

CHAPTER II

LITERATURE REVIEW

This chapter present brief discussion about related literature which is used in the study. All relevant issue of this will be discussed based on those theorise.

2.1 Definition of Perception

The word perception comes from the Latin perceptio, which means reception or understanding. This word was later adopted into English as perception. In the Big Indonesian Dictionary, perception is defined as a response or direct reception of something or process. Perception is one of the factors that influence behavior. each individual has a different perception. in general, perception is a person's view of something that will produce a response to how and with what someone will act.

According to Yamaguchi (2022) peception is a process of organizing and interprating external stimuli received by individuals. This process involves selecting, organizing, and interpreting these stimuli to give meaning and understand the surrounding environment. Perception can also be an experience of objects, events, or relationships gained by inferring information and interpreting messages. Perception gives meaning to sensory stimuli and can taken by indivduals with various forms of response, depending on the attention of the perceiving individual. The results of perception can differ from one individual to another due to diffrences in experience, thinking ability, and feelings that individuals have.

Yoedo Shambodo (2020) perception is the process of a person having awareness about various objects through the interpretation of sensory data. Perception is an active process of sorting, organizing, and interpreting people, objects, events, situations, and activities. Humans sort out only certain things in their lives then organize and interpret them harmoniously. Perceptions shape how people understand others and their world as well as the choices they make in their lives.

Fahdin (2020) perception is defined as the process of someone knowing some things through sensing. Perception is a process of observing a person's environment. Perception is also defined as the ability of the five senses to translate stimuli that enter the human sensory organs. In each individual, there are differences in point of view in sensing that perceive something is good or positive perception or negative perception which will affect visible or real human actions.

According to Arfin, Kuswadi and Kuswarno (2017), perception is the inference of information from experience and interpretation of signals to describe something, relationship or event. Perception is a source of newly acquired knowledge about the world and the environment that surrounds it. Knowledge is power, without knowledge humans cannot act effectively. Perception can be defined as the process of receiving, selecting, organising, interpreting, testing, and reacting to sensory stimuli or data, (Wurarah 2022).

Perception is a psychological process where people can change answers into positive or negative perceptions depending on their sensory experiences, (Erin and Maharani, 2018). perception is a process that begins with the use of the five senses to receive a stimulus, then structured and processed so that it can understand what is sensed (Sifuddin, 2020).

According to Sri Santoso Sabarini in the book “Perception and Academic Experience of Sports Lecturers” (2021), perception is a processing process from the environment in the form of a stimulus. This process begins with the receipt of a stimulus through the sensory organs, which is then processed by the brain to produce perception. Perception can be in the form of visual perception, auditory perception, tactile perception, olfactory perception, and gustatory perception. Perception can also be referred to as the core of communication, because the similarity of perceptions between individuals facilitates communication relationships.

2.1.1 Factors that influence perception

According to saleh (2018:80) factors that play a role in perception can be several factors:

1.Object

Objects seen by individuals cause stimulus through the sense of sight. Then this is processed by the brain so that the perception of the individual appears.

2.The sense organs,nerves,and central nervous system

Sensory organs or preceptors are tools for receiving stimuli. in addition, sensory nerves must also exist as a means of transmitting the stimuli received by the receptors to the brain as the center of nerves, the center of consciousness. motor nerves were need as a tool to carry out the reaction.

3.Attention

Attention was required to do perception, which is the first step in the preparation of the perception. Attention was the concentration of all human actions indicated by something or a set of objects. On this basis, it was found that several factors play a role in forming an idea of existence. What are the nerves for perception to occur: (1) perceived object or stimulus, (2) central nervous system, namely sensory or nervous organs, and physiological nerves, (3) Attention and neuropsychology.

2.1.2 Types of perception

Prabawita (2021) explained the differences in perception are divided into two, namely positive and negative perceptions.

1. Positive perception itself occurs when an individual evaluates an object or information with a favorable view or in accordance with what is expected, the emergence of positive perceptions can be related to individual satisfaction with the source of perception, prior knowledge, and personal experience with the perceived object.

2. Meanwhile, negative perceptions occur when an individual evaluates certain objects or information with an unfavourable view, contrary to what is expected. The emergence of negative perceptions maybe due to individual dissatisfaction with the source of the perception, lack of knowledge and experience with the object being perceived, and other factors.

