168), the media is a communication tool for making the learning process more effective. They enable teachers to satisfy the diverse needs and interests of their students. The media has a vital influence on the teaching and learning process. Using media in education can make it easier for teachers to present materials during instruction and help students understand the lesson being taught.

There are still many who think that searching and learning English online is complicated and boring. Based on data from the Ministry of Communication and Information (KOMINFO), the number of

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internet users in Indonesia has reached 64 million, with TikTok users reaching 10 million. This is in sharp contrast to the fact that every young Indonesian spends approximately 9 hours per day using their device, but does not maximize that time to gain new knowledge not taught by teachers at school. Therefore, there must be changes, including the targets, structure and content of educational programs, as well as learning media that make learning more interesting and appropriate by utilizing technology in learning (Surani, 2019). According to Luisandrith and Yanuartuti, the TikTok application can develop students' creativity and help students express themselves in making videos (Luisandrith & Yanuartuti, 2020).

This is reinforced by Vernom's concept that the use of video technology in learning can increase learning outcomes by 50% compared to using no media (Nugraha & Winiarti, 2014). This research discusses which types and patterns of content among the large number of content creators and their videos are popular with young Indonesians as sources for online English learning. The use of the TikTok application for learning English in Indonesia has never been studied. This research aims to look at the development of English language learning media in short videos on the TikTok application and show the phenomenon of widespread use of the TikTok application as an online English learning medium in recent years

## **RESEARCH METHODOLOGY**

This research discusses the large number of content creators and their videos, as well as the types and patterns of content popular with young Indonesians as sources for online English learning. Increases, and it is possible that the number of video uploads under this hashtag will also increase. The method used in this research is a qualitative, inductive approach. Qualitative methodology itself is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior (Alfarisy, 2020). The inductive method is a type of research method based on reasoning that can take propositions from specific problems into general discussions (Nurhasanah, 2020). Then, the researcher also applied an inductive approach, prioritizing facts about social problems and analyzing them in depth through questions. Until, finally, it was able to give birth to a theory considered in accordance with the statement and the conclusion.

Researchers collected data from TikTok videos by the four top content creators. The five best content creators were selected from the most popular TikTok hashtags related to English learning, including *#samasabelajar* (79.4 billion views). In the hashtag *#learntogether*, the five best content creators are ranked by the number of followers, videos, likes and content they have presented. They come from the accounts *@prajaelfikri*, *@floandday*, *@zulfazida*, and *@juannazhen*. The online videos of the four best content creators were taken from videos uploaded from 2020 to 2021. Apart from that, the data was obtained from documentation. Based on the data collected, there are several stages in data analysis. First, the data is categorized by the type of subject for each content creator. Second, Data is analyzed based on the highest number of views, likes, shares and comments contained in TikTok videos. Next, the researchers compared each other and presented them in a table. Finally, analyze the data to determine the influence of the TikTok application on the millennial and Z generations.

## **RESULT AND DISCUSSION**

Changing times and the use of the internet and technology do not limit young people in seeking learning media beyond printed books. The video-based application TikTok has recently become more popular as a medium for learning English compared to the YouTube platform because the features contained in the application are interesting, and the duration of the content is packaged concisely and clearly.

The research results show that there are 4 types of English language learning content often created by content creators on the TikTok application, namely vocabulary, grammar, pronunciation and

common mistakes. Not only that, but the highest engagement was also found for each type of subject from the five best content creators in Table 1.

