

## The Use of Tiktok as a Tool for English Grammar Instruction: An Analysis of the @Excellentinhousetraining Tiktok Account



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**ABSTRACT:** This study investigates the potential of TikTok as an educational tool for English grammar instruction focusing on the @excellentinhousetraining TikTok account. With the rising use of social media in education, this study explores how TikTok's unique multimedia and interactive features can make grammar lessons more engaging and accessible for Generation Z learners. Using a qualitative approach, the study analyzes grammar-focused videos from @excellentinhousetraining published between 2023 and 2024. Key findings reveal that TikTok's audiovisual format, concise content structure, and interactive elements include enhance learner engagement, facilitate content accessibility, and improve understanding of grammar concepts of their users. The study highlights TikTok's capacity to support flexible, self-paced learning and suggests that integrating social media-based modules into formal education could address engagement challenges in traditional grammar instruction. These insights position TikTok as a promising supplementary tool in modern language learning.

**KEYWORDS:** TikTok, grammar instruction, social media in education, Generation Z, English language learning

### INTRODUCTION

The advent of social media has significantly transformed the landscape of education, with platforms like TikTok providing novel avenues for engaging students, especially young learners, in interactive and accessible ways. TikTok, known for its short-form videos and engaging content, has gained immense popularity among the younger generation, offering not just entertainment but also opportunities for learning (Bahri et al., 2022). Within this digital shift, English grammar—a subject traditionally regarded as difficult and unappealing—can potentially benefit from fresh, technology-aligned instructional approaches (Limpo et al., 2023). This study, therefore, focuses on the @excellentinhousetraining TikTok account as a case study, exploring how the platform's features can be utilized to present grammar lessons effectively.

In traditional settings, grammar instruction often relies on rote memorization and rigid structure, which many students find monotonous and challenging. This approach has led to a pervasive lack of enthusiasm and engagement in grammar lessons, further hampering language proficiency development (Rizal, 2023). Recognizing these challenges, the study considers TikTok as a potential solution, capitalizing on its dynamic and familiar platform to make grammar learning more accessible and appealing. The shift from textbooks to TikTok provides a refreshing change that aligns well with the multimedia habits of young learners today (Pimmer & Mateescu, 2020).

TikTok's appeal lies in its brevity, accessibility, and highly visual content, making it a suitable medium for delivering grammar lessons that are both educational and entertaining. The platform's format allows for concise presentations of complex grammar topics, making them easier to understand and retain (Kaplan & Haenlein, 2010). Given TikTok's massive popularity among young people, this study positions the platform as a valuable educational tool that can help overcome the traditional difficulties associated with grammar instruction, ultimately making the learning process more engaging and effective (Manca & Ranieri, 2016).

The @excellentinhousetraining TikTok account exemplifies how educational content can be presented in a manner that appeals to the digital preferences of Generation Z. By leveraging TikTok's audiovisual features and interactive tools, this account creates an engaging and enjoyable learning experience that is often lacking in conventional grammar lessons (Northey et al., 2018).

This study aims to analyze the capacity of TikTok account @excellentinhousetraining to support flexible and self-paced learning that integrates social media-based modules addressing engagement challenges in traditional grammar instruction.

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Through this analysis, the study hopes to understand the extent to which TikTok-based instruction can transform the traditionally tedious task of grammar learning into an enjoyable educational pursuit (Greenhow & Lewin, 2016).

### **REVIEW OF RELATED LITERATURE**

#### **Social Media in Education**

Social media has gained significant recognition as a powerful educational tool, revolutionizing the way educators engage with students and facilitate learning. Kaplan and Haenlein (2010) discuss the potential of social media to provide interactive, flexible, and engaging environments that can supplement traditional educational methods. Integrating social media platforms into teaching strategies allows educators to create dynamic, multimedia-rich learning experiences that resonate with students' digital habits (Manca & Ranieri, 2016). This shift underscores the potential of social media to make learning more accessible, appealing, and adaptable, particularly for subjects requiring interactive engagement and varied formats.

