

## Development of Content Video Tiktok as a Learning Media to Teach Speaking Skill for Students in SMK Islam 1 Blitar

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### Abstract

The aim of this study is to develop content video on tiktok applications as a valid or effective technology-based learning media to train the ability to speak English on the procedure text material. The education sector in today's technological age has a strong influence on human resource standards, so for an effective learning process, learning media are needed. Several the methods Borg and Gall by Pantrisia Research and Development(R&D) models were utilized in this study to collect unstructured interviews and observation. There are steps including need analysis, observation and collecting data, product design, validation product, revision product, product testing and revision the product. Researchers selected the subject of this study students of the XI grade major communication engineering and networking 3 in SMK Islam 1 Blitar. Data collection techniques applied were observations, interviews and quesoners. On data analysis researchers use a combination of qualitative and quantitative. The instruments used are observation sheets, validations sheets and quisionare student responses. The three experts also provided the researchers with one valid finding and two very valid results. Validation scores for instruments are 90%, materials are 95%, and media is 75%. These scores indicate that the instruments are appropriate for use as instructional media in procedure text content. Based on the satisfaction questionnaire results about this product, students can use the learning media, and 85% get good answers. Finally, this product can be used as a learning media to train speaking skills in subject.

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## INTRODUCTION

Education is a major aspect in improving human resources so that the country can develop rapidly. In Indonesia, education is the government's concentrate on raising the standard of living for individuals and educating the populace. Education is also a tool towards change for the better. Many aspects are used to promote educational processes, one of them is the learning media. Indonesian education is divided into 3 paths, namely formal, informal, and non-formal. Based on National Education Systems Law Number 20 of 2003

(Bafadhol, 2017). In formal education, especially vocational high schools (SMK) prioritize the development of students' abilities or skills to do something. The goal of this education is to instill professional values in pupils and get them ready for the workforce. SMK aims to equip students with expertise competence through national and international certifications, training fresh graduates for work, entrepreneurship with competitive power and have superior skills. Article 3 paragraph 2 of Government Regulation No. 29 of 1990 regulating Secondary Education indicates that vocational schools place a high priority on preparing students for entry into the workforce and the development of professional attitudes (Wibowo 2016). Vocational High School graduates are currently required to master technology and be able to adapt to the times. In today's digital era, the demand to face the rapid development of information and communication technology (ICT), the world of education faces the challenge of utilizing technology and learning media as an effective means of learning process. This change requires the adoption of new approaches in designing and implementing learning strategies to upgrade the standard of education. The changing era of technological development today drives many changes, one of them is in the education sector, which includes the concept of learning media. The use of learning media has become more effective and efficient because the focus of learning does not have to meet directly between teacher and students. The function of learning media is to assist teacher in learning activities, as a tool to explain abstract subjects so that students can easily understand the subject, and learning media can also serve as a help to explain individual student teaching material outside of class hours at school (Perbawa, Adiarta, 2020). Therefore, learning media is needed as an intermediary.

According to Cakir (2015), learning media is a connecting tool that contains a message or information with instructional purposes or has teaching messages for educators and students. Entering the 21st century, social communication theory began to enter the realm of education, especially media in learning. The integration of media can stimulate students' attention and interest in learning (Sholikah and Rofiah 2023). Point of view that the same with use of this media can also help understanding students quickly because it is supported by themes that attract students' attention (Hidayah 2022). The application of media in classroom learning is a need that cannot be ignored. Learning media can be interpreted as everything that aims to create a conducive learning environment by conveying and channeling messages from sources in detail (Azhar, 2010) and in learning media in the technological age the majority of educational institutions use technology to conduct online learning, particularly social media platforms and online platforms, to make sure students don't miss any of the content and can access it whenever and wherever they choose (Zaitun, Hadi, M. S., & Indriani 2021).

According to Angela, content contains information such as text, images, voices, videos, spoken words, symbols, music, body language, and so on. The

content containing this information is intentionally made to be communicated to the public or for a specific interest that exists in an electronic medium or product. So the content interacted between the users of social media. A video is a recording of a live image broadcast through a medium or a motion picture show accompanied by sound Sihura (2021). One of the applications used to create video containers is the Tiktok app. A tiktok application is one of the technologically based media that may be used as a teaching tool.

