

**THE INFLUENCE OF VIRAL ENGLISH SONGS ON TIKTOK TOWARDS
STUDENTS' LEARNING MOTIVATION**

SKRIPSI



**Submitted as one of the
requirements to obtain a Bachelor
of Education degree**

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FACULTY OF LANGUAGES AND ARTS EDUCATION
IKIP PGRI BOJONEGORO**

2025

**THE INFLUENCE OF VIRAL ENGLISH SONGS
ON TIKTOK TOWARDS STUDENTS' LEARNING
MOTIVATION**

SKRIPSI
Presented to
IKIP PGRI Bojonegoro
in partial fulfilment of the requirements
for the degree of Sarjana in English Education

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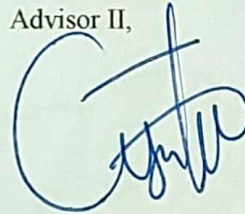
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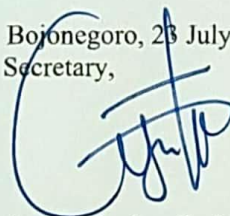
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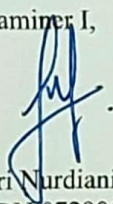
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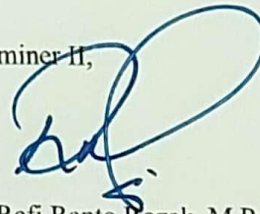
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MOTTO

“It is during our darkest moments that we must focus to see the light”
(Saat moment tergelap kita, kita harus fokus melihat cahaya)
-Aristoteles-

“Hidup yang tidak diuji, tidak layak dijalani”
~Socrates

“Satu-satunya kebijaksanaan sejati adalah mengetahui bahwa anda tidak tahu apa-apa”
~Socrates

“Urip iku urup”

STATEMENT OF AUTHENTICITY

I, the undersigned below:

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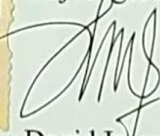
In order to uphold academic integrity, sincerely and without any coercion from any parties, I hereby declare that the skripsi entitled:

The Influence Of Viral English Songs On Tiktok Towards Students' Learning Motivation

Is the result of my own original work, and all sources of information used have been clearly cited in the reference list according to the scientific and academic code of ethics. I am aware that if any violations of scholarly ethics regarding to the authenticity of this work are found, I personally accept the consequences in accordance with the applicable regulations and am prepared to bear legal sanctions.



Bojonegoro, 11 Juli 2025


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ABSTRACT

Ferian, Ferian David Izam. 2025. The Influence Of Viral English Songs On Tiktok Towards Students' Learning Motivation. Skripsi, English Education Department, Faculty of Language and Arts Education, IKIP PGRI Bojonegoro, Advisor (I) Dr. Ima Isnaini Taufiqur Rohmah, M.Pd., (II) Ayu Fitriarningsih, M.Pd.

Keywords: viral song, TikTok, English students learning motivation

This study aims to investigate the extent to which viral English songs on TikTok can enhance students' motivation in learning English. As a popular social media platform, TikTok frequently features viral songs used in various types of content, including educational ones. Music has long been recognized as an effective tool in language learning, as it strengthens listening, pronunciation, and vocabulary skills.

Using a mixed-method approach, the research involved questionnaires and interviews. The findings revealed that most students felt more motivated to learn English after listening to viral songs on TikTok. They were encouraged to search for lyrics, practice pronunciation, and understand new vocabulary independently. These results suggest that viral songs can serve as enjoyable and effective learning media, increasing students' motivation and engagement in English learning through informal means. Therefore, educators are encouraged to utilize social media and popular music as a relevant teaching strategy aligned with students' interests.

ABSTRAK

Ferian, Ferian David Izam. 2025. The Influence Of Viral English Songs On Tiktok Towards Students' Learning Motivation. Skripsi, English Education Department, Faculty of Language and Arts Education, IKIP PGRI Bojonegoro, Advisor (I) Dr. Ima Isnaini Taufiqur Rohmah, M.Pd., (II) Ayu Fitriyaningsih, M.Pd.