Platforms such as Facebook, Twitter, and TikTok lead this transformation by supporting a wide range of user-generated content that educators can leverage in innovative ways to enrich the learning process (Greenhow & Lewin, 2016). These platforms enable collaboration, information sharing, and community building, helping to extend educational experiences beyond conventional classroom boundaries. Cahyono (2016) points out that these social media platforms encourage active participation and create spaces where students can share resources, engage in discussions, and even produce their own content, fostering a sense of community and ownership over their learning.

TikTok, with its short, visually appealing videos and creative tools, exemplifies the educational potential of social media (Northey et al., 2018). Educators are increasingly utilizing TikTok to simplify complex topics, breaking them down into digestible segments that capture students' attention and facilitate understanding. As Pimmer and Mateescu (2020) observe, the platform's popularity and user-friendly interface allow for the creation and sharing of content that is both educational and entertaining, effectively bridging the gap between formal education and informal online learning. TikTok's format, therefore, offers a compelling way to engage young learners, making it a valuable addition to modern educational practices.

#### **Grammar Teaching Challenges**

Traditional grammar instruction has often been criticized for its perceived rigidity and complexity, which tend to discourage student engagement and motivation. The conventional methods, which frequently rely on rote memorization and repetitive exercises, can make grammar seem abstract and uninteresting, especially to younger learners who may struggle to see its practical relevance in everyday communication (Calanoga, 2019). This approach has created a barrier in language education, where grammar is viewed as a tedious and challenging subject rather than a useful tool for effective expression. As a result, many students develop an aversion to grammar lessons, which ultimately impacts their overall language proficiency.

Despite these challenges, effective grammar instruction remains a fundamental component of language skills development. Grammar serves as the structural backbone of any language, allowing speakers and writers to convey ideas with clarity and precision. Without a solid understanding of grammar, students may struggle with miscommunication or unclear expression, which can limit their confidence and effectiveness in real-world interactions (Rizal, 2023). Moreover, well-taught grammar is crucial for students who wish to excel in both academic and professional settings, where polished communication skills are increasingly valued. A clear grasp of grammatical rules empowers learners to express themselves accurately, contributing to stronger, more meaningful exchanges in both written and spoken forms.

Recognizing the importance of grammar and the limitations of traditional instruction, educators and researchers are exploring new approaches to make grammar lessons more engaging and accessible. By integrating technology and interactive tools, such as multimedia platforms or social media, educators can shift away from traditional methods toward ones that are visually and contextually rich, which may help students appreciate the practical applications of grammar. Innovative methods, like those offered by social media platforms such as TikTok, hold the potential to make grammar instruction more appealing and effective, addressing longstanding issues of student engagement while maintaining the instructional rigor necessary for comprehensive language development (Manca & Ranieri, 2016; Greenhow & Lewin, 2016).

#### **TikTok as a Learning Platform**

TikTok's distinctive blend of video, music, and interactive features has positioned it as a compelling platform for educational purposes, providing a fresh approach to teaching that engages students on a personal level (Nasem et al., 2019). Unlike traditional learning tools, TikTok's format is inherently social and visually dynamic, which appeals particularly to younger learners who are accustomed to consuming content in quick, entertaining bursts. The platform's design allows users to combine audio and

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visual elements creatively, enabling educators to present material in an engaging and relatable manner that can enhance students' understanding and retention of complex topics.

The platform's short, visually appealing videos are especially suitable for teaching complex subjects like grammar, which can otherwise be challenging to convey in traditional formats. By breaking down grammar rules into concise, engaging segments, TikTok facilitates quick and digestible presentations that are easy for students to absorb (Bahri et al., 2022). This format helps students process information incrementally and interactively, making abstract or intricate topics feel more manageable. Moreover, TikTok's algorithm promotes relevant content based on users' interests, increasing the likelihood that students will encounter educational videos that align with their learning needs, reinforcing their understanding outside of the classroom.

