



## THE USE OF THE FLOANDDAY TIKTOK CHANNEL IN PRONUNCIATION

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**Abstract:** *This research is entitled The Use of Floandday TikTok Channel in pronunciation. Based on the problem that often occurs in students is the influence of the mother tongue which is still used in English. So, the pronunciation in English is still not good and correct. As a result, there are often misunderstandings in speaking. With advances in technology at this time there is a social media that is very popular with students or teenagers, namely TikTok. TikTok is not only for watching dance videos but also for educational media. One of the English education accounts on TikTok is Floandday. Using a qualitative descriptive method, the purpose of this study is to provide more information about the use of TikTok Floandday accounts in learning pronunciation for students. This research was conducted for 6 months with observation and interview instruments on 10 students aged 15-17 years on followers on the Floandday TikTok account. The results of this study are positive responses from students on Floandday accounts who can easily learn English according to phonetics without feeling bored or being judged wrongly in the English learning process. Based on the explanation above, TikTok Channel is useful for English learning activities in students' pronunciation.*

**Keywords:** *Pronunciation, TikTok, Floandday.*

### INTRODUCTION

Language has many advantages in life, one of which is that it serves as an initial discovery of education. The reason it is important to learn English is that it is an international language, and in order to communicate with people from various countries, English is often used. Rao, (2019) claims that. English is a language spoken by many countries, and it is used as a communication language by further than half of the worldwide people.

Ridho & Tumin (2022) said, the use of English as an International language stems from of the history of British colonialism. England, which has a large colony, can influence the spread of English in colonized nations. English has become a foreign language in Indonesia. English is a crucial foreign language to learn. The terms foreign language and second



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language are not interchangeable. Foreign languages are typically learned to master four skills with the goal of communicating (listening, reading, writing, and speaking).

Evolution 4.0 enables continuous social media development through content creation, information dissemination, and interactive communication. Various social media applications to help with life have sprung up as a result of advanced technology and smart mobile devices. For example, Facebook (social network), Instagram, and YouTube display various multimedia, while Twitter is used to find current events and Wikipedia is used to collect and share knowledge. TikTok is the application discussed in this study.

TikTok is a social networking app based on a music video platform that allows users to create, edit, and share short videos ranging in length from 15 seconds to 3 minutes. TikTok is very popular among teenagers because the application's many features enable users to easily express themselves.

Based on the writer's experience, there are many students who are still wrong in pronouncing a word in English. One of the causes of frequent mispronunciations of words in English is the influence of the mother tongue because the spelling in Indonesian and English is somewhat different. In case, the main problem of this research is how to use Floandday TikTok Channel in students' pronunciation. One of the supports for language learning is a TikTok account called Floandday where online-based learning discusses ways to pronounce a word that can improve speaking skills. Teaching that conveys easy and practical to learn.

Based on the description above, the purpose of language learning, especially speaking skills, needs to be developed and learned by everyone because good and correct language skills are very important in communicating. And Based on the writer observations, language learning is focused on pronunciation so that what is conveyed is clear and there are no misunderstandings in language.

## **THEORETICAL UNDERPINNING**

### **A. Pronunciation**

Pronunciation, according to Aprianoto & Haerazi (2019), is an important aspect of speaking and has a significant influence on determining the meaning of speech. Pronunciation, according to Muhlisin & Widyanto (2019), refers to all aspects of speech that make the flow of speech easy to understand, such as segmental articulation, rhythm, and intonation.

Nunan, (2016) wrote Pronunciation is in the study of a language, Pronunciation is an important part of learning as it is known that age affects speech and its accent.

From all the definitions above, the writer can conclude that pronunciation is very important in language to be able to convey meaning well without any misunderstanding in language. By improving pronunciation, it can have a significant influence on determining the meaning of speech. In learning pronunciation, there are phonetic symbols

and the role of sound pressure which is important to learn so that speech can be understood.

There are several pronunciation features that can correct misunderstandings in English pronunciation. There are phonemes and supra segmental features in the pronunciation features.

