

ANALYSIS OF SOCIAL MEDIA AND AI APPLICATION USE ON STUDENTS' ENGLISH LANGUAGE ABILITY: A META-ANALYSIS

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ABSTRACT

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Penelitian ini bertujuan untuk menganalisis pengaruh media sosial dan aplikasi kecerdasan buatan (AI) terhadap kemampuan berbahasa Inggris siswa melalui pendekatan meta-analisis. Perkembangan teknologi digital telah mengubah cara siswa belajar bahasa Inggris, tidak hanya melalui pembelajaran formal di kelas tetapi juga melalui platform digital yang sering digunakan dalam kehidupan sehari-hari. Media sosial dan aplikasi AI adalah dua teknologi yang banyak digunakan untuk mendukung proses pembelajaran bahasa Inggris, khususnya dalam aspek mendengarkan, berbicara, membaca, menulis, kosakata, dan tata bahasa. Metode penelitian yang digunakan adalah meta-analisis dengan meninjau berbagai artikel ilmiah yang relevan dari penelitian sebelumnya. Data diperoleh melalui studi dokumenter dari jurnal nasional dan internasional, kemudian dianalisis secara deskriptif dan komparatif untuk menemukan pola umum dari hasil penelitian. Hasil penelitian menunjukkan bahwa media sosial memiliki dampak positif, terutama dalam meningkatkan paparan bahasa asli, penguasaan kosakata, dan kemampuan mendengarkan dan berbicara. Sementara itu, aplikasi AI lebih efektif dalam mendukung tata bahasa, menulis, dan kemampuan belajar mandiri melalui umpan balik instan.

This study aims to analyze the influence of social media and artificial intelligence (AI) applications on students' English language skills through a meta-analysis approach. The development of digital technology has changed the way students learn English, not only through formal classroom learning but also through digital platforms frequently used in everyday life. Social media and AI applications are two technologies widely used to support the English language learning process, particularly in the aspects of listening, speaking, reading, writing, vocabulary, and grammar. The research method used is meta-analysis by reviewing various relevant scientific articles from previous studies. Data were obtained through documentary studies from national and international journals, then analyzed descriptively and comparatively to find general patterns from the research results. The results of the study indicate that social media has a positive impact, especially in increasing exposure to authentic language, vocabulary mastery, and listening and speaking skills. Meanwhile, AI applications are more effective in supporting grammar, writing, and independent learning skills through instant feedback.

INTRODUCTION

The development of digital technology has brought about profound changes in various areas of life, including education. The advent of the internet has transformed the way people obtain information, communicate, and learn. In the educational context, digital technology has provided students with numerous opportunities to access learning resources without the constraints of time and space. Learning that was previously confined to the classroom can now be conducted through various online platforms. This demonstrates that technology has become a vital part of the modern educational process.¹

One tangible impact of technological development is the increased use of social media among students. Platforms like TikTok, Instagram, and YouTube are used not only for entertainment but also as a means of acquiring information and knowledge. Through social media, students can access a variety of educational content presented in video, text, and audio formats. Much of this content uses English as the primary language, thus indirectly exposing students to the language. This makes social media a potential informal learning tool.²

In addition to social media, the development of artificial intelligence (AI) is also starting to play a significant role in education. AI offers various applications that can help students learn independently with a more interactive approach. Apps like ChatGPT, Duolingo, and Grammarly are examples of technology widely used in English learning.³ Through these apps, students can practice grammar, speaking, writing, and vocabulary with the help of a system that provides instant feedback. The presence of AI makes the learning process more flexible and personalized.

English language proficiency is a crucial competency in the era of globalization. English is used as an international language in various fields, such as education, business, technology, and global communication. Therefore, mastery of English is essential for students to compete internationally. This skill encompasses several aspects: listening, speaking, reading, writing, vocabulary, and grammar. Each aspect requires continuous practice to master.⁴

In school learning practices, many students still struggle to master English. Conventional learning methods are often considered unengaging due to their over-focus on textbooks and formal exercises. As a result, students feel bored and unmotivated to learn. The emergence of social media and AI applications offers a more appealing alternative, aligning with the digital habits of today's younger

¹ Riska Aini Putri, "The Influence of Technology on Learning Changes in the Digital Era," *Journal of Computers and Digital Business* 2, No. 3 (2023): 105–111.

² Yunita Aurelia Suwarno, "Social Interaction Through Social Media Tik-Tok Among Students of SMA PGRI 4 Jakarta," *Global Komunika* 6, No. 2 (2023): 46–54.

³ Alliya Fajriati, Wisroni Wisroni, and Ciptro Handrianto, "Utilization of Artificial Intelligence (AI) Technology in Student-Based Learning in the Digital Era," *WAHANA PEDAGOGIKA: Scientific Journal of Education and Learning* 6, No. 2 (2024): 71–85.

