

CHAPTER II

LITERATURE REVIEW

This chapter examines the available literature on students' perceptions of the contribution of TikTok and Instagram Reels to English learning. The use of social media platforms for educational purposes has attracted substantial attention in recent years, and educators and academics must understand how students perceive the impact of these platforms on their language learning. This study of the literature will look at a variety of topics, such as the role of TikTok and Instagram Reels in language acquisition and students' impressions of TikTok and Instagram Reels in language learning.

A. Perception

Perception is a biological process in the human brain. Perception is the process of entering messages or information through the five senses: sight, hearing, smell, taste, and touch (Slameto, 2003). Perception is achieved by summarising and analysing information from a person, allowing the person to respond positively or adversely to the information. As a result, perception refers to the relationship between a person and their surroundings as seen via the senses. When a person perceives an object in their environment, it gets processed into its meaning.

Perception can also be defined as the interpretation of an item, event, or information based on the interpreter's life experiences. Their

brains will interpret these events into specific impressions, which may change from person to person. Thus, perception can also be defined as the result of a person's mind reacting to a certain scenario (Jalaluddin, 2003). In a nutshell, perception is a method of understanding information utilizing the human senses. When there is an item, humans utilize their senses and brains to observe it, and the information is evaluated for meaning, causing humans to behave positively or negatively.

Toha (2003) identified multiple steps in the perception process. Perception begins when a person experiences a stimulus in their environment. It is then detected by the sensory organs and transmitted to the brain. The stimulus is then interpreted according to the individual's motivation and personality. After that, the individual perceives the information as feedback on the stimuli.

Based on the explanation above, it is possible to conclude that perception is a complex process that involves paying attention to an object, collecting stimulus through our senses, and translating the stimulus into some meaning that results in a response that influences our behaviour.

B. Social Media in Education

According to Andreas Kaplan and Michael Haenlein, social media is "a group of Internet-based applications that build on Web 2.0 ideologies and technologies and enable the creation and exchange of

user-generated content." In 2023, the number of people using social media has risen dramatically. The overall number of social media users has surpassed 4.76 billion, representing 60% of the global population. Globally, people are spending more time on social media. Every day, the average person spends 2 hours and 31 minutes on social media (Yonatan, 2023). It is indisputable that social media plays a significant role in society, particularly in education and learning.

Social media platforms have evolved into an essential educational tool, providing new and inventive methods to engage students in learning activities. Educators have recognized the potential of social media to improve teaching and learning (Junco, Heiberger, & Loken, 2011). Social media platforms can facilitate interactive and collaborative learning. It can assist students in connecting with friends, accessing educational content, and participating in discussions about their academic interests (Selwyn, 2016).

Students in this generation are more likely to use social media in teaching and learning activities such as TikTok and Instagram Reels. Social media use in learning activities will undoubtedly impact its users, including students, both positively and negatively.

We can learn from social media. We can gather as a group without leaving the house. We can ask other people questions without knowing who they are. We can learn new things by exchanging

material. There is a wealth of information available to us that may be updated on a regular basis.

TikTok, a lately popular social media network, has 1.05 billion active users and will be the sixth most-used social media platform by 2023. TikTok, on the other hand, will have the longest usage time in 2023. The typical user uses the app for more than 23 hours each month. Meanwhile, Instagram is the fourth most popular social media platform today, with over 2 billion members globally (Yonatan, 2023).

C. TikTok and Instagram Reels in Language Learning

1. TikTok in Language Learning

TikTok media is a major social media platform in our period, with practically all students having TikTok accounts. Of course, this popular media has a favourable impact on student's motivation to learn English and can boost students' interest in learning, allowing students to better understand English learning.