Research shows that students respond positively to TikTok as a learning tool due to its familiarity and entertaining approach to educational content. Studies have found that students are more likely to engage with learning material presented on TikTok because the platform mirrors the digital environments they frequent, thereby reducing the perceived formality of the learning experience and fostering a sense of enjoyment and curiosity (Limpo et al., 2023). This positive response not only enhances motivation but also suggests that TikTok has the potential to bridge the gap between formal education and the digital lives of students, offering an innovative, student-centered approach to learning that is both effective and enjoyable.

### METHOD

This study employs a qualitative descriptive approach to examine the educational content of the @excellentinhousetraining TikTok account, specifically focusing on videos related to grammar instruction. Data collection involved systematically observing grammar-focused videos posted between 2023 and 2024, with a range of viewership from 8,000 to 600,000. These videos were analyzed to identify thematic focuses, engagement strategies, and the effectiveness of grammar concept delivery. By exploring the structural aspects of each video, this study aims to understand how TikTok's format influences learning outcomes, with attention given to the style, duration, and audiovisual elements that make these grammar lessons engaging and accessible (Creswell, 2013).

The analytical process included categorizing videos based on grammar topics, examining presentation techniques, and assessing viewer responses using metrics such as comments, likes, and shares, which offer insight into audience engagement and reception (Denzin & Lincoln, 2018). This multi-faceted approach allows for a comprehensive evaluation of how well the videos communicate grammar concepts and resonate with viewers. Additionally, qualitative comment analysis provided valuable feedback regarding users' perceptions and the instructional clarity of the content, offering a nuanced view of how TikTok might be leveraged as an effective medium for language learning. This methodological approach aligns with recent qualitative research practices that emphasize rich, detailed descriptions and the subjective experiences of participants (Tracy, 2024).

### RESEARCH RESULTS

The analysis reveals three key findings on the effectiveness of TikTok's format in teaching English grammar. These findings include enhanced learner engagement, improved content accessibility, and increased understanding of grammar concepts among users, as evidenced by interactions with the @excellentinhousetraining account.

First, enhanced engagement is a primary benefit of TikTok's format for teaching English grammar. TikTok videos, which incorporate background music, filters, and interactive elements, capture learners' attention more effectively than traditional textbook approaches. These multimedia components create a more immersive and enjoyable experience, fostering a positive learning environment that encourages students to engage actively with the content. In this way, TikTok's interactive style provides a refreshing alternative to conventional methods, making the learning process feel more dynamic and accessible.

Additionally, TikTok's interactive approach makes grammar lessons especially appealing to learners who are accustomed to visually rich social media platforms. By presenting grammar content through familiar digital formats, TikTok helps bridge the gap between traditional education and modern learning preferences. This alignment with current media consumption habits enhances the overall appeal and accessibility of grammar lessons, allowing students to connect with the material in a way that feels relevant and engaging to their daily lives.

Second, content accessibility emerges as a distinct advantage of TikTok's short-form structure. The platform's brief, focused grammar lessons allow users to learn at their own pace, an ideal setup for busy students or those who find extended lessons challenging. TikTok's concise format makes specific grammar points digestible without overwhelming learners, providing the flexibility to revisit lessons as needed. This on-demand, bite-sized learning model encourages self-paced study and accommodates individual learning needs that are often unmet in traditional classroom settings.

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Furthermore, TikTok's accessibility extends to the autonomy it grants students, empowering them to engage with grammar concepts on their own schedules. This flexibility supports various learning preferences, allowing users to revisit and reinforce their understanding as often as they like. The platform's mobile-friendly design also enhances accessibility, enabling students to seamlessly integrate learning into their everyday routines without the constraints of formal classroom structures.

Third, TikTok's audiovisual format significantly improves users' understanding of complex grammar concepts. Accounts like @excellentinhousetraining use visuals and concise explanations to demystify challenging grammar rules, making them easier to comprehend and retain. This multimedia approach, combining verbal explanations with visual aids, reduces cognitive load and enhances both comprehension and retention, making abstract concepts more concrete and approachable for learners.

