

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Study**

Research on learning a foreign language has grown in importance. One of them is learning English since it is a language that is studied and analysed by people in many different places and is universal, or worldwide. English is a language used all over the world and has a big role. The immediate impact is that an increasing number of people are trying to learn and become proficient in English. In the tourism and hospitality industry, English language proficiency is becoming an essential skill. This is because professionals in this industry often interact with guests from all over the world, so understanding and proper use of English vocabulary is essential for providing satisfactory service. according to Richards (2002) Vocabulary is a core element of how English language learners hone language proficiency and provides much of the basis for how well learners speak, listen, read and write. While there are many options for English language training, using creative and engaging approaches to learn new vocabulary can make learning more attractive and more effective. However, learning these vocabulary words the traditional way is often boring and uninteresting.

It can be challenging for many professionals and Industry the tourism and hospitality sectors to understand and apply specific words that crop up regularly in daily conversation. It's possible that traditional teaching techniques don't always result in an engaging and relevant learning environment. One of the most popular social media sites with a short video format, TikTok, provides a special opportunity to deliver educational content in an innovative and engaging way.

TikTok has the potential to reach a wide and diverse audience thanks to its more than one billion active members worldwide. According to the We Are Social report, in January 2024 TikTok ads in Indonesia could reach an estimated 126.83 million audiences. TikTok application is fantastic, well-liked, and has drawn the attention of millennials, who make up the majority of the younger generation. These short, imaginative and interactive videos are ideal for language learning as they present vocabulary and phrases in an

engaging and memorable way. Content producers can use features such as challenges, music and visual effects to creatively bring terminology and context to life. In TikTok, vocabulary learning content usually has a lot of vocabulary content that can be learned.

Making vocabulary study more enjoyable and memorable is the goal of this account. Additionally, it increases accessibility by enabling users to use the TikTok platform to learn at any time and from any location. It is believed that by doing this, experts in the tourism and hospitality industries will be able to communicate more effectively, which will raise the standard of care and client satisfaction. Through interactive features like challenges and quizzes, the account also promotes audience interaction and helps to spread industry information. Through encouraging professional growth and spreading knowledge about the value of English, this TikTok account hopes to improve service standards in the tourism and hospitality industries. Therefore this study aims to make a TikTok account to promote English vocabulary in tourism and hospitality.

## **1.2 Formulation of the Study**

The problem is formulated into “How are the processes of making a TikTok account containing English vocabulary in tourism and hospitality?”.

## **1.3 Limitation of the Study**

There are some limitations to create a TikTok contents. The first is that it only focusses English vocabulary related to tourism and hospitality. The second is that it only contains 6 themes of the contents tourism and hospitality vocabulary: Basic vocabulary, expressions list vocabulary, wrong vs right vocabulary, challenges vocabulary, guessing vocabulary, differences vocabulary.

## **1.4 Purpose of the Study**

The purpose of this study is to make a TikTok account to promote English vocabulary in tourism and hospitality.

## **1.5 Significances of the Study**

### **1.5.1 Significance for the Education & language institution**

The TikTok account serves as an innovative tool for education that trains future tourism and hospitality professionals. By providing interactive and engaging content, it complements general education methods and can help students' understanding of English in line with industry needs. This can improve the quality of language teaching and the quality of graduates.

### **1.5.2 Significance for the tourism & hospitality industry**

The TikTok account is a great tool for tourism dan hospitality industry to expand their vocabulary in English related to their line of work. They may progress their professions, give better service, and converse with foreign guests more successfully if they can improve their language skills. Gaining proficiency in industry-specific language enables individuals to carry out their jobs with more assurance and skill.

### **1.5.3 Significance for the Tourists and Guests**

The improved communication abilities of industry professionals lead to a smoother and more delightful experience for visitors and guests. Clearer information and more individualized service are provided to clients by hotel staff, tour guides, and other service providers who possess a strong command of pertinent English language, thereby improving their overall travel experience.