⁴ S Pd Nuraeni, "English in the Era of Globalization," *Future Educational Theory & Innovation* 18, No. 1 (2021): 1021–1029.

generation. By utilizing technology relevant to everyday life, students can learn in a more relaxed yet effective manner.

Various studies have been conducted to examine the influence of social media and AI applications on students' English language skills. Most studies indicate that both technologies have positive impacts, particularly in improving motivation, language exposure, and communication skills. However, some studies have also highlighted negative impacts, such as distraction from social media or dependence on AI. These differing results indicate that the influence of technology on language learning varies across contexts. Therefore, more comprehensive studies are needed to fully understand this relationship .

Based on this background, research analyzing the use of social media and AI applications on students' English language skills is crucial. This study is expected to provide a comprehensive overview of the benefits, challenges, and effectiveness of using digital technology in English learning. Furthermore, the research findings can serve as a reference for teachers, schools, and educational policymakers in optimally utilizing technology. With appropriate use, social media and AI can be tools that support the improvement of students' English language competency. Ultimately, the integration of technology in education can help create a learning process that is more relevant to the needs of the times.

RESEARCH METHODS

The research method in this study uses a meta-analysis approach, namely a method that aims to collect, review, and analyze the results of various previous studies relevant to the topic of the influence of social media use and AI applications on students' English language skills. Research data was obtained through documentation studies by collecting scientific articles from academic sources such as Google Scholar , ScienceDirect , and ERIC selected based on the criteria of topic relevance, year of publication, and availability of research data. The collected articles were then selected using inclusion and exclusion criteria, so that only studies that specifically discuss the use of social media or AI applications in students' English learning were analyzed. Next, data from these studies were reviewed descriptively and comparatively to identify general patterns, similarities, and differences in research results regarding the influence of these two technologies on aspects of English language skills such as listening, speaking, reading, writing, vocabulary, and grammar. With this method, the study can provide more comprehensive conclusions and is based on a synthesis of various previously published scientific findings.

RESULTS AND DISCUSSION

Understanding Social Media and AI Applications

Social media is a digital platform that allows users to create, share, and interact with various types of content online. ⁵The presence of social media has transformed communication patterns in modern society, especially among students who are very familiar with digital technology. In the lives of students, social media is no longer seen merely as a means of entertainment; it has evolved into a potentially powerful learning tool. Through various platforms such as Instagram, TikTok, and YouTube, students can access educational information, learning tutorials, explanatory videos, and interactive content that supports the learning process. This content is often presented in English, providing students with the opportunity to directly experience the use of the language in real-life contexts.

In the context of English language learning, social media serves as a source of authentic and contextual language exposure. Unlike textbooks, which tend to be formal and structured, the language found on social media is more diverse, reflecting everyday usage by both native speakers and international users. Students can learn new vocabulary through captions, comments, short videos, podcasts, or digital conversations they encounter. Furthermore, social media also allows students to understand the use of idioms, informal expressions, and English communication culture, which are not always taught in the classroom. Repeated exposure to these forms of language indirectly helps strengthen students' English comprehension. Therefore, social media has great potential as a natural and engaging language learning tool.

Social media also provides a space for students to actively practice their English language skills. Students can write comments, create posts, respond to discussions, or even create creative content in English. These activities indirectly improve their writing and speaking skills, as they are required to construct sentences that others can understand. Furthermore, interacting with users from various countries opens up opportunities for cross-cultural communication, broadening students' linguistic horizons. Such experiences are crucial in language learning because they allow students to learn through real-world practice, not just theory. Therefore, social media can be an effective learning tool when used responsibly and purposefully.

AI applications are software that utilize artificial intelligence technology to provide adaptive, responsive, and personalized services to users. ⁶In recent years, the development of AI has had a significant impact on education, particularly in foreign language learning. This technology is designed to analyze user needs, customize learning materials, and provide automatic feedback based on user

⁵ Adita Dwi Prasetya, Agus Hadi Utama, and Mastur Mastur, "Utilization of Social Media as a Digital Learning Content Presentation: Study Literature Review," *Journal of Learning Research and Innovation* 4, No. 2 (2024): 1004–1017.

⁶ Richa Sucianingtyas Et Al., "Review of Various Artificial Intelligence (AI) in Education," *Madani: Multidisciplinary Scientific Journal* 3, No. 2 (2025): 232–243.

performance. In English learning, AI applications can help students understand grammar concepts, improve their writing, practice pronunciation, and even simulate conversations with virtual systems. The presence of AI makes the learning process more flexible because it can be accessed anytime and anywhere according to the student's needs.

