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INTERNATIONAL CONFERENCE OF RESEARCH ON LANGUAGE EDUCATION 2023

EMBRACING CHANGE: EMANCIPATING THE LANDSCAPE OF RESEARCH IN LINGUISTIC, LANGUAGE AND LITERATURE

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eISBN 978-967-2072-43-0

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@PHONETICISFUN

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ABSTRACT:

@phoneticisfun is a project where a videos related to phonetic were posted on a TikTok account. The purpose is to assist people who have difficulty pronouncing English words correctly. People not only have gained more knowledge, but this project has piqued their interest in learning English. This TikTok account has helped viewers improved their pronunciation skills while also providing a new perspective on English. TikTok account, @phoneticisfun, has videos teaching people the phonetic alphabets, beginning with a video that explained what the phonetic alphabets are and what they are used for. People are not only learn phonetics but also expand their vocabulary and learn how to pronounce new words.

Keywords: Phonetic, Pronunciation, English, Vocabulary, Learning

1. INTRODUCTION

Speaking in English is already intimidating to second language learners (Ozdemir, E., & Papi, M., 2022) as they not only need to think of the grammar, but they also need to think of the correct pronunciation. Thus, to assist second language learners to speak English using the correct pronunciation, this project was developed. According to Priya, M. L. S., & Kumar, P. (2020), learning phonetics can enhance pronunciation in an English as Second Language classroom. By learning phonetic alphabets, learners can start from the very basic of pronunciation and slowly improve their pronunciation skill.

Most learners have similar problem when speaking which are no confidence in speaking using English and making mistakes when pronouncing English words. They are not able pronouncing certain words correctly because they tend to not check the phonetics. As supported by Plailek, T. (2021), the basis of successful spoken communication is good and correct pronunciation. This is because if the utterances of the speakers are not understandable by listeners this means it is due to weak or incorrect pronunciation.

Thus, to help overcome this problem, this project was created. Through this project, leaners can learn phonetics in a fun and interesting way as they can watch the short videos and practice their pronunciation based on the videos they have watched. The videos contain phonetics sounds and way to pronounce them.

1.1 Project Objective / Purpose

Some people may need help pronouncing English words, which reduces their confidence in speaking the language. Learners who have problem with pronunciation will have problems in speaking with their friends and also educators. This will affect not only their confidence level but also their communication with others (Plailek, T., 2021). The primary goal of this project is to

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teach anyone who is interested in learning phonetics and also weak in pronunciation so that they can pronounce the words with confidence. Using TikTok, learners can learn pronunciation in an exciting manner and will increase their interest and to learn more (Normaizatul Akma, S., Radzi, N. A. M., & Ibrahim, M., 2021). Learning phonetics greatly enhances both recognition and pronunciation of both familiar and unfamiliar sounds. The phonetic alphabet helped those having problem with their pronunciation skills.

Furthermore, this project allows people to see English from a different perspective because it is much easier if they have the knowledge of phonetics. Even though leaners can simply search using Google, but watching these videos at TikTok platform are much more fun as according to Pham Manh, T., Nguyen, V., & Cao Xuan, T. (2023), leaners have positive perceptions towards social media in terms of enhancing their English vocabulary. This showed that learners are more perceptive when social media is used in the learning process.

Moreover, these videos can assist people in learning new vocabulary as well as how to pronounce the word. As everyone knows, vocabulary is essential for learning not only English but all languages around the world, so watching these videos can help viewers learn new words they can use not only for educational purposes but also in everyday conversation.

1.2 Entrepreneurial Opportunities

According to Forbes, the creator of Tiktok is Zhang Yiming, the chairman of Chinese tech giant ByteDance, which also has over a billion users globally.The TikTok social media app allows users to record, create, and share 15-60 second videos using mobile devices or webcams (Li, Y., Guan, M., Hammond, P., & Berrey, L. E., 2021). With its personalised feeds of quirky short videos set to music and sound effects, the app is notable for its addictive quality and high levels of engagement.

In addition to adding filters, background music, and stickers to videos, amateur and professional creators can collaborate on content and create split-screen duet videos despite being at different locations.

You must be 18 years old or older, have at least 10,000 followers, and have at least 100,000 video views in the last 30 days to be paid by Tiktok. If this Tiktok account which is @phoneticisfun meet the requirements, then the account owner will be paid. Therefore, @phoneticisfun was promoted via various of social media platforms to increase the views.

2. METHODOLOGY

A market survey was created using Google Form to determine whether or not people are truly interested in learning the phonetic alphabets. The questions were all related to phonetics and their interest in learning phonetic alphabets via TikTok. The form was then distributed via social media platforms namely WhatsApp status, WhatsApp text and Instagram story to get responses. The Google form link was first shared with friends and family via WhatsApp text, but it did not receive much attention, so it was then shared on Instagram story and WhatsApp status.

