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I-RoLE 2023

INTERNATIONAL CONFERENCE OF
RESEARCH ON LANGUAGE EDUCATION 2023

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

13 - 14 MARCH 2023

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GRAMMAR MADE FUN WITH TIKTOK

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ABSTRACT:

Living in today's modern world, a lot of changes had happened in our daily life. This includes the evolution of our study method which has become more dependent on the internet, specifically learning via online platform. It was found that internet users spend an average of 2 hours and 29 minutes on social media worldwide on a daily basis. This is a great opportunity to include learning via social media to make the best use of the user's screen time spent on social media, especially students. Therefore, the objective of this project is to bring English grammar learning to a social media application called 'TikTok' to help students who are having a hard time understanding in class. Aside from that, learning through TikTok is also free which makes it very convenient for students. In addition, learning through social media is much more fun as it is not too formal compared to traditional classrooms. This project also aims to create a safe learning environment for students to learn English grammar. The method used in executing this project is by recording the learning material, editing them according to the topics, posting the learning materials, and engaging with social media users through the comment section. It was found that students really enjoyed the TikTok English grammar materials and asked for more material to be posted.

Keywords: Social media, Students, TikTok, English grammar, Learning.

1. INTRODUCTION

Social media is a common term used for websites and applications which focus on communication, community-based input, interaction, content-sharing, and collaboration (Wigmore, 2020). We are introduced by social media in the early 2000 and the first social media site to surpass a million active users monthly was MySpace back in 2004 (Ortiz-Ospina, 2019). Since then, other social media application was introduced to the public such as YouTube, Twitter, Snapchat, and more. Not only that, each social media has its own popularity years where it became trending in those particular year. For example, Facebook became the most popular social media application with a number of 350 million users in 2009 (The History of Facebook: From Basic to Global Giant, 2019). However, just within a year, Instagram became the most popular social media application which reaches up to 25000 users in one day (Blystone, 2020). As for 2021, TikTok is one of the rising social media applications with 2 billion downloads worldwide (Mohsin, 2021).

According to Mohsin (2021), in January of 2021, TikTok has 689 million active users monthly worldwide. TikTok is a social media application where people film a 15-seconds to 60-seconds video on a wide range of topics. People are free to produce content on TikTok about anything as long as it does not violate the community guidelines. TikTok also provides various song genres for its users to choose and requires minimal editing skills.

Since TikTok is more to a fun and informal social media platform, people rarely use the correct grammar in their content. As of today, the correct usage of grammar on TikTok is rarely seen. This is a concerning problem as it will slowly ‘brainwash’ the viewers that using incorrect grammar is excusable and eventually, they will use incorrect grammar in professional or academic settings as well. This issue will not be a problem for those who have high knowledge in English, however, for the people who have little to zero knowledge in English language, it will affect them tremendously. Hence, it is important for us to learn proper English as it will help us academically in the future.

Therefore, in this project, the English language grammar learning will be taught through TikTok. The TikTok content will consist of basic grammar rules such as *Nouns*, *Pronouns*, *Articles*, and more. Aside from that, questions posed by the followers and viewers will also be addressed via the chat room in each posting in order to provide a clearer explanation for the content and ensure a better understanding for everyone following the postings.

Considering TikTok’s popularity being 9 out of 10, TikTok users use the application multiple times daily (Mohsin, 2021), it will only be right if we seize this opportunity to reach out to our audience by producing English learning content on TikTok. In addition, TikTok is also a high-potential platform for content creators to engage with their audience regardless of their age due to its rising popularity. With the right audience and the right English learning content, TikTok will become an effective social media platform to learn.

4.1. Project Objective / Purpose

As we all know, our current pandemic situation due to the Covid-19 virus has changed our education system from physical class to online learning. This has made learning more challenging for students. They have to adapt to a new learning method and not all of them are able to adapt rapidly. Some of the problem students encountered while having an online class are not being able to understand, not having a chance to ask questions, not being able to concentrate and more. These problems will eventually affect their motivation to study.

Hence, the purpose of this project is to motivate students to learn the English grammar through a fun and refreshing way by using an entertainment social media application, TikTok. Since TikTok is the current-popular social media application, this will guarantee that the content will reach many audiences from different backgrounds. Instead of sitting in front of a laptop for hours studying, students’ learning experience will be made more fun and relaxed within an enjoyable environment. This will not only increase their motivation to study, but also gain new knowledge from TikTok.

Therefore, the objectives of this project are: -

1. to bring English grammar learning to TikTok to help students who are having a hard time understanding in class.
2. to give easy access to a free educational English grammar video.
3. to create a safe and comfortable space for people to learn English grammar.
4. to make English grammar learning more fun.

