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Research Article

Students' Responses to the Use of BookTok in Vocabulary Mastery

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A B S T R A C T

Mastery of vocabulary is a golden path for someone learning a language, especially English as a foreign language. A large vocabulary can make it easier for students to master other English language skills. It is important for teachers to provide media or methods that are effective and appropriate for their students. Not only teachers but students must consciously always try to develop their vocabulary and most importantly they like the media so that when they implement it they will be happy and enthusiastic to apply it in their daily lives, especially in studying English which is a difficult subject for student. BookTok is considered the right medium to improve English vocabulary. Appropriate media influences the student learning process because it can motivate students' desire to continue learning and developing. The aim of this research is to find out what the use of BookTok is like and how students respond to the use of BookTok in English vocabulary mastery. This research uses qualitative methods with instruments in the form of interview observations and documentation to collect data. The research results show that using BookTok is suitable for digital generation students such as An-Namirah English Course students. BookTok is a unique medium and is rarely used in learning English. BookTok is very effective in vocabulary improvement. Since this study limited to the students' responses only, and BookTok is kindly new to students, for suggestion, it is better making it familiar and exploit the student's activities to the fullest while using it in particular English language classroom to gain various and better results.

INTRODUCTION

English is a connecting language between one individual and other individuals from various parts of the world. English is applied as an international language. Learning English is no longer an obligation to just get good grades or rankings at school, but also as a defense in facing the increasingly challenging currents of globalization. English can open access to unlimited assets needed by people in

Indonesia. English has a very important role in the lives of all people, children and adults. Someone who is able to speak English will have a brighter future because this ability can open up various opportunities for people who master it. Having the ability to master English can be an added value for someone to be able to compete and will make it easier to get scholarship, job opportunities and when interacting with the international scene (Thariq et al., 2021). Indirectly English can make everything easier for everyone who mastered it to live in this world, English can

also determine a person's success and can also influence the progress of a country. In its implementation, English language skills require active student participation such as speaking in front of the class, writing English sentences, and reading comprehension. According to Wihartanti (2022), one indicator of success in the learning process is student participation in each learning activity. However, basically learning English is a difficult lesson for students. One of the basic reasons for this difficulty is that English is a foreign language, especially for students who come from non-English speaking countries. Of course, this requires a lot of effort to learn the language, especially when students have low skill in English.

However, based on the fact that are occurred from conducting observation in An-Namirah English Course (AEC) that English are very difficult to understand and many students don't like that. They tend to learn passively. They just learn English but they cannot understand what they have learned. They often feel embarrassed when speaking in front of the class even they cannot say several words or all the sentences in English. Or they also can not actively to think openly and feel involved in reading activity. The students there also have little skill in writing the sentences in English. This causes obstacles to students' English learning achievement. After conducting a survey of one of the English teachers of An-Namirah English Course (AEC), it was found that the students have difficulty learning English because they do not have sufficient mastery and vocabulary capital to learn a foreign language. That causes students cannot master English skills well. The teacher said that the students there still used teachers as their life dictionary. Traditional dictionaries or even online dictionaries still did not function to increase students' vocabulary mastery. As has been said by KIPTIYAH (2022) learning English is a big challenge for students who study it as a foreign language because their brains have to be set up in English so that they can easily replace or directly say vocabulary or understand English vocabulary.

It is clear that vocabulary is an important element in language learning, especially foreign languages. Someone definitely needs words in thinking, learning, listening, writing, even in understanding reading. Students who have a large vocabulary usually have a high level of language proficiency. According to Coxhead (2021) Vocabulary plays an important role in understanding an idea or conveying an idea clearly. Because every communication, reading or written text, of course contains words. Without extensive vocabulary mastery, students will not be able to use functions and structures clearly in understanding English. Supported by Simamora & Oktaviani (2020) that vocabulary is the most basic element which is the main pillar in learning a language. If students want to be

proficient in communicating or master other English skills, then they must master as much English vocabulary as possible. The more words they pick up or use the more it appears that they have excellent English skills. One of the English teacher there said that students find it difficult to remember the new vocabulary they acquire when they don't really feel interested in the vocabulary. However, if there is a word that is related to them, they will easily remember the word. Realize how important vocabulary is and how difficult it is for students to master English vocabulary, they need interesting and effective media so that they can easily remember it and will often use it in their daily activities. According to Arif (2020) that the effectiveness of learning can be supported by the media used. Teaching media is very important because it can arouse feelings of joy and interest and teachers will easily influence students in any lesson, including English.

