

USING SOCIAL MEDIA PLATFORMS (TIKTOK, YOUTUBE, INSTAGRAM) TO IMPROVE ENGLISH SPEAKING SKILLS

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Abstract

The rapid development of social media platforms such as TikTok, YouTube, and Instagram has transformed the way students learn English, particularly speaking skills. This article investigates how short-form and video-based content can enhance learners' speaking fluency, pronunciation, and confidence. Using a qualitative literature-based approach, recent studies published between 2016 and 2025 were analyzed. The findings indicate that social media platforms provide authentic language input, increase learner motivation, and support interactive speaking practice. However, challenges such as distraction, superficial learning, and passive consumption are also identified. The study concludes that when used strategically, social media can significantly contribute to improving English speaking skills in informal and formal learning environments.

Keywords: *Social media, English speaking skills, TikTok, YouTube, Instagram, language learning*

Introduction

In recent years, English language learning has increasingly shifted from traditional classrooms to digital environments. Social media platforms such as TikTok, YouTube, and Instagram are now widely used by learners to practice listening and speaking skills. According to recent research, these platforms provide authentic, engaging, and contextualized language exposure, which is essential for developing communicative competence (Harahap et al., 2025).

YouTube offers long-form instructional videos, TikTok provides short and repetitive speaking models, and Instagram supports interactive communication through reels and stories. These features make social media a powerful tool for improving oral English proficiency.

2. Methodology

This study uses a qualitative literature review approach. Articles published between 2016 and 2025 were selected from peer-reviewed journals focusing on English as a Foreign Language (EFL), speaking skills, and social media-based learning. The data were analyzed thematically based on three categories:

1. Speaking fluency improvement
2. Learner motivation and confidence
3. Platform effectiveness (TikTok, YouTube, Instagram)

Results and Discussion

3.1 Improvement of Speaking Skills

Recent studies show that TikTok and Instagram Reels significantly improve learners' speaking fluency and pronunciation through repetition and imitation of native speakers. Rohmah and Irmayani (2025) found that students using short-form video content demonstrated higher speaking confidence compared to traditional learning groups. Similarly, Nurafifah et al. (2024) reported significant pronunciation improvement among students using TikTok-based English song lyrics.

3.2 Motivation and Confidence

Social media increases learners' motivation due to its interactive and entertaining nature. According to Sadhasivam et al. (2023), students perceive TikTok as a motivating tool that encourages spontaneous speaking practice. Additionally, YouTube provides learners with structured learning materials that support self-paced speaking development.

3.3 Platform Effectiveness

Each platform contributes differently to language learning. TikTok is effective for short-term engagement and speaking repetition, Instagram enhances communicative interaction through comments and reels, while YouTube provides deeper instructional content. A systematic review by Salam et al. (2025) confirms that all three platforms positively influence EFL speaking performance, with varying degrees of effectiveness depending on usage style.

3.4 Challenges

Despite the benefits, social media also presents challenges. Excessive use of short videos may reduce attention span and deep learning capacity (Chiossi et al., 2023). Additionally, learners may consume content passively without actively practicing speaking skills.

Conclusion

Social media platforms such as TikTok, YouTube, and Instagram play an important role in improving English speaking skills. They provide authentic language input, enhance motivation, and support flexible learning environments. However, their effectiveness depends on how learners use them. Balanced and goal-oriented use of these platforms can significantly improve speaking fluency and confidence.

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