CHAPTER 2
LITERATURE REVIEW

A. Theoretical Framework
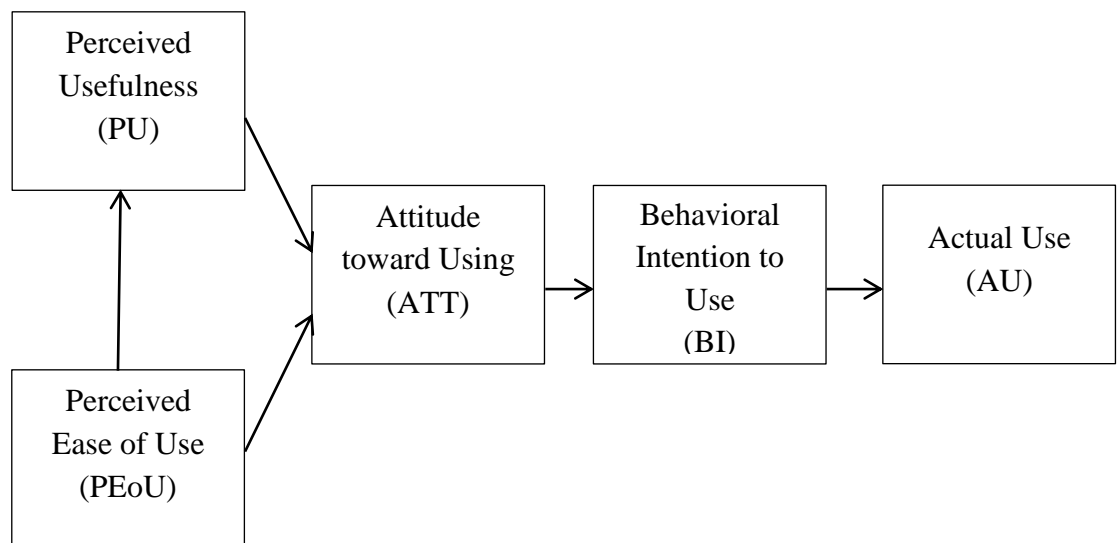
1. Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) was established by Fred D. Davis (1989). This is a model for describing individuals's information technology (IT) acceptance behavior. TAM was created from the Theory of Reasoned Action (Ajibade & Zaidi, 2023) whose Fishbein and Ajzen developed the theory in 1975 in the field of psychological research (Abdullah et al., 2023). The aspects of TAM namely Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, Behavioral Intention to Use, and Actual Use.

Davis (1989) defined Perceived Usefulness as "the degree to which an individual believes that using a particular system would enhance his or her job performance", while Perceived Ease of Use refers to "the degree to which an individual believes that using a particular system would be free of physical and mental effort". Perceived usefulness refers to the acceptance of a technology by someone seen from the benefits obtained or the important role of utilizing a technology system. Perceived ease of use can be understood as meaning that using a technology system does not require significant effort. These two aspects influence the use of a system technology, with perceived ease of use influencing a system to be considered useful (as perceived usefulness), and perceived usefulness is significantly linked to user acceptance (Davis, 1989), even highlighting perceived utility's essential role in influencing users' technology adoption (Lamimi et al., 2024). According to Lamimi et al. (2024) that perceived ease of use (PEU) and perceived usefulness (PU) impacted the attitude toward using (ATT) immediately, then the attitude toward using directly influenced the behavioral intention to use. As Warshaw and Davis in 1985

that cited from Abdullah et al. (2023) stated that behavioral intention to use is "the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior". Behavioral Intention based on Ramayah and Ignatius that cited in Abdullah et al. (2023) successfully predict actual use (AU) of the system.

Although, in the research conducted, more focus on utilizing TAM as a framework to evaluate the perception of technology, specifically in the context of TikTok, for learning English among undergraduate students. It can be understood from the explanation that TAM is a suitable model for exploring information related to a technology that can be accepted from how the technology is easy to use (PEOU) and useful (PU) so that it affects the attitude of using the technology system (ATT) and this attitude affects the intention to use (BI) which can predict how actual use (AU).

Table 1. Technology Acceptance Model by Davis 1989

Source: Abdullah et al. (2023)

2. TikTok

TikTok is a video-based social media application which provides services and facilities for its users to create and watch videos of short or long duration. Before a user uploads a video on TikTok, this social media

application provides various video editing that can facilitate them to create what they want (Hamsia, 2024). In addition to the various types of videos available, various types of activities can also be carried out on TikTok such as doing live, product promotion, showing talent, and for learning purposes. In acquiring language, Khasawneh (2024) mentioned that another prominent feature in TikTok is the 'duet' element, which is a feature for users to take part in discussions, online challenges, and experiential educational activities by put together their films with pre-existing information from other users. Some of the above allows users to utilize the advantages of TikTok for various purposes.

TikTok is currently the most popular social media application in society. It can be seen from the increase in TikTok users from 2022 to 2024. According to Grahanurdia.com sources from 2022 cited form Fokatea and Widagsa (2024) that there were 85 million active TikTok users as of March 2022. And the latest data reported by Statista in 2024 as of July 2024 Indonesia has 157.6 billion users, making Indonesia the country with the most TikTok application users in the world. This can be evidence that the TikTok is actually a popular social media application that benefits its users.