Based on the issues that are occurring currently, that is the reform of a person's interest in technological sophistication and digitalization. This modernization is changing the world into a sophisticated one rapidly. One of them is the existence of cellphones with all their sophistication that make everything like piece of cake which is in our hand. Start from how we get information, how we communicate to each other, and the most important, we can learn by using cellphone easily (Sattarov & Khaitova, 2020). Mobile phones has already offered various interesting platforms that can be used as learning media, one of which is TikTok which has become a trend among modern society. Arifudin et al., (2021) said that the educators must be able to adapt in development modern world, where they must apply learning media that can create active, creative and innovative learning by utilizing android-based media with all of its sophistication. Ridwan (2022) also said that learning must also follow the flow of technology so that it remains balanced and will not be stodgy, not only in appearance but also in learning. Teachers and students must also be wise and modern.

In the last of three years, there has been a new trend that has become increasingly popular, namely BookTok. According to Macready (2023) A group of users on TikTok who are enthusiastic about books and literature is called BookTok, which is short for "Book TikTok." They have developed a creative method of discussing, reviewing, and endorsing books that have transformed the literary and publishing communities by producing fun films based on the books they read. BookTok began as a TikTok hashtag created by a group of book enthusiasts, and it soon gained enormous traction. It is currently among the largest book-related social media communities worldwide. More than 29.1 billion people have viewed BookTok. One of the most popular book suggestion platforms worldwide is now the BookTok TikTok community. The way people find new

books to read has been completely transformed by this special marriage of social media and book reviews. Roberts (2021) said for every reader, BookTok is a treasure trove. It is an excellent means for youth to find incredible books and get motivated to read new novels by their peers. Similar to Instagram's "Bookstagrammers," these BookTokers are influencers who have a global fan base of enthusiastic readers. They promote books they adore, present up-and-coming writers, and start discussions with other readers using their platform. Content creators frequently provide articles about what they're reading now, their book hauls, and much more. In addition, they enjoy discussing the characters in the novels they are reading and offering humorous tales about them.

The BookTok trend has developed rapidly and there are lots of interesting book review recommendations. Usually they share quotes or excerpts from various book categories such as novels, quotes books, education and various genres ranging from romance, fiction and fantasy. As has been said by Macready (2023) that the popular genre of BookTok trend is romance. There are not many book quotes that are shown, but the creator provides excerpts from several quotes from books or novels, whether fiction or romance, where in these quotes there are many very interesting words and are related to the lives of young people where they are experiencing a period of love or friendship whether when feeling the happiness or sadness. The BookTok trend is presented not only to improve or promote books but to improve and change the way the younger generation views books. Many young people need reading that is not boring. Most of them when at school are required to read books or literature that is full of reading, so they cannot be entertained. Murray (2021) suggested that BookTok is a savior in reading, considering the sad reading habits of young people in the 21st century. On the other hand teachers must play an active role in looking at students' conditions or problems, not only teachers but even students must be able to choose and adapt themselves to what kind of learning they like. They don't have to stick to their respective teachers because learning is not only done in the classroom but can be done anywhere, even outside the classroom. Moreover, technological advances make it easier for students to access various interesting platforms that can be used as a medium to improve their English language skills.

BookTok is very suitable for creating the habit of reading for pleasure so that it becomes more meaningful for students, especially English language learners. Reading habits are very influential in improving students' vocabulary mastery (Rofiq, 2020). If someone gets used to reading in their daily activities, then that person will have a large vocabulary so they can improve their English language skills. BookTok creators have their own way of

creating interesting content so that readers can join in the content. They are very good at presenting interesting parts of books which they then quote and present in video form combined with beautiful and trending instruments or songs. According to Fadhilah (2023), quotes of course have positive effectiveness on readers because of the interesting creativity of their content. Quotes can be a golden way for someone to increase their interest in reading quotes contain simple and beautiful words. Whether it quotes in the form of romance or quotes that can motivate someone. Increasing vocabulary by cultivating an interest in reading for pleasure using quotations in English quoted from various book genres is an interesting and suitable medium for the younger generation. Supported by research data from Aslam (2023) that almost half of global TikTok users consist of teenagers and young adults aged 16-24 years.

