@ZELYNAFAH TIKTOK VIDEOS INFLUENCE VOCABULARY MASTERY LEARNING STRATEGIES: FOLLOWERS PERCEPTION

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Abstrak

Kosakata merupakan salah satu aspek bahasa Inggris yang perlu dipelajari dan dikuasai lebih mendalam di era modern ini. Tujuan dari penelitian ini adalah untuk menemukan strategi yang digunakan siswa untuk menguasai kosakata dan bagaimana pengaruh TikTok dalam proses ini dengan menyelidiki perspektif pengikut @zelynafah di TikTok. Pendekatan metode penelitian kualitatif yang digunakan adalah wawancara untuk mengumpulkan data dari 10 pengikut @zelynafah di TikTok yang merupakan siswa SMA. Pengambilan sampel dilakukan secara acak, namun fokusnya adalah pada peserta didik SMA. Temuan penelitian mengungkapkan bahwa penggunaan video TikTok @zelynafah memberikan dampak positif terhadap penguasaan kosakata partisipan. Selain itu, penggunaan video TikTok @zelynafah juga memberikan pengaruh positif terhadap strategi pembelajaran penguasaan kosakata. Studi ini percaya bahwa temuan ini akan memberikan kontribusi signifikan terhadap penggunaan TikTok yang cerdas dan bermanfaat..

Kata kunci : Penguasaan kosa kata, Persepsi pelajar, Pengaruh strategi pembelajaran, Strategi pembelajaran kosa kata

Abstract

Vocabulary is one aspect of English that needs to be learned and mastered more thoroughly in this modern era. The purpose of this research is to discover the strategies that students use to master vocabulary and how TikTok influence in this process by investigating the perspectives of @zelynafah followers on TikTok. A qualitative research method approach was used, using interviews to collect data from 10 followers of @zelynafah on TikTok who were high school students. The sampling was done at random, but the focus was on high school learners. The research's findings revealed that using the @zelynafah TikTok videos had a positive impact on participants' vocabulary mastery. Moreover, the use of the @zelynafah TikTok video also has a positive influence on learning strategies for mastering vocabulary. This study believed that these findings would contribute significantly to the intelligent and beneficial usage of TikTok.

Keywords*: Vocabulary Mastery, Learners Percepton, Learning Strategy Influence, Vocabulary Learning Strategy*

Introduction

TikTok is one of the most popular social media apps in the world today. This app is an advanced app in China in 2016. TikTok is a social media application that allows its users to create various entertaining content in a short time (3 seconds to 90 seconds) and has special effects and simple editing tools (Olivia, Cahyono, & Perdhani, 2023). TikTok videos are downloading able and share able (Bernard, 2021) so that, TikTok has become a popular application (Escamilla-Fajardo, Alguacil, & López-Carril, 2021).

TikTok videos have contributed to significant strides in the teaching and development of skills among people with similar abilities to communicate through visually appealing material (Alghameeti, 2022). The briefness of the videos allows many learners to be more engaged and enthusiastic about utilizing TikTok (Olivia et al., 2023). So that TikTok has the potential to be utilized as an effective tool for teaching learners new material (Bernard, 2021). The use of TikTok as a teaching tool effectively improves student academic performance (Gao, Tsai, Huang, Ma, & Wu, 2023). In addition, TikTok is able to make English vocabulary learning a success (Alghameeti, 2022) because learners can find a lot of content from hash tag searches and their home page which allows them to master new vocabulary (Olivia et al., 2023).

The term "vocabulary" describes one's understanding of word meanings (Liu & Zhang, 2018). It is the foundation of language (Bai, 2018). In the context of English as a Second Language (ESL) and English as a Foreign Language (EFL), vocabulary mastery is particularly crucial for second language (L2) learners (Yang, Kuo, Eslami, & Moody, 2021) because the four primary abilities of language acquisition—listening, speaking, reading, and writing—and vocabulary are strongly tied to one another (Wu, 2018).

The limited of second language vocabulary can hinder successful communication for second language learners (Namaziandost, Hosseini, & Utomo, 2020). Vocabulary learning is one of the most challenging components in learning a foreign language (Gunawan, Ahmad, & Utami, 2021). Second language learners face the issue of vocabulary mastering because they frequently struggle to find the right words to express themselves in the four skills such as writing, reading, listening, and speaking (Ghalebi, Sadighi, & Bagheri, 2020).