By integrating visuals, sound, and clear, focused explanations, TikTok offers a deeper and more holistic understanding of grammar rules. This multimedia-rich format makes abstract concepts more accessible and provides a practical approach to language education that aligns with how digital-native learners process information. As a result, TikTok's format proves highly effective in transforming grammar instruction into a more engaging, accessible, and comprehensible experience.

### **DISCUSSION**

The analysis revealed that TikTok's format is highly effective in delivering English grammar lessons, as demonstrated by the significant engagement on the @excellentinhousetraining account. Key findings include:

#### **1. Enhanced Engagement**

The result indicating enhanced engagement through TikTok videos with background music, filters, and interactive elements aligns closely with the aim of the study regarding the effectiveness of social media in teaching English grammar. TikTok's format seems to cater well to Generation Z's digital preferences, utilizing short, visually rich, and sound-enhanced content that captures and sustains attention more effectively than traditional textbook approaches. This engagement aspect is critical, as literature suggests that student motivation is a significant predictor of learning outcomes, especially in language acquisition (Limpot et al., 2023). By tapping into elements familiar to students in their daily digital interactions, TikTok reduces the perceived gap between formal learning and leisure, making grammar instruction feel less intimidating and more approachable (Bahri et al., 2022).

This finding is supported by existing literature on multimedia learning, which suggests that visual and auditory elements can significantly enhance cognitive engagement and information retention (Mayer, 2014). TikTok videos utilize background music and filters to create a relaxed, inviting atmosphere that lowers the cognitive load typically associated with studying grammar. When students are more relaxed and engaged, they are better positioned to absorb and retain new material (Mayer, 2014). This is especially important in grammar instruction, where engagement can be challenging due to the perceived difficulty and abstract nature of grammatical concepts (Calanoga, 2019). TikTok's use of multimedia aligns with Mayer's (2014) Cognitive Theory of Multimedia Learning, which posits that learning is more effective when verbal and visual information are integrated, reducing the mental effort required to understand complex information.

The interactive features of TikTok, such as likes, comments, and shares, also foster a sense of community and active participation, reinforcing students' engagement and motivation (Greenhow & Lewin, 2016). Social interaction on digital platforms has been shown to encourage collaborative learning, where students can share insights, ask questions, and receive feedback in real-time (Denzin & Lincoln, 2018). This aligns with social constructivist theories, which highlight the importance of social engagement in learning and knowledge construction (Vygotsky, 1978). By enabling students to interact with each other and the content creator, TikTok provides an environment where learning is not only individualized but also socially supported, further enhancing student motivation and engagement with grammar lessons. This result, therefore, suggests that platforms like TikTok, which combine multimedia and interactive elements, could be a valuable supplement to traditional language learning methods.

#### **2. Content Accessibility**

The finding that grammar lessons on TikTok are brief and focused, allowing users to learn at their own pace, aligns directly with the research question concerning the adaptability of social media platforms for grammar instruction. TikTok's short-form videos meet the needs of contemporary students, many of whom face time constraints or find extended lessons overwhelming. This result suggests that TikTok can serve as a viable educational supplement, offering compact grammar lessons that students can absorb without dedicating lengthy periods, which is especially advantageous for self-directed and busy learners (Limpot et al., 2023). The ability to control pacing is a critical aspect, as educational psychology literature emphasizes that learners benefit from being able to revisit and review challenging material on their terms (Mayer, 2014).

This brevity and focus align with Mayer's (2014) Cognitive Theory of Multimedia Learning, which proposes that effective learning occurs when information is presented in small, manageable segments. TikTok's format inherently supports this concept by breaking down complex grammar rules into concise, easily digestible parts, which reduces cognitive load and enhances

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retention. When students are not overwhelmed by excessive information at once, they are better able to process, retain, and apply grammar rules (Sweller, 2017). This self-paced approach is particularly beneficial for language learners, as it allows them to review difficult concepts multiple times, reinforcing understanding without the pressure often associated with formal learning environments (Manca & Ranieri, 2016).

