

**UNIVERSITY STUDENTS' TAM-BASED PERCEPTIONS OF
TIKTOK FOR ENGLISH VOCABULARY LEARNING**



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*A Skripsi in Partial Fulfilment of the Requirements for the Degree of Sarjana
Pendidikan*

ENGLISH LANGUAGE EDUCATION STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

UNIVERSITAS NEGERI JAKARTA

2026

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ACKNOWLEDGEMENTS

First and foremost, all praise and gratitude are devoted to Allah SWT for His endless mercy, blessings, strength, and guidance throughout the completion of this thesis entitled “*University Students’ TAM-Based Perceptions of TikTok for English Vocabulary Learning*”. Without His grace, this research would not have been possible. May peace and blessings also be upon Prophet Muhammad SAW, his family, his companions, and all those who faithfully follow his teachings.

This thesis would not have been completed without the support, guidance, and encouragement of many people. Therefore, I would like to express my sincere gratitude to:

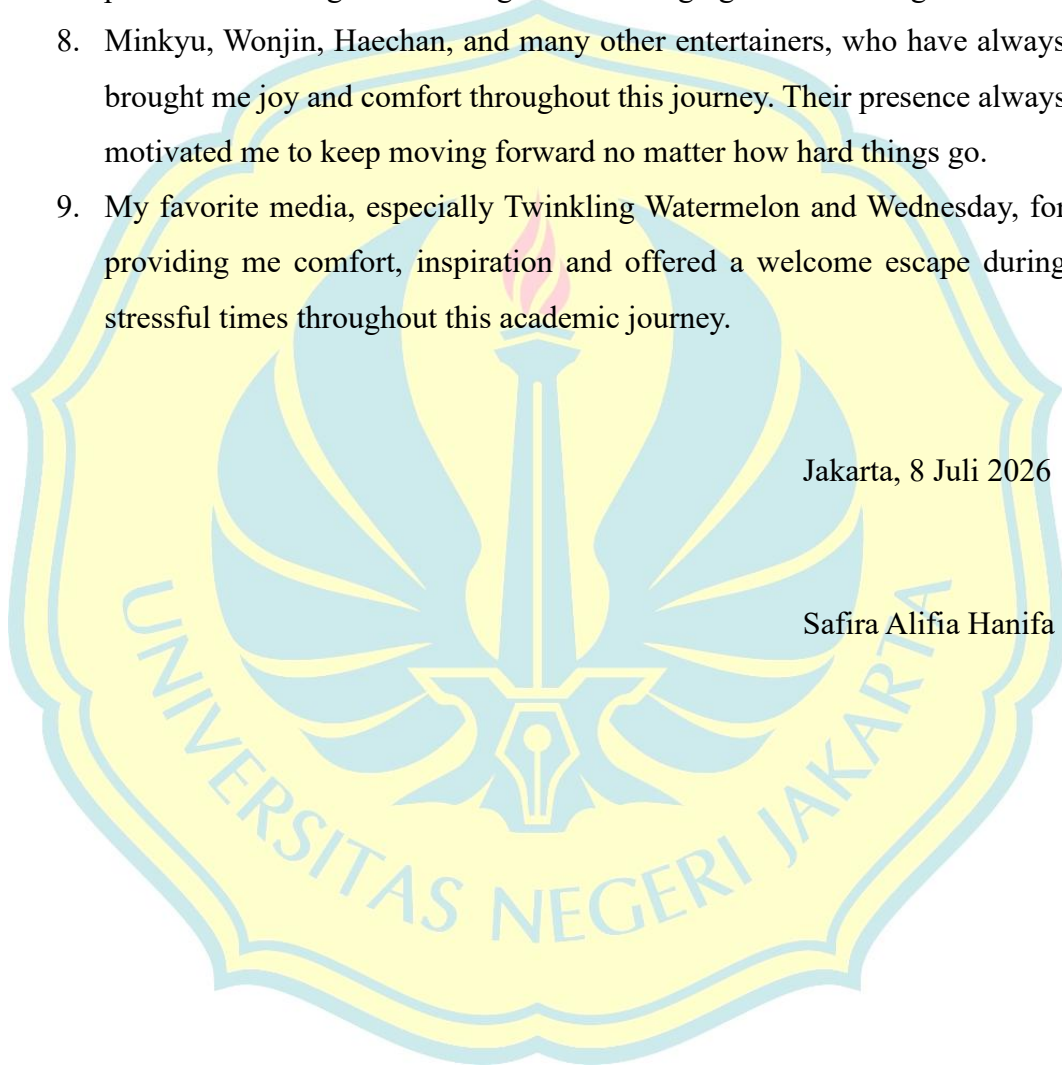
1. My thesis supervisors, Suci Maharani, M.Pd. and Tara Mustikaning Palupi, M.Hum. for their invaluable guidance, insightful feedback, endless patience, and continuous encouragement throughout every stage of this research. Their expertise and dedication have greatly contributed to the completion of this thesis.
2. My thesis examiners, for their constructive criticism, thoughtful suggestions, and valuable academic insights, which have significantly improved the quality of this research.
3. All lecturers of the English Language Education Study Program, Universitas Negeri Jakarta, for sharing their knowledge, experiences, and guidance throughout my academic journey.
4. My beloved parents, whose unconditional love, endless prayers, unwavering support, and countless sacrifices have always been my greatest source of strength and motivation. This achievement would not have been possible without them.
5. All participants of this research, for their willingness to devote their time and share their experiences by completing the questionnaires and participating in the interviews. Their contributions were invaluable to the successful completion of this study.
6. My dearest and closest friends, thank you for always standing by my side throughout this journey, for always checking in on me, for encouraging me