Hence, individuals who are learning English as a second language or a foreign language unable to ignore the importance of acquiring vocabulary (Mansur & Fadhilawati, 2019) and to influence learners in mastering vocabulary, effective strategies in terms of teaching and learning are needed (Bernard, 2021). For example is using TikTok as a media in mastering vocabulary.

Several scholars have already investigated learning motivation and vocabulary mastery through TikTok videos. For example, (Gao et al., 2023) found that TikTok usage in the classroom can aid MICE students' oral communication abilities. Additionally, some MICE students claim that regular TikTok viewing boosts their confidence when speaking

English. Enhance their vocabulary retention and expression skills, and make studying English grammar structures more fun and engaging.

(Bernard, 2021) has investigated ESL students' vocabulary through TikTok videos by conducting focus group interview sessions and found that TikTok usage correlated significantly to ESL students' vocabulary mastery. Students learnt a lot of new vocabulary from TikTok's different content, it's helpful and convenient features such as adequate audio, visuals, subtitles, and it's 'save' function, as well as the authenticity of the videos.

(Sofeny, Fadhilawati, & Hidayah, 2022) in their research boosting young learner's vocabulary through TikTok, found that the pupils' vocabulary scores increased from 55,00 to 86,87. The second outcome is that there were substantial variations in scores before and after therapy using the Tik-Tok program. As a result, the Tik-tok program is useful for teachers who wish to improve their pupils' English vocabulary comprehension.

Therefore, the author is curious about the use of a TikTok account that the contents are about English named "@zelynafah" as a medium to enhancing her followers vocabularies mastery as an EFL learner's. @zelynafah or Zelyna Fahrani is a Tiktok content creator who shared content about learning English on Tiktok.

The researchers identified the following study questions:

a) How @zelynafah TikTok videos influence vocabulary mastery learning strategy?
b) Is there a difference in learning strategies for each learners?
c) Is @zelynafah TikTok videos effective to enhance vocabulary mastery?

The focus of this study is to examine the usage of @zelynafah's TikTok video as a medium for enhancing the vocabulary mastery of @zelyna's high school students followers. By analyzing the perspective of @zelynafah followers on TikTok, this study explores the influence of TikTok videos on vocabulary mastery learning strategies and vocabulary mastery learning strategies employed by @zelynafah followers to enhance vocabulary mastery. Its objective to examine the differences in learning strategies used by @zelynafah's followers to enhance vocabulary mastery and to determine the influence of @zelynafah's TikTok videos on vocabulary mastery learning strategies. Therefore, one of the study gaps and novelties is performing a thorough inquiry to assess the variations in learning strategies employed by high school students as @zelynafah followers to enhance their vocabulary mastery. This could provide vital insights into how TikTok might be more effective in the realm of education, as well as the demands for more broad usage of English that must be mastered. It is novel in that it focuses primarily on generating learning media and learning strategies to promote vocabulary mastering that satisfy the needs of education and international relations.

METODHOLOGY

This early study was conducted qualitatively to explore how followers of the @zelynafah TikTok account perceive their vocabulary mastery through TikTok videos. Qualitative approaches are an important tool in implementation research because they help to answer complicated questions like how and why efforts to apply best practices succeed or fail (Hamilton & Finley, 2019). There are numerous techniques for gathering data for qualitative data collection, such as observation, interviews, focus groups, documents or visual data, and qualitative data analysis, such as textual or visual or both (Clement, Edwards, Rapport, Russell, & Hutchings, 2018). Researchers conducted semi-structured interviews with @zelynafah's followers to learn about their perception on enhancing vocabulary mastery through TikTok videos. The interview included 10 followers of @zelynafah's on TikTok. The participants were selected based on the same level of education, namely high school students as EFL learners.

Researchers found participants by searching the followers from @zelynafah's followers list. Aside from that, researchers combed through the comments section and chose those who followed @zelynafah and were easily to contact via TikTok direct message and Instagram. The researcher then attempted to contact the participants via TikTok direct message and Instagram direct message. If the participant does not belong to a high school student, the researcher informed them that they no longer required responding to the message. That way, researchers may simply find participants based on pre-existing criteria.

