

THE MAKING OF A TIKTOK ACCOUNT TO PROMOTE ENGLISH VOCABULARY IN TOURISM AND HOSPITALITY

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ABSTRACT

This research aims to explain the process of content creation on TikTok as a medium used to teach English vocabulary relevant to the tourism and hospitality industries. The focus of this research is to understand how various content creation processes, including data collection, material compilation, visual design, and video uploading, can be used to create educational media that is easily accessible to workers and students. The results indicate that TikTok can function as an engaging and effective learning medium, particularly in the tourism and hospitality industries, where direct communication and situational understanding are crucial. It is hoped that this project will make a tangible contribution to contextual and engaging vocabulary learning for a generation familiar with digital platforms by selecting TikTok as the medium due to its popularity and its visual and interactive format.

Keywords: *TikTok content creation, english vocabulary learning, tourism and hospitality education, social media language learning, digital interactive media.*