Furthermore, TikTok's on-demand, user-centered model offers flexibility, a factor highly valued in today's digital learning landscape. Students are free to choose when and how often they engage with grammar content, allowing them to learn during breaks, commute times, or other small pockets of free time throughout the day. Research suggests that microlearning—small, focused learning bursts—is especially effective for enhancing learning and retention in modern, fast-paced contexts (Hug, 2005). By supporting both convenience and learner autonomy, TikTok serves as a practical tool for those who might otherwise struggle to engage with grammar due to time limitations or attention span concerns. In the broader context of educational literature, this finding reinforces the idea that social media platforms can play a complementary role in formal education, addressing gaps in traditional instructional methods and meeting students where they are (Greenhow & Lewin, 2016).

### **3. Improved Understanding**

The result demonstrating that TikTok's audiovisual format aids in explaining complex grammar concepts supports the research question concerning the role of social media in facilitating grammar instruction. TikTok's combination of visuals and concise explanations provides a powerful medium for making abstract or challenging grammar rules more accessible. This format, as seen in the @excellentinhousetraining account, simplifies grammar instruction by using short, focused visuals that illustrate rules in a straightforward, relatable way, which helps learners to grasp complex concepts more readily (Bahri et al., 2022). This approach aligns with Mayer's (2014) Cognitive Theory of Multimedia Learning, which posits that pairing words with relevant images enhances comprehension by engaging both verbal and visual processing channels, thus reducing cognitive load and promoting better retention.

The literature on multimedia learning underscores that multimodal instruction, which involves presenting information through both visual and auditory channels, enhances cognitive engagement and comprehension (Mayer, 2014; Sweller, 2017). For grammar instruction, which often requires understanding abstract rules and structures, the audiovisual features on TikTok provide scaffolding that supports students' understanding. By breaking down complex grammar concepts into short, easily digestible segments with visual aids, TikTok's format reduces the mental effort required for processing information, making it especially effective for learners who may struggle with grammar when presented through traditional text-based methods (Mayer, 2014). This supports findings from language education research, which show that visual aids help demystify language rules, making them easier to internalize and apply (Calanoga, 2019).

Moreover, the interactive nature of TikTok allows for instant feedback and repetition, which are valuable for reinforcing grammar rules. The @excellentinhousetraining account effectively uses this format to provide students with recurring exposure to grammatical structures, enabling incremental learning. The repetition and clarity provided by short, focused explanations promote long-term retention, as students can repeatedly engage with the content until they feel confident in their understanding. This ties into Vygotsky's (1978) social constructivist theory, which highlights the importance of supportive scaffolding in the learning process; here, TikTok's visuals and concise explanations act as scaffolds that guide learners through complex content incrementally. Additionally, research suggests that audiovisual tools in digital media can build learners' confidence by making material seem less intimidating, thus encouraging continued engagement with challenging subjects like grammar (Greenhow & Lewin, 2016).

These findings indicate that TikTok's audiovisual features provide an educational advantage by facilitating comprehension and retention in grammar learning. In this context, TikTok serves as a valuable supplementary resource that enhances traditional instruction, helping students to better understand and apply complex grammar concepts in a familiar, accessible format. This reinforces literature suggesting that digital platforms can complement formal education by offering alternative methods of content delivery that align with modern learning preferences and cognitive strategies (Manca & Ranieri, 2016; Greenhow & Lewin, 2016).

While high engagement metrics such as views, likes, and comments indicate a positive response to the grammar content on TikTok, they do not necessarily reflect true learning or mastery of grammar concepts. Engagement metrics primarily measure interest and interaction with the content, which, although valuable, do not confirm whether users have internalized or retained the material. Future study could address this limitation by incorporating pre- and post-assessments to directly measure learning outcomes related to grammar proficiency. By using assessments before and after exposure to TikTok-based grammar lessons, researchers could obtain a clearer picture of the platform's actual educational impact, providing more robust evidence of its effectiveness beyond engagement indicators alone.