After obtaining 10 participants, the researcher conducted the interview at several times based on the participants' time availability. The interview extended nearly nine days and lasts 10 to 15 minutes every interview. This interview process used Bahasa Indonesia so that participants have the flexibility to submit information relevant to the demands of research data and was audio-recorded. Because the participants of the early research are followers of @zelynafah on Tiktok, the interview was conducted online via a personal Zoom Meeting app.

The early study utilizes and builds on the interview questions proposed by (Ningsih, Suherdi, & Purnawarman, 2022) and (Ko, 2019). Six semi-structured interview questions were using in this early study. The interview questions were not directly related to participants' perception of enhancing vocabulary mastery through the TikTok @zelynafah account. Instead, this is more broadly related to how the participants feel and how the participants' tactics are in learning vocabulary through this platform.

a. Do you use @zelynafah's TikTok video as a medium to enhance your vocabulary mastery? Please explain.
b. Do you think it's easy to enhance vocabulary mastery through @zelynafah's TikTok videos? How do you explain it?
c. When enhancing your vocabulary mastery through TikTok, how does @zelynafah's TikTok video support your time efficiency?

d. How do you see the effectiveness of using @zelynafah's TikTok videos to enhance your vocabulary mastery?

e. How do @zelynafah's TikTok videos support the quality of enhancing your vocabulary mastery?

f. How do you see the trends and practice them in enhancing vocabulary through TikTok videos?

After the completion of the interview procedure, the following stage refers to the transcript of the interview data and analyzes it based on the recurring themes. Data from Zoom Meeting app with participants were collected and compiled into textual data with the goal of determining the relationship between the lexis that make up sentences as crucial information. The analysis focused on reading the interview transcripts several times to grasp the story's content and discourse.

FINDINGS AND CONCLUSION

Findings

1. The Influence of Vocabulary Mastery Learning Strategy

   Using thematic analysis, the authors discovered two major, interconnected themes and sub-themes that influence vocabulary mastery learning strategy: (1) Individual factors (age and learning motivation), and (2) Social contexts.

   1.1. Individual Factors

   1.1.1. The Factor of Age

   One aspect that has a significant influence on vocabulary acquisition processes is age. The age range of @zelynafah's followers is 14 until 17 years; this means they are high school students where they can already determine the best vocabulary learning strategy for themselves. It can be seen from the interview as follow:

   M1410 "Compared to reading books, I personally find it easier to master vocab from @zelynafah TikTok videos, because as I already said, I prefer watching exciting videos like that to reading books. Because I also prefer to explain and watch videos to learn, so for me @zelynafah TikTok videos are very effective for improving vocabulary mastery."

   M1511 "I use @zelyna TikTok videos to improve my vocabulary, and usually the ones I watch are random, I watch every one that passes FYP, so I don't focus on one video topic. Personally, it's more effective to watch @zelynafah TikTok videos, because I myself scroll through TikTok more often than I read books, which are what I mentioned earlier, the video delivery is fun."

   F1712 "I really like using @zelynafah's TikTok content as a medium to improve my vocabulary, and the content that I usually watch is content that differentiates how to pronounce a word or sentence properly and correctly and only focuses on that content so it doesn't seem like it too much watching

@zelynafah's other content. For me, who learns more easily through audio and visuals, for me, @zelynafah's TikTok video is really effective in improving my vocabulary mastery, and from the way the video is packaged with the materials it presents, there's a lot of vocab that I get, so it's like learning, then I get vocabulary so I have more and more vocabulary knowledge."

F1612 "I use @zelynafah's TikTok videos to improve my vocabulary mastery because it seems like the contents really help me, to be honest. Because I learned speak English by myself and watching a video about vocabulary seems really effective in helping you self-teach English. So, it's really really helpful, really effective"

F1611 "Coincidentally, I still seem to lack vocabulary, so I watch a lot of @zelinafah's TikTok videos to improve my vocabulary. Then sometimes I watch videos to increase my vocabulary, because I'm weak there."

F1612 "I really use videos from @zelinafah to improve my mastery of vocabulary. There's a lot of content that I like to watch, one of which is like discussing verbs that need to be added with the letter s or present tense, there are ones for I, you, they, we, apart from that, watch everything, but I focus more on how to read word by word, how to read correctly. Then there's the verb content, because it can be connected to English lessons at school."

