



## Exploring Students' Reading Interest Through Tiktok Multimodal Literacy

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### ABSTRACT

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This research aims to explore students' interest in reading by utilizing the TikTok application as a teaching tool for English. The study adopts a qualitative research design to gather data in the form of written or spoken expressions and observed behavior. Data collection methods include observation, interviews, and document analysis. The findings reveal that students exhibit a strong interest in using the TikTok application as a medium for reading. They perceive TikTok as a positive platform due to its multimodal nature, combining language with visual, auditory, and spoken elements in a comprehensive manner. Given its effectiveness in enhancing students' interest in reading, TikTok can be employed as a medium for teaching and learning reading in educational settings.

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## INTRODUCTION

Technology in the globalization era open a wide range of benefits for people in various aspect of life. Technology in education is very important for teachers and students to help them in teaching and learning process. Technology has also changed people's literate life. One of the most widely used internet-based technologies is social media. Social media is a platform that facilitates the sharing of ideas and information about digitally mediated interactions among users. There are several examples of social media platforms such as Twitter, Instagram, YouTube, Facebook, Skype, Tik-Tok and many other people have different goals in communicating with different age groups (Li, 2017).

Based on the preliminary research, students of the English Education Study Program are not interested in reading English books in the library, discussing some English topics with their friends, learning English through other media such as watching TV or watching some educational videos. But the fact shows that most students like to use their social media such as Facebook,

Twitter, Instagram, Tiktok and Youtube to read some English words and sentences so they can use these words. research has demonstrated the positive effects of social media on areas of learning, such as student participation, discovery, creativity, active learning, practice, and professional development. The students felt that social media played an important role in improving their English skills. This TikTok tool also makes videos funny, fun and easy to understand. This can attract students' interest in learning about speaking (Zam Zam Al Arif, 2019)

Social media is a platform that facilitates the sharing of ideas and information digitally mediated interaction among users. The use of social media not only for communicating, but other aspects such as in education. Social media application that is a place for social media interaction, one of which is the Tik Tok application, which is the latest social media application that allows users to create and share interesting videos, interact in the comment's column and private chat. Meanwhile, Reading plays an important social role in human life, it becomes the main capital for the progress of a nation, because most of the educational process depends on the ability and awareness of reading. Every science and knowledge that has been discovered over the centuries of human history is written in the books that we can study today (Rostini et al., 2020).

From previous research in terms of social media used for language practice, this study wanted to find out how students use the TikTok Application to increase their reading interest in learning reading and their perspectives on using TikTok as a medium of multimodal literacy.

## **RESEARCH METHOD**

This research tried to understand students' interest in reading through the use of tiktok application in teaching English by conducting qualitative research. The data for the research is in form of written or spoken expressions and observed behavior. As this research is qualitative, it was carried out intensively in a detailed and convergent review of object in order to answer the research problems. Busetto et al (2020) qualitative research is a strategy inquiry emphasizes the search for meaning, understanding, concepts, characteristics, symptoms, symbols and descriptions of a phenomenon. In simple terms it can be said that the purpose of qualitative research is to find answers to a phenomenon or question through the systematic application of scientific procedures. In term of data collection, there are several instruments applied such as observation and interview to students of SMPN 8 Langsa.

Observation is sequential recording consisting of elements that appear in a phenomenon in the object of research (Creswell, 2013). The results of the

observations will be reported in a systematic arrangement and in accordance with the applicable rules. This research used systematic observation to find out whether the TikTok application could increase students' interest in reading and find out how the TikTok application affects students' reading interest in multimodal literacy. Meanwhile unstructured interview is applied to get more in-depth answers to the research problem. Interviews were given to students to explore their experiences in using the TikTok application. Primary data collected through observations and interviews and analyzed through applying interactive model Miles and Huberman; data reduction, data display and conclusion drawing (Miles, 1994).