during difficult moments, for reminding me to believe in myself, for your constant prayers and unwavering emotional support, and for filling this journey with countless laughter and cherished memories.

7. CRAVITY, NCT, and Olivia Rodrigo, whose music became a source of comfort, strength, and motivation throughout this journey. Their songs accompanied me throughout the process of completing this *skripsi* and provided encouragement during both challenging and rewarding moments.
8. Minkyu, Wonjin, Haechan, and many other entertainers, who have always brought me joy and comfort throughout this journey. Their presence always motivated me to keep moving forward no matter how hard things go.
9. My favorite media, especially Twinkling Watermelon and Wednesday, for providing me comfort, inspiration and offered a welcome escape during stressful times throughout this academic journey.

Jakarta, 8 Juli 2026

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ABSTRACT

Safira Alifia Hanifa. 2026. *University Students' TAM-Based Perceptions of TikTok for English Vocabulary Learning. A Skripsi.* English Language Education Study Program, Faculty of Language and Arts, Universitas Negeri Jakarta.

This study explores how students from the English Language Education Study Program (ELESP) at Universitas Negeri Jakarta perceive the use of TikTok for English vocabulary learning through the lens of the Technology Acceptance Model (TAM) proposed by Davis (1989). This study applied a descriptive qualitative method with supporting quantitative data, using questionnaires and semi-structured interviews to collect data. The findings revealed that university students generally perceive TikTok as both useful and easy to use, as the platform provides vocabulary in authentic contexts, supports vocabulary recall, and offers helpful features and operational simplicity that require little effort. Students also reported that their positive attitudes toward TikTok for English vocabulary learning were influenced by engaging multimedia content, emotional comfort, psychological safety, algorithmic content discovery, and its beneficial features. While students noticed limitations like inconsistent content depth and potential distractions, they handled these issues by employing personal strategies and generally intended to continue using the platform for English vocabulary learning. However, students expressed a clear reluctance to rely exclusively on TikTok, mostly disagreeing with replacing books or dictionaries with the platform. This study points out that university students perceive TikTok positively as an effective supplementary tool for English vocabulary learning, though they recognize the importance of integrating it with other learning resources rather than using it as a complete substitute.

Keywords: *Technology Acceptance Model, TikTok, vocabulary learning, student perception*

ABSTRAK

Safira Alifia Hanifa. 2026. *University Students' TAM-Based Perceptions of TikTok for English Vocabulary Learning.* Skripsi. Program Studi Pendidikan Bahasa Inggris. Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