Many young people, even almost all young adults, are already playing TikTok, whether just for entertainment or to find information or even as a medium to improve English language skills, especially mastery of English vocabulary. Like in the An-Namirah English Course, apart from in class, the teacher advises all students to always try to develop their vocabulary not only in class but from whatever vocabulary they encounter from every platform on their cellphones. Because today's young people never forget their cellphones, for example the various social media they have, so they can make good use of all the sophisticated platforms available to increase their vocabulary mastery. In the context of English language teaching (ELT), BookTok can be used as an innovative tool to engage students, promote reading, and improve language skills through interactive and authentic content. Teachers and learners can leverage BookTok's appeal to connect with literature in a more dynamic and modern way. BookTok in this study cover how it deals with Building Vocabulary and Reading Comprehension Contextual Vocabulary Learning. It is because watching BookTok videos often involves learning new vocabulary related to the book being discussed (e.g., literary terms, character traits, emotional language). Teachers can use BookTok as a way to highlight new words and phrases in context. Also, understanding Different Genres that BookTok is filled with videos on different book genres romance, fantasy, mystery, historical fiction, etc. which can expose students to a wide variety of language styles, expressions, and themes. This is a great way to familiarize learners with diverse vocabulary sets depending on the genre being discussed. Lastly, it deals with comprehension Discussions where teachers can organize discussions around BookTok videos, asking students to reflect on key points from the books mentioned or from the BookTok reviews themselves. This develops listening and speaking skills as well as critical thinking. So those are the urgencies why this study was conducted and

also important to know deeper the responses towards using it in classroom contexts.

METHOD

Research method is a must in every research. It is like a goal in life for humans. Without a goal, a person is confused about living a life full of twists and turns, problems and challenges. They live lost and not know what they will do in the future. Therefore, the research method that follows will lead researchers to a goal, namely to find out how does the use of BookTok in increasing vocabulary mastery, how does the respond of students using BookTok. In research method consists of research design, subject of the research, instruments and data analysis.

Research design is a framework of research methods and techniques chosen by a researcher. This allows researchers to hone research methods suited to their subject matter and set their research up for success. Supported by Herdayati et al. (2019), to be able to produce good research, a research design is needed that can support and provide systematic research results. There are several types of research design according to Leavy (2022), they are qualitative, quantitative, mixed method, art-based and community participatory research. In this research, the researcher used qualitative research design. Qualitative research is an approach that allows you to examine people's experiences in detail using a series of specific research methods such as in-depth interviews, focus group discussions, observation, content analysis, visual methods, and life histories or biographies (Hennink et al., 2020). Whereas in this research, the researcher focuses on the students' perception and response in using BookTok as media to increase their English vocabulary mastery.

The subject of this research are the students of An-Namirah English Course. However, the researcher used a purposive sample. Purposive sampling encompasses a collection of non-probability sampling methods where units are chosen based on attributes that are necessary for the sample. Put differently, purposive sampling involves the "on purpose" selection of units. As powered by (Andrade, 2021) purposive sample is a sample whose composition is decided upon for reasons pertinent to the research. So there were four subject in this research from An-Namirah English Course's Student, who have used BookTok in Increasing their vocabulary mastery. And the student's participant here was selected for several reasons according the need to this research, those are students who use BookTok in increasing their vocabulary mastery and actively in that course.

This research includes three research instruments for data collection. For the first is observation. Observation is the

human ability to use all their five senses to obtain data or information (Novianti, 2012). This means that researchers will observe, record and then interpret the information obtained. The second is interview which are the most widely used data collection technique because they allow researchers to collect diverse data from respondents in various situations and specific contexts. The interview technique is to obtain more in-depth information honestly in the form of questions given to respondents about the research object (Pujaastawa, 2016). Furthermore, the interview technique used by researchers was by using structured interviews, namely by preparing the same questions for all respondents. These questions have been prepared beforehand and cannot be changed during the interview. And the last instrument is documentation. The thoroughness of the field notes the researcher collected is crucial to the effectiveness of qualitative research. The research team used notebooks, cameras, and recorders for this study (Nilamsari, 2014). The goal of this equipment is to capture as much verbal and nonverbal information as possible; nevertheless, it must be utilized carefully to avoid upsetting the respondent. It is intended, therefore, that by employing this method, the data acquired will accurately reflect the real circumstances.