Kata kunci: lagu viral, TikTok, motivasi belajar siswa bahasa inggris

Penelitian ini bertujuan untuk mengetahui sejauh mana lagu-lagu berbahasa Inggris yang viral di TikTok dapat meningkatkan motivasi belajar bahasa Inggris siswa. TikTok sebagai media sosial populer sering menghadirkan lagu-lagu viral yang digunakan dalam berbagai konten, termasuk konten edukatif. Musik telah lama diakui sebagai media yang efektif dalam pembelajaran bahasa, karena mampu memperkuat keterampilan mendengarkan, pengucapan, dan penguasaan kosakata.

Penelitian ini menggunakan pendekatan campuran dengan menyebarkan kuesioner dan melakukan wawancara. Hasilnya menunjukkan bahwa mayoritas siswa merasa termotivasi untuk belajar bahasa Inggris setelah mendengarkan lagu-lagu viral di TikTok. Mereka terdorong untuk mencari arti lirik, melatih pengucapan, dan memahami kosakata baru secara mandiri.

Temuan ini menunjukkan bahwa lagu-lagu viral dapat berfungsi sebagai media pembelajaran yang menyenangkan dan efektif, serta mampu meningkatkan motivasi dan keterlibatan siswa dalam pembelajaran bahasa Inggris secara informal. Oleh karena itu, guru disarankan untuk memanfaatkan media sosial dan musik populer sebagai strategi pembelajaran yang relevan dengan minat siswa.

DEDICATION

All praises and gratitude I offer to Allah Subhanahu wa Ta'ala for His endless mercy, guidance, and blessings, which have given me the opportunity, strength, and ease to complete this thesis, despite its imperfections. As a token of my gratitude and appreciation, I wholeheartedly dedicate this thesis to:

1. **My beloved parents,**
For your endless love, unwavering support, and continuous prayers. Your sacrifices and encouragement have been the foundation of every step I've taken. Thank you for believing in me even when I doubted myself.
2. **My thesis advisor,**
Thank you for your guidance, patience, and insightful feedback throughout the entire process. Your expertise and encouragement have helped shape this thesis into what it is today.
3. **All lecturers of the English Education Department,**
I am sincerely grateful for the knowledge, inspiration, and values you have instilled in me during my academic journey. Each of you has played a meaningful role in my growth.
4. **Myself,**
For never giving up, even when things got tough. For choosing to stand up after every fall, and for working hard to reach this point. This is proof that perseverance pays off.
5. **My beloved partner,**
Thank you for your love, understanding, and emotional support through every high and low. Your presence has brought me strength and motivation when I needed it the most.
6. **My fellow fighters and closest friends,**
To those who walked this academic journey with me—through deadlines, stress, and laughter—thank you for the memories, support, and brotherhood. I couldn't have done it without you.

PREFACE

First and foremost, all praise and gratitude be to Allah SWT, the Almighty God, for His endless grace and blessings, which have enabled the writer to complete this thesis entitled “*The Influence Of Viral English Songs On Tiktok Towards Students’ Learning Motivation.*” Peace and blessings are also upon Prophet Muhammad SAW, the last messenger, who has guided humanity from the darkness into the light of knowledge and truth. On this occasion, the writer wishes to sincerely thank:

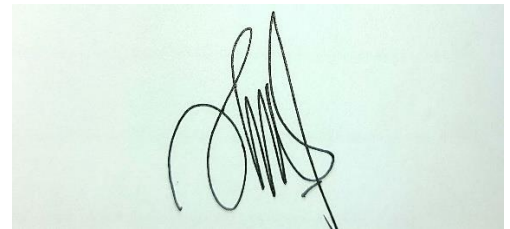
- a. Dr. Junarti, M.Pd., Rector of IKIP PGRI Bojonegoro.
- b. Dr. Cahyo Hasanudin, M.Pd., Dean of the Faculty of Language and Arts Education, IKIP PGRI Bojonegoro.
- c. Ayu Fitrianingsih, M.Pd., Head of the English Education Study Program, IKIP PGRI Bojonegoro.
- d. Mrs. Dr. Ima Isnaini Taufiqur Rohmah, M.Pd., as the First Thesis Advisor, for her invaluable assistance, guidance, and patience in supervising the completion of this thesis.
- e. Mrs. Ayu Fitrianingsih, M.Pd., as the Second Thesis Advisor, for her continuous direction, motivation, and patient guidance during the preparation of this thesis.

