THE EFFECT OF TIKTOK EDUCATION VIDEOS AS A LEARNING MEDIA FOR STUDENTS ENGLISH WRITING SKILLS AT SMP SWASTA KARTIKA I-4 PEMATANGSIANTAR

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ABSTRACT

The purpose of this research is to find out the utilizing of the TikTok application as a media for learning English writing at eighth grade of SMP Swasta Kartika I-4 Pematangsiantar. This research used quantitative with quasi-experimental method approach. Population of this research was eighth grade with 2 classes which consists of 64 students and the sample of this research was 32 students in one class. The technique of collecting data was pre-test and post-test. The technique of analyzing26. data by using SPSS version 27.0. The result of research was T_{count} (5.871) > T_{table} (1.670) at the significance level α = 0.05 with the degrees of freedom (df) = (32-1=31) for each class so the degrees of freedom is 62. It means that H0 is rejected and Ha is accepted. Based on the evidence from the research results, the post-test has a higher score than the pre-test. From these results it was concluded that there was a significant difference in improving students' writing skills before and after being given treatment using TikTok media as a learning media. Therefore, the researcher believes that using TikTok Application utilized to be used on the students' writing skills in eighth grade of SMP Swasta Kartika I-4 Pematangsiantar. Because the use of TikTok Application as a media for learning English writing skills is highly effective. The students believe that it was a popular new media among Indonesian people. TikTok offers a variety of features, including short educational videos, creative visual storytelling, and an engaging platform which makes it easier for students to learn and practice English writing skills. Certain creative TikTok users have even created special videos to guide English writing practices. The students can be free to express their ideas to improve their writing skills. As a result, the researchers have observed that students who experience using TikTok educational videos have found it beneficial for improving their language writing skills.

Keywords: TikTok Education Videos, Writing Skills, Learning Media, English Language Teaching, Quasi-Experimental Design

I. INTRODUCTION

The Background of Research

The development of writing abilities is critical for academic success and successful communication. Lee and Kim (2020) found that using multimedia materials into writing teaching greatly increases student engagement and motivation, resulting in better writing outputs. Furthermore, Alhamami's (2021) discussion of the use of technology in education lends support to the notion that digital tools can provide different and dynamic learning experiences. By combining TikTok educational videos into writing instruction, this study contributes to contemporary theories arguing for novel teaching approaches, potentially leading to more effective knowledge of grammatical structures such as tenses.

The researcher selected to investigate this topic because of the difficulties students confront in writing during instructional practice. Observing considerable issues in their capacity to explain thoughts and employ grammatical structures effectively encouraged the researcher to seek out novel instructional approaches. One potential option explored is to use TikTok as a teaching tool. Using the engaging and dynamic character of TikTok videos, the researcher hopes to create a more interactive

learning environment that attracts students' attention and improves their knowledge of writing ideas. This technique not only tackles current writing issues, but it also connects with modern digital learning trends, making it a pertinent and relevant inquiry into boosting students' writing skills.

The Problem of Research

Based on the problem identification, the research question is: "How is the Effect of TikTok Education Videos as Learning Media for Student English Writing Skills at eight grade SMP Swasta Kartika 1-4 Pematangsiantar?"

The Objective of Research

The objective of the research is: "To find out the Effect of TikTok Education Videos as Learning Media for Student English Writing Skills at eight grade SMP Swasta Kartika 1-4 Pematangsiantar".

II. THE REVIEW OF LITERATURE

The definition of Teaching Writing

Teaching writing is a complicated process that includes assisting students in developing their voice and effectively communicating their thoughts. Jennifer Serravallo, (2017) states, Teaching writing is about helping students find their voice, develop their ideas, and express them clearly and effectively. This concept emphasizes the value of personal expression in writing training, as well as the need for instructors to foster a supportive environment in which students feel empowered to share their ideas. Effective writing teaching includes not only the mechanics of grammar and punctuation, but also the development of critical thinking abilities that enable students to explain their ideas clearly. Teachers can help students grasp the writing process better by leading them through the steps of brainstorming, drafting, rewriting, and editing. Utimately, teaching writing is about providing students with the tools they need to communicate persuasively in a variety of settings, thereby improving academic performance and preparing them for real-world difficulties.

The definition of TikTok Video

During the Covid-19 pandemic, good learning material is needed. Learning media can serve as a valuable tool for clarifying concepts. According to Hadi and Indriani (2021), using materials and media can help simplify abstract concepts into concrete and complex ones, leading to faster comprehension and interpretation. Learning media evolves with technology and can take numerous forms, including audio, visual, and audio-visual. Tiktok is an audio-visual social media app that shows videos and music (Kurniawan, 2018). TikTok has surpassed WhatsApp as the second most popular social networking site.

The users can share innovative ideas so that their films obtain more views and likes and can be utilized as inspiration by other users. The Tiktok app offers a good possibility to enable its users to become producers and encourage sharing creative expression and content via short videos (Christopher & Swathi, 2020). TikTok and other advanced technology have revolutionized media-based learning.

III. THE METHOD OF RESEARCH

The Research Design

The design of this research is quantitative research that focuses on the effect of using TikTok video as a learning media for students English writing skills at SMP Swasta Kartika I-4 Pematangsiantar.

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The Location of Research

The location of this research is in SMP Swasta Kartika I-4 Pematangsiantar, where researchers taking data of eight grade, which is located at Kartini Street No.4d, Timbang Galung, Kec. Siantar Bar., Kota Pematangsiantar, Sumatera Utara 21143, in the year of 2025.