F1712 "In my opinion, it's efficient, especially now that I like scrolling through TikTok, right? So, for example, if you are looking in a book and then reading from that book, sometimes most people get bored quickly. So, I prefer to see @zelinafah's video because apart from her TikTok platform, she also has a funny presentation. So, it's easy to understand, easy to remember too."

F1612 "I used the TikTok video @zelinafah to improve vocabulary mastery because there were a lot of vocabulary words that I didn't know before and then I suddenly watched the video and suddenly knew. Then, for example, there is also a lot of vocabulary that turns out to be like this in America, but in British use it's something like this and something different, but with the same meaning."

1.1.2. The Learning Motivaton

Learner's motivation is also highly influence in vocabulary learning strategy. From the interview results most of the participants stated that @zelynafah's TikTok videos unbored them because of its brief duration and easygoing delivery. Furthermore, Zelyna gives the explanation directly to the topic. Zelyna also gives subtitle in the videos, so that participants are able to understand what Zelyna said in the video easily.

M1410 "In @zelynafah's TikTok videos, her explanations are to the point, straight to the point of what she wants to convey, then her sentences are easy

to understand, like she's just explaining to a friend, so it's easy for me to grasp the content of the material explained by Zelyna. Then usually every Zelyna says something, she gives subtitles, so I can easily catch it. Her presentation is also fun and not boring, so it makes me enjoy and enjoy watching the video until the end, from there I can add lots of new vocab."

M1511 "Zelyna's explanation was very light so it made me understand the content more quickly. Also, Zelyna has a British accent, but Zelyna's pronunciation is very clear, so I can know what Zelyna means, plus there is subtitle in the video. The video itself is fun, so I enjoy watching it so it makes it very easy for me to capture and remember new vocabulary to add to my vocabulary."

F1712 "In my opinion, it's easy, because Zelyna's character is also light, and the content doesn't make me boring, even if I watch it two or three times, it's like, it's just fun, apart from that, maybe the pronunciation and articulation are very clear, so it's easy for me to learn."

F1612 "Because through short videos on TikTok, the audience doesn't get bored of learning vocabulary. Because the video is short, clear, and anyone can watch it. So, it's really helpful."

F1612 "In my opinion, this TikTok video from Zelynafah really improves vocabulary mastery because the way she teaches is relaxed, clear and not long-winded, and very easy to understand. Apart from that, it's also really fun."

F1712 "Because on TikTok the duration is usually shorter than on YouTube because on TikTok it's like only 15 minutes, the maximum is 30 minutes, so it's easy to understand. The delivery was also fun and enjoyable so it was easier to understand."

F1511 "It's probably effective for me, who doesn't seem to be taking an English class, so I can learn while I'm still learning. She doesn't make too much small talk in her videos, so from the start she's direct, like directing, especially the content I'm watching, she's direct. For example, the British one is like this, the UK one is like this."

M1712 "Because the videos aren't that long, they don't get bored easily either. Apart from that, she also studied autodidactically, so she definitely knows how to explain things in an easy way. Then, if we look at each of Zelynafah's content, it looks like there are subtitles in it, well it becomes easier to see. Zelyna also sometimes gives examples like that when she is explaining. So we understand more, plus we also have subtitle in the video. So we know, oh this is written like this, this is how to read it. "

Aside from that, two of ten participant stated that @zelynafah creates contents that are relevant to currently trending. These make it easier for them to understand the substance of the videos an influence them to master vocabulary from @zelynafah TikTok videos.

F1611 "In my opinion, it's quite efficient, because Zelynafah creates content that seems to touch on things that are currently trending and her presentation is friendly so it's easy to understand her teaching."

F1612 "In my opinion, it's really effective, because usually Zelynafah uses all kinds of British accents, then her vocab mostly follows British vocab and it's like mostly taken from Harry Potter or other British films and that's effective, even though it's been around for a long time, it's still trendy now. Most of the time I also like it, that is, the vocab presented is easier to remember."

1.2. Social Environmental

Social environmental is another ascpect that influences vocabulary learning strategies. This aspect is commonly seen in young individuals, as well as adults, utilize TikTok. Furthermore, many young individuals prefer scrolling TikTok to reading books. From the interview results six participants agreed that TikTok is good things that can help people enhance their vocabulary mastery.

F1712 "It's good because in this digital era, people are more likely to look at their cellphones than books, so maybe with content like this, people are more effective without having to carry around thick vocabulary books so they just have to look at their cellphones and understand straight away."