May all the kindness and support given be rewarded with the best blessings by Allah SWT. With all humility, the writer remains open to any constructive suggestions and criticisms for the improvement and refinement of this work in the future. Finally, the writer extends deepest gratitude to beloved parents for their endless prayers, love, guidance, and both moral and financial support. The writer

also extends thanks to all family members, friends, and everyone who has contributed to the completion of this thesis, whose names cannot all be mentioned individually. It is the writer's hope that this thesis may bring benefit, not only for the writer personally but also for readers and all concerned parties. The writer fully entrusts all results and expectations of this work to Allah SWT.

Bojonegoro, 23 July 2025

The Researcher

A handwritten signature in black ink on a light green background. The signature is stylized, featuring a large, loopy initial 'F' followed by several vertical strokes and a final flourish.

Ferian David Izam Kurniawan

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TABLE OF CONTENTS

COVER	i
APPROVAL SHEETS	ii
LEGITIMATION	iii
MOTTO.....	iv
STATEMENT OF AUTHENTICITY	v
ABSTRACT	vi
ABSTRAK	vii
DEDICATION	viii
PREFACE	ix
Table of Figures	xiii
TABLE OF APPENDIXES	xiv
CHAPTER 1.....	1
INTRODUCTION.....	1
A. Background of Study	1
B. Research Problem	5
C. Research Objective	5
D. Research Significant.....	5
E. Definition of Key Terms.....	6
CHAPTER II.....	10
THEORITICAL REVIEW	10
A. Literature Review	10
B. Theoritical Framework.....	11
CHAPTER III.....	20

RESEARCH METHODOLOGY	20
A. Research Approach.....	20
B. Place and Time of Research	20
C. Research and Data Sources	21
D. Data Collection Technique	21
E. Data Analysis Technique.....	22
F. Trustworthiness	24
CHAPTER IV	27
RESEARCH FINDINGS AND DISCUSSION	27
A. Research Findings	27
B. Discussion	47
CHAPTER V	53
CONCLUSION AND SUGGESTION	53
A. Conclusion.....	53
B. Suggestions	54
REFERENCES.....	56

TABLE OF FIGURES

Figure 4.1. Impact of viral song on student learning motivation	23
Table 4.2 How Often Use Tiktok.....	28
Table 4.3 How often listen English songs on TikTok.....	29
Table 4.4 Actively Search For The Meaning	30
Table 4.5 English Pronunciation After Listening To Viral Song.....	30
Table 4.6 Viral English Song on TikTok Made More interested in Learning English as a Whole.....	31
Table 4.7 Viral English Song As A Tool To Practice English Listening Skills	33
Table 4.8 Content On TikTok Increases My Interest In Learning	33
Table 4.9 Short Duration Of TikTok Videos Makes It Easy To Absord Songs And Lyrics.....	34
Table 4.10 Learning English Through TikTok More Fun Than Traditional Learning Method.....	35
Table 4.11 Vral English Songs Helped Understand The Culture Of Native English Speakers	36
Table 4.12 Songs on TikTtok Which Indirectly My General Knowledge	37
Table 4.13 Overall The Presence Of Viral English Songs On TikTok Has Had Impact Learning Motivation	39

TABLE OF APPENDIXES

APPENDIXS 1 : Questionnaire data.....	55
APPENDIXS 2 : Interviews data	61
APPENDIXS 3.....	66

CHAPTER 1

INTRODUCTION

A. Background of Study

With globalization advancing, social media continues to progress through the emergence of applications that appear along with the development of the era. One application that has been widely used until now is TikTok which has become the main stage as a medium for presenting various videos with diverse content with songs as the sound background. Often certain songs can suddenly go viral unexpectedly through the amount of content or trends that appear. They are often used in trends, challenges or other creative content, so that more people hear them and share them (Stuart, 2019). TikTok has become a medium for presenting a lot of educational and non-educative content, ranging from dance, shopping to learning which often uses certain songs as the background sound (background). One example is the song Die with a smile, popularized by American singer Bruno mars ft Lady gaga. the song that was on the rise in 2024 and is still popular today. The song, which was released in 2024, starting from a content creator on TikTok who made dance content with this song.