One of the main advantages of AI applications in English learning is their ability to provide instant feedback. For example, applications like Grammarly can detect errors in grammar, spelling, sentence structure, and vocabulary choice in students' writing. The system then provides automatic suggestions for improvement so students can immediately understand their errors. Meanwhile, applications like ChatGPT can be used to answer questions, explain grammar, help translate sentences, and even provide examples of word usage in specific contexts. These features greatly assist students in learning independently without having to rely on a teacher. Thus, AI can create a more efficient and interactive learning experience.⁷

In addition to providing automatic corrections, AI applications can also tailor learning to each student's ability level. AI systems can analyze patterns of common user errors and then recommend appropriate exercises to address those weaknesses. This approach makes learning more personalized than conventional methods, which tend to be uniform for all students. Some applications also offer conversation simulation features that allow students to practice speaking with responses that mimic real-life communication. This significantly helps students build confidence in using English. Therefore, AI applications are a key innovation in modern language learning.

English language proficiency is a competency comprised of several interrelated core aspects. These aspects include listening, speaking, reading, writing, vocabulary, and grammar. These six aspects must be developed in a balanced manner so students can use English effectively in a variety of communication situations. Listening relates to the ability to comprehend information heard, while speaking emphasizes the ability to express ideas orally. Reading focuses on understanding written text, while writing requires the ability to convey ideas in writing with appropriate structure.

Vocabulary and grammar also play a crucial role in mastering English. Vocabulary is the primary foundation for understanding and conveying messages, as without adequate vocabulary, communication is difficult. Grammar serves as the rules governing word order to form correct and understandable sentences. These two aspects complement each other and serve as the foundation for developing listening, speaking, reading, and writing skills. Students with a strong command of vocabulary and grammar tend to understand English more easily. Therefore, developing these two aspects should be a primary focus in the learning process.

⁷ Reizah Choiriyatul Fadlah, "Using the Grammarly Application to Improve the Quality of English Writing," *Karimah Tauhid* 4, No. 9 (2025): 6793–6806.

Social media and AI applications contribute differently to each aspect of English language skills. Social media tends to be more helpful in developing listening and vocabulary because students are directly exposed to language use in everyday contexts. Meanwhile, AI applications are more effective in improving writing and grammar through automatic correction and structured practice. These two technologies complement each other in supporting the overall English learning process. Therefore, a comprehensive analysis of the influence of social media and AI must be conducted, considering all aspects of language skills. This approach is crucial for gaining a more complete understanding of the effectiveness of digital technology in improving students' English language skills.

The Influence of Social Media on English Language Skills

Social media provides students with extensive exposure to English because nearly all digital platforms provide global content predominantly in English. Through platforms like TikTok, Instagram, and YouTube, students can access a variety of content, including educational videos, vlogs, podcasts, songs, short films, and live broadcasts. These activities allow them to be continuously exposed to English in their daily lives without having to be in a classroom. Intense exposure to the native language helps students recognize pronunciation, intonation, and variations in language use in real-life situations. Thus, social media becomes an informal learning resource that enriches students' English language experiences.⁸

This exposure significantly improves listening skills. When students frequently hear native speakers speak through videos or podcasts, they become more accustomed to understanding different accents and speech rates. This helps them improve their listening skills as they learn to understand the language naturally. Furthermore, students can imitate the pronunciation of new words they hear from digital content. This imitation process is crucial in language learning because it helps improve pronunciation and intonation. Therefore, social media contributes significantly to the development of listening and speaking skills.

Social media also plays a role in expanding students' vocabulary. Many new words are discovered when students read captions, comments, subtitles, or posts in English. Vocabulary acquired from social media is usually more contextual because it is used in everyday communication situations. This makes it easier for students to grasp the meaning of words than simply memorizing vocabulary lists from textbooks. Furthermore, words that frequently appear in popular content tend to be easier to remember because they relate to students' interests. Thus, social media can effectively increase vocabulary through repeated exposure and real-world contexts.

⁸ Desi Surlitasari Dewi, "Utilization of Social Media in the Digital Transformation of Teaching English as a Foreign Language (EFL) for Generation Z," *Proceedings of the 16th National Scientific Meeting of Teachers*, No. 1 (2024): 98–107.

Besides being a source of language input, social media also allows students to actively practice English. Students not only receive information but can also directly engage in communication using English. They can comment on videos, create posts with English captions, or interact via messages with users from other countries. These activities provide opportunities for students to use the language in real-life social contexts. Thus, social media becomes a practical tool for practicing productive skills.

Students' writing skills can develop through writing activities on social media. When students create captions, comments, or posts in English, they indirectly practice their sentence structure. Although the writing is often simple, this activity helps students get used to expressing ideas in English. The more they write, the better their vocabulary and sentence structure will become. Furthermore, students can learn from other users' writing by observing how sentences are structured naturally. This makes social media a flexible space for writing practice.