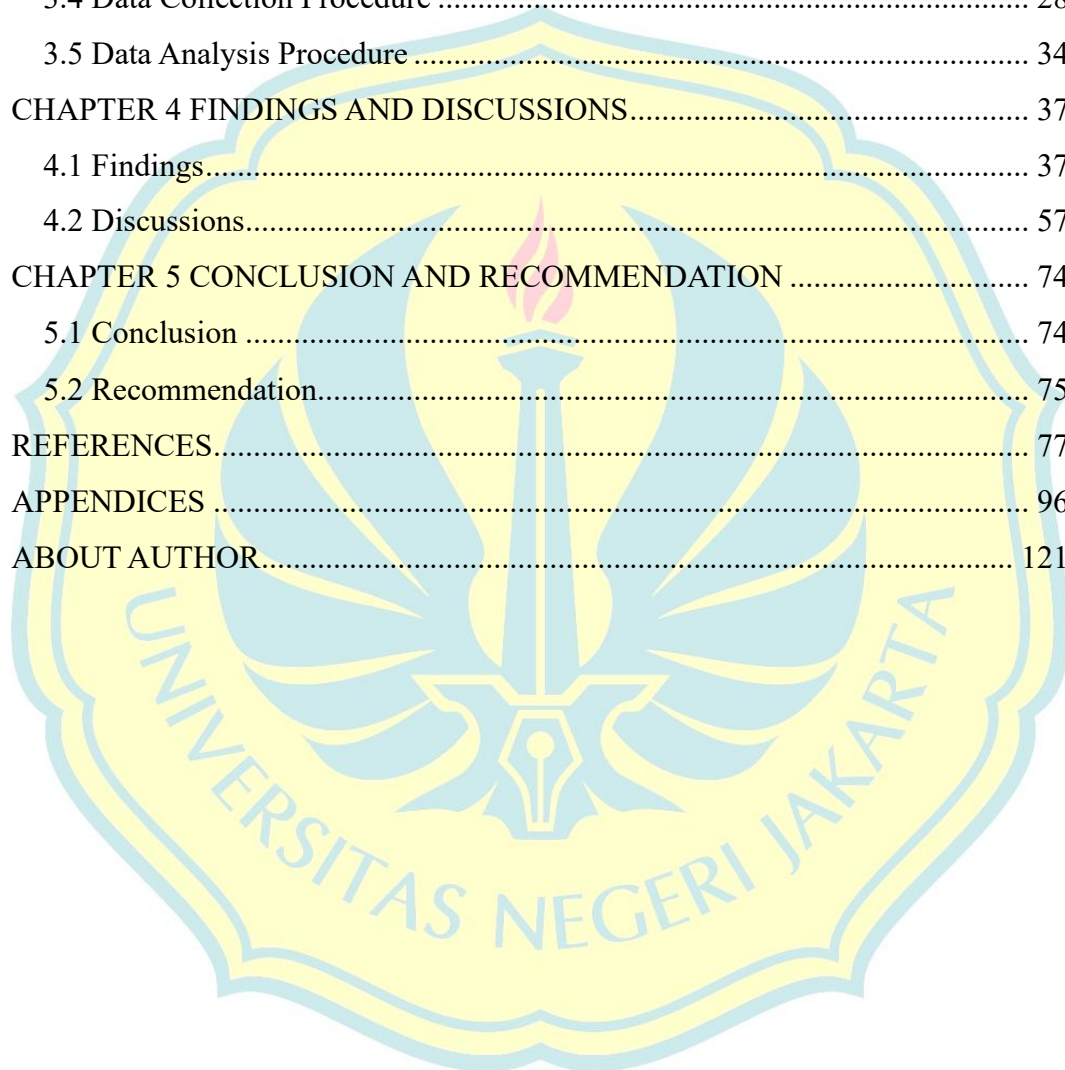
Penelitian ini bertujuan untuk mengeksplorasi persepsi mahasiswa Program Studi Pendidikan Bahasa Inggris (ELESP) di Universitas Negeri Jakarta mengenai penggunaan TikTok untuk pembelajaran kosakata bahasa Inggris berdasarkan *Technology Acceptance Model (TAM)* yang dikemukakan oleh Davis (1989). Penelitian ini menerapkan metode kualitatif deskriptif dengan data kuantitatif pendukung, menggunakan kuesioner dan wawancara semi-terstruktur untuk mengumpulkan data. Hasil dari penelitian ini menunjukkan bahwa mahasiswa memandang TikTok sebagai platform yang berguna dan mudah digunakan, karena platform ini menyediakan kosakata bahasa Inggris dalam konteks yang autentik, mempermudah mahasiswa dalam mengingat kembali kosakata, serta menawarkan fitur-fitur pendukung dan kesederhanaan operasional yang mempermudah penggunaannya. Mahasiswa juga melaporkan bahwa sikap positif mereka terhadap TikTok untuk pembelajaran kosakata bahasa Inggris dipengaruhi oleh konten multimedia yang menarik, kenyamanan emosional, rasa aman secara psikologis, penyajian konten berbasis algoritma, dan fitur-fiturnya yang bermanfaat. Meskipun mahasiswa menyadari beberapa keterbatasan TikTok seperti kedalaman konten yang bervariasi dan potensi distraksi, mereka mengatasi kendala tersebut dengan menerapkan strategi pribadi dan berniat untuk terus menggunakan TikTok untuk mempelajari kosakata bahasa Inggris. Namun, mereka enggan menjadikan TikTok sebagai satu-satunya sumber utama untuk pembelajaran kosakata bahasa Inggris dan menolak menggantikan peran buku atau kamus. Penelitian ini menegaskan bahwa mahasiswa memandang TikTok secara positif sebagai alat bantu pelengkap yang efektif untuk pembelajaran kosakata bahasa Inggris, dengan catatan tetap perlu diintegrasikan bersama sumber belajar lainnya alih-alih menjadikannya sebagai pengganti total.