4.2. Entrepreneurial Opportunities

This project intends to provide free educational videos for the TikTok followers and audience to use as reference to learn the English language grammar. However, there are other additional tools provided for the followers if they wish to learn more about English. An E-book will be available for the viewers to purchase at the cost of RM10. This 28 pages E-book contains explanations of the basic grammar rules, exercises, and extra notes. They can have full access to



the E-book by clicking on the link provided on the TikTok account, and it will bring them straight to my WhatsApp for the payment process. Aside from that, TikTok has a special programme called ‘Creator Fund’ for content creators where they pay a certain amount of money to those who have ten thousand followers on their account. The payments are based on their video views, video engagement, and ensuring their videos are under the community guidelines and terms of service. The fund received can be accessed through the application itself.

2. METHODOLOGY

This project requires to create a video and post it on TikTok which takes zero cost. As for the E-book, it does not cost any money as a free template and designed application will be used to create and design the content. As for the project planning, on Week 1, a proposal will be prepared and presented to the supervisor. Next, on Week 2 until Week 3, an outline for the grammar content will be prepared since the basic rules of grammar has wide topics and this would require more time to determine which topics are suitable to be explained in a 60-seconds video. On Week 2 until Week 5, script for my videos will be prepared and proofread to ensure a smooth delivery of explanation and understanding of the audience. After the script is done, on Week 5 until Week 9, preparation of video recording will be made which includes filming, editing, and posting. Next, on Week 7 until Week 11, preparation for writing the project portfolio will be made while still posting grammar video contents on TikTok. On Week 10 until Week 12, the focus will be shifted to preparing for the project presentation which includes preparation of poster presentation, appendices, editing and proofreading the presentation content. Next, on Week 13, submission of the project report will be made after multiple re-checks to ensure they are error-free. Table 1 below illustrates the entire planning process for this project.

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	
TASK	29/3-1/4	5/4-9/4	11/4-16/4	19/4-23/4	26/4-30/4	3/5-7/5	10/5-14/5	17/5-21/5	24/5-28/5	31/5-4/6	7/6-11/6	14/6-18/6	21/6-25/6	28/6-2/7	5/7-9/7	12/7-16/7
Preparation of proposal	■															
Preparation of an outline for the grammar content		■	■													
Preparation of script		■	■	■	■											
Preparation of video					■	■	■	■	■							
Preparation of portfolio							■	■	■	■	■					
Presentation preparation										■	■	■				
Submission of report													■			
Presentation																■

Table 1: Project Planning Gantt Chart

As for the video posting schedule, 2 or 3 videos will be posted per week depending on the topic. For example, if the topic is basic and simple, only 1 video post will be posted. However, if the topic is quite complicated, 2 or 3 videos will be posted in that particular week. Table 2 below illustrates the list of topics for the video contents to be uploaded from Week 4 until Week 12: -

Week	Topic
4	Nouns
5	Pronouns
6	Articles
7	Gerunds
8	Conjunctions
9	Adjectives
10	Adverbs, Verbs
11	Interjections
12	Prepositions

Table 2: Videos Grammar Content Topics

3. OUTCOMES AND DISCUSSION

The contents on TikTok received a lot of positive feedbacks from the followers, family, and friends. Majority of them commented that the videos are easy to understand and was fun to watch. The additional stickers, text box, and subtle background music added to the videos helped them to understand better. As for the E-book, those who purchased it commented that the design and the choice of colours that used are aesthetically pleasing and it encourages them to keep reading due to its colourful and attractive design. The fonts and exercises provided are easy to understand as well. Lastly, on the layouts, most of the comments mentioned that the grammar content organized in point forms and sections by sections made it easier to read and understand.

As for the outcomes of the project, during the first week of posting on TikTok, the feedback received was very encouraging. The TikTok account reached 3000 followers very early on and received a few comments, likes, and new followers but it happened gradually. Surprisingly, in the second week of posting, the feedback was beyond expectation as the account gained 19,000 new followers, and 335,900 video views in a week. To sum it up, the account gained a total of 35,000 followers in less than two months. The videos reached audiences from Malaysia, Indonesia, and Singapore which invited thousands of positive comments and questions from the account followers.

4. PROJECT LIMITATION AND RECOMMENDATIONS FOR FUTURE ENHANCEMENT

Despite the astonishing feedback received from the TikTok followers, there are a few project limitations that limited the project from reaching its full potential. One of it is the short duration of the video. Unfortunately, TikTok only allows creators to produce videos between 15-seconds or 60-seconds. Producing an educational video especially when you have to explain something complex in a short period of time is challenging. A constructive planning is needed, and it is very time consuming. Other than that, producing an educational video on TikTok is not quite effective when it comes to flow of communication between the content creator and followers. There is also no two-way communication other than them commenting on the videos asking questions and not getting an answer immediately. Last but not least, due to the huge number of feedbacks received, it was difficult to attend to them and provide explanations or answers in a suitable amount of time.

