

NETIZEN ENGAGEMENT ON #SAMASAMABELAJAR TIKTOK HASHTAG : SOCIAL MEDIA AS ENGLISH LEARNING MEDIA

Putri Arumjani¹, Dwi Ario Fajar²

Universitas Pekalongan, Pekalongan, Jawa Tengah

putri.arumjani@gmail.com¹, dwiariof@gmail.com²

Abstract

Era Nitri is a content creator on TikTok from Indonesia. This account is most popular on TikTok. The statement problem taken in this study are how netizens engagement on @eranitri tiktok account and how efficient for netizens as English Learners. This study used a qualitative method with a netnography approach. The result of this study describes 2 types netizens. The first type of netizens who accept the material conveyed through the video. This is evidenced by the comments of netizens on this type, the majority of which contain expressing their interest in learning on TikTok. The second type are netizens who are not interested in learning on TikTok. This is evidenced by the netizens comments on this type, which mostly contain conveying personal things rather than material being discuss. There is no any level of understanding that netizens get from the material discussed, its indicates netizen engagement in learning on TikTok has low engagement. Netizens tend to use TikTok as medium for entertainment rather than education. The answer of problem statement, TikTok as English Learning Media is not effective. Even though it has high interaction, the main concept of content that aim to educate is not conveyed to netizens.

Keywords : Social Media, Netizen, TikTok, Learning Media.

INTRODUCTION

Since Covid-19 has spread on 2020 to all region in Indonesia, the government together with the Ministry of Education and Culture have decided to carry out distance learning (PJJ) through online meeting. This makes internet users increase significance in early 2021 to 2022. Association of Indonesian Internet Service Providers (2022) stated the results of a survey regarding people internet behavior, 7.568 respondents in various parts of Indonesia from January 1, 2022 - February 24, 2022 involved. Shows that 98,02 % of internet users use it to access social media. Furthermore, 90,21% of internet users use it for work or study from home. On early 2022 the number of Covid-19 spread in Indonesia begun to decline, then the Government decided to make a transition from distance learning to face-to-face learning. During this transitional period, learning is carried out face-to-face, but by combining digital learning media. The most widely used is social media. Mukhtar, S. Z., Nur, R., Nur, R., & Latifa, A (2019) stated that the use of social media is easier for learners compared

to books, or other text materials when accessing libraries and books related to mastering foreign languages.

Tiktok is one of the most popular applications around the world. Bulele & Wibowo (2020) stated that Tiktok application in Indonesia is widely used by the public for creativity and business. According to dataindonesia.id stated that TikTok has 1,4 billion monthly active users (MAU) aged over 18 globally as the first quarter of 2022. Indonesia is in second place with the number of active TikTok users of 99,1 million people. Coinciding with the momentum of National Education Day, TikTok Indonesia collaborating with Indonesian Teachers Association (IGI) and the Indonesian Digital School Network (JSDI) launches guidebooks #SamaSamaBelajar to support teaching and learning activities during the pandemic. TikTok Indonesia also presents campaign #SamaSamaBelajar through hashtag on TikTok. This aims to show that Tiktok can be a useful medium for adding information as well as education, not only as entertainment. During the period 2020 -

2022 total number of views of more than 102.8 billion have joined.

The large number of TikTok users causes many interactions to occur between content creator and netizens in TikTok. Netizens are people who are always active on social media, who have the freedom to convey something in the media they use. According on the number of followers and likes TikTok (February, 5 2023) through hashtag #SamaSamaBelajar. Account @eranitri is in the first position of educational content creator with the theme of English learning content. On January 2, 2021 @eranitri account uploaded a video with titled "*Lebih Prefer*". This video has succeeded in attracting the attention of the tiktok community. The Video reached 2.4 million viewers with 362.9K likes and 1444 comments. But, its found many phenomena of netizens freedom in providing comments that are often unwise. Problem Statement in this study are how engagement of netizens in using @eranitri Tiktok account as English Learning Media and how efficient the content on the @eranitri Tiktok account for netizens as English Learners. This research focused to find out the engagement of netizens in using @eranitri Tiktok account as English Learning Media and how efficient the content on the @eranitri Tiktok account for netizens as English Learners.