Source of the Data

Data

The data for this research were student scores obtained through assessments, specifically the pre-test and post-test for eight-grade students at SMP Swasta Kartika I-4 Pematangsiantar.

Source data

The source is the research from which the research data was gathered. So, the data source is the eight-grade students of SMP Swasta Kartika I-4 Pematangsiantar.

The Technique of Collecting Data

A data collection technique is one of the methods used in research to collect complete data from respondents, or tools to aid the researcher in data collection. The data collection techniques used by researcher are observation, interview and documentation.

The Technique of Analyzing Data

To determine the Effect of TikTok Education Videos as Learning Media for Student English Writing Skills at eight grade SMP Swasta Kartika 1-4 Pematangsiantar pupils, the researchers administered treatments and exams. The treatment repeat four times, whereas the test complete in a single stage, with the Pre-test and Post-test conducted following the treatment.

In this study, the data collection strategy employed only one experimental class and one control class. As a result, data gathering takes place solely in the Experiment class. Researchers perform study on a class that is considered uniform and statistically homogeneous. The researcher then describes the TikTok application to the class and offer materials.

IV. ANALYSIS OF DATA

Data Analysis

This research was conducted to examine the effect of TikTok educational videos on the English writing skills of students at SMP Swasta Kartika I-4 Pematangsiantar. The primary objective was to explore whether integrating social media-based content could enhance students' academic performance, particularly in writing. The study involved two groups: an experimental group that used TikTok as a learning medium and a control group that followed conventional teaching methods. Both groups were assessed using pre-tests and post-tests to measure their writing proficiency before and after the intervention.

Students in the experimental class demonstrated a significant improvement in their writing scores after receiving TikTok instructive media. The experimental group's mean pre-test score was lower than their post-test score, demonstrating that TikTok media helped students improve their writing skills. Following the intervention, students' engagement, motivation, and creativity in developing their writing increased. Meanwhile, in the control class, when traditional teaching methods were used instead of TikTok, the pre-test and post-test scores showed just a modest improvement. The progress was less significant than in the experimental class.

The statistical analysis corroborated these conclusions. The t-test results revealed that T_{count} (5.871) was greater than T_{table} (1.670) at a significance level of 0.05, implying that the null hypothesis (Ho) was rejected and the alternative hypothesis (Ha) accepted. As a result, it can be stated that the utilization of TikTok teaching videos significantly improved the students' grade eight on English writing skills at SMP Swasta Kartika I-4 Pematangsiantar.

V. CONCLUSION AND SUGGESTION

Conclusion

Based on the findings and discussions of this study, it is possible to infer that using TikTok education videos as a learning medium has a substantial good influence on the English writing skills of eighth-grade students at SMP Swasta Kartika I-4 Pematangsiantar. Students who were taught using TikTok educational videos shown a significant improvement in their writing skills compared to those who were taught using traditional techniques. This is supported by the results of statistical analysis, which showed that the Tcount (5.871) was greater than the Ttable (1.670) at a significance level of 0.05, indicating that the alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) rejected.

The utilization of TikTok educational videos increased the students' interest and enthusiasm for participation in writing exercises. TikTok's multimedia aspects, such as visual and audio components, helped pupils better understand the structure of writing and increased their creativity in expressing ideas. Furthermore, the incorporation of digital media such as TikTok meets the needs of today's students, who are digital natives and are more engaged in technology-based learning. Teachers can improve students' motivation and writing performance by introducing familiar and enjoyable platforms into the learning process.

To answer the research problem, it is concluded that TikTok educational videos are an effective for improving students' English writing skills. The findings indicate that incorporating such platforms into the learning process not only piques students' attention, but also promotes a more dynamic, engaging, and student-centered classroom atmosphere. Students are exposed to authentic language use, creative expression, and a variety of writing styles through engaging, short-form video content, which helps them strengthen their writing skills dramatically. As a result, educators may consider using popular digital platforms such as TikTok to supplement and enhance language learning activities in the classroom. Teachers can bridge the gap between traditional education and modern communication trends by embracing technology that is relevant to their students' daily experiences, resulting in higher learning results and increased student engagement.

Suggestion

According to the results of the research, there are several suggestions presented for teachers, students, school, readers and researchers.

1. Teachers

   It is crucial to embrace technology and integrate platforms like TikTok into their lesson plans. This approach not only enhances student engagement but also aligns with the interests of modern learners, making the learning process more relevant and enjoyable. Teachers should also receive training on how to effectively utilize these digital tools to maximize their educational impact.

2. Students

   Students are encouraged to actively engage with the educational content available on platforms like TikTok. By exploring various educational videos, students can enhance their understanding of writing concepts and improve their skills in a fun and interactive manner. Embracing these modern learning resources can significantly boost their confidence and performance in writing tasks.

3. School

   School should consider adapting their curricula to include digital literacy and the use of multimedia resources. This not only prepares students for a technology-driven world but also ensures that education remains relevant and engaging. Schools can foster a culture of innovation by encouraging teachers to collaborate on integrating technology into their teaching methods.

4. Readers

   For readers, particularly parents and educators, understanding the potential benefits of social media in educational contexts is essential. By recognizing how platforms like TikTok can support language acquisition, they can better engage with students' learning experiences and encourage positive educational outcomes.

5. Researcher

   Researcher are invited to explore further the implications of social media on educational attainment. Future studies could examine the long-term effects of using TikTok in various learning environments, as well as its applicability across different subjects and educational levels. By

contributing to the growing body of knowledge on digital learning tools, researchers can help shape effective educational practices that leverage technology to enhance student learning.

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