Generation Z now adores Tiktok, a social media platform that combines audio and video content. Launched in early September 2016, the Tiktok program is a social network centered on Chinese music videos. Users of Tiktok have the ability to make short music videos. Then, throughout 2018 to 2019, Tiktok stated as a widely downloaded application with 45.8 million times, which managed to beat other popular applications such as Instagram and Whatsapp (Aji & Setiyadi, 2020). Tiktok was created by zhang yiming, a founder of Toution. TikTok is developed by Beijing Byte Dance Technology from China. Users of Android devices may download the application via the Play Store, while iOS users can obtain it through the App Store. With this application, users can create their own music videos and are free to express themselves and develop user creativity. Someone can use it to share stories, motivate, provide information, show talent and videos about creative learning. Not only writing on paper or sending assignments in word form, teachers can make tiktok videos to be creative in delivering material to students, or used as a forum for collecting student assignments in the form of short tiktok videos. In line with what Nguyein (2022) said that *TikTok* can be an effective, interesting, interactive and innovative medium in learning, especially online because it can accommodate the abilities of students in the 21st century (Ramdani et al., 2021). and the TikTok application is also very much loved and has attracted the interest of millennials, most of whom are school-age users (Rijal and Sukmayadi 2021). Learning material with video tutorials using tiktok's social media application has become one of the brakes of innovation in the learning process (Septiantoro and Widaningsih 2022). Making vidio using a tiktok aplication also sharpened students' creativity and demanded students to learn English speaking skills.

Communication occurs when one speaks. "Speaking is one of the four macro skills necessary for effective communication in any language, particularly when speakers are not using their mother tongue" (Boonkit, 2010). The study also takes into account a few issues and variables that need to be resolved. According to the Boonkit (2010) study, there are several key aspects to improve speaking, including confidence, the creativity of topics, and speaking competence (Darmadi, Sudarsono, and Regina 2019). One language ability that is universally acknowledged as being crucial for everyone in the world to have is speaking. Speaking is also recognized as a useful talent, with the way people use it to convey ideas to others and discuss certain topics. In addition, speaking is one of the most productive skills and is considered to be the most valuable

language skill because a person who speaks that language must speak and think at the same time, and he must also understand what he is talking about, according to a statement from Baker & Westrup (2003) and Pinter (2017). While Lewis and Hill (2018) state that pronouncing words correctly is only one aspect of speaking; there are many other aspects involved as well. Pronunciation, stress, and intonation are also included. Lastly, speaking empowers children to confidently express their opinions and ideas.

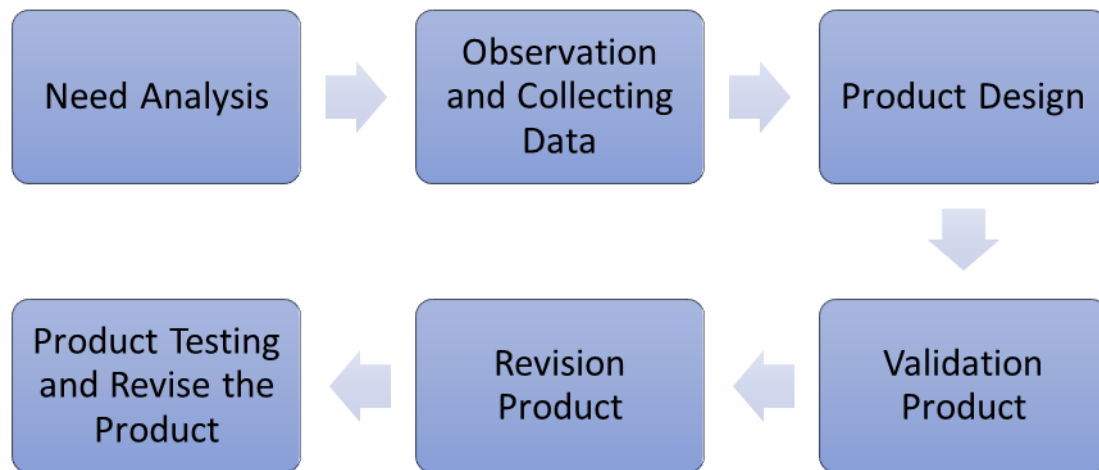
There are several studies related to teaching languages using learning media. The TikTok app offers a number of benefits, two of which are that it is highly adaptable and should be used by students due to its ease of use; also, it tracks the advancements in technology and adapts to the needs of the times. The study's findings indicate that using TikTok content can enhance learning objectives (Suprihatin,2022). Learning media-identifying procedure texts with the developed TikTok application is deemed very feasible by material experts, media experts, and practitioners. The procedure for text learning media with the TikTok application for grade VII junior high school students was successfully developed and validated (Wastiti ,2023).