Table 1. Highest Engagement Value for Each Subject Type

Content Creator	Engagement Categories	Type Of Subject			
		Vocabulary	Grammar	Pronunciation	Common Mistake
@Zulfazida	Views	30.8K	484.6K	507.5K	294.8K
	Likes	14.0K	41.2K	33	49.9K
	Comment	25	502	66	119
	Share	21	302	152	255
@Aliciaserena	Views	229.6K	484.6K	507.5K	294.8K
	Likes	37.7K	41.2K	33	49.9K
	Comment	238	502	66	119
	Share	284	302	152	255
@Prajaelfikri	Views	10.7M	484.6K	507.5K	294.8K
	Likes	488.4K	41.2K	33	49.9K
	Comment	1548	502	66	119
	Share	21	302	152	255
@Floannday	Views	1.4M	484.6K	507.5K	294.8K
	Likes	215.6K	41.2K	33	49.9K
	Comment	1.167	502	66	119
	Share	11K	302	152	255

### Content Creator 1

Videos from TikTok content creator @zulfazida get quite high engagement. This content creator has 265,200 followers on his TikTok account and a total of 3,8M likes. The content presented has many categories: vocabulary, grammar, pronunciation, tips and tricks, language twisters, and common mistakes. Grammar is the category with the highest engagement with 816,800 views, 153,600 likes, 434 comments and 800 shares obtained on June 23, 2023. The content presented is about the differences between verb 1 and verb 2.

In the video, the content creator not only conveys the differences in using verbs 1 and 2, but also provides example sentences to make them easier for the audience to understand, for example: positive comments regarding the content presented. Here is an example:

Verb 1: See

Verb 2 Saw

Example Sentences: I see you," "I saw you yesterday"

The use of Verb 2 here shows events that have passed. At the end of the video, the content creator also asks the audience questions about Verb 1 and Verb 2 that they know. That way, the comments column is filled with various kinds of answers, for example:

“Bring – Brought” “Hide – Hid” “Go – Went” “Play – Played “

Apart from the audience's comments in the comment section, there are many positive comments about the content presented. Here is an example:

*“I really like this content; it’s educational. The content is very useful, sis; it still inspires and motivates us to learn English. Thank you, very helpful.”*

The comments from the audience are positive; many even answer questions posed by the content creator. Based on the reactions in the comment Column, it can be concluded that the content presented is very useful and interesting to TikTok users.

### **Content Creator 2**

According to the content creator on the @aliciaserena account, there are five categories of English learning: proverbs, common mistakes, vocabulary, grammar, and Pronunciation. Content creators are very interesting when delivering learning material; many gestures and facial expressions are used, as well as loud intonation to create enthusiasm for the material to be presented.

On this account, the video that received the highest engagement in the grammar category was titled "Grammar Test," uploaded on July 12, 2023, with 229,600 views, 37,700 likes, 238 comments and 284 shares. In this context, viewers are given questions and asked to choose between the two options provided. The content creator also explains why the answer is correct and provides tricks for answering the question. If you look at the comment column, many viewers still answer incorrectly. Here is an example:

*“Just learned about this yesterday, I was wrong again.” “I was confident in answering B; it turned out to be wrong.” “This is smart.” “I got it wrong”*

Through these comments, many viewers still use grammar incorrectly. However, after watching this video, they understand how to use it correctly. Many viewers got information through this video:

*“Thanks, sis” “Very helpful” “Luckily this video appeared before I took the TOEFL test. Thanks a lot, sis!” “Thank you for the information.”*

There were no negative comments on this content; everyone supported the content creator to upload more videos. This means the @aliciaserena account is very popular among its viewers.

### **Content Creator 3**

Judging from the video content creator El Fikri on the @prajaelfikri account, the content covers various categories, such as vocabulary, grammar, pronunciation and common mistakes. one of the videos in the grammar category entitled "Like vs like" which was uploaded on February 24 2023 received 10,7M views with 488.4k likes and 1548 comments. The video explains the difference between the words “like” (verb) and “like” (adjective). The following is the explanation given by content creator El Fikri in the video.

*Like: like/ like (verb) VS Like: similar/ like (Adjective) Like (Verb): "I like you" "you like my friend" "she likes a banana" Like (Adjective) Add to be after the subject word like: "I am like you" "you are like my friend" "she is like a banana."*

This video is presented quite interestingly and is easy to understand because the content creator explains it by writing the explanation on paper, which is easy for the audience to follow. In the comments section, many viewers left positive comments and realized that the TikTok platform could be used as a medium for learning English.