English-language music, with various genres such as pop, rock and R&B, has captured the hearts of music listeners in Indonesia. This phenomenon is a reflection of globalization that erodes geographical and cultural boundaries. The influence of British music in Indonesia can be traced back decades. Legendary bands such as The Beatles, Rolling Stones and Queen have inspired Indonesian musicians to create world-class works. British boy bands and girl bands further

cemented the popularity of British music among Indonesian teenagers.

Music has long been recognized as an effective tool for learning. According to Paquette & Rieg (2008), Incorporating music into the curriculum enhances student engagement and can be a highly effective strategy for reinforcing academic concepts, especially in language learning. Music has the power to evoke emotions in humans, improve memory, and facilitate the learning process under pleasant circumstances. In the context of language learning, music can be used to introduce new vocabulary, sentence structures, and even culture related to the language.

Quoted from Ang et al. (2019), songs that use English can help teachers or educators to create active, creative and fun learning. Highlighting the songs that are viral now, which can be used as a tool for learning students' English. Viral songs often use themes that are close to students' daily lives, so they feel more connected to the learning material. Students also become motivated to understand the lyrics of the song and try to sing correctly, this is one form of practicing their language skills. As suggested by Coulter (2022) comprehensible and enjoyable input is very important in the process of second language acquisition. Viral songs, with memorable lyrics and catchy melodies, can provide ample and enjoyable input for students.

The many platforms that can be used to learn English today provide a lot of space for educators to use these platforms as media. One of the media is viral songs that are very easy to hear on many social media, the existence of this media must be utilized properly, with viral songs that are easy to remember and familiar to students providing space for students to learn English. through songs, students

can remember more easily, they will also try to learn to pronounce well in order to sing the song, not only pronunciation, students can also learn grammar, increase vocabulary, and also learn listening because with viral songs as a learning medium

Students will develop language intuition and improve their ability to understand implied meanings as Orellana-López & Guamán-Luna (2022) said.

According to Schunk & DiBenedetto (2020) “Motivation can influence what, when and how we learn.” It means if the students are already motivated in learning, they could decide independently what materials they learn, what methods they want, and how long would they learn the lesson. Because learning is the core component of the educational process in a classroom. The learning process that pupils go through determines whether educational objectives are achieved successfully or unsuccessfully. In essence, every student has the right to have the opportunity to achieve satisfactory learning outcomes. So, students' learning motivation is needed for the teacher to maintain the learner's interest in learning. Learning motivation is everything that is intended to encourage someone who does learning activities to become even more active in learning to get better achievements. It can be seen the difference between students who are motivated in learning and those who are not motivated in learning.

Students who are motivated in learning to tend to be more diligent in learning will record learning outcomes and can conclude material, and always do the assignments. While students who are not motivated in learning will be reluctant to study for a long time, especially in lessons that are difficult for them to understand, for example in mathematics or English as a foreign language,

Motivation and Attention to the teacher are as important as for the learner, it depends on the attitude of the teacher as on the attitude of the students. Initial motivation is an important factor in foreign language classes, students need to feel encouraged to learn and use the language in a different reality. To overcome this, some teaching materials need to be adapted to different learning styles, for example learning to use the songs.

In this study, the song is used as a treatment between pretest and posttest. According to Grebe & Winkler (2021), songs are authentic materials that can motivate students to learn English. So that, songs are examples of activities whose nature and content are fun, which can affect the language development of students. No one can deny how powerfully music can affect our feelings and energy levels. Without thinking about it, we use music to create the desired mood to make us feel happy, to enjoy movement and dance, to energize, to bring back memories, and power to help us relax and focus it also could be an English teacher's strategy to increasing student's motivation in learning English.

Many English teachers have long understood, according to Murphey, that music and song are effective teaching tools. Language classes were mentioned including elementary School, Junior High School, Senior High School, and Vocational High School. However, the researcher only focuses on senior high school students because senior high school students have the longest time in learning English. According to Muhid et al. (2020), Senior Significant School is a secondary education level that places a high priority on preparing students for specialized further education.