Based on the previous study researchers are interested in using learning media with content video tiktok platform for teaching is to attract students to learn more actively during the learning activity process. Seeing the importance of media in the learning process, the use of learning technology needs to be supported by effective and efficient learning media. Researchers are interested in using content video TikTok platform-based learning media to facilitate learning activities or process especially at speaking skills.

## **RESEARCH METHODOLOGY**

This study uses the Research and Development (R&D) methodology. A common understanding of research and development is that it's a series of steps used to create new products or enhance already existing ones. This process is employed to create a certain product and ensure its validity. According Borg and Gall (1971) as cited in Sugiono (2016), The research technique known as "research and development" (R&D) is used to develop or validate products used in education and learning (Sugiyono 2013). The Borg and Gall approach consists of ten stages,:(1) research and information collecting,(2) planning,(3) develop preliminary form of product,(4) preliminary field testing,(5) main product revision,(6) main field testing,(7) operational product revision,(8) operational field testing,(9) final product revision,(10) dissemination and implementation (Taufiq 2019). Researchers only use six steps by Pantrisia, The six steps allow for the development of a product that can be used after several revisions, as follow in figure 2.1.

**Figure 2.1. Stages of the Research and Development(R&D) Borg and Gall by Pantrisia, 2022**



There are 1) Need analysis, researchers is analyzing student problem in English learning. 2) Observation and Collecting data, researchers observation in the XI TKJ 3. 3) Product Design, researchers designs the product according to the problem. 4) Validation Product, the product will be validated to validation experts. 5) Revision Product, after validation product the product weakness will be known, researchers revision the product base on suggestion from validation experts. 6)Product Testing and Revise the Product, the product will be testing on the class XI TKJ to know the students satisfied from the product. A combination of quantitative and qualitative information were employed in this study. Data collected through observations and interviews is known as qualitative data. Moreover, for quantitative information collected from questionnaires.

#### **Data source**

The research subjects in class XI Computer Networking Engineering 3 are English students. The Vocational High School Islamic 1 has 35 students, including 17 boys and 18 girls, and one English instructor. Additionally, the instrument or data will be validated by validation specialists. They serve as media, material, and instrument validators. A validator made up of two validators of media expert and teacher class. Researchers make validation sheet served as the research tool in this study. After after being tested to the validator the product will get a valid or invalid result. Linkert scale data analysis techniques were employed to test all instrument questionnaires (Pantrisia Surtika Sari et al. 2022).

### Data Analysis

The results of the assement score are then recorded on average and converted in percentage form with the following formula Arikunto (2010) in Wastiti (2023)

$$\text{Presentase} = \frac{\sum x}{SMI} \times 100\%$$

Information:

$\sum x$  = Number of scores

$SMI$  = Ideal Maximum Score

$$\frac{\sum x}{SMI}$$

**Table 2.1. Arikunto (2010) Likert Scale**

Statement	Range	Qualitative Analysis
1	21% - 40%	Less
2	41% - 60%	Sufficent
3	61% - 80%	Good
4	81% - 100%	Very good

**Table 2.2 Assesment Precentage Criteria**

Range	Validity Category	Explanation Eligibility Criteria
21% - 40%	Invalid	Less Feasible
41% - 60%	Quite valid	Decent enough
61% - 80%	Valid	Feasible
81% - 100%	Very valid	Very feasible

Source: Wastiti (2022)

Then the results of the assessment can provide meaning and decision making is used to determine the percentage of 21% - 40% in the category of "Invalid", the percentage of 41% - 60% in the category of "Quite valid", the percentage of 61% - 80% in the category of "Valid", the percentage of 81% - 100% in the category of "Very valid"(Wastiti 2023). This research is said to be successful when it has reached the minimum good category and validated valid by experts with a percentage range of 61% - 100%.

There are two categories of the data that were gathered: qualitative and quantitative. While quantitative data is used to calculate the students' response, qualitative data was analyzed logically and meaningfully. The response with the highest percentage was deemed to reflect the students' portrayal of the actual condition.

$$\text{Presentase} = \frac{\sum x}{SMI} \times 100\%$$

Information:

$\sum x$  = Number of scores

*SMI* = Ideal Maximum Score

**Table 3. Reliability Criteria**

No	Range	Explanation Eligibility Criteria
1.	21% - 40%	Less Feasible
2.	41% - 60%	Decent enough
3.	61% - 80%	Feasible
4.	81% - 100%	Very feasible