Speaking skills can also be improved through interaction on social media, especially on platforms that support audio or video communication. Students can participate in online discussions, live broadcasts, or virtual conversations with other users. This interaction helps them practice speaking in real-life situations without the pressure of a formal classroom. Students who are active in international communities often become more confident using English. They also learn to adapt their language to the context of the conversation. Therefore, social media can strengthen speaking skills while boosting self-confidence.

However, social media also has negative impacts that need to be considered in English learning. One of the main challenges is the predominant use of informal language on digital platforms. Many social media users use abbreviations, slang, colloquialisms, or sentence structures that do not conform to academic rules. Students who are exposed to these forms of language too frequently risk imitating incorrect patterns in formal contexts. As a result, their academic grammar skills can suffer. This is one of the drawbacks of using social media as a learning tool.

The use of informal language on social media often makes it difficult for students to distinguish between everyday and academic language. For example, abbreviations like "u" for "you" or "idk" for "I don't know" are often considered commonplace in online communication. If these habits carry over into schoolwork or formal writing, students' language skills can decline. Furthermore, slang developed online is often inappropriate for educational contexts. Students who don't understand the limits of its use can make mistakes in formal communication. Therefore, teacher guidance is crucial in utilizing social media educationally.

Another negative impact is the distractions caused by social media. Although initially used for learning, students are often distracted by more engaging entertainment content. Notifications, short videos, and viral trends can distract from the learning objective. As a result, time that should be used to improve language skills is instead spent on irrelevant activities. If social media use is not controlled, its

educational benefits can be significantly diminished. Therefore, the use of social media in learning needs to be directed with clear goals and proper supervision.

The Impact of AI Applications on English Language Skills

Artificial intelligence (AI)-based applications have become a significant innovation in education, including English language learning. This technology enables students to learn independently with the help of a system that can automatically respond to user needs. Various AI applications, such as ChatGPT, Duolingo, and Grammarly, provide features specifically designed to aid language learning. Students can use these applications to practice vocabulary, understand grammar, write texts, and even practice conversation. The presence of AI provides a more flexible learning experience because it can be accessed anytime and anywhere.⁹

One of the main advantages of AI applications is their ability to provide personalized learning. Every student has a different level of English proficiency, so their learning needs are also diverse. AI applications can adapt materials to the user's abilities based on their responses or the results of exercises. With this adaptive system, beginners can receive basic practice, while advanced students receive more complex challenges. This makes the learning process more effective because the material is tailored to individual abilities. Therefore, AI is considered capable of supporting more targeted and efficient learning.

Furthermore, AI applications enable independent learning without relying solely on teachers. Students can study outside of school hours by utilizing the features available in the application. They can review material they don't understand, try exercises repeatedly, and receive additional explanations instantly. This provides students with the opportunity to develop independent learning. In the context of English language learning, independence is crucial because language acquisition requires consistent practice. Thus, AI contributes significantly to creating an independent and sustainable learning environment.

AI applications are highly effective in improving students' grammar and writing skills. Many applications are designed to detect grammatical errors, spelling errors, and word usage errors. For example, Grammarly can provide automatic corrections to user-written text. Students can immediately identify their errors and understand the reasons for the corrections. This rapid feedback helps students learn from their mistakes more effectively. Thus, AI supports systematic writing improvement.

In writing lessons, AI helps students develop their ability to organize ideas in English. When writing paragraphs or essays, students can use AI to check sentence structure and vocabulary choice. This makes them more confident in their writing because there's a tool that helps evaluate their work.

⁹ Syahira Syahira Et Al., "English Language Education Study Program Students' Perceptions Regarding the Use of AI in English Language Teaching," *Journal of Educational Perspectives* 17, No. 2 (2023): 263–269.

Furthermore, AI can also suggest alternatives to make sentences more effective and natural. By frequently using this feature, students can enrich their writing style. Therefore, AI applications make a significant contribution to developing writing skills.

Grammar skills also improve because AI provides specific and focused explanations. If students use tenses or sentence structures incorrectly, the app can immediately point out the error. These explanations help students understand grammar rules more practically. Unlike conventional methods, which are often theoretical, AI provides live examples based on user errors. This makes the grammar learning process more contextual. Thus, AI helps students understand grammar more deeply.

In addition to grammar and writing, AI applications also play a role in improving speaking skills. Some applications offer speech recognition features that allow students to speak directly to the system. This feature can evaluate pronunciation and provide feedback on correct pronunciation. Students can repeat exercises repeatedly until they achieve improved pronunciation. This is especially helpful for students who rarely have the opportunity to speak with native speakers. Therefore, AI becomes a practical speaking practice tool.

The AI-provided conversation simulations also help students improve their speaking fluency. They can practice everyday dialogue with a system