F1612 "In the current era of TikTok trends, nowadays, with the TikTok trend, learning vocabulary is really like giving something that is really useful for today's young people, especially on the TikTok platform. Then, it's really helpful for people who want to learn English and vocabulary, especially if they want to learn it by themselves."

F1612 "In my opinion, it is even more effective through Zelina's TikTok video, because if today's children are too lazy to read books, it will be more effective through @zelynafah's TikTok video."

F1712 "In my opinion, this TikTok trend is definitely positive, because nowadays, not only young people, but also old people, many people are also open TikTok to find information, entertain and learn. This TikTok trend is really helpful for people who want to improve their English skills and continue to expand their vocabulary knowledge."

F1511 "These vocab trends through TikTok videos are quite good, because there are lots of people who play TikTok, who are TikTok users, and we can also learn to learn vocab together, because not all of these TikTok users seem to be

fluent in English."

F1612 "What makes it positive is that even though we use social media, Gen Z is still being well educated."

2. Vocabulary Mastery Learning Strategy
    The results of the interview revealed that the participants used certain strategies to improve their vocabulary mastery. The authors categorised three major connected themes based on theoritical framework and thematic analysis: (1) Metacognitive strategy, (2) Cognitive strategy, and (3) Social/affective strategy.

    2.1. The Use of Metacognitive Strategy
          This strategy makes learners have awareness and can examine how they learn to make it more effective. Based on the participants' interview, all participants are unused this metacognitive strategy in determining their learning strategies.

    2.2. The Use of Cognitive Strategy
          From the data analysis, on cognitive strategy, five participants are taking-note after watching @zelynafah TikTok videos and two participants only remembering the vocabulary they have got. As evidenced by the following interview:

          M1410 "I rarely write it down, but I'm sure there are some who will stick to the vocab after watching Zelyna's video, so sometimes I like to use it to make captions like that if I want to post a status on IG or WA, sometimes also when watching films or content that uses language. In English, I like not using subtitles, and if there are words that I've seen in Zelyna's videos, then I know what the meaning."

          M1511 "If I practice it myself, what I do most is note down the vocab I just got from @zelynafah's TikTok video and then I look up the meaning."

          F1512 "After I've taken notes, usually the practice is that I take the notes with me to study English in class, usually at school."

          F1612 "To apply it in everyday life, usually during English lessons, sometimes the teacher explains material, I remember that from the TikTok video @zelynafah once discussed this so I already understand, it's easier that way. Then I practice it, like singing English songs and watching foreign films but don't use translation to learn."

          F1712 "Continue to practice, make videos that are fun and exciting, continue to be someone who enjoys presenting the material so that the audience can easily understand. I also usually take notes on my cellphone notepad."

F1511 "I actually don't really practice it in my life, but if for example it's like I'm doing an activity, then suddenly I remember the vocab on TikTok and I'm immediately like, I think I want to try it."

2.3. The Use of Social/Affective Strategy

Aside than noting and memorizing the new vocabulary, several of the participants utilized social/affective strategy. All participants who employ this strategy accomplish by directly applying the words they have learned to converse with friends or family members. As evidenced by the following interview:

F1712 "When I've finished watching @zelynafah's content, I immediately practice it, sometimes talking to myself or, for example, when I'm chatting with a friend, sometimes I practice it, which makes me master it quickly and also seems to improve my vocab skills even more like that."

F1611 "As for practice, I'm usually bilingual in my family, so I can maybe practice the things I just learned in Zelyna's videos to talk about directly to the family. I usually use English to my friends around me too. Apart from that, in class there is interaction like that with the teacher, so if for example I don't understand, I can just ask."

F1612 "For how to apply to my daily list. Usually I chat with friends, because my friends sometimes have the same FYP. Then suddenly we started talking about something, and then suddenly we started talking like South Jakarta kids."

M1712 "For me, the way I practice is like sometimes talking to friends, sometimes speaking to friends I practice using English a little, so we know better too. So if my friends asking something, we can also tell them, so the knowledge continues and I also like to repeat the video over and over again."

