

DEVELOPING TIKTOK FILTER FOR PRONUNCIATION ENGLISH LEARNING

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ABSTARCT

The use of social media in language learning has become an increasingly popular trend, particularly within the framework of Mobile-Assisted Language Learning (MALL). TikTok, as an interactive and creative video-based platform, holds great potential in supporting English language learning. This study focusses on the development a TikTok filter as a learning tool specifically aimed at improving English Pronunciation skills. additionally, the study considers the impact of this media on enhancing the four core English Language skills such as Writing, Reading, Speaking, and Listening. The research employs the Research and Development (R&D) method, which consists of several stages, including needs analysis, design, product development, testing, and effectiveness evaluation. The subject of the research are students from the English for business and professional communication program at the state Polytechnic of Bengkalis. By developing a specialized TikTok filter for language learning, this research is expected to provide an innovative solution for the teaching and learning process, enhance students learning motivation, and serve as reference for future technology-based learning media development.

Keywords: TikTok, Mobile-Assisted Language Learning (MALL), interactive filter, English learning, Research and Development (R&D)