## **RESULT AND DISCUSSION**

### **Using TikTok Social Media as a Medium for Reading Interest**

TikTok application as one of social media which is easy to use considered suitable for millennials. It is not only for entertainment, but TikTok is also can be used for learning especially for reading class in increasing students reading interest. From the results of observations, it is known that most of students like to read on the TikTok application. It is proven by the data that the average student has a TikTok account, and they used to read through the application. From observation found that participants FB, MS, WMA, DEZ used to read on TikTok application, and two students only read through their FYP. The data from the observation also supported by data from of interviews that also showed most of students interested reading in TikTok application; participant FB said that "TikTok is used as a social media which can indeed generate learning, experience, interest in reading. She confirms by stating that TikTok application is used as a reading medium.

Based on the results of interviews it is known there are four students who really like reading from the TikTok application, they are; FB, MS, WMA, DEZ. According to FB, MS, WMA, DEZ there is a connection between students' interest in reading by using the TikTok application. For them, TikTok is an application that can support students' reading interest. Participant DEZ stated that "TikTok is interesting application, I used to read on TikTok". For the students at the age under 17 prefer to read things which not only provide text, but also provide video at the same time. There is video and text at the same time on TikTok (participant MS). In addition, based on the data it is known that TikTok can be used as a positive thing and can be used as other learning media. "I like reading on TikTok, because there is a lot of knowledge and fun words". Due to participants arguments on interview TikTok application provided some benefit for them. "There are some benefits can be taken from TikTok". The

benefit of reading on TikTok as it is proven by the data such as such as providing video and text at the same time, and also provided information.

### **Students Spend a Lot of Time to Read on The TikTok Application**

Regarding students' daily use of the TikTok application for reading, it can be understood that 4 out of 6 students spend their time everyday reading on the TikTok application. The data from interview showed to us that students spend more time on TikTok watching videos and reading. Through interview participant FB said that: "I spend a lot of time on TikTok, every time after school, before going to bed, when I wake up, and when I have free time, I open TikTok to read and read, also check out more entertainment videos." From the above data confirms to us that students spend a lot of time using TikTok application. It is not only for entertainment, but they used TikTok for reading. The above data also supported by other participant who said that students could spend 4-5 hours more in a day using the Tiktok application. MS: " I don't count how long I read on TikTok, but often." The data proven to us that students often spend a lot of time on TikTok application to not only watched the video but also to read.

Students use TikTok in addition to being a means for entertainment and reading, "When it times for reading lesson, every one of us reads it all, so as long as it's through FYP it's always read" (participant WMA). Based on the results it is known that some of students who indeed spent a lot of time on TikTok for reading and studying. But some of other students preferred to watch entertainment videos rather than reading on the TikTok application. "I spend about 15 minutes on TikTok to read" (participant DEZ). It is proven that even though some students used TikTok application to watch entertainment videos but there were a lot of students used TikTok application to read. Furthermore, students also use TikTok as a tool to get information where TikTok is one of the fastest applications in terms of providing information. As it was proven by participants FB, MS, WMA, DM and DEZ who stated that TikTok provide a lot of information, learning and insights.

### **Tiktok Application as a Positive Application for Increasing Students' Reading Interest**

Students assumed that Tiktok application is a positive application and it can be used for increasing reading interest. there is a statement from FB students: "Tiktok provides insight, experience because there are also many lessons such as Indonesian, English and even any formula is available on Tiktok. The above statement showed that students agreed that TikTok can be used as medium for reading interest. The following statement also support by the participant MS: "Tiktok is suitable for use as a reading medium, because

everyone there can share about learning.” For them such as participant FB, MS, WMA, DM and DEZ there are a lot of information, learning and insights can be read on Tiktok.

On the other hand, participant AG had different opinion on using TikTok for increasing students’ reading interest. He said that TikTok cannot be used as a medium for reading interest. According to him, when he was involved in using the TikTok application, he did not feel that it had anything to do with reading interest.