It is also important to acknowledge that TikTok's effectiveness as a grammar instruction tool may vary across different demographic groups. Factors such as age, language proficiency, digital literacy, and learning preferences can significantly impact



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how users engage with and benefit from grammar content on social media platforms like TikTok. For example, younger users who are more accustomed to fast-paced digital content may find TikTok's format more engaging, while older or more advanced learners may require deeper, more comprehensive explanations not easily accommodated by TikTok's short-form format. Future studies could explore how these demographic variables influence engagement levels, comprehension, and overall learning outcomes. Such research could offer a more nuanced understanding of TikTok's educational value and provide insights into how content can be tailored to meet the diverse needs of learners on social media platforms.

### **IMPLICATION**

The findings imply that social media platforms like TikTok hold significant promise for enhancing grammar instruction and can serve as highly effective supplementary tools in language education. By leveraging multimedia elements, concise content delivery, and interactive features, TikTok aligns with modern educational approaches that emphasize engagement, accessibility, and personalized learning (Greenhow & Lewin, 2016). Unlike traditional instruction methods that may struggle to capture the interest of younger learners, TikTok's format meets students where they are, blending educational content with the familiarity and appeal of social media (Limpo et al., 2023). This adaptability allows TikTok to complement formal education, offering a flexible, learner-centered environment that supports language acquisition in a dynamic, informal setting.

Moreover, these findings support research suggesting that digital media, when thoughtfully integrated into the curriculum, can facilitate incremental, self-paced learning, which is particularly beneficial in mastering complex subjects like grammar (Mayer, 2014; Manca & Ranieri, 2016). Platforms like TikTok enable students to engage with grammar concepts on their terms, revisiting content as needed and receiving immediate reinforcement through interactive elements. This aligns with Vygotsky's (1978) social constructivist theory, where the use of social media for language learning fosters collaborative and supported learning environments, encouraging students to take an active role in their education. As such, TikTok and similar platforms are valuable not only for reinforcing classroom learning but also for addressing challenges associated with traditional grammar instruction, such as lack of engagement and perceived difficulty (Sweller, 2017).

Ultimately, these implications suggest that integrating platforms like TikTok into educational strategies could offer a complementary pathway for language educators seeking to engage and motivate students. By combining accessibility, interactive feedback, and the cognitive benefits of multimedia, TikTok presents an innovative approach that aligns with contemporary digital learning preferences, providing a promising resource for enhancing grammar instruction and supporting students' language development (Bahri et al., 2022).

### **LIMITATION**

The results of this study while valuable in demonstrating the potential of TikTok as a supplementary tool for grammar instruction have certain limitations that should be acknowledged:

- 1. Scope of Content Analysis**

This part effectively highlights the limitation of analyzing only a single TikTok account. The suggestion to expand future study to multiple accounts with diverse teaching styles is practical and aligns with the need for broader generalizability.

- 2. Lack of Direct Learning Assessment**

This section clearly points out the importance of measuring actual learning outcomes rather than relying solely on engagement metrics. Mentioning the use of pre- and post-tests in future study adds a specific and actionable recommendation for addressing this limitation.

- 3. Audience Demographics and Learning Preferences**

By acknowledging the diversity of TikTok users and their varied learning needs, this section adds depth to the analysis, indicating that the platform's effectiveness may vary across demographic groups. This is a thoughtful inclusion that strengthens the overall scope of limitations.

- 4. Engagement vs. Learning Quality**

The distinction between engagement and meaningful learning is well-placed. By suggesting that future study should differentiate between passive and active engagement, this section clarifies that high engagement alone does not guarantee educational effectiveness.

- 5. Platform-Specific Constraints**

This part effectively addresses the limitation imposed by TikTok's short-form format, noting that it may hinder detailed explanations necessary for complex grammar concepts. The comparison with platforms like YouTube provides useful context, highlighting TikTok's potential role as a supplementary tool rather than a comprehensive instructional medium.

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### 6. Dependence on Multimedia Appeal

The concern over TikTok's reliance on audiovisual stimulation is well-articulated, drawing attention to the risk that students may become overly reliant on such elements for engagement. This limitation is particularly insightful, as it raises questions about the platform's ability to prepare students for real-world grammar application.