3. @zelynafah TikTok Videos are Support Time Efficiency

All participants said @zelynafah TikTok videos are really support their time efficiency because the duration of the videos are brief. Furthermore, TikTok videos are able to be watch anytime and anywhere we want. TikTok videos are also downloadable, so that they are able to re-watch the video that they have unfinished to watch. As evidenced by the following interview:

M1410 "@zelynafah's TikTok videos are quite short, so I can watch them at any time because it won't waste time; moreover it has benefits, so it really supports time efficiency. Then Zelyna explained it to the point, so the short time was enough to discuss the topics being discussed in that 1 video. After all, TikTok videos are able to be saved and downloaded, so even if I haven't finished watching a video or haven't had time, I can still watch it again, no need to scroll through the account to look for videos that I haven't finished watching."

M1511 "@zelynafah's TikTok video is very efficient, it doesn't take time because the duration of the videois short, up to 3 minutes on average, so you don't waste time if you want to add vocab from Zelyna's video, the explanation is to the point even though the duration is not long. So I can watch it anytime, anywhere. I don't have to watch it, because usually I watch it more often via FYP, but if I want to add more vocabs, sometimes I like to scroll through other videos, I can watch up to 5 videos at a time."

F1712 "Very supportive because one video from @zelynafah's TikTok is usually no more than 3 minutes long, but the content is usually straight to the point and not long-winded, for example, one of the contents speaks fast in English in the video which is explained the pronunciation of did you ever becomes differ."

F1612 "In my opinion, it's really very efficient, also like the videos shown are really short, clear and interesting too. And it also seems like you can watch it anywhere, if for example we are at school we can, if its break time, we're going out. So, it seems really efficient. Usually, I watch it when I'm free, for example, when I'm scrolling through TikTok, just for a moment, or at least when I need it."

F1611 "I watched Zelyna's video when I had free time, when I was scrolling through TikTok, I stopped by her account, so I think it's quite efficient, because I don't waste too much time because the video isn't that long, and it's easy and uunderstandable. I watched it when I had free time. I usually like to open TikTok. So, I'll stop by Zelyna's account."

F1612 "In my opinion, Zelyna's TikTok videos really shorten your time because the videos are no more than 30 seconds, on average only around 15 seconds and from those 15 seconds they already contain lots of lessons that are easy to understand, the videos can also be watched anywhere, for example in your room or playing. , you can learn while you're at it. I watch Zelyna's videos when, for example, I'm passing through FYP, and then I feel interested, sometimes I look at her profile, then I just look at some videos for fun, but sometimes when I pass by FYP I just skip it, depending on my mood."
F1712 "It really supports time efficiency, because on TikTok you can see it anytime and anywhere, so it's flexible. Then because I like Zelyna's delivery, maybe a longer duration would be okay. Then, if you look at it for a long time, the most I see is when I'm free, like for example on holidays. I don't know if I can see it at any time. Sometimes it's appropriate to this through the FYP, and then sometimes when I stalk the account when I really need vocabulary. Then the content is about vocabulary."

F1612 "In my opinion, it's really effective. What I mean is that it's not a waste of time because the first one is that the duration is quite short because TikTok can't be like it's really long. Then the second one supports the effectiveness of my time because I can watch TikTok videos at any time. For example, like when I'm taking a break and it doesn't waste my rest time, it doesn't waste a long time. I usually watch it when I

get home from school. Even at school, sometimes someone is watching it and also mostly at night. When I'm studying, I still have a few minutes of free time, so I usually watch it."

M1712 "I also like watching movies, when I have free time, I repeat some of them so I can stick to the material better. Then, it seems like I can access it from anywhere. Like, for example, I'm waiting for a friend, I'm bored, I open TikTok and I can watch something like that. Right, if we sometimes feel bored, when we're on the public transportation, at the bus stop, or at the station, we can do that while watching. So, instead of using that time to stare, it's better if we use it to watch."

However, one participant also said that it would not be efficient if the video displayed had a long duration because it would make him bored more quickly.

F1511 "If the video is short, it's quite efficient, but if there are several long videos, I feel like oh, if I'm bored I'll just skip it, so actually it's just so so. I rarely open TikTok, but if I open TikTok, I only look at FYP, unless there is a notification from Zelyna, and then I watch it. "

4. @zelynafah TikTok Videos are Support Vocabulary Mastery Quality
    @zelynafah's TikTok video helps improve the quality of participants' vocabulary mastery. From 10 participants, 9 participants stated that before watching the @zelynafah TikTok videos they found the difficulties to master vocabulary, but after watching it their vocabulary mastery improved much better. Only one person felt that before and after watching @zelynafah's TikTok video they did not feel any significant improvement. As evidenced by the following interview:

M1410 "From the easy explanation, the subtitles provided and the fun presentation really supports the quality of my vocab mastery, plus I watch more videos, so my vocab has improved a lot. Yes, I think there are quite a lot more vocabulary additions from before I watched Zelyna's video compared to after watching it often."