TikTok is a popular short video application among teenagers. TikTok can be utilized not just for pleasure but also for English learning media. TikTok contains a wide range of videos, including lip sync videos, duet challenges, song lyrics, cooking videos, health videos, and, of course, English-language videos. People cannot select the videos they view on TikTok. However, the appearance of videos on a TikTok account is determined by the user's interaction with an account,

hashtags used, accounts followed by popular video content, and many other factors. For example, if a TikTok user frequently views and likes videos with English content, videos with English content will constantly surface on his TikTok homepage. Many accounts currently debate English, including @zelynafah, @aarons.english, @englishbygiovana, and many others. As a result, TikTok can be used as a medium for English learning by students who have easy access to gadgets outside of the classroom (Novitasari & Addina, 2022).

TikTok is one of the media platforms that many students today find interesting. Students can enhance their creativity through TikTok media by generating unique content about writing in English, learning new vocabulary in English, and so on. TikTok learning media will assist students in better understanding English and increase student engagement in participating in teaching and learning activities. Learning media can enhance and excite students' feelings, thoughts, attention, and abilities in classroom teaching and learning activities (Yonatan, 2023).

TikTok media has several advantages that other platforms do not, such as the capacity to change into learning media, which, when used correctly, can increase the quality and stimulate more creative student learning. TikTok can aid with vocabulary development as well as English comprehension. TikTok users are generally young people who use the app for various purposes, including learning English.

Students can use TikTok as a beneficial media tool while participating in learning process activities. According to Herlisya and Wiratno (2022), using the TikTok application in English learning can assist students improve their speaking skills. TikTok media can also help pupils enhance their English listening skills (Br Perangin angin, Silaban, & Purba, 2021). According to Rahmawanti and Anwar (2022), TikTok is the second most popular social media platform for students learning English and is used by English professors in distance learning. This indicates that TikTok can be utilised to study English and improve one's English skills. Like other learning media, TikTok offers pros and cons in helping students improve their English skills. Each student has a unique perspective on utilising TikTok as an English learning tool. The previous example illustrates how many TikTok program users are interested in TikTok media. In other words, youngsters have utilised the TikTok app to learn English, which, if done appropriately, will be incredibly effective. This occurs because students already own and use the TikTok social networking platform. As a result, the TikTok application media can be used to provide pupils with information in the form of English language materials.

2. Instagram Reels in Language Learning

Instagram Reels has gained a large number of Instagram users since its official introduction in Indonesia (Silalahi, Perdana, & Luardini, 2021). Like TikTok, Instagram Reels is founded on the concept of short video clips. Instagram Reels, launched on August 5,

2020, allows users to create short videos with popular or favourite tunes playing in the background. This feature is particularly beneficial for educational content makers who want to increase their followers and engagement by generating a range of innovative content. As a result, teachers should seize this opportunity. Starting with Instagram Reels in the classroom is a terrific idea. Instagram reels may be a powerful teaching tool, improving learning and making it more meaningful and informative (Carpenter, Morrison, Craft, & Lee, 2020).

Instagram reels in the classroom can be used for a variety of tasks. Students can use this tool to express their ideas and opinions on various issues (Ramadoni, 2019). As a result, students can share their expertise with their peers and teachers. As a photo-sharing platform, Instagram promotes students to be spatially and linguistically aware by allowing them to take and edit photographs, add captions, and provide feedback (Azlan, Zakaria, & Yunus, 2019). Instagram scrolling appears to be a perfect technique to enhance English language learning, according to Erarslan (2019), for the reasons given below. First, the technology delivers a wide range of contextualised visual data that can be utilised to augment classroom language training. Second, because the medium allows students to engage and converse with one another outside of the classroom, using Instagram reels in the classroom can help to build a community of socially connected students. Third, Instagram reels are a popular social media resource among young learners who are very engaged and flexible. Integrating technology into

their learning process might be viewed as a real-life application of classroom themes. Fourth, this medium can be utilized to teach all English skills both online and offline. Finally, the ease of use of Instagram, as well as its availability on the most regularly used devices, make it more enticing to explore using this platform in the language classroom.