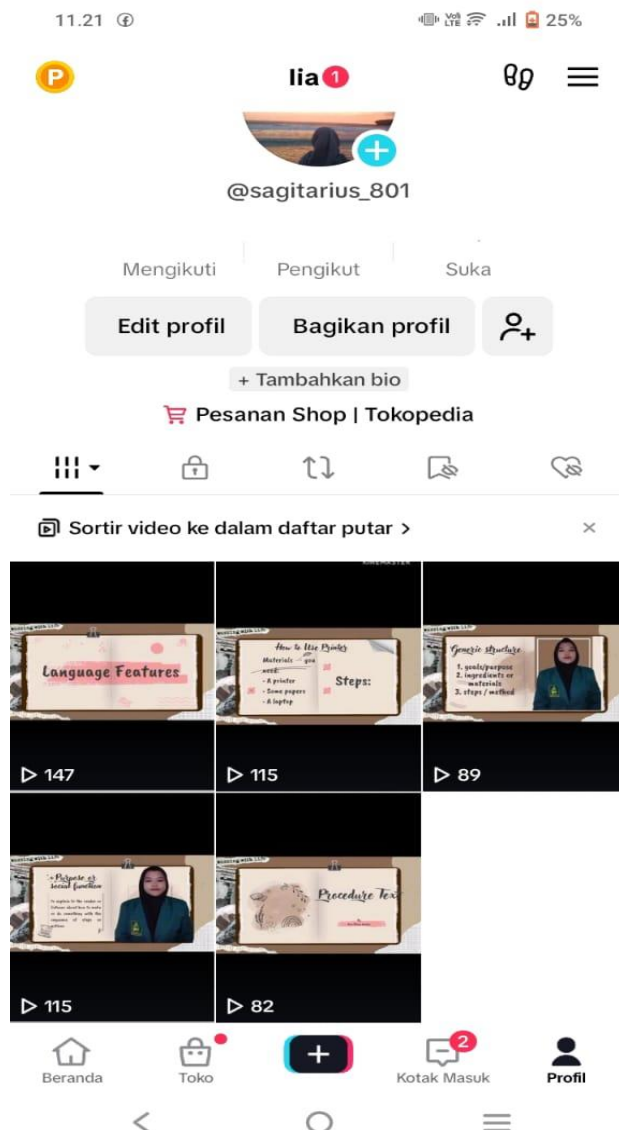
Then the results of the study can provide meaning and decision making is used in terms of percentage 21% - 40% in the category less feasible, percentage 41% - 60% in the category "decent enough", percentage 61% - 80% in the category "feasible", percentage 81% - 100% in the category "very feasible"(Wastiti 2023). This research is said to be successful when it has reached the minimum feasible category with a percentage range of 61% - 100%.

## RESULT AND DISCUSSION

### Result

The needs analysis was carried out as the first stage of research to access the students target and learning needs. Based on the results of interview with teacher on Thursday, November 16, 2023, there are problems in grade 11, TKJ 3, Islamic vocational high school 1 blitar. In the process of learning activities, there are still many obstacles encountered by many students who lack vocabulary knowledge, lack of literacy so that when writing and reading many wrong words. Lack of students interest in learning. Students have difficulty in communicating using English. There have been many ways that teachers have done to overcome this. Observations of students in the classroom reveal that the lack of engaging learning resources and a more dynamic learning environment are the main challenges. After performing observations and collecting data, the author created a video product on a TikTok application used as a learning medium.

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*Development of Content Video ...*  
**Figure 3.1 TikTok application**



The above image is the final result of the video product that was uploaded into the tiktok application after passing the revision and declared valid by the validators so that it can be accessed by the research subject. Researchers also use point of view to be provided to the validator in order for them to decide whether the media under test is a part of the valid group. The researchers used three different types of validators: Mrs. Tyas Alhim Mubarok, S.S., M.Hum, the instrument validator; Mrs. Winda Khoirun Nisak, M.Pd., the media validator; and Mr. Erlianto Basuki, S.Pd., the English teacher at Islamic vocational high school 1 Blitar, the material validator.