The researcher uses qualitative data analysis method from (Huberman & others, 2014). There are three steps in qualitative data analysis method here, they are:

1. Data reduction, in order to simplify, classify, and eliminate unneeded data and enable the production of useful information and faster conclusion-making, this process is known as data reduction.
2. Data display, when a collection of data is organized methodically and understandably, it can be possible to draw conclusions. This process is known as data presentation. Qualitative data can be presented using matrices, graphs, charts, networks, or narrative prose in the form of field notes. This data presentation will make the data easier to grasp by organizing and arranging it in a relationship pattern. Here, the researcher highlights issues and provides information gleaned by using BookTok to help An-Namirah English Course students' vocabulary mastery.
3. Drawing conclusion, the last step in the qualitative data analysis process is drawing conclusions, which is done by examining the data reduction outcomes while keeping in mind the analysis's desired outcomes. This phase seeks to interpret information gathered from interviews and observations about the use of BookTok to enhance vocabulary mastery by identifying connections, parallels, or divergences in order to formulate solutions to current issues.

RESULTS AND DISCUSSION

This section discusses how research obtains data. This research uses three instruments, namely interview, observation and documentation to analyze the data. Observations and interviews explain how BookTok is used by students and what students respond to BookTok as a medium for learning English vocabulary. Meanwhile, documentation is used to support the validation of this research by recording and documenting every activity during the research.

a. The Use of BookTok in Vocabulary Mastery

Based on observations made on December 18 2023, researchers found that in the classroom many students still use the teacher as their life dictionary. They have little command of English vocabulary, making it difficult for them to be active in all English learning activities. Therefore, teachers try their best to improve students' vocabulary mastery. The teacher invites students to develop their vocabulary by recording or remembering every vocabulary word they encounter. Students are free to look for any media that can improve their vocabulary. In particular, students are required to take advantage of the sophistication of their cellphones by searching the internet or the social media they use because after all students cannot be separated from social media in their daily activities. The social media they use starts from TikTok, Instagram, WhatsApp, YouTube and others. However, the focus of this research is on BookTok which is contained in the TikTok application. Some students have used their social media as an English learning medium to improve their vocabulary. Social media provides interesting features and interesting programs that are liked by young people and is based on the fact that TikTok is one of the most fans and is always increasing compared to other social media. Supported by Warini et al., (2020) that Tiktok has become a popular English digital learning medium. So content creators always try to be creative and innovative in developing their content following ever-changing trends and following fan interests.

Starting from entertainment activities, product promotions, and even book promotions, initially we could only see books and buy them in libraries or bookstores, but in the modern era, we can easily find books on Tiktok with the BookTok trend which makes it easier and changes the way people look at books. BookTok also has a lot of fans starting from the first trend. BookTok content creators review the books they have read, be it novels, quotes, fantasy, and so on, and then they will share them by displaying excerpts or sections that contain interesting words that can arouse the audience's curiosity to always follow the content and be interested in reading the book. BookTok is familiar and often used by some An-Namirah

English Course students. Some of them chose and have used BookTok as a medium to improve their vocabulary mastery. With the freedom to choose learning media, students can choose for themselves what they like so that they feel free and can apply the media as often as possible and whenever they want.

