ABSTRACT

Elfina, T.M.A.S. 2024. *An Analysis of Strategies and Challenges in Creating English Language Learning Content On Tiktok*. **Skripsi**, English Education Department, Faculty of Teacher Training and Education Islamic University of Kadiri. Supervisor I: Entusiastik, SS., MA., Supervisor II: Sri Wulandari, M. Pd.

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This research aims to analyze the strategies and challenges in creating English learning content on TikTok by the Language Center (LC) Pare. This research used a qualitative descriptive approach through observation, documentation, and interviews with the content creator in the Language Center. The observations were carried out on the content that has been created, and researched it, and also made observations with the content creator. Interviews were conducted with English language learning content creators at LC to find out strategies for creating content and also the challenges faced in creating English learning content. The strategy used by Lc when creating content is selection of social media use like adjusting to the interests of Generation Z, following the trending content, reading blogs, and uploading videos, maybe one or more videos in one day. Next, the challenge faced by LC when creating content is the challenge of designing a content team like LC. This pays attention to the pronunciation of each talent appearing in the video so that the pronouncement of each talent must be clear so that it can be understood by the audience, then deciding on content ideas, and the last is maintaining idealism. Finally, this research also opens

up opportunities for collaboration between educators, content creators, and social media platforms to create effective educational content. Based on the research results, several things can be suggested to improve the effectiveness and quality of the content produced.