ABSTRACT

JUWITANINGRAT RATU PRAMUGARI. 2025. "UNDERGRADUATE STUDENTS' PERCEPTION OF TIKTOK FOR LEARNING ENGLISH IN TASIKMALAYA: A SURVEY STUDY BASED ON THE TECHNOLOGY ACCEPTANCE MODEL". English Education Department, Faculty of Educational Science and Teachers' Training, Universitas Siliwangi, Tasikmalaya.

The use of TikTok, which is currently increasingly popular among students is not only for entertainment purposes, but has also been utilized for education purposes, one of which is learning English. TikTok is also known to be popularly used by students at one of universities in Tasikmalaya as a medium to help them learn English. With this phenomenon, there is a need to further examine how students perceive TikTok in the context of English language learning. Investigating students' perception is important as it offers direct insight of how they utilize and respond to social media, particularly TikTok, as a medium for learning English. This insight is beneficial for educators and educational institutions in designing more innovative digital learning strategies. To fill the gap, this quantitative survey research was conducted. Data collection was carried out using questionnaire based on the Technology Acceptance Model developed by Davis (1989), by measuring student perceptions based on five constructs, namely Perceived Usefulness, Perceived Ease of Use, Attitude toward Using, Behavioral Intention to Use, and Actual Use of TikTok as a supporting medium in learning English. Questionnaire was distributed via Google Form to 124 students obtained using stratified random sampling technique. The research data were then analyzed with descriptive statistics. The research result showed that in general students have a good perception of TikTok as a medium for learning English, in terms of its usefulness, ease of use, positive attitude toward use, intention to use, and the reality of their use.

Keywords: TikTok, Undergraduate Students' Perception, Learning English, Technology Acceptance Model (TAM)