While waiting for a response, a poster was created to attract the attention of users and pique their interest. A TikTok account was created to post videos of learning the Phonetic alphabets. To make the account more interesting, a profile picture was also created related to phonetics.

The project was then proceeded to recording and editing videos using the TikTok app and Cap cut app so the effects would be amazing and also to insert subtitles to make the videos more interesting and convenient for viewers to understand the content. The project started with a video explaining the definition of the phonetic alphabet and a brief description of the project's content.

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3. RESULTS AND DISCUSSION

The results demonstrated that respondents were interested in learning about the phonetic alphabets.

Are you interested if I create Tiktok content about phonetic?
10 responses

Figure 1. TikTok

Based on the figure above, it was found that 100% of the respondents were interested to learn phonetic alphabets via TikTok. They were more acceptive to learn pronunciation using social media as supported by Pham Manh, T., Nguyen, V., & Cao Xuan, T. (2023).

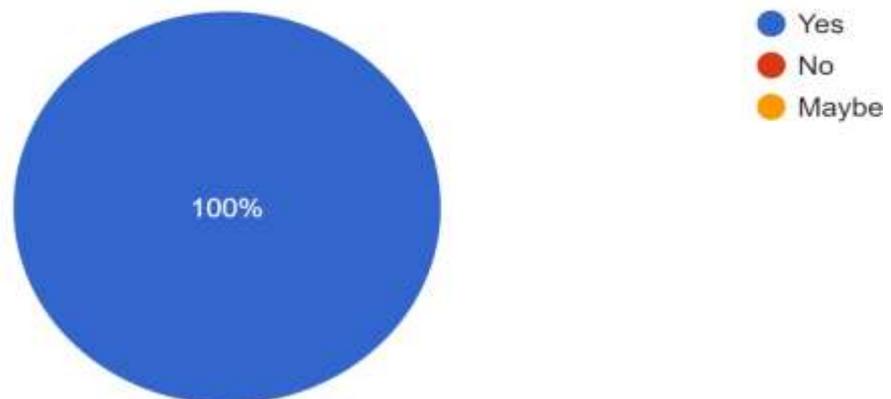**Are you interested in learning phonetic alphabet?**
10 responses

Figure 2. Interest

Based on the figure above, it was found that 100% of the respondents were interested to learn phonetic alphabets. This showed that they have no problem learning the correct pronunciation by watching the videos at @phoneticisfun.

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Do you have any problems communicating with good pronunciation?
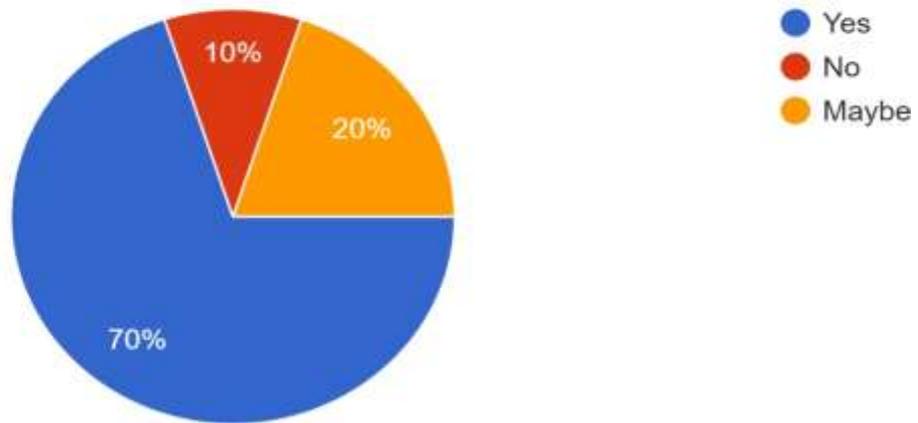
10 responses

Figure 3. Problems in pronunciation

Based on the data, 10% of the respondents do not have problem communicating with correct pronunciation whereas 20% of them were not too sure about it as they chose maybe as their answers. Majority 70% of the respondents do have problem communication with the correct pronunciation.

According to the findings, it showed that those who displayed interest in learning the phonetic alphabets were those who have problems in pronunciation or lack of pronunciation skills.

4. CONCLUSION

In conclusion, this project has helped those who would like to improve their pronunciation in English. According to Plailek, T. (2021), one of the factors affecting students' pronunciation would be lack of basic knowledge of English pronunciation. Thus, learners see @phoneticisfun as a platform that gave them encouragement and confidence to speak English using the correct pronunciation. It is hope that this TikTok account will expand in the future so that people can benefit from the content posted.

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