From this we can conclude that it can be said that perception can be positive and negative at the same time, perception will always influence someone in doing something, a positive perception or a negative perception all depends on how the individual describes all his knowledge about the object that has been perceived.

Perception is often referred to as a view, picture, or assumption because perception is a person's reaction to a particular thing or object. According to a large dictionary of psychology, “perception” is the process that a person goes through by using his senses to observe his environment so that he can understand what is in it. Although many experts provide different definitions for the term “perception”, they actually have the same meaning.

2.2 Tiktok Video

TikTok is a social media platform application originating from China, and launched in September 2017. In 2011, Jan H. Kietzmann, Kritopher Hermkens, Ian P. McCarthy and Bruno S. Silvestre described a honeycomb framework relationship that presents a framework that defines social media using seven functional building boxes, namely identification, conversation, sharing, presence, relationships, reputation, and groups. TikTok contains a collection of short videos, which come from outside and inside the country, TikTok videos themselves are very easy to access, this TikTok application contains many interesting features and is also filled with creative people.

According to Koniah (2021), TikTok is a mobile application developed by ByteDance, a Chinese media company. TikTok was launched in September 2017 and was originally known as Musical.ly before being acquired by ByteDance in 2018 for US\$1 billion. TikTok has a unique feature that allows users to create and share various short videos in a vertical format, which are played by scrolling up or down the screen. The app is very popular around the world, especially in countries such as Thailand, Japan, and Indonesia, and has reached 2 billion downloads worldwide by 2020. TikTok also has a unique algorithm, called "For Your Page", which can spread user content regardless of the number of followers. This algorithm learns the habits of active users faster than other apps, which makes TikTok even more popular.

TikTok is also often used as a learning medium, especially by school students, due to its interesting and interactive features.

According to Wisnu Nugroho Aji (2018), TikTok is a social media communication network that allows users to create and share short videos supported by music. This application is very popular with many people, including adults and children, because of the ease of creating and sharing interesting and unique content. TikTok also has various features that allow users to interact and share content, such as the duet feature to record and share videos together, which can be used in Indonesian language and literature learning to create conversation dialogs and write description texts.

According to Pratiwi (2021), TikTok is an application that can provide unique and interesting special effects, which can be used by users to create cool short video and attract the attention of many people. The app has a lot of easy to create video content, with features such as adding video effects, sounds, stickers, video sharing, and the ability to exchange messages with other users. TikTok also contains various types of content, cooking, drawing, to other content that can attract users' attention. Syaifudin (2021) says TikTok videos may be used by teachers to educate student how to develop relevant, interesting and visually attractive learning activities and motivate students to participate in the learning activities. Moreover, Syah (2021) defined TikTok videos are brief, simple, to make and easy to share.

TikTok as a learning media can make it easier for educators to deliver learning materials affectively. Educators can also create an interactive and fun learning atmosphere which of course adjusts the learning environment and the needs of students (Mana, 2021). In addition, TikTok in online learning can train the trust of student with various approaches used by educators such as games or giving assignments in the form of making videos (Herdiati, 2021). In addition, the use of TikTok can increase the creativity of students in

developing videos with various features that have been provided (Firamadhina & Krisnani,2020).

2.2.1 Factors Affecting the Use of the Tiktok Application

According to Demmy (2018), there are two factors that influence the use of the Tiktok application, namely internal factors and external factors, internal factors which include emotions, behavior, personal characteristics, desires, expectations, attention (concentration), physical conditions, values, interests, requirements and motivation. External factors include family, history, information received, knowledge, needs, size, intensity, novelty, opposition, known and unknown objects.

1.Internal Factors

Internal factors are things that exist within a person, such as self-confidence, concentration, and feelings.Swastika (2017) defines feelings as a psychological condition that a person experiences when he is happy or depressed. feelings can affect Tiktok application users.

if someone does not like or is not happy with the application, then they will not use it.

2.Exsternal Factors

External factors are factors that come from outside a person or individual. According to Nasrullah R (2015), information takes on the character of social media because it produces content, produces representations of identity and facilitates interaction based on information. information obtained from social media, friends, or the internet can influence a person's decision to use Tiktok.