The current project also is only focusing on basic grammar rules. Therefore, as for future enhancement of the project, it is hoped that it can be extended a more complex aspect of learning English in general. For example, teaching a more complicated grammar, giving speaking tips, and writing tips. This would be a great entrepreneurial opportunity for the project in the long run.



5. CONCLUSION

To conclude, this project has helped many people, especially students. English has been a part of Malaysia's education syllabus and taking Malaysia University English Test (MUET) is also compulsory for students who wish to pursue their studies to a degree level. Therefore, it is important to improve our English proficiency despite the purpose behind it whether to get a higher chance of getting a job, to pass an exam, or an interview as it will benefit us in the future either way. English is also the second language most spoken after Malay language (Jaiswal, n.d.). This shows how English language in Malaysia is commonly used. Hence, by implementing this project where basic English grammar is explained, it can help a lot of people who wants to brush up their English language skills and to help new learners as well.

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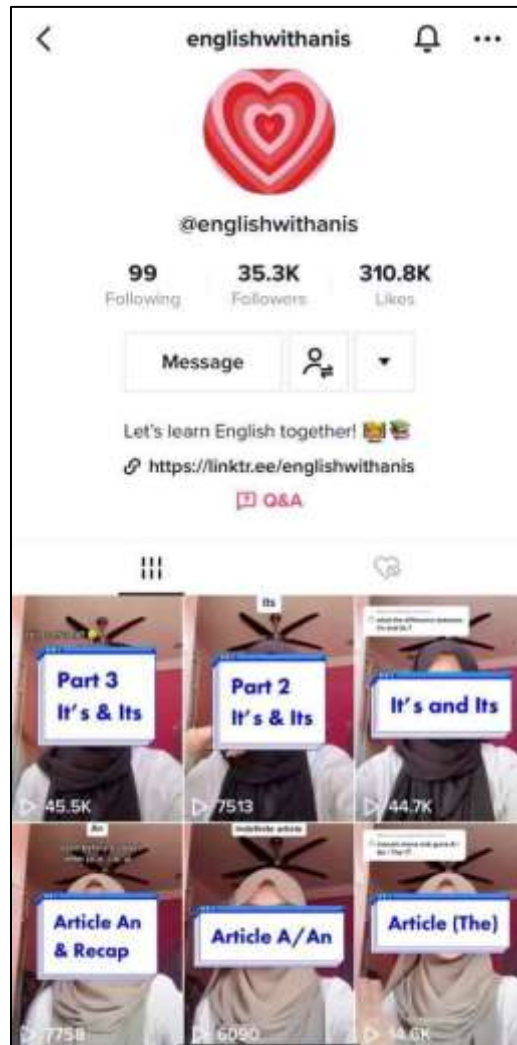
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APPENDIX



TikTok account



Table of Contents

Chapter 1: Nouns

Chapter 2: Pronouns

Chapter 3: Articles

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E-book Table of Contents

Definition

- A noun is a word that stands for a place, a person, thing, idea, or activity.
- There are several types of nouns which are (1) common nouns, (2) proper nouns, (3) concrete nouns, (4) abstract nouns, (5) countable nouns, (6) uncountable nouns, (7) compound nouns, (8) collective nouns, (9) singular nouns, (10) plural nouns, and (11) possessive nouns.

1) Common nouns

- Common nouns are words that are used to name non-particular people, things, or places. They are not capitalized unless they are the first word of a sentence.
- For example; car, beach, pen, battle, woman, grass.

2) Proper nouns

- Proper nouns are words that are used to name a particular people, thing, or places. The first letter of the word are always capitalized.
- For example; John, Malaysia, Samsung, New York.

3) Concrete nouns

- Concrete nouns are words that can be measured or experienced by your five senses such as touch, taste, smell, hear, and sight.
- For example; cat, candy, perfume, song, sky.