*"I understand better when taught by TikTok." "Wow, that's really useful, thank you, sir." "It's better to learn on TikTok, huh..."*

**Content Creator 4**

The content creator from the @floandday account is included in the top five content creators. The uploaded videos are mostly about teaching English materials, and some cover using accents from several regions in Indonesia. Of the four lesson types, this content creator received the highest engagement in the grammar category. The videos from content creator @floandday do not use excessive editing in every video they upload, but the way the material is delivered by this creator is better understood with example sentences, especially for this content.

Apart from verbal delivery, this content creator provides written explanations in the content so that other users can better understand what is being delivered. Among the many categories, grammar content is more popular with users. It seems that content creators from @floandday have the highest engagement in the category, with more than 1.4 million views, more than 215,600 likes, more than 1,167 comments, and more than 11,000 shares, compared to videos in other categories. This video was uploaded on July 5, 2023, and shows how to differentiate and memorize 16 types of tenses in English by identifying the key features of each type of sentence and how they are used. This TikTok video from a content creator received many positive comments, as in the following example.

*"It's really helpful, bro." "I understand right away, thank you." "Thank you, sis...this is really important." "Thanks for the tips, sis"*

Based on the comments above, this content creator has an easy-to-understand, non-monotonous teaching style. Therefore, it is useful for users to learn English. This research shows that the grammar category has the highest engagement from the four best content creators. This statement can be shown in Figure 1.

**Figure 1. Display of the Content with the highest engagement from each content creators**



The grammar category gets the highest engagement when compared to other subjects. This is because grammatical competence helps speakers use and understand English structures clearly and accurately, thereby facilitating their fluency. (Richards et al., 2002). In addition, grammar helps English Foreign Language or EFL students in revising and improving their writing and a few English words can be acquired subconsciously. However, grammatical knowledge serves as a solid foundation for reference when linguistics becomes ambiguous (Debata, 2013).

If you look at the type of media, the grammar category has the highest engagement because the TikTok application only provides very short videos, 15-60 seconds long, yet still provides benefits. Compared with content on social media like Instagram and YouTube, TikTok is suitable for delivering grammar-category material, even though the available duration is shorter than the duration provided by Instagram and YouTube. One of the attractions of TikTok for users who like to learn English is the clear, attractive voice intonation in delivering material, and the creativity of content creators (such as colorful, beautiful handwriting). Finally, regarding the subject presented, it is more specific, clear and not monotonous.

Other subjects of interest to young Indonesians include vocabulary, pronunciation and common mistakes. Each of these contents is also of interest to young people because it is presented in short videos with interesting and useful material. This method of delivering online material through media such as the TikTok application will certainly increase. The variety of types, materials, delivery methods and content will continue to grow and encourage the younger generation to be more enthusiastic about learning English through the TikTok application.

## **CONCLUSION**

From the discussion above, it can be concluded that there are four types of subjects and five of the best content creators on the TikTok application: vocabulary, grammar, pronunciation, and common mistakes. This research states that the grammar category has the highest engagement because grammar can help speakers extend the time they spend on Instagram and YouTube. One of the attractions of TikTok for users who like to learn English is the clear, attractive voice intonation in delivering material and the creativity of content creators (such as colorful, beautiful handwriting). Finally, regarding the subject presented, it is more specific, clear and not monotonous. Use and understand English structures in a real and accurate manner; short videos are also suitable for this category. Online English learning attracts many people, especially the younger generation.

The material is simple and useful; the learning is not monotonous because it is equipped with writing features in attractive, eye-catching types, and the voice is clear when delivering the material. Also, the comments sections of TikTok videos show that users feel helped by content creators in understanding English material quickly and easily. So many of the younger generation like this application as a medium for online English learning in this technological era. Researchers also want to provide advice to content creators. Advice for content creators is to be consistent in uploading content, for example, once a week or twice a week and so on. To create interesting content, you can pay attention to the intonation and tempo of your voice when delivering the material, as well as varied images and content. Given that content creators have a short lifespan, they must consistently provide value and make the learning process less boring for users.

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