

CHAPTER I

INTRODUCTION

In this chapter, the researcher writes some point that related to the theoretical of study. Those points are background of the study, the research problem, the objective of study, the scope of study, the significance of study, definition of key term and hypothesis.

1.1 Background of study

Language acquisition is a fundamental aspect of education, and proficiency in English has become a crucial skill in our interconnected and globalized world (Chun, 2016). English serves as the primary language for international communication, academic and professional advancement, and global trade. It is the language of technology, granting access to knowledge and information, and dominates the global media landscape. English proficiency facilitates cultural exchange, travel, and tourism, while also serving as the language of diplomacy and international relations. In an increasingly interconnected world, the ability to communicate effectively in English opens doors to diverse opportunities and promotes cross-cultural understanding, making it an essential skill for individuals seeking success and engagement in the global arena (Smith, 2016).

In Indonesia, English is widely considered an essential international language, fostering strong English language skills has become a priority for educational institutions. With increased globalization and interconnectivity, English has become the primary language of international communication, business, and academic exchange. Proficiency in English opens doors to diverse

opportunities, both locally and internationally, enhancing employability and career prospects for students. Moreover, access to a wealth of knowledge, research, and digital resources available in English enables students to stay abreast of cutting-edge developments and contributes to their academic growth. Beyond practical benefits, mastering English fosters cross-cultural understanding and facilitates meaningful interactions with individuals from diverse linguistic and cultural backgrounds, making it an essential skill in preparing students to thrive in our interconnected world.

Then, according to Nagda (2002), as students' progress through their academic journey, their ability to communicate effectively in English becomes increasingly vital for their future academic pursuits and professional endeavors. It empowers them with global opportunities, access to knowledge, and the ability to connect with diverse individuals. Beyond academic and career benefits, it contributes to personal growth, cultural appreciation, and technological proficiency, making it a crucial skill that prepares students to succeed in a highly interconnected and competitive world.

Furthermore, one of the skills to support students in communicating effectively is speaking (Sadiku, 2015). It is important in senior high school as it plays a vital role in effective communication, classroom participation, and presentation skills. Students who can express themselves clearly and confidently are more engaged in their learning, contributing to a dynamic educational environment. Strong speaking abilities also facilitate collaboration in group projects and prepare students for future leadership roles. In preparation for college

admissions or job interviews, proficient speaking skills are crucial for articulating achievements and goals. Moreover, senior high school provides opportunities for students to participate in debates and discussions, allowing them to develop persuasive and critical thinking abilities. Beyond academic benefits, effective speaking fosters personal growth, social skills, and real-world readiness, making it an indispensable skill for students as they progress in their educational journey and future endeavors.

Speaking skills can be developed through practice with various types of texts, one of which is procedure text, which is relevant to improving students' communication skills. According to Mahsun (2014) procedure/direction text is one of the types of texts that includes the factual genre of the procedure subgenre which aims to direct or teach about the steps on how to do something, which can be in the form of an experiment or observation. By learning to understand and convey procedure text, students are trained to communicate ideas logically and systematically, so that they can convey information in a structured and effective manner.

Developing students' speaking skills can be achieved through creative and tailored methods, such as integrating procedure text and using social media platforms for direct language practice. According to Gandara (2005), high school students often face various challenges in speaking English, including a lack of confidence and anxiety when speaking in front of others.

Based on observations at SMAN 9 Banda Aceh revealed significant challenges such as limited vocabulary, grammar issues, and pronunciation

difficulties, which hinder students' fluency in speaking. To address these challenges, teachers can incorporate procedure texts into speaking activities, where students are asked to explain steps or give instructions. This requires students to communicate information in an organized and clear manner, gradually enhancing their speaking skills.

In addition to procedure text, English-language content on social media, particularly TikTok, offers a practical solution to complement this approach (Alsaadi, 2021). TikTok provides a variety of videos that use every day English in authentic contexts. Teachers can assign students to create short videos featuring procedure text, such as "Steps to Bake a Cake" or "How to Operate Equipment." This activity enables students to practice structured and systematic speaking skills. By recording and reviewing their speeches, students can improve their pronunciation, fluency, and confidence in speaking.