Teachers can utilise social media to teach English on a variety of platforms. Apriyanti et al. (2018) used social media to make learning sessions more enjoyable. However, only a few teachers use it, and some of them misuse it. Technology alters the teaching and learning environment, allowing for more possibilities and options (Agustin & Ayu, 2021). Students account for a disproportionately large number of social media network users. Instagram is a famous social networking platform that encourages kids to learn by publicizing their language creations (Arianti, 2021) (Putri, 2022). Instagram provides tasks to students in English language teaching (Putri, 2022); (Agustin & Ayu, 2021); (Aini, 2020). They practice how to structure the content or message they wish to express and how to deliver it effectively using familiar topics. They are not rushed when performing speaking activities because they have plenty of time to prepare before posting them on Instagram.

D. Students' Perceptions of TikTok and Instagram Reels in Language Learning

1. Motivation and Engagement

Several studies have found that students find learning through TikTok and Instagram Reels motivating and engaging, owing to the services' fun and participatory character. According to Hairul and Nurhayati (2023), using social media as an additional assistance for English language learning benefits pupils. Furthermore, social media boosts students' motivation to learn English. This is because social media may supply students with a wealth of information by looking for informative videos utilising the search feature. Furthermore, the explanations supplied by TikTok and Instagram reels are brief, entertaining, and simple to understand.

2. Informal Learning Opportunities

These platforms are frequently seen by students as a source of informal and self-directed learning possibilities, allowing them to practice language skills without the formality of regular language sessions (Lai & Chen, 2020). According to the findings of Nasichah's research, students can use TikTok and Instagram reels to obtain informal learning chances that they can use anywhere and at any time. Students argue that they may learn a lot of English vocabulary and how to pronounce it by watching TikTok and Instagram reels.

E. Previous Study

The research found three previous studies related to content analysis of TikTok and Instagram applications for learning English. The first previous is from Ni Putu Purnama Dewi, Ni Putu Era Marsakawati, I Nyoman Adi Jaya Putra, & Ni Komang Arie Suwastini (2022) have researched an analysis on Instagram Reels for an authentic tool to enhance English speaking skills. This study aims to describe students' perceptions, challenges, and strategies in using Instagram reels as an authentic tool for improving speaking skills. The research used descriptive qualitative research methods. The study subjects were five eleventh-grade students from one of the public vocational high schools in Bali, Indonesia. The observation and interview were conducted to collect data. the result of the study is that the perceptions of students on implementing Instagram reels to improve speaking skills were favourable. Instagram reels boosted students' consciousness and motivation and enhanced their vocabulary, grammar, pronunciation, accent, and cultural knowledge.

The second previous study is from Novitasari & Ainul Addina (2022), who have researched and analysed students' perceptions of the use of TikTok for learning English. The participants of this study were students of the 2021 English Language Education study program who used TikTok to learn English, totalling 21 students who filled out questionnaires and 6 students as interviewees. This study used a descriptive method with a qualitative approach. In collecting data, the

researcher used observation sheets, questionnaires, and interviews. The result of this study is learning English by using TikTok can help students improve their English skills. Learning English on TikTok is fun and stress-free. However, learning English by using TikTok also has challenges, such as internet network problems and costs for internet quota.

The third previous study was conducted by Amelinda Olivia M. C. & Widya Caterine Perdhani (2023), who investigated junior high school students' perceptions after they were taught using the TikTok application in English language class. This study used a qualitative methodology, focusing on individual interviews with six selected participants. The result of this study is that students had positive perceptions of using TikTok in English class. The Students perceived that; 1) they could discover new phrases with the aid of using surfing content material in TikTok; 2) They could discover numerous content materials created through a couple of content creators and discovered many new phrases through the use of the hashtag; 3) They could gain new words and improve their skills; 4) They could gain new knowledge of various English accents and vocabulary used internationally; 5) They could show their talents, and talk with buddies from different nations and 6) They could gain new terms from TikTok and use them in real-life Situations.