1. Phonemes

Phonemes are the smallest components or parts of language that do not yet have meaning, which are called letters. Each letter has a sound or sound that is created from a specific combination of letters and is a characteristic of that letter. Everyone has differences in the articulation of sounds. Phonemes consist of consonants and vowels.

a. Consonants

Consonants are non-vowel sounds in speech. By switching consonants, it is possible to obstruct communication by using the invalid vowel. There are 24 consonants in English and are divided into 2 parts, namely voiced (consonants that use vibrations in speaking) and voiceless (not using vibrations in pronouncing words). Namely the unvoiced are p, t, k, f, s, ʃ, tʃ, θ, and h, and voiced are b, d, g, dʒ, v, ð, z, ʒ, m, n, ŋ, l, r, y, and w.

b. Vowels

Jones (2012) defined vowels as sounds that, during the formation process, release air in its flow through the pharynx and mouth, with no obstructions or constrictions to produce audible friction.

c. Supra segmental features

Supra segmental speech is a type of speech that is divided into segments or phoneme groups. Rhythm, stress, tone, and intonation are examples of speech characteristics that can apply to more than one segment of speech or sound.

## **B. TikTok application**

TikTok is one of the applications that emerged as technology 4.0 evolved. ByteDance, a Chinese company, first launched a short-term application called Douyin before launching TikTok. TikTok users can make videos of at least 15 seconds in length, complete with music, filters, and other creative features.

Chandra Kusuma & Oktavianti (2020) said, Douyin's popularity has skyrocketed in the last year, with 100 million users and 1 billion video views per day, and it is now available outside of China under the name TikTok. TikTok was downloaded 700 million times in 2019. This distinguishes TikTok from other apps. This app comes in second place to Whatsapp, which has 1.5 billion downloads.

TikTok has a vertical format, which is novel in social media. TikTok users have complete control over the music and filters they use. The "For your Page" algorithm allows anyone to contribute to the creation of content that is visible to all TikTok users, regardless of their number of followers. The features provided by the TikTok application are as follows:

- a. Music, there is a lot of music provided by TikTok from various genres that can be used to beautify videos.
- b. Filter, this feature can beautify the video by changing the tone and hue of the object.
- c. Voice changer function, with this feature the original voice can be changed to resemble a squirrel's voice, male voice, electro voice, giant voice, mic, elf and echo voice.
- d. Effects, with this feature can change the face to be more attractive, more beautiful or handsome, cooler and even more unique.
- e. Stickers, this feature makes making videos more creative. Even this feature can follow the existing trend or development.
- f. Edit, this feature can edit or improve the video to be uploaded.
- g. Duet, a feature that allows other users to collaborate on one video.
- h. Share, users can disseminate videos that have been uploaded or can be stored in a personal account.

Given the various features available in the TikTok app, it is very possible that it could be designed as a language learning medium, particularly English, with an interesting emphasis on improving pronunciation. Using TikTok's features, content creators or educators can create educational videos that explain the material.

TikTok can be used as a fun learning media so that students do not feel lectured, and videos can be repeated until students or those watching understand the material that has been delivered with the many features and benefits of the TikTok application, there are content creators who share English education, especially on pronunciation learning, namely Floandday.

### **C. Floandday**

According to Rahmah et al (2021) every day, every second, every minute human always use applications. They use applications just to refresh their brain, watching education movie for learning, tutorial, or create content. Floandday is an education-based TikTok account with 499.6 thousand followers on the TikTok account. With the original name Florane Andhari, she is usually called Flo, who comes from Surabaya. Flo is famous for its thick Indian accent. Started from having friends who came from India while studying in Singapore.

Flo is a content creator who focuses on teaching pronunciation for his followers. By utilizing the social media TikTok, Flo becomes an English tutor. With a relaxed and fun offering, his followers are increasing. The content that contains learning English made by Flo is also very easy and practical to learn.

Based on the premise above, it can be generalized that the TikTok application is closely related to school-age children (students). It is suspected that the TikTok application is an interactive matter for students. Based on these indications, a hypothesis can be drawn that the TikTok application meets the criteria of a good learning media, which is interesting and close to students, especially in English language learning.

## METHOD

In this method, the writer uses observation and interviews to collect data thoroughly with a qualitative descriptive approach. This research was conducted at a zoom meeting. Participants are students aged 15-17 years who are followers of the Floandday account, consisting of 10 students selected in a direct manner with the criteria of students aged 15-17 years domiciled in Jati Asih sub-district.