2.3 Learning Media

In this section, the researchers discuss learning media. The word media comes from Latin and is the plural form of the word medium, which means intermediary or introduction. Media is an intermediary or messenger of messages from the sender to the recipient in an ongoing communication process. Media is very important in supporting the teaching and learning process.

According to the Association of Education And Communication Technology (AECT), media is defined as all forms and channels that people use to channel messages or information. Media is a learning resource component or physical vehicle that contains instructional material in the student's environment, which can stimulate students to learn. Meanwhile, the Education Association (NEA) defines objects that can be manipulated, seen, heard, read or talked about along with instruments that are used properly in teaching activities, which can influence the effectiveness of instructional programs.

According to Suhana (2016), learning media are all forms of stimuli and tools provided by the teacher to encourage students to learn quickly, precisely, easily, and no verbalism occurs. Learning media functions as an intermediary that conveys messages and information from sources that will be received by message recipients in the learning process. This media can be in the form of graphic, photographic, electronic tools, and other tools used to capture, process, and reconstruct visual or verbal information. The use of media in the learning process can improve student learning outcomes.

According to Hasan (2021), the definition of learning media is everything that is used to convey messages from sender to receiver, so that it can stimulate students' thoughts, feelings, and attention. This learning media is very important because it can help in the teaching and

learning process, make the meaning of the messages conveyed clearer, and help achieve educational or learning goals effectively and efficiently.

According to Noviyanti and Suparman (2019), learning media is a learning tool designed to support the learning process and improve student abilities. They developed Problem-Based Learning (PBL)-based learning media using the ADDIE model (Analysis, Design, Development, Implementation, Evaluation) to optimize the use of technology in learning.

According to Puspitasari & Hanif (2019:54) “Learning media that is utilized appropriately in the learning process will become a more effective and efficient support tool in achieving the learning objectives” through media, the teachers can deliver the material easily.

According to KBBI, media can be interpreted as intermediaries, connectors, communication tools (means) such as newspapers, magazines, radio, television, films, posters and banners, which are located between two objects (people, groups, etc.). So, in general it can be interpreted that learning media is a tool for the teaching and learning process, namely everything that can be used to stimulate students' thoughts, feelings, attention and abilities or skills so that it can encourage the learning process in students. Learning media is very important to help students acquire new concepts, skills and competencies. There are many types of media that can be used by educators in the teaching and learning process, but educators must be selective in choosing this type of media. In the digital era, educators must not only be able to use classical learning media but also modern learning media.

2.3.1 Type of Learning Media

According to Anitah (2019), types of learning media are divided into 3, namely:

1. Visual media

Visual Media is a learning tool or resource that contains messages, information, especially subject matter that is presented in an attractive and creative manner and applied using the sense of sight. So this visual media cannot be used in general, more precisely this media cannot be used by the blind. Because this media can only be used with the sense of sight, such as pictures or photos, charts, diagrams, maps, posters.

2. Audio media

Audio media is or hearing media is a type of learning media or learning resource that contains messages or subject matter that is presented in an interesting and creative way and applied by using the senses of hearing only. Because this media is only in the form of sound, such as radio.

3. Audio-visual media

Audio visual media is a type of learning media or learning resource that contains messages or subject matter that is made interestingly and creatively by using the senses of hearing and vision. This media is in the form of sound and images, such as Television, Video Cassette.

2.4 Previous Study

There were some previous studies that had been conducted which have relation toward this research, they are as follow

No	Tittle	Identity	Result
1.	Exploring the Potential of Social Media In Language Learning	Zhai,C. and Zhang, J.2020	Based on the research result Exploring the Potential of Social Media in Language Learning,It can be

			concluded that the use of social media can increase motivation to learn language. Social media platforms are effective for learning languages because of social interaction and interesting content. The use of social media can improve listening, speaking, reading, and writing skills.
2.	Tiktok as a Medium for Learning English	Zainuddin, Z. and Noviana, I. 2022	Based on the research result, Tiktok is effective as an English Learning medium because it is interactive and interesting. Tiktok content can increase motivation and learn English.
3.	Using Short Videos to Enhance English Language Learning	Huang, H. 2019	Based on the research result, short videos effectively improve English listening and

			Speaking skills. The use of short videos increases motivation and interest in learning English. Short videos improve vocabulary and grammar comprehension.
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