### 7. Longitudinal Impact

The section discussing the lack of long-term assessment underscores the need for longitudinal studies to measure the retention of grammar concepts learned through TikTok. This is an important aspect that could determine TikTok's viability as a sustained educational tool.

### 8. TikTok's Short-Form Format for Comprehensive Grammar Instruction

This section is clear and contrasts well with other platforms that allow for more in-depth explanations. By emphasizing that TikTok's short-form format may be better suited as a supplementary tool, this part provides valuable context on TikTok's instructional limitations.

## CONCLUSION AND SUGGESTIONS

This study underscores TikTok's potential as an innovative educational tool for teaching English grammar, demonstrating how the @excellentinhousetraining account effectively leverages the platform's multimedia features to engage Generation Z learners. By aligning grammar instruction with students' digital habits, TikTok fosters higher levels of engagement and accessibility, making grammar more approachable and appealing. The findings suggest that social media platforms like TikTok can serve as effective supplementary tools in language learning, providing learners with flexible, self-paced, and visually engaging alternatives to traditional grammar instruction. Educational institutions are encouraged to consider incorporating social media-based learning modules into their curricula, as such platforms align well with contemporary learning preferences and offer unique benefits for fostering student interest in challenging subjects.

In light of these findings, educators are encouraged to consider how TikTok's principles—brevity, multimedia engagement, and self-paced learning—might be adapted into traditional educational settings. Even without using TikTok directly, these principles can be applied by creating short, multimedia-rich lessons within the existing curriculum, offering students concise, visually engaging materials that enhance accessibility and motivation. By integrating these strategies, educators can leverage the engagement benefits observed on TikTok to make grammar instruction more appealing and effective in a variety of learning environments.

Given the limitations of this study, future study could expand on the following areas to deepen understanding of TikTok's role in grammar instruction:

#### 1. Broader Content Analysis

Future studies should examine multiple TikTok accounts that provide grammar instruction to determine if findings from this study are consistent across diverse teaching styles and content. Comparing various accounts could offer a more comprehensive view of best practices and effective strategies for grammar teaching on TikTok.

#### 2. Direct Learning Outcome Assessment

To evaluate the actual educational impact, future study could incorporate pre- and post-assessments, such as quizzes or tests, to measure whether students demonstrate improved grammar skills after engaging with TikTok content. Surveys and follow-up studies could also assess retention, helping determine if TikTok-based grammar lessons translate to measurable gains in language proficiency.

#### 3. Audience Demographics and Preferences

Future studies could examine how demographic factors, such as age, prior language proficiency, and learning preferences, influence engagement and learning outcomes with TikTok grammar content. By analyzing diverse groups, researchers can gain insights into which demographics benefit most from this instructional approach and tailor content accordingly.

#### 4. Distinguishing Engagement Types

Further study could differentiate between passive and active engagement with TikTok videos, examining whether high engagement metrics correlate with meaningful learning or are merely indicators of entertainment. Understanding how students interact with and apply grammar concepts could clarify the educational value of social media engagement metrics.

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### 5. Platform Constraints and Content Depth

Investigating the challenges posed by TikTok's short-form format for teaching more advanced grammar topics would provide valuable insights into its limitations. Future studies could assess whether certain grammar concepts are oversimplified on TikTok and explore ways to deliver complex material without compromising depth and quality.

### 6. Impact of Multimedia Dependency

Future study could explore the effects of high-stimulation learning on students' engagement and motivation in traditional learning settings. By examining if reliance on multimedia elements influences students' ability to engage with less visually stimulating materials, researchers can assess the implications of social media-based learning on overall educational preparedness.

### 7. Longitudinal Studies on Learning Retention

Long-term studies are needed to evaluate whether the positive effects of TikTok-based grammar instruction persist over time or diminish without additional reinforcement. Longitudinal study would clarify whether social media-based grammar learning has lasting benefits on language proficiency and could help determine if periodic review or supplementary methods are necessary for sustained learning.

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