There are many variations of digital-based learning media, such as films on YouTube, song lyrics, and animated videos. However, the focus of this research is students who use BookTok to improve their English vocabulary. Based on interviews conducted with 4 students who used BookTok as a medium to learning or even increase vocabulary, the answers were obtained as follows:

Table 1 A Sample of Interview Script for Students

Q4	How do you use BookTok to increase your vocabulary mastery?
R1	It's very easy, I just look for it on TikTok then read it and when there is vocabulary that I don't understand I look for it on Google Translate then I note it down in the book that I have provided specifically for new vocabulary, while always remembering the meaning of the new vocabulary. I use Booktok, it's been a long time, since the trend started circulating on Tiktok, at first I was just curious, but when I read it, it turned out there was a lot of interesting vocabulary, so I use it until now.
R2	I use it by reading whatever words are available. I also often use BookTok in my free time. BookTok provides few but interesting words so I don't have to read long words that are difficult to understand.
R3	I often watch content creator videos and look for books that are trendy and interesting to read. When I'm bored, I often scroll through TikTok and search for the BookTok hashtag to see some videos, and look for interesting book reviews for me to read.

From the students' answers, it is evident that it has become a vocabulary learning medium that they often use in their free time, meaning outside of class hours, as an additional learning medium for them to increase their vocabulary because they often scroll through Tik Tok videos so that Tik Tok displays book took trends that initially they only saw. But BookTok can attract students' interest in reading for their pleasure because it cannot be denied that reading is an activity that can encourage vocabulary improvement, especially since the words provided are not too numerous and inspiring like those in BookTok which is very suitable so that the audience does not feel bored and always read anything available on BookTok. By recording the new vocabulary they encounter in BookTok and then applying it to English-speaking classes or activities. Then they able to improve their English skills.

b. Students' Responses to the Use of BookTok in English Vocabulary Mastery

Students' responses to the use of BookTok in vocabulary from the interviews conducted below:

Table 2 A Sample of Interview Script for Students

Q5	What are the positive and negative impacts of using Booktok in increasing your vocabulary?
R1	The positive impact of BookTok is that with this trend I like reading, because BookTok also contains wise words that can motivate me and without realizing it, BookTok can also improve my English because from BookTok I get new vocabulary, as for the negative impact I think when there is a sentence that is abbreviated that I don't know then I translate it but it is not detected because the sentence uses an abbreviation
R2	The positive impact, I am more interested in reading books. The negative impact made me addicted to digital.

So it can be concluded that Booktok has a positive impact, of course, apart from increasing vocabulary, BookTok also attracts students' interest in reading English texts. Beautiful words interspersed with music add an aesthetic nuance to the BookTok trend which is quoted from romance, fantasy, or fiction novels which are the most popular genres in BookTok. So students feel interested in learning vocabulary from BookTok because they also feel more entertained by the existence of trend books. They can also exchange opinions about books reviewed by creators in the comments column provided in the TikTok application. They can also read and think open about the words or characters contained in novels according to the genre they like.

On the other hand, BookTok also has a negative impact, namely because BookTok comes from novels or books with various genres with authors from different cultures and regions. So there are some English texts used in BookTok that are difficult to understand because they contain implied meanings or are not appropriate to the student's culture, especially adult romance novels which display romantic words that are too explicit. So underage students must always be supervised by teachers and parents regarding the content they watch to continue educating students in learning English. On the other hand, social media also has an addictive effect on its users. Khairil et al., (2019) said that social media has an excessive effect that can make users dependent on continuing to use it all the time. They will be more interested in digital-based books or texts so that when they read conventional books they feel bored and not interested in reading them. Apart from that, because in Tik Tok there are not only Booktoks which provide book reviews but also a lot of entertainment such as dance trends or other things, so they don't focus and sometimes get distracted and go too far by watching and scrolling through videos that don't educate students in improving their English vocabulary so that students must be able to sort and choose content that is useful in learning English, especially vocabulary mastery, or students can even share when they should see educational content or just as entertainment to relieve boredom.

Apart from that, of the various genres of books in Booktok, not all students feel that they are all suitable for increasing vocabulary, but one of them prefers genres that can inspire them, such as novels or quotes from a character about life motivation or relationships. However, due to the lack of vocabulary and growing curiosity, this encourages them to look for words they don't know in the translator, so they can find the meaning contained in words they didn't know before.