## Results of the instrument

**Table 3.1. The Result of Instrument Expert**

No.	Questionnaire Statement	Score	Percentage	Criteria
1.	Clarification of the title of the quiz sheet	4	100%	Very feasible
2.	Clarification of the purpose of the questionnaire	3	80%	Feasible
3.	Availability of instructions for filling out the quiz	4	100%	Very feasible
4.	Type and size of the letter that is easy to read	4	100%	Very feasible
5.	A statement in accordance with the purposes of the research	3	80%	Feasible
6.	The statement reveals the correct information	3	80%	Feasible
7.	Statement corresponding to the aspects to be achieved	4	100%	Very feasible
8.	There's a clear clue about how to handle this.	4	100%	Very feasible
9.	Use of easy-to-understand language	4	100%	Very feasible
10.	Writing in accordance with the EYD	3	80%	Feasible

The result of expert validation showed that instrument expert gets a 90% value is in the range 100%. It means that the validation sheet is very valid. The expert concludes that the validation sheet can used, but there are some revision must be done to make a better validation sheet.

## Results of the Material Expert

**Table 3.2. The Result of Material Expert**

No.	Questionnaire Statement	Score	Percentage	Criteria
1.	The information provided is consistent with the goals and accomplishments in the class XI Procedure text material.	4	100%	Very feasible
2.	The way of delivering the material presented is easily understood by students	4	100%	Very feasible
3.	The subject matter in the media	4	100%	Very feasible

	is adequate to be used as an alternative learning resource			
4.	The scope of material in the discussion already represents every indicator on the learning outcomes that are intended for vocational students	4	100%	Very feasible
5.	The material in the media is arranged according to the ability of students	4	100%	Very feasible
6.	The presented images are clear and in accordance with the topic of the material	3	80%	Feasible
7.	The sentences used are clear and easy to understand	4	100%	Very feasible
8.	The material can arouse students' curiosity	3	80%	Feasible
9.	The presentation of material can increase student creativity	4	100%	Very feasible
10.	The material on the developed learning media can facilitate learning	4	100%	Very feasible

The result of material expert validation showed that the product gets a 95% value is in the range 100%. It means that the validation sheet is very valid and categorized as a "Very decent" product. However, the expert gave some advice and recommendation to the researcher. The expert suggests to add a picture or text video of the procedure that suits the majority of the students. The expert concludes that the product can be used, but there are some revisions that must be done to make a better product.

### Results of the Media Expert

**Table 3.3. The Result of Media Expert**

No.	Questionnaire Statement	Score	Percentage	Criteria
1.	Interesting media display	3	80%	Feasible
2.	Media using the right typeface	3	80%	Feasible
3.	Media is an alternative for students to improve speaking skills and increase student creativity	2	60%	Decent enough
4.	Availability of creativity support features	4	100%	Very feasible
5.	The images listed in the	3	80%	Feasible

	product are clear, attractive, and in accordance with the topic of the material			
6.	Clear and clear audio	2	60%	Decent enough
7.	Accuracy of language and sentences	3	80%	Feasible
8.	Interactive	2	60%	Decent enough
9.	Fostering student learning motivation	4	100%	Very feasible
10.	Simple and easy-to-use media	4	100%	Very feasible

The result of media expert validation showed that the product gets a 75% value is in the range 100%. It means that the validation sheet is valid and categorized as a "Feasible" product. However, the expert gave some advice and recommendation to the researcher. The experts suggested improving the duration of the media on the product and adding interaction with the learners. The expert concludes that the product can be used, but there are some revisions that must be done to make a better product.

### Results of the student response

**Table 3.4. Students Satisfaction Questionnaire**

No.	Questionnaire Statement	Total Score	Percentage	Criteria	Validity Criteria
1.	I can understand the instructions for using the application.	79	90%	Very Good	Very Valid
2.	I easily access the Touch app for learning activities.	71	81%	Very Good	Very Valid
3.	Media using a simple and easy-to-understand language	76	86%	Very Good	Very Valid
4.	Learning media can make it easier for me to understand English	75	85%	Very Good	Very Valid
5.	Media uses simple and easy language.	73	83%	Very Good	Very Valid
6.	I find practical questions that are presented clearly	73	83%	Very Good	Very Valid
7.	The task was delivered very clearly	78	89%	Very Good	Very Valid
8.	I am motivated to learn	71	81%	Very Good	Very Valid

	English with this medium				
9.	Learning with this medium makes me free in my creativity.	76	86%	Very Good	Very Valid
10.	This medium can help me train my ability to speak English.	76	86%	Very Good	Very Valid

A student response questionnaire was one of the other tools the researcher employed to get at the end product. Besides, to know whether the learning media can be successful or effective the next step is to offer a research topic that includes a student satisfaction questionnaire. The researchers tested the product by giving a questionnaire to class XI Computer Networking Engineering Islamic Vocational High School 1. The aim of this presentation is to find out the students's response how they can be helped using this learning medium to train their ability to speak English with the text material of the procedure. Besides, students are also given the opportunity to ask about how to use the product. The percentage of replies from the survey displayed. The results of a questionnaire given to 35 students in the class stated that touch is an attractive medium and provides benefits for them in learning, and they got a 85% percentage, which is very valid.