This study focuses on the use of the TikTok application on Floandday accounts in students' pronunciation. students watch the video uploaded to the Floandday account. Then, imitate the English pronunciation that has been shown. Then, the writer interviewed 10 students to find out the perception of learning pronunciation on the Floandday account.

## RESULT

The result obtained from observation and interview results are:

1. Observation
  - a. Are students about listening to the videos that are collected?  
" Yes, they are. All the students were so enthusiastic about the video shown, it was visible from the students were very happy to follow the zoom meeting and try to repeat the words they had exemplified"
  - b. Students have difficulty repeating English records?  
"Not every student can properly repeat the highlighted word, there are 3 students who must do the repetition because they are still a little difficult and feel unfamiliar with the word in the list.
  - c. Do students speak English during the zoom meeting?  
"Yes, they do. All students join two languages, English - English they all try their best to use English conversation"
  - d. Do the Students use English dictionary?  
"Students were not seen don not use using the English dictionary when the zoom meeting took place."
  - e. Did the students leave the zoom meeting during the breakup?  
"Students don't didn't leave zoom. Some students, however, have problems with Internet networking. So there are times when students don't look on camera."
  - f. Enthusiatic in applying the daily conversation method?  
"It was exciting for the respondents to use English for everyday activities.
  - g. Did the students ask questions in English?  
"Yes, they did. Two students asked in English"
  - h. Do the students discover new vocabulary in each lesson?  
"Students earn a new vocabulary"
  - i. Do students give feedback to the writer?  
"Yes, they do. All active students in the zoom meeting"
  - j. Are the students confident in speaking in English?  
"Not all students, but 3 students"

## 2. Interview

The results obtained at the interview based on the answers of the respondents are all active user TikTok and already follow the Floandday account. All students feel the learning via the Floandday account is so fun and unborning with light material exposure that it is easy to understand. All students claim that it is pronounced better after watching a Floandday video.

So it can be deduced that the TikTok account Floandday was very helpful in the learning of English pronunciation in students. Students are attracted because the learning from the TikTok account of Floandday is so easy to understand and so exciting its delivery, that students do not tire of learning it. Many improvements have been made to the TikTok of the Floandday account and are made easier in English translation as well as can be understood when others or the person they are talking to speaks English.

## **DISCUSSION**

From data that have been collected and analyzed in the form of observation and interview by writer, this study focuses on how to use a TikTok application on Floandday account as a medium that can help students improve pronunciation in English. Researchers interview 10 students of the follower's Floandday.

The benefits of a Floandday TikTok account that can help students in English pronunciation. By following and watching videos from Floandday's TikTok account, students can easily practice their English and be more confident because they can express themselves without fear of being corrected.

This allows students to determine how far they have progressed in mastery of pronunciation. Furthermore, by following a Floandday account that uploads things about learning English students can communicate with many individuals with the same goals and interests.

From the interview, the writer knows why curs are recommended for pronunciation study because of the fun and interesting learning media, by simply watching the video without even having to follow a user account, audience interaction and easy study are possible.

That observation and interviews indicated that the respondents had a positive perception of the Floandday TikTok account to help learn proper and proper English pronunciation. The result shows a clear, detailed answer to the writer's question.

Based on the results of the interview, students thoroughly enjoy and enjoy learning English from the TikTok Floandday account. Students did not get bored even the students were eager to learn the pronunciation of English. Because the delivery is so compelling and unintimidating. Students have felt more confident in the English language since using the Floandday account in English studies.

## CONCLUSION

Of the methods, instruments and retrieval of that data results in a positive data. On observation made at zoom meeting by looking at the students' English skills. Later, the student was asked to name the words that had been shown. Students kept repeating the words in the show. Then the student showed a TikTok video of the Floandday account relating to the words already in the show.

Next student renews the words and already sees the difference in pronunciation of the student after watching the video of Floandday. The student was later interviewed on a rotational basis and concluded that the students were greatly helped with the videos from the Floandday account so that they could improve the individual and the students were very happy with easy access and the students were not bored with the learning being given the Floandday account.

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