

ABSTRACT

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This study aims to explore the roles of Character.AI in EFL students' English language learning. This study employed a qualitative approach with a case study design involving three university students at a university in Tasikmalaya. Data were collected through semi-structured interviews and analyzed using thematic analysis. The findings revealed that Character.AI plays roles in three main aspects: as a language practice partner that provides interactive communication simulation through text-based conversations and voice call features; as a language development tool that supports grammar awareness, vocabulary expansion, and descriptive and figurative language use; and as a personalized learning platform that offers time flexibility, content customization, and a low-pressure learning environment. These findings indicate that Character.AI has the potential to be an effective supporting tool in English language learning, particularly in creating a flexible, personalized learning experience that accommodates EFL students' needs.

Keywords: Character.AI, AI in Language Learning, TAM3