Direct interaction with TikTok content also enriches vocabulary and listening skills, which are essential for effective verbal responses. The platform's feedback feature allows students to learn from peer comments, while teachers can provide immediate corrections for common grammar and pronunciation mistakes. Teachers can also conduct live sessions on TikTok based on procedure text, where students respond to prompts in real-time, creating a dynamic and competitive learning atmosphere.

The approach of using procedure text combined with social media platforms like TikTok encourages students to actively address their speaking challenges in an enjoyable way. This method not only enhances speaking fluency and confidence

but also prepares students for various practical situations in the future, whether in everyday interactions or professional contexts.

There are some researchers who have conducted similar research but in different locations and with different methods. The first research by Zulfa Ulin Nuha and Nany Soengkono Madayani (2022), titled "The Effectiveness of Using Instagram Vlog Toward Students' Speaking Skill of The Eight Graders at MTs Imam Al Ghozali Tulungagung," followed a quasi-experimental design and employed quantitative methods. Results suggested that Instagram Vlog helped eighth graders at MTs Imam Al Ghozali enhance their public speaking skills. The second research by Asnawi Muslem (2022), titled "The Effect of English Authentic YouTube Videos on Students' Speaking Skills in Rural School," examined improvements in students' speaking skills using English YouTube videos. The third research by Rahayu (2021), titled "The Effectiveness of Using Learn Social Online Platform Toward Speaking Skills of English Literature 2018 Students of Universitas Sumatera Utara," focused on the effectiveness of the Learn Social online platform on the speaking skills of English Literature students. The study used a qualitative descriptive method and indicated that most indicators of the platform were effective in improving students' speaking skills.

Considering the above, the researcher is interested in conducting classroom action research under the title " The Use of English Content of Social Media Tik Tok to Improve Students' Speaking Skill." This study aims to explore the potential of TikTok as an educational tool to enhance students' speaking abilities and address common challenges, they face in language learning”.

1.2 Research problem

Based on the background of the study, the problem appeared is “Does educational content of social media Tik Tok to improve students’ speaking skill in class XI at SMAN 9 Banda Aceh?”

1.3 The Objective of study

The purpose of study is to know the effectiveness of using English educational content of social media Tik Tok to improve students’ speaking skill in class XI at SMAN 9 Banda Aceh.

1.4 Scope of study

The research will be limited to the video on English social media content that exist in Tik Tok, we will take a sample of Jamie Oliver account.

1.5 The significant of study

This study is expected to give benefit due to the improvement in students’ writing ability in descriptive such as student, teacher, school, researcher. The purpose of students learning speaking skills through English social media content is to enhance their language proficiency and communication abilities in an engaging and practical manner. By interacting with authentic language usage, students gain exposure to colloquial expressions, real-life conversations, and diverse topics. Social media provides a supportive environment for students to build confidence in expressing themselves, fostering a positive attitude towards language learning.

By improving their own speaking abilities through social media interactions, teachers can provide more authentic language exposure and practical communication practice for their students. Engaging with diverse content on social

media allows teachers to stay updated with current language trends and cultural expressions, enriching their teaching approach. Moreover, learning through social media empowers teachers to create dynamic and interactive language learning experiences, fostering student engagement and confidence in speaking English.

Schools can create dynamic and interactive learning experiences that engage students and enhance their speaking abilities. Social media offers a vast array of authentic language usage, diverse topics, and interactive elements that make language learning more relevant and enjoyable for students. Embracing social media as a language learning tool equips schools to foster students' confidence in speaking English and prepare them for effective communication in real-world contexts, aligning language education with the demands of an interconnected global society.

Understanding how social media can enhance speaking proficiency enables researchers to identify innovative teaching methodologies and recommend best practices for educators. Research in this area also informs curriculum development and helps optimize language learning experiences for students. Ultimately, by studying the impact of English social media content on speaking skills, researchers contribute to the advancement of language education and support educators in creating more effective language learning environments.

