

CHAPTER 1 INTRODUCTION

This chapter describes the background of the study, the research question, the objective of the study, the scope and limitation, the significance of the study, and the definition of the key terms.

A. The Background of the Study

Nowadays, social media has become very popular. The data from BPS-statistics Indonesia (2023) shows 76.23% women and 75.87% men in the age of more than five years old use internet for social media. It shows that social media has been utilised by many people.

There are many social media platforms. Some popular social media are TikTok, Instagram, and YouTube. In Indonesia, the most used social media based on the time spending is TikTok (Kemp, 2024). TikTok is a video-sharing social media platform from China (Omar & Dequan, 2020). Its video contents are various with the duration of the video is about fifteen seconds to ten minutes. One of the contents in TikTok is related to English learning such as Grammar tips, vocabulary, pronunciation, and common mistakes (Bahri et al., 2022).

In TikTok, there are many content creators who share videos about English pronunciation tips. For example an account named English with Lucy, Pronunciation with Emma, Antonio Parlati, and et cetera. Those accounts are foreign accounts that give tips related to pronouncing English words. They already have more than one million followers and likes. Not

only foreigners, Indonesian people also make contents related to pronunciation such as accounts named Nofreedi, Adoni Mooy, Asri Hartanti, and et cetera. Those accounts already get more than one million likes. It proves that there are many people watch videos about how to pronounce English words on TikTok.

Millions followers and likes that are given to the pronunciation content creators show that people have a good perception towards them. Besides, there are some studies that also find the positive perceptions on pronunciation contents from people who use TikTok. Fitria (2023) found that contents about pronunciation on TikTok got the highest engagement because pronunciation is the important element to be successfully speaking in English and short videos are suitable for this category. Paz-Dominiquez, et. al. (2023) also mentioned that, based on students' perception, TikTok gives students various videos that can be used to improve their pronunciation and the short duration of the videos can help them learning and remembering faster the pronunciation of words. From those studies, it can be concluded that English learners have a positive perception towards contents related to pronunciation on TikTok.

TikTok not only has a good perception by English learners but also it is proven useful to improve English pronunciation. Based on the study that conducted by Rahmawati, et. al. (2023), students who get a treatment by using TikTok got an improvement in pronunciation. Alvarez, et. al. (2024) also recommends language teachers to utilize TikTok as a tool to improve

students' language skills such as Grammar, vocabulary, and pronunciation since their research shows that TikTok gives a positive impact to language learners. It means that TikTok is proven useful to improve pronunciation of someone.

Besides usefulness and perception of people about TikTok, the explanation above also shows many people learn pronunciation. It is because pronunciation is important in communication. Gilakjani, et. al. (2020) stated that English pronunciation is one of the most crucial parts of foreign language teaching and learning. In another research, it is mentioned that the foundation of effective oral communication is excellent pronunciation (Plailek & Essien, 2021). Moreover, with good pronunciation, someone will be more confident when they speak in public (Kobilova, 2022). Not only about confidence, Nurullayevna (2020) stated that incorrect pronunciation may become serious misunderstanding. She also mentioned that knowing a lot of vocabularies is not enough if someone cannot pronounce it well because no one will understand about what they are saying. Thus, learning pronunciation is important to gain confidence and avoid mispronunciation.

As mentioned above, TikTok is one of the most popular social media (Kemp, 2024). Moreover, Fitria (2023) showed that short videos such as contents on TikTok are suitable for learning English pronunciation. In line with this statement, Paz-Dominiquez, et. al. (2023) that conducted a study about student perception toward TikTok in improving pronunciation also found that short duration of the videos can help them learning and

remembering faster the pronunciation of words. Other researchers such as Rahmawati, et. al. (2023) and Alvarez, et. al. (2024) also proved the effectiveness of using TikTok in the classroom. Because of these reasons, the researcher chooses TikTok accounts to be analysed.

Since TikTok is proven useful for learners to practice pronunciation, the researcher wants to understand TikTok content creators' pronunciation. To understand the pronunciation skill of someone, there are some ways that can be used. One of the ways is using the help of mobile application to analyse pronunciation. The popular mobile application for pronunciation is ELSA Speak. ELSA Speak is a mobile application for learning pronunciation that using artificial intelligence and speech recognition (Fitria, 2021). The system of this application also can analyse and give a feedback for someone's pronunciation (Kholis, 2021). Moreover, this application is free and can detect pronunciation error as much as ninety percent (Widyasari & Maghfiroh, 2023).

There are some previous studies analyse the pronunciation of someone. The first study was conducted by Rios-Urrego et al. in 2023, entitled 'Automatic Pronunciation Assessment of Non-native English Based on Phonological Analysis.' The second study was conducted by Mahjabeen, Ishtiaq, and Sadiq in 2024, entitled 'An Acoustic Analysis of Diphthongs in Pakistani and British English.'

Based on the explanation above, the researcher wants to have a deep understanding about the English pronunciation of Indonesian content creators

who shared English tips on TikTok since learning English language by social media is popular nowadays.

B. Research Question

Based on the background of the study above, the researcher stated the research question below:

1. How is the English pronunciation of Indonesian content creators' in their TikTok posts?

C. The Objective of the Study

Based on the research question, the objective of the study is understanding and mapping the pronunciation of Indonesian content creators' in their TikTok posts.

D. Scope and Limitation

The study is focused on understanding and mapping the English pronunciation of Indonesian content creators since they become the role model for someone who wants to learn English pronunciation. The pronunciation is limited on its segmental phonology. Segmental is chosen because the accuracy of segmental phonology is importance in language performance (Divany et al., 2023). In line with this statement, Yenkimaleki and Heuven (2021) also stated that segmental errors are strongly implicated in the loss of intelligibility.

E. The Significance of the Study

1. Theoretical Significance

Hopefully, the research can be used for the development of English pronunciation study, especially the English pronunciation of Indonesian content creators who make English contents.

2. Practical Significance

a. For English learners

The study can be a reference for English learners who want to learn about English, especially pronunciation, using social media platform.

b. For teachers

This study is expected to be useful for teachers who use social media as a tool or resource of teaching in the class.

c. For other researchers

The study can be used by other researchers as a reference if they want to conduct a research related to pronunciation skill.

F. The Definition of the Key Terms

There are some terms in this study which should be defined clearly, in order to avoid misunderstanding. The terms are:

1) Pronunciation

Smackman (2020) defines pronunciation as an act of using muscles in the vocal tract which make a sound that can be heard and interpreted.

2) TikTok

TikTok is a video-sharing social media platform from China (Omar & Dequan, 2020). Its video contents are various with the duration of the video is about fifteen seconds to ten minutes.

3) Content Creators

A content creator is someone who produces media content for private or professional purposes (Daria, 2024).