### **Discussion**

Social media can have positive influence for learning (Kahn et al., 2017), where the students interest is increase by using TikTok application. Due to Tiktok as one of social media application which is in the form of a combination of written or spoken text and images or animation. Multimodal text is not only in the form of verbal text, but a combination of both written and spoken text with images, audio, or video. The multimodal text combines language and other means of communication such as visual, sound, or spoken which are presented in one complete text and are present simultaneously. As it is said by Pratiwy & Wulan (2018) that multimodal texts are in the form of language, images, music, gestures, and architecture. Result of research conducted by Firmansyah (2019) who investigated the position of multimodal literacy by using text containing local wisdom as a learning medium also stated that the benefits of multimodal literacy learning are increasing the capabilities of students who have multiple preferences, and multimodal literacy learning strategies can increase students' attention in learning. Through the ability of utilizing multimodal texts students will be more interested in developing their literacy skills starting from the level of finding, the level of interpretation and integration, as well as the level of reflecting and evaluating explicit information in texts that they get not only from written texts, but also from images or audio.

Besides, social media such as TikTok application can make students addicted to due to students can have information, learning, knowledge and insights contained in it (Redmond et al., 2018). Therefore, students feel enjoy and feel happy using such application. Especially when students are tired, annoyed and dizzy, then they play social media Tiktok to read the motivational words they are experiencing and see entertainment videos, so they feel all those feelings are gone. So it can be said that the social media application of the tiktok application can be used as a medium for increasing students’ reading interest because it is not only containing written text but also entertainment. In line with the statement Syofian (2021) stated that learning to read through multimodal literacy applications such as TikTok can strengthen students' literacy skills.

Implementation of multimodal literacy in learning reading does not only use technology but covers the material, and to improve reading skills must use technology. The application of multiliteracy can be done through computers, the internet, and cellular phones. In terms of the use of multimodal literacy in teaching reading, it can be categorized into five levels. From someone who doesn't know and is apathetic about the importance of information in everyday life to being able to place information and technology as an integral part of daily activities and has directly or indirectly colored behavior and culture (Ibda, 2020). In the practice of teaching reading multimodal based is not only in the use of technological media but in how to obtain information using modern tools such as gadgets, smartphones, and laptops. These tools are not only for playing, and surfing in the world of social media, but students are invited to be creative in developing knowledge through technological devices (Ahmadi et al., 2017). students are invited to get to know technology and how to use it to support the ability to obtain, process, and present data. All of that aims to improve students' academic abilities based on technology.

One of the ultimate goals of learning English is to improve reading skills, reading skills are the most complex skills compared to the other three skills. Understanding ideas, and thoughts through written language is not an easy job, especially for beginners. Then certain tips are needed to run it (Murtono, 2014). One of these skills is to collect, process, analyze, and understand the text properly and correctly. So multimodal literacy is very strategically applied in learning English, especially in teaching reading as part of new literacy. Then, the implementation of multimodal literacy in learning English, especially in learning reading, can be conceptualized using the Technology, Information, and Communication (ICT) approach. In technological literacy, learning English is closely related to technology, information, and media. Learning English does not only use ICT but covers the material in order to increase interest and reading skills.

## CONCLUSION

From the discussion it is clearly understood that multimodal literacy especially TikTok application has positive effect in increasing students' reading interest. The positive correlation or influence from TikTok due to some reasons. As one of multimodal application TikTok not only provides language but also provides other means of communication such as visual, sound, or spoken which are presented in one complete text and are present simultaneously that make the students enjoy reading through TikTok.

This positive value indicates that the use of the social media application has a direct relationship with student reading results, this indicate that the proses of teaching and learning English especially teaching reading need to be taught through using multi modal literacy. But the teaching English through multimodal literacy need to be integrated with Technology, Information, and Communication (ICT) such as internet.

This research has limitations. The limitation of this research is that it has very limited research subjects, so it is suggested to further researchers conduct research on the same topic with a sufficient number of subjects or populations.

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