1.6 Definition of key term

To make this research convenient, the writer provides some definition to help the reader understand the specific terms used in this research. These terms are as follows:

1. English Educational Content

English educational content refers to materials and resources specifically designed to facilitate the teaching and learning of the English language (Syakur:2020). These materials are created with the aim of imparting knowledge and skills related to various aspects of English, such as grammar, vocabulary, reading comprehension, writing, listening, and speaking. English educational content can take various forms, including textbooks, workbooks, online courses, videos, podcasts, interactive language apps, language learning websites, language games, and language exercises. English educational content is carefully curated to meet the needs of language learners at different proficiency levels, from beginners to advanced learners. It often follows a structured approach to language acquisition, presenting concepts in a systematic manner and offering opportunities for practice and reinforcement. The content may be designed for specific age groups, educational levels, or specialized language purposes, such as academic English, business English, or English for specific professions. English educational content plays a crucial role in formal language learning settings, such as schools, language institutes, and universities, as well as informal self-directed language learning. It provides learners with valuable resources to enhance their language skills, boost language proficiency, and become effective communicators in English.

2. Speaking Skill

According to shumina (2002), speaking skill is the ability to communicate effectively and coherently using spoken language. It involves the capacity to express one's thoughts, ideas, opinions, and emotions clearly and fluently in a way

that is easily understood by others. A proficient speaker demonstrates proper pronunciation, intonation, and rhythm to ensure effective communication. Speaking skill encompasses not only the use of accurate grammar and vocabulary but also the ability to engage in interactive conversations, participate in discussions, deliver presentations, and adapt language usage to different contexts and audiences. Mastering speaking skill is essential for effective interpersonal communication, academic success, and professional advancement, as it empowers individuals to convey their message confidently and build meaningful connections with others.

3. Social Media

Social media refers to a collection of online platforms and websites that enable users to create, share, and interact with content in a virtual social environment (Heinonen:2011). These platforms facilitate the exchange of information, ideas, and multimedia content among individuals, groups, and organizations globally. Social media platforms encompass various forms of communication, such as text-based posts, photos, videos, and live streams. Users can connect with friends, family, and like-minded individuals, as well as follow and interact with public figures, brands, and communities. Popular social media platforms include Facebook, Twitter, Instagram, LinkedIn, YouTube, and TikTok, among others. Social media has become an integral part of modern communication, enabling people to stay connected, access news and information, express themselves, and engage in discussions on diverse topics. However, it also raises concerns about privacy, misinformation, and the impact of excessive usage on mental health and well-being.

1.7 Hypothesis

In this research is important to use hypothesis concern using think pair and share method will increase student' writing ability in descriptive text. There are two kinds of hypothesis, they are:

The statistical hypothesis known as a null hypothesis asserts that no statistical significance can be found in a collection of provided observations. Using sample data, hypothesis testing is performed to assess a hypothesis' validity. A null hypothesis is a type of conjecture in statistics that proposes that there is no difference between certain characteristics of a population or data-generating process. Any variation between the selected attributes that you observe in a collection of data is thought to be the result of chance, according to the null hypothesis. For instance, any discrepancy between the average profits in the data and zero is caused by chance if the expected earnings for the gambling game are actually equal to zero.

Ho: There is no effect on the using of English content of social media Tik Tok to improving students' speaking skills in Second Grade Students at SMAN 9 Banda Aceh.

It's important to remember that we are assessing the null hypothesis since there is some uncertainty surrounding its validity. The alternative (alternative) hypothesis includes all information that is contrary to the established null hypothesis. According to the alternative theory, using comic books to teach reading comprehension has benefits for the learners. In this study, the alternate hypothesis

was the one that was used. In order to support the research hypothesis, it had to be tested. The idea's truth or falsity needs to be demonstrated.

H_a: There is effective on the using of English content of social media Tik Tok to improving students' speaking skills in First Grade Students at SMAN 9 Banda Aceh.