M1511 "Zelyna's TikTok video really supports the quality of improving my vocabulary mastery. The improvement is quite good compared to just learning from school and reading books, the quality has quite improved, previously I didn't know much vocab, now I have mastered quite a lot of vocab."

F1712 "So far, the quality of the vocab that I have seen from @zelynafah's TikTok is very easy and for me it is really quickly digested, only at most like two or three times, I was immediately like oh this is the vocab, I immediately understood it, I was able to master it immediately, I could go up one level in improving the same vocab in my speaking is better since watching Zelyna's content."

F1611 "Effective, from my opinion, because the TikTok account @zelynafah doesn't just discuss vocabulary, it also discusses other things that broaden my knowledge of English. So far there has been an improvement. Before this interview, I watched

Zelyna's video for a while, then the last video seemed to discuss advanced vocabulary, then I saw that think had a synonym, consider. My vocabulary has improved a little, like before it was just basic, now it can be advanced."

F1612 "@zelynafah's TikTok video really supports the quality of improving vocabulary mastery because it is easy to understand by all groups and is very time efficient compared to studying alone, as mentioned earlier, reading a book or dictionary. Then from Zelyna's videos the improvement is quite a lot, because sometimes the school material doesn't in into the brain."

F1712 "From Zelyna's video content, from the beginning I didn't understand vocabulary, so I understand a lot of vocabulary. So, master a lot of vocabulary from the videos that Zelyna shows. I've improved quite a lot because at first I didn't know much vocabulary but now I know a lot more."

F1612 "Because by watching Zelyna's videos on TikTok, I can understand vocabulary that I didn't understand before and that sounded very foreign. The vocabularies are not just the basic vocabularies, for example, there are vocabularies at this level, some are intermediate, some are advanced, and they are also explained as compared."

M1712 "I know a lot. Zelyna likes to create content that shows how to say happy birthday but in other words but it still means happy birthday. Compared to before, it's not bad, quite an improvement."

F1511 "Actually, it's just normal for me, it's the same, because after I watched it, I wasn't like, oh I have to use vocab from her, because I watched it as a refreshment from my RL world and didn't put it into practice straight away."

CONCLUSION

To conclude @zelynafah TikTok videos has big influence to enhance vocabulary mastery because it supports learners' vocabulary mastery quality. Most participants, based on age factor and social environment factors, because the age range of @zelynafah's followers is 14 until 17 years; this means they are high school students where they can already determine the best vocabulary learning strategy for themselves and really interested in TikTok. Using @zelynafah TikTok videos also influence their learning motivation because Zelyna's delivery is easy to understand and un-boring. Aside from that, one of ten participant stated that @zelynafah creates contents that are relevant to currently trending. These make it easier for them to understand the substance of the videos an influence them to master vocabulary from @zelynafah TikTok videos. The efficiency of time also supports learners to master vocabulary through @zelynafah

TikTok videos. Using @zelynafah TikTok videos, learners are able to watch the videos anywhere and anytime because the videos are downloadable and the duration is brief, so that TikTok videos are able to be watch anytime and anywhere we want.

Besides that, learners' strategies to master vocabulary also support them to enhance their vocabulary mastery. There are three vocabulary mastery learning strategy; metacognitive, cognitive, and social/affective. But the most used by the participants are cognitive and social/affective strategy. In cognitive strategy, the most used by the participant is note-taking, the last used is remembering the vocabulary. Then, most participants also used social/affective strategy to enhance their vocabulary mastery.

This research effectively explores the perceptions of Zelyna's followers on TikTok regarding improving vocabulary mastery through the TikTok video @zelynafah, all of whom are high school students. However, this recent research has some limitation. First, because this study only employed interviews to assess followers' perceptions, future research could use other methods to obtain more valid results, such as post-testing and pre-testing. Second, the limits of participants who are only followers of one TikTok account are high school students. Future research in a similar field may be able to expand participants such as all TikTok users from elementary school to university level in order to get more general and valid results.

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