B. Research Problem

Based on this background, the research questions are

1. How can the viral English songs on TikTok contribute to enhance student's learning motivation?

C. To what extent does viral English songs on TikTok enhance student's motivation in learning English? Research Objective

1. To know the influence of viral English songs on TikTok to enhance students' learning motivation.
2. To investigate extent does of viral English songs on TikTok toward students' learning motivation.

3. Research Significant

1. Theoretically

This research is expected to provide insights and knowledge about how the influence of viral song on TikTok toward student motivation

2. Practically

- a. For teacher

Improvement in the effectiveness of viral song on TikTok to enhance student motivation

- b. For next Researchers

To serve as a foundation or guide for further research in the field of learning, especially those related to the use of the viral song on TikTok

c. Pedagogically

This research is expected to help students increase their interest and understanding of English learning and Provide recommendations on the implementation of technology in learning to support digital-based education.

4. Definition of Key Terminologies

1. Viral Song

Viral songs are songs that quickly gain popularity and spread widely, especially through social media, streaming platforms and video-sharing apps such as TikTok, YouTube and Instagram. They are often used in trends, challenges or other creative content, so that more people hear them and share them (Stuart, 2019).

Content that goes viral often triggers intense emotional reactions such as awe, anger, or amusement which in turn motivates users to share it widely, including music tracks that gain popularity across various digital platforms. (Nahon, K., & Hemsley, J. 2013).

Viral media, such as songs, are defined by their interactive nature, in which audiences actively participate by engaging with, modifying, and sharing the content—thereby enhancing its widespread appeal and popularity. (Jenkins, H., Ford, S., & Green, J. 2013).

Some of the factors that make a song go viral include relatable lyrics, catchy melodies, and its use in viral videos or challenges on social media. In addition, endorsements from influencers and celebrities, as well as its appropriateness to a particular trend or moment, can also accelerate its spread.

2. TikTok

TikTok is a short video-based social media platform that allows users to create, edit and share creative content ranging from a few seconds to several minutes in length. It was developed by Chinese tech company ByteDance and first released in 2016. TikTok became popular due to its interactive features, such as special effects, filters, background music, and algorithms that can display content according to user preferences (Barta et al., 2023).

The platform is widely used for various types of content, including challenges, dances, lip-syncs, tutorials, and short educational pieces. With its artificial intelligence (AI)-based recommendation system, TikTok can make certain videos go viral in no time. Its popularity has made it one of the Most downloaded social media apps in the world, with billions of active users from all walks of life.

What distinguishes TikTok from other social media applications is its advanced and personalized algorithm, which

curates and delivers content tailored to each user's behavioral patterns, preferences, and engagement history. This personalization fosters a highly engaging user experience, making the platform particularly appealing to a broad and diverse audience. (Montag et al. 2021)

The platform is equipped with a variety of integrated tools, including video editing features and a diverse library of audio tracks, which allow users to remix existing content or produce original material. This interactive functionality encourages user participation and supports a vibrant, participatory culture where trends, challenges, and viral content emerge and spread rapidly across the user community. (Kaye, Chen, & Zeng 2021)

3. Motivation

Motivation is the drive or reason that prompts a person to act, achieve a goal, or fulfill a particular need. Motivation can come from within (intrinsic), such as the desire to improve or achieve personal satisfaction, or from external factors (extrinsic), such as rewards, praise, or social pressure (Prihartanta, 2015).

Motivation can be understood as a dynamic psychological process that governs how individuals initiate, direct, and sustain their efforts over time in order to achieve specific objectives. It encompasses the intensity or strength of

one's drive, the purposeful direction of actions, and the level of persistence maintained in the face of challenges, all of which collectively influence how goals are pursued and ultimately attained. (Robbins & Judge 2013)

Motivation plays an important role in everyday life, whether in learning, working, or achieving dreams. With strong motivation, a person is more energized, persistent, and does not give up easily in facing challenges. Therefore, understanding the sources and ways to increase motivation can help one achieve success and well-being in life.