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Notes

Identify types of nouns underlined below

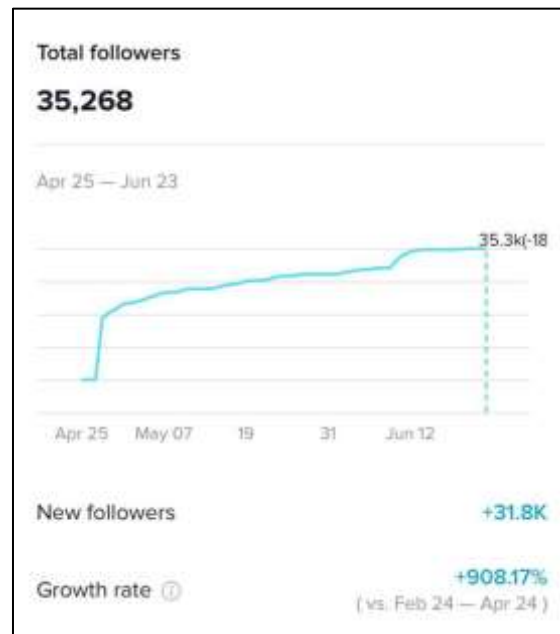
- There was a flock of birds at the beach. (Compound/ Collective/ Possessive)
- She spilled her water and the waitress had to clean the mess. (Plural/ Proper/ Uncountable)
- He borrowed the book from the library. (Plural/ Possessive/ Singular)
- She moved to New York City to chase her dream. (Common/ Proper/ Abstract)
- Bob's house was sold at a very high price. (Collective/ Common/ Possessive)
- She looked at the sky and wished that her friend is still there by her side. (Countable/ Compound/ Abstract)
- The desserts offered by the restaurant are delicious. (Concrete/ Singular/ Collective)
- The woman in the black dress looks stunning. (Common/ Proper/ Possessive)
- He hasn't returned the textbook yet. (Open compound/ Closed compound/ Hyphenated compound)
- McDonald's is her favorite fast-food restaurant. (Open compound/ Closed compound/ Hyphenated compound)
- Amirah's dad bought her a new study table for her online class. (Open compound/ Closed compound/ Hyphenated compound)
- Those pencils belong to her sister. (Singular/ Plural/ Possessive)

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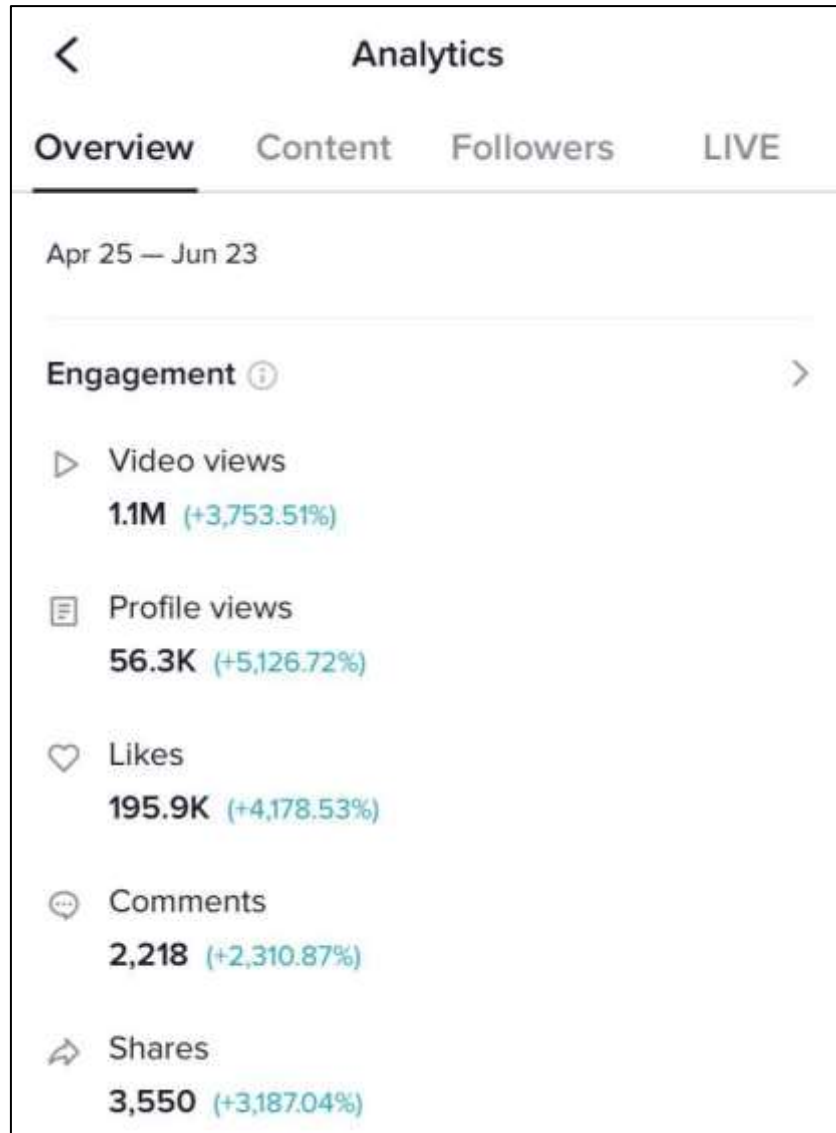
Exercises



Before posting English content



After posting English content



TikTok account progress