3. **Learning English through TikTok**

Learning English through TikTok is the process of individuals in learning English skills by using TikTok social media as a medium. In using TikTok for learning, especially English, it has been found that TikTok is considered to help improve English competencies like English communication competency (Xiuwen & Razali, 2021) which can be by doing or watching live streaming in English (Hasby & Angrum, 2023). In addition, Simanungkalit and Katemba (2023) also found that TikTok is also considered to be used for vocabulary, pronunciation, and conversation. As in the Khasawneh (2024)'s study results that it can by taking part in the language-related challenges happening on the TikTok

platform. Based on Hasby and Angrum (2023), it could be from music, creators' storytelling, that enhance listening skills.

In addition, the perceptions of students in the research carried out by Syaifuddin et al. (2021) have a positive perception towards the use of TikTok for learning writing especially in descriptive text. Setiawan et al. (2024) also provides findings on the views of undergraduate students regarding TikTok for useful and easy in using which supports their speaking skills such as learn pronunciation and intonation through TikTok videos, watching and imitating content creators, while listening skills by watching the TikTok videos in various speed. Therefore, from some of the above views, TikTok which is a short video-based application, can also be used and utilized to develop English language skills for its users.

4. Perception

As Slameto (2015) in Novitasari. and Addinna (2022) defined perception as a process of someone entering information into the human mind to then be able to relate it using the five senses to the surrounding environment. A person makes a perception as a result of the experience felt by the five senses and makes a conclusion from what is felt. Based on Syamsiani and Munfangati (2022) understand how perception occurs from several processes starting with a stimulus received by the brain then it switches to the sensation process, that is through the nervous system. From these processes, it finally ends in the process of thinking and analyzing. Perception, according to Solso (2017) cited from Afreliyanna (2023) divided into two types, including positive and negative perception. Positive perception can simply be interpreted as the result of the process of individuals interpreting a thing by tending to see the good things in that thing. While negative perception can be interpreted as the result of interpreting a thing by tending towards the shortcomings of that thing.

Thus, from the explanation provided above, it can be understood that perception is the result of a stimulus obtained by an individual from

an object to five senses which then goes through the stage of understanding or analysis so that it can assess the object.

B. Study of the Relevant Research

Research on students' perceptions has grown and has been conducted in a variety of ways. Research on the perceptions of Indonesian university students about the use of TikTok apps for learning English such as conducted by Novitasari and Addinna (2022) who find out and describe the perceptions of students regarding the use of TikTok for learning English. The descriptive qualitative approach used to examine 21 English Language Education's student class of 2021 with purposive sampling technique to determine the participants. In collecting the data, they used observation, questionnaires, and interviews. From the research, the results found that students have a positive perception of TikTok for learning English, including being able to improve their English skills, relatively short duration and fun so that it makes learning less boring, increase their motivation to learn English more deeply and independently, can access it whenever and wherever, an easy to use media for learning English, and TikTok can be used by anyone. In line with the present research, it has a similar topic, discussing students' perceptions of TikTok as a medium for learning English. However, the differences on the approach used, their research uses a qualitative approach, while this present research uses a quantitative approach with TAM as the framework.

Similar research was also conducted by Syamsiani and Munfangati (2022) which also aimed to understand students' perception of using TikTok videos for learning English and the challenges students' face. This study used a qualitative design with descriptive methods and to collect the data using interviews. The participants in their study were three fourth-semester students of the English Education Department at Ahmad Dahlan University who were determined by observing fourth-semester students who were busy using TikTok to learn English. From their research, they found that their perceptions of TikTok for learning

English varied, namely some positive ones such as making it easier to re-understand the existing material, the video effectively to watch anywhere and some negative ones such as the explanation of the video is too short. Their research has a similar focus to the present research, identifying TikTok as a medium for English learning seen from the students' perception. The topic of learning English using TikTok is an interesting topic and has been researched, but the difference in current research is considered more structured using the five TAM constructs as a framework in quantitative methods. In addition, the participants in present research involved more samples.

Furthermore, several recent researches have used the Technology Acceptance Model (TAM) as a framework to understand how the technology is accepted in the context of English language learning. Such as the research by Nadhifa and Kher (2022) which aimed to determine students' perception towards the use of social media for learning English. They were focused on two main TAM constructs, Perceived Usefulness and Perceived Ease of Use as a theoretical foundation. The research was conducted by involving junior high school students in grade 3 and using a descriptive quantitative method. The results indicated that students have a positive perception, they perceive usefulness and ease of use social media for learning English. Their research highlights the perception of social media with the TAM framework. Different from previous research, the present research focuses on social media specifically in TikTok, in the university student context, and uses a more complex TAM framework which is five constructs.

Similarly, Abdullah et al. (2023) conducted research on the acceptance of TikTok as an English learning media to 200 undergraduate students in Malaysia. The research used five constructs in TAM, namely Perceived Usefulness, Perceived Ease of Use, Attitude towards Using, Behavioral Intention to Use, and Actual Use. The results revealed that students have a high level of acceptance of TikTok, and the construct of Behavioral Intention to Use as the most significant to Actual Use. In line with their research, the present research has similarities that

focus on examining the students' perception of the use of TikTok, and using five TAM constructs. Unlike the previous research that was conducted in Malaysia, this research was conducted in the Indonesian students' context, specifically in Tasikmalaya region.

Thus, present research was conducted by following several gaps that exist in previous research. The research focuses on the use of TikTok to learn English in the context of students' perception in Indonesia, especially in Tasikmalaya. 124 undergraduate students who used TikTok to learn English were involved in the research. Quantitative method was used with the five TAM constructs as a theoretical framework. Finally, the research conducted in the title "Undergraduate Students' perception of TikTok for Learning English in Tasikmalaya: A Study Based on the Technology Acceptance Model" for seeing the undergraduate students' in perceiving TikTok as a social media platform utilized for English learning activity.