## Discussion

The product was created starting with number as follows:

### Need Analysis

Which means that the researchers analyzed the problems of students in English language learning. Needs analysis and unstructured interviews with teachers and students on their English language learning. Researchers so observation in majoring in Computer Networking Engineering class XI Islamic Vocational High School 1. First, In the process of learning activities, there are still many obstacles encountered by many students who lack vocabulary knowledge, lack of literacy so that when writing and reading many wrong words. Lack of students interest in learning. Students have difficulty in communicating using English. There have been many ways that teachers have done to overcome this.

### Observation and Collecting Data

The observation method is used to obtain a dissertation on class XI TKJ 3 learning activities. using observation techniques, researchers create observation sheets and interview sheet to determine the correct media to solve problems in students. Where doing research on human behavior, work processes, or natural symptoms, and where the sample size of respondents is manageable,

observational data gathering approaches are employed (Sugiyono, 2012: 203). The result observation sheet and interview sheet is the obstacles encountered are the absence of educational materials that appeal to students' interest and make the learning atmosphere more interactive. However, in teaching speaking there are obstacles and difficulties faced by students and teachers. Low scores of students' English due to lack of student motivation to learn, and the assumption that English is a very difficult lesson. In addition, the teaching methods used by teachers are not interesting, tend to be monotonous and boring, making students more lazy to learn English, thus making English more foreign to them.

### **Product Design**

The researchers designed the product according to the problem. The researcher created content video as text material for procedure with the creativity of using features that are available on the application and then on the upload on the app tiktok. The task is available to train the student's speaking skills. The application product is Tik Tok social media is an application from China which was inaugurated in September 2016. According to Cagas (2022) states that the TikTok application is used to create short videos by its users that can be created with the features that are available in it. Taubah (2020: 57) also argues because the bulk of Tiktok users in Indonesia are school-age children, with over 10 million users, it is evident that the Tiktok application is a prima donna application, which is well-liked and draws millennials, the most of whom are kids in school. So in this case researcher use TikTok to be one of the interesting and interactive learning media for students, especially in text procedure material.

### **Validation Product**

The product will be validated to validations experts. The researchers make validation sheets for the expert instrument, media, and material, then give them to the validator and show the product content video. The results of the validation show that the expert gave a revision to the spelling on the validation sheet. The expert media gives revisions on the duration of the product and interaction with the student, while the expert material gives a review of the examples of images that correspond to the major. Three experts have validated the product developed by researcher, known as Tiktok. These are material experts, who are the school's English teachers, media experts, who are lectures who are media professionals and instrument professionals. The three experts also provided the researcher with one valid finding and two very valid results. 90% for instrument validation, 75% for media validation, and 95% for material validation indicate that the results are very valid. The validation results are compared with earlier research from the research title "The development of learning media of procedure text with tiktok app for junior high school student class VII 2022/2023 school year" (Wastiti 2023).

### **Revision Product**

After the product has been validated and revised, researchers can improve the design based on suggestions from validators to produce products that are ready for trial.

### **Product testing**

Products will be tested in class XI TKJ to find out student satisfaction responses to the product, then students are given a satisfaction questionnaire and get results of a questionnaire given to 35 students in the class stated that touch is an attractive medium and provides benefits for them in learning, and they got a 85% percentage, which is very valid.

### **CONCLUSION**

Based on the results and discussions that have been carried out, conclusion can be drawn; student need an attractive and adaptable learning media in the age of technology that attracts students to concentrate and be creative. The text is presented clearly and easily for the assigned major according to the independent phase of the curriculum on English language education. The Borg and Gall model by Pantrisia was used in the formulation of this study, getting good results and worth using. The validity of the instrument sheet research based on the instrument expert gets 90% value is in the range 100%. It means that the validation sheet is very valid. The result of the validation material the product gets a 95% value is in the range 100%. It means that the validation sheet is very valid and categorized as a "Very decent" product. the feasibility value of the media expert is 75% value is in the range 100%. It means that the validation sheet is valid and categorized as a "Feasible" product.

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## **AUTHOR CONTRIBUTION STATEMENT**

The article was put together by the author. The article underwent significant editing by the first and second advisors. The first and second advisors approved the publication.

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