

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In Indonesia, English has been taught in junior high schools since 2013/2014 as part of the 2013 Curriculum Revised Regulations by the Minister of Education. There are some skills that students must master in English. That is, writing, reading, listening, writing. Of the four skills, writing is especially important right now. Writing is necessary because it can develop oral and written communication skills. Writing is the knowledge of letters and the ability to combine them into meaningful words and phrases.

According to Alexandro (2022), writing is the activity of expressing ideas through linguistic media. Writing is a productive and expressive activity, so writers must be able to use vocabulary, grammar, and language structures. Fachri (2021) Writing can be defined as the process of transforming thoughts into written language. When writing, students should have enough ideas, organize them well, and express them in an appropriate style. Therefore, writing skills in verbal media are very important. Writing activities need to be more skillful to keep the reader interested and comprehensible. However, writing is a difficult skill for students to master. We show that the writing activity is one of the most recent representations of the language skills that learners have acquired after listening, speaking, and reading. This is because writing ability is the desire to master the language itself,

which becomes an essay, and various elements other than the language itself. Both language and message content elements should be intertwined in a way that creates a coherent and self-contained essay. Therefore, class teachers should pay special attention to learning to write. One of them is the use of appropriate teaching media and can attract students' interest in learning.

The use of teaching media digital in the teaching and learning process will make it easier for students to master the subject matter with the aim of generating interest, motivation, creativity, increasing student activity, and making learning meaningful which will ultimately improve learning outcomes. Rudi (2007:7) reveal the general use of media, including “clarifying messages so they are not too verbalistic; overcome the limitations of space, time, energy, and senses; create a passion for learning, more direct interaction between students and learning resources; support children to learn independently according to their visual, auditory, and kinesthetic talents and abilities; give the same stimulus, equate experience, and give rise to the same perception. One of the digital learning is tiktok media, because tiktok has interesting and more interactive features for designing teaching media.

TikTok is a Chinese social network and music video platform launched in September 2016 by Zhang Yiming, the founder of Toutiao. This app allows users to create their own short music videos. This application is very popular among children and adolescents, and nowadays even adults use it a lot. Tiktok is a form of globalization in the technology field. To allow users to see activity in different parts of the world. Citing Apps' business, TikTok already had 1.39 billion

monthly active users (MAUs) worldwide in the first quarter of 2022. This figure compared to the previous year he increased to 72.17%. We found that monthly active users remained at 812 million in Q1 2021. Meanwhile, according to DataIndonesia.id, Indonesia ranks him second with 99.1 million active TikTok users. With various features provided by TikTok, teachers can be creative in creating educational and teaching content as teaching media. By using tiktok as an educational medium, 7th grade students at SMPN 1 Singkep Selatan will be more interested, and English subjects taught from 7th grade junior high school are the beginning or the basis for learning English. to instill understanding and foster interest in students of SMP 1 Singkep Selatan in learning English, namely by using interesting teaching media so that learning writing material is not boring and monotonous.

1.2 Limitation of the Problem

This research focuses on designing teaching media for Grade 7 SMPN 1 Singkep Selatan. The teaching media will be design using tiktok media by creating educational content.

1.3 The Research Question

The research question can be formulated as, “ how to design and develop educative TikTok content as writing teaching media for grade 7 ?”

1.4 The Objectives of Study

In relation to the problem statements, the objectives of the research is to design educative TikTok content as writing teaching media for grade 7.

1.5 Product Specification

This study is a teaching material for writing descriptive texts. This content is designed in the form of interesting Tiktok video posts that support the educational process in the classroom. This content design will be available later in 7th grade. In this study, the content has the following specific specifications:

1. Content on Tiktok as an educative teaching medium for writing descriptive text in grade 7 which can display videos with pictures, text, and audio.
2. Content in Tiktok as an educative teaching media designed and adapted to the basic competencies (3.5) and (4.5) in the material for writing descriptive texts for grade 7.
3. Tiktok content in the form of videos as an educational teaching medium using the Tiktok application and can be accessed via laptops and smartphones.
4. Tiktok content in the form of videos is designed as an educational teaching medium that can be used by educators and students in the teaching and learning process.
5. The type of teaching media produced is in the form of video content on the Tiktok application which contains images, text, audio, and video.
6. The teaching media developed can meet the required criteria, such as having a good language, the best design, and the material being taught has been met so that it can be categorized as a good quality learning tool.

1.6 Significances of the Research

1. Theoretical Significance

The theoretical significance of this research is expected to be a reference and input in the design and development of other Tiktok Content research for English language learning.

2. Practical Significance

a) For Teachers

This study can be used as teaching media and the teacher would have a new media to teach writing skill. especially for teaching writing material of descriptive text.

b) For Students

The purpose of this research to assist student to understand writing material descriptive text, it is expected that student will learn writing material interactively through educative content in tiktok application.

c) For other Research

This research can be consulted when conducting related research. This research is important for several reasons. First, the result of this research is expected to provide knowledge about tiktok that use full in facilitating the teaching media for writing skill. Second, hopefully it can be how to provide information about the reasons why the tiktok media greatly facilitates the teaching media for writing skill.

1.7 The Definition of the Key Term

1. TikTok

TikTok app is a social network and Chinese music video platform launched in September 2016. This app is a music-supported short video creation app, which is very popular with many people including adults and minors.

2. Writing Skill

Writing skills are defined as the ability to use language to express ideas, thoughts or feelings others using written language.

3. Educative Content

Educative Content is content or information available through various media that functions to educate the audience, attract audience attention, provoke audiences to interact. with format such as audio, video, photo, and text.

4. Digital Teaching Media

Teaching media is a means to deliver learning material educative content. This digital media used can be used during face-to-face or online lessons, which is called blended learning.