Kata kunci: *Technology Acceptance Model, TikTok, pembelajaran kosakata, persepsi mahasiswa*

TABLE OF CONTENTS

LEMBAR PENGESAHAN	i
LEMBAR PERNYATAAN ORISINALITAS	ii
LEMBAR PERSETUJUAN PUBLIKASI KARYA ILMIAH	iii
ACKNOWLEDGEMENTS	iv
ABSTRACT	vi
ABSTRAK	vii
TABLE OF CONTENTS	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF APPENDICES	xii
CHAPTER 1 INTRODUCTION	1
1.1 Background of the Study	1
1.2 Research Question	5
1.3 Purpose of the Study	6
1.4 Scope of the Study	6
1.5 Significance of the Study	7
1.6 Clarification of Key Terms	8
CHAPTER 2 LITERATURE REVIEW	9
2.1 Perception	9
2.1.1 The Nature of Perception	9
2.1.2 Perception in Educational Contexts	10
2.2 Technology Acceptance Model (TAM)	12
2.2.1 Perceived Usefulness	13
2.2.2 Perceived Ease of Use	14
2.2.3 Attitude Toward Using	15
2.2.4 Behavioral Intention	16
2.3 Vocabulary Learning	16
2.4 Social Media in Education	19
2.4.1 TikTok	20

2.5 Previous Studies	22
2.6 Conceptual Framework	24
CHAPTER 3 METHODOLOGY	25
3.1 Research Design.....	25
3.2 Time and Place of the Study.....	26
3.3 Data Source	26
3.4 Data Collection Procedure	28
3.5 Data Analysis Procedure	34
CHAPTER 4 FINDINGS AND DISCUSSIONS.....	37
4.1 Findings.....	37
4.2 Discussions.....	57
CHAPTER 5 CONCLUSION AND RECOMMENDATION	74
5.1 Conclusion	74
5.2 Recommendation.....	75
REFERENCES.....	77
APPENDICES	96
ABOUT AUTHOR.....	121



LIST OF TABLES

Table 3. 1. Data and Source of Data.....	27
Table 3. 2. Aspects of Questionnaires Adapted from Davis (1989) and Alsakaker (2025).....	30
Table 3. 3. Cronbach's Alpha Interpretation Criteria	31
Table 3. 4. Interview Framework Adapted from Davis (1989) and Alsakaker (2025)	33
Table 3. 5. Interpretation Criteria for Student Perceptions	35
Table 4. 1. Data Analysis of TAM-Based Perception Questionnaires.....	37
Table 4. 2. Emerging Ideas of TAM-Based Perception Interviews.....	38
Table 4. 3. Data Analysis of Perceived Usefulness	39
Table 4. 4. Emerging Ideas for Perceived Usefulness.....	41
Table 4. 5. Data Analysis of Perceived Ease of Use	42
Table 4. 6. Emerging Ideas for Perceived Ease of Use	43
Table 4. 7. Data Analysis of Positive Attitude	45
Table 4. 8. Emerging Ideas for Positive Attitude	46
Table 4. 9. Data Analysis of Negative Attitude.....	50
Table 4. 10. Emerging Ideas for Negative Attitude.....	52
Table 4. 11. Data Analysis of Behavioral Intention	54
Table 4. 12. Emerging Ideas for Behavioral Intention	55
Table 4. 13. Reliability Test Result	57

LIST OF FIGURES

Figure 2. 1. Conceptual Framework.....	24
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LIST OF APPENDICES

Appendix 1: Student Questionnaire	96
Appendix 2: Interview Guideline.....	98
Appendix 3: Questionnaire Results.....	99
Appendix 4: Transcripts of Semi-Structured Interviews.....	100
Appendix 5: Expert Judgment.....	116