Table 3 A Sample of Interview Script for Students

Q8	What is your opinion about your vocabulary mastery before and after using BookTok?
R1	The changes are very significant because after using BookTok my vocabulary in English has greatly increased and it helps me become more fluent in adding to my vocabulary every day.
R2	Before using BookTok, many provided vocabulary but it didn't affect the vocabulary that I had. My vocabulary was too small. When I used books, it was boring. After using BookTok, I was more interested to continue seeing the next content because BookTok was presented trending videos.
R3	Before using BookTok I always memorized the vocabulary I searched for from Google and I also easily forgot it, but when I used BookTok without realizing it I was reading but also learning, learning was by getting new vocabulary.
R4	Before using BookTok, I only studied vocabulary when studying English in class. However, after finding BookTok I was more motivated to know the meaning of the words I encountered.

From the answers above, the researcher interprets that various types of media can be used to improve English vocabulary available on the internet. But interest certainly influences students' enthusiasm for doing something because they will feel happy doing that thing. Interest is very influential in student learning outcomes (Wang et al., 2020). Interest is a resource and mental center that facilitates every learning process. In this context, BookTok media can attract students' interest in developing their vocabulary. Previously they only studied in class and made them look passive or in other media that was inappropriate and disliked so that it had little effect on students' vocabulary. However, the Booktok media has a good influence and can improve English vocabulary with good vocabulary. Students also feel happier taking part in English learning because they have already encountered many words, so learning English in class or just reading and listening to videos. English-based videos on their cell phones motivate students to master them.

Table 4 A Sample of Interview Script for Students

Q10	Do you think BookTok is appropriate as a medium for increasing English vocabulary mastery?
R1	In my opinion, BookTok media is very suitable and effective for increasing vocabulary, because reading is also part of my hobby and from there I get 2 points, the first is motivation for myself and the second, without me realizing it, I have a new and large vocabulary.

R3	Yes, this BookTok is very suitable for young readers, especially young people or kids nowadays, hahaha, because when we often use the BookTok, we can increase our vocabulary, even a little at a time.
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From the student responses above, it was found that they agreed that BookTok was relevant to the digital generation who did not like difficulties. They need something instant and easy for them to read to fill their free time so that it is more meaningful and not spent on useless things. Students can have a broad vocabulary with suitable media that they choose themselves so that they do not feel constrained by time or pressure from teachers, friends, and the like.

Based on the research findings above, this research was conducted to determine students' vocabulary achievements using BookTok. By analyzing data, this research aims to find out how students use and respond to BookTok as a medium for increasing English vocabulary. BookTok is a medium that can improve An-Namirah English Course students' mastery of English vocabulary. Vocabulary learning with BookTok helps students memorize new vocabulary by watching videos with an aesthetic and futuristic feel. Novel quotes with inspiring, interesting, and simple words accompanied by songs can help students easily remember the new vocabulary they have acquired. Based on the statement above, it can be stated that using BookTok can have a good influence on students' vocabulary in the An-Namirah English course. Students can always remember and add to the vocabulary they acquire and they can apply it in learning in English class or during course classes. They can also use the vocabulary they get to just write captions on Instagram reels or WA Stories or other social media. Apart from that, BookTok is an interesting medium and is very rarely done or used. Students can freely and freely access BookTok at any time, both just for entertainment and especially for increasing vocabulary. The results of the interview show that BookTok as a medium for improving vocabulary is not boring and always follows current and current developments, plus users can also directly interact with other users to exchange opinions about their interest or disinterest in the BookTok content they see.

CONCLUSION

The use of BookTok as a medium for increasing English vocabulary is suitable for students and other young people. The use of BookTok is appropriate and effective in improving vocabulary mastery. The results show that with BookTok k students can think openly and be active in finding media that they like and are relevant in their lives. BookTok not only helps students learn English but helps teachers find solutions by creating interesting techniques, media, or methods that always adapt to current developments. Student responses show a positive impact

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of using BookTok in improving vocabulary mastery. This is shown by students' very positive responses to the increase in their vocabulary. With this media, they are very interested, they don't feel bored with videos that offer a variety of genres that are suitable for young people and the digital generation. BookTok makes them motivated to read so that their vocabulary increases little by little. Using BookTok as a medium to improve vocabulary has a tremendous effect on improving English language skills. Therefore, due to the limitations of research, in the future, suggestions from researchers for future researchers are to be deeper and more detailed in researching the use of BookTok as an English language learning medium to improve all skills, especially vocabulary, by involving more research respondents.

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