Significances of the study, this study can increase knowledge about how netizens engagement in using TikTok as a medium for learning English. Then, both the researcher and readers can utilizing TikTok as an application to get or to share about English learning. Engagement may be seen on TikTok through behaviors such as liking, commenting, sharing, favorites, duet, repost and stitching. But the development of high levels of Netizen engagement in online learning is dominantly based on interaction in comment. Types of Netizen can be distinguished from their respond in comment. According to Fuadah (2020) stated that responses are divided into 3

namely Cognitive, Affective, and Conative. The classification responses are as follows :

1. Cognitive Response
Cognitive Response is a response that arises after an understanding of a certain stimulus related to information or knowledge. The Cognitive response in question includes the following: Knowledge, related to knowledge/insights that have been obtained and studied; Understanding, the ability to capture an understanding meaning of what is learned; Application, ability that is applied from what has been learned before; Analysis, the ability to analyze a phenomenon; Synthesis, the ability to relate to each other with related things; and Evaluation, the ability to form an opinion about something.
2. Affective Response
Affective Response is a response that arises due to changes in feelings related to emotions, attitudes, and values. Affective responses include the following: Acceptance, the ability to pay attention to a stimulus; Participation, includes participation in an activity; Assessment or determination of attitude, the ability to provide an assessment of something and determine the attitude of the assessment from within oneself ; Organization, the ability to determine values, attitudes, resolve a problem that arises, and reconcile differences; and The formation of lifestyle, the ability to feel and appreciate the values of life so that it can become a guide in managing one's own life.
3. Conative Response
Conative Response is a response that arises due to an action, habit related to real behavior that can be observed. This response appears when the audience has similar behavior or habits.
In the context of netizens as learners, the type of netizen can also be seen from their understandable. According to Srihartati (2016) understanding can be identified into three levels, namely:
 - a. Translating, this is transferring from one language to another or it can also an abstract conception to a symbolic

model to make it easier for people to learn it.

- b. Interpreting, it is the ability to recognize or understand the main ideas of communication.
- c. Extrapolating, it is requires higher intellectual abilities by extrapolating someone and expected to be able to see behind what is written, and can make predictions about concentration then can expand the problem.

RESEARCH METHOD

This study used a qualitative method with a netnography research approach. According to Kozinets (2019) stated netnography is a qualitative research method, the latest form of ethnography research, which studies the unique habits of various types of communities and cultures that occur in computer mediated or online communication. The object of netnography study is netizens with their activities and lives in the virtual world. In this study, researchers use comments netizens originating from the @eranitri TikTok account. This study uses primary and secondary data. The primary data collection was taken from netizens responses in video comments “*Lebih Prefer*” by @eranitri TikTok account which had 1444 comments. Secondary data was obtained from journals, thesis, book, website and video using hashtag #SamaSamaBelajar which can be used as a source of research data.

The sample selection in this study used a purposive sampling method. Based on the criteria of sampling, the number of samples that in accordance is 10 of 1444 comments from one of the video by @eranitri with the most highest interaction. The form of documents in this study is in the form of videos. How to make observations on netnography is explained by Bjork and Kauppinen-Raisenen (2012) in Fadilah (2022) by differentiating observations into two things. First, whether the observation was carried out direct or indirect. Second, the involvement of researchers during observations. Is the

researcher just a pure observer or a researcher as a participant who is involved in the activities of the person being studied. In this research, the researcher used indirect observation with researcher as the observer. Qualitative descriptive analysis was used as a technique to analyze the data obtained. The data analysis technique used has three stages, namely: data reduction, data presentation, and data verification/conclusion.

FINDINGS AND DISSCUSSION

The research observations of types of netizens according the responses to comments on the @eranitri account obtained the following results :

1. Cognitive Responses in the understanding category, the number of samples obtained 5 comments with a tendency to comment that netizens do not understand the presentation of the concept of material provided by @eranitri, many comments focus on other things such as discussing the best BTS members, subjects that they likes and personal things that out of context.
2. Cognitive responses in the analysis category, the number of samples obtained 1 comment with a tendency to comment, netizens give their responses regarding common mistakes in the use of English that are often found in Indonesia.
3. Cognitive responses in the synthesis category, the number of samples obtained 1 comment with a tendency for comments, netizens compare the learning methods obtained from teachers at their schools with the learning on Tiktok.
4. Affective response in the acceptance category, the number of samples obtained 1 comment with a tendency for comments, netizens respond by receiving material submitted by the @eranitri account.
5. Affective response in the category of assessment/determination of attitudes, the number of samples obtained 2 comments with a tendency to comment

there assessment of liking the content delivered, so that they are willing to listen and summarize what they get from the content.

6. Netizens who can be categorized have a level of understanding at the interpreting level, the number of samples obtained 2 comments with a tendency to have the ability to recognize or understand the main idea of a communication. While the number of samples obtained 8 comments with a tendency to comment on personal matters and expressions of feelings that are not related to the material presented. With the result that tiktok as a medium for learning English is less effective. Even though it has high interaction, netizen interests tend to be entertain rather than learning.

The responses written and presented on the TikTok comments are representation of the types of netizen based on the way they interact. In analysis of several comments on @eranitri TikTok account, some data was found in the form of responses that match with the criteria of samples, are as follows:

Data [1]

@Chaca₃.*☆ : “sering² fyp biar gua pinter // frequently past For Your Page (home page on Tiktok), so I can be clever”

The comment can be categorized as a netizen with an Affective response in the acceptance category. The type of netizen in this case is to accept what is conveyed. This is supported by the replies in the comments. There are 7 replies conveying their approval for similar content to cross their homepage more often. However, based on the comments, there were no sentences explaining their understanding of the material presented. So, the engagement of netizens in this type is to accept the material presented but there is no any level of understanding that can be found.

Data [2]

@taenotea: “I prefer taehyung to jin, bisa ga gini? // I prefer taehyung to jin, can it be like this?”

The comment can be categorized as a netizen with a cognitive response in the understanding category. The type of netizen in this case is to understand the content of the video being watched. Netizens understanding of the comments is shown by giving example sentences according to the discussion in the video. There were 5 replies from netizens who focused on other things, then compare these comments with members of the South Korean k-pop boy band known as BTS. So, it can be said that the engagement of tiktok netizens tends to be entertainment rather than learning English and there is no understanding level that is in accordance.

Data [3]

@sxhny: “Seru bgt belajar bahasa inggris di tiktok // It's really fun learning English on TikTok”

The comment can be categorized as a netizen with an affective response in the assessment category. The type of netizen in this case is to give an assessment. The assessment given to these comments is a positive assessment. Based on the comments, the sentence only describes the netizen personal assessment of the content being watched, but there are no sentences that show the understanding that netizen get after watching the video.

Data [4]

@Azizanr: “I prefer SUHO to SEOJIN, bener ga nih wkwk” // I prefer SUHO (BTS member) to SEOJIN (BTS member), is it correct wkwk (laugh)”.

The comment can be categorized as a netizen with a cognitive response in the understanding category. The type of netizen in this case is to understand the content of the video being watched. There were 8 replies from netizens who associated these comments with other things, namely

members of Boy Band from South Korea, namely BTS. In other words, the engagement of tiktok netizens tends to be for entertainment rather than learning English and there is no understanding level that is in accordance.

Data [5]

@Ruth Sabrina: (1) Sama halnya kayak “Lebih Better”. Kalimat ini sering bgt di pake kaya...// (1) Same as “Lebih (More) Better”. This sentence is often used like...

The comment can be categorized as a netizen with a cognitive response in the Analysis category. The type of netizen in this type is they have the ability to analyze the content they watch on the phenomena around them. There are 10 replies to this comment which discuss related phenomena. This indicates the level of interpreting understanding where netizens have the ability to recognize or understand the main idea of a communication. In other words there is the engagement of TikTok netizens to learn English in this comment.

Data [6]

@Hana Wulandari132: "I prefer English to math"

The comment can be categorized as a netizen with a cognitive response in the understanding category. The type of netizen in this case is to understand the content of the video being watched. There were 7 replies from netizens who were more focused on the subjects mentioned without discussing the material being presented. In other words, the engagement of tiktok netizens tends to be for entertainment rather than learning English and there is no understanding level that is in accordance.

Data [7]

@mustika khoiriyah: "I prefer sleep to school. bye"

The comment can be categorized as a netizen with a cognitive response in the understanding category. The type of netizen in this case is to understand the content of the video being watched. There are 8 replies

from netizens who focus on other things. Other netizens shared that they preferred sleeping to school. So that it can be said that the engagement of tiktok netizens in these comments tends to be entertainment rather than learning English and there is no understanding level that is in accordance.

Data [8]

@Arv🌟: "Kalo lebih suka chat daripada tlp gmn kak? I prefer chat than call ?// How if I prefer chatting than calling, sis? I prefer chat than call?"

The comment can be categorized as a netizen with a cognitive response in the understanding category. The type of netizen in this case is to understand the content of the video being watched. There were 4 replies from netizens who tried to answer the question. This indicates the level of interpreting understanding where netizens have the ability to recognize or understand the main idea of a communication. In this case, it is about the English material that is being discussed, namely preferences. In other words there is the engagement of TikTok netizens to learn English in this comment.

Data [9]

@24/7: "guru gw bhs ingris klo ngajar ngga ngasi perbandingan yg di pljri yg bnernya aja di KSI tau🙄// My English teacher never give the comparing when she/he teach, they only give the correct answer".

These comments can be categorized as netizens with cognitive responses in the synthesis category. The type of netizen in this type is to give a response by comparing with other things. In this case the engagement of netizens in learning English cannot be found because they tend to discuss personal experiences without discussing the material being presented.

Data [10]

@Ftr🌟: "langsung gua catet, karna gua pengen pinter bahasa inggris😊// I immediately wrote, because I want to mastered English".

These comments can be categorized as netizens with an affective response categories determination of attitude. The type of netizen in this type is to respond by determining their attitude. There are 2 replies to this comment that show the similarities. In other words, the engagement of netizens in learning English cannot be found directly because there are no signs of understanding in the comments.

Based on the results of the data analysis above, the two types of responses and the level of understanding are mapped into the following table:

No	Data Code	Types of Netizen	Categories	Understanding Level
1.	Data 1	Affective	Acceptance	Not found
2.	Data 2	Cognitive	Understanding	Not found
3.	Data 3	Affective	Assessment	Not found
4.	Data 4	Cognitive	Understanding	Not found
5.	Data 5	Cognitive	Analysis	Interpreting
6.	Data 6	Cognitive	Understanding	Not found
7.	Data 7	Cognitive	Understanding	Not found
8.	Data 8	Cognitive	Understanding	Interpreting
9.	Data 9	Cognitive	Synthesis	Not found
10.	Data 10	Affective	Determination of attitude	Not found

CONCLUSION

From the research result it can be concluded that the form of response by netizens to the selected video with the title "Lebih Prefer" which is the video with the highest engagement on the @eranitri account describes 2 types netizens. The first type of netizens who accept the material conveyed through the video. This is evidenced by the comments of netizens on this type, the majority of which contain expressing their interest in learning on TikTok. The second type of netizens are netizens who are not interested in learning on TikTok. This is evidenced by the netizens comments on this type, which mostly contain conveying personal things rather than material being discuss.

The absence of the level of understanding that netizens get from the material discussed shows that netizen social media engagement in learning on TikTok has a low engagement. Netizens tend to use TikTok as a medium for entertainment

rather than education. The results of this study indicate that TikTok as English Learning Media is not effective in its use. Even though it has high interaction, the main concept of content that aim to educate is not conveyed to netizens.

REFERENCES

- APJII. June, 2022. Profil Internet Indonesia. Accessed on February, 1, 2023. Link : <https://apjii.or.id/>
- Bulele, Y. N. (2020, November). Analisis fenomena sosial media dan kaum milenial: studi kasus tiktok. In Conference on Business, Social Sciences and Innovation Technology (Vol. 1, No. 1, pp. 566).
- Data Indonesia. July, 12, 2022. Pengguna Tiktok Indonesia Terbesar Kedua di Dunia. Accessed on February, 10, 2023. Link : <https://dataindonesia.id/Digital/detal/pengguna-tiktok-indonesiatebesar-kedua-di-dunia>
- Era Nitri . January, 2, 2021 . Lebih Prefer . Accesed on February, 2, 2023. Link : https://www.tiktok.com/@eranitri?_t=8aKPdRZvwFl&_r=1
- Fadilah, M. A. (2022). Studi Netnografi Pada Akun Media Sosial Tik Tok @Buiramira Sebagai Media Pembelajaran Dalam Penulisan Skripsi (Doctoral Dissertation, Universitas Islam Negeri Sultan Syarif Kasim Riau).
- Fuadah, S. (2020). Respon Kognitif, Afektif Dan Konatif Jamaah Gereja Stasi St Benediktus Terhadap Tayangan Aksi Terorisme Surabaya Di Youtube (Bachelor's thesis, Fakultas Ilmu Dakwah dan Ilmu Komunikasi Universitas Islam Negeri Syarif Hidayatullah Jakarta), 15.
- Kozinets, R. V. (2019). Netnography: Doing Ethnographic Research Online. SAGE Publications Ltd, (3) 1 - 472.

Mukhtar, S. Z., Nur, R., Nur, R., & Latifa, A. (2019, June 15). Using Social Media in English Teaching and Learning Process. <https://doi.org/10.31219/osf.io/bnfp h>

Srihartati, E. (2016). Pengaruh Penggunaan Strategi Pembelajaran Pemerolehan Konsep Terhadap Pemahaman Siswa Pada Materi Pelajaran Ekonomi di Sekolah Menengah Atas Negeri 1 Pangkalan Kuras Kecamatan Pangkalan Kuras Kabupaten Pelalawan (Doctoral dissertation, Universitas Islam Negeri Sultan Syarif Kasim Riau), ISO 690.

TikTok . December, 22, 2021 . #samamabelajar . Accessed on February, 2, 2023. Link : <https://vt.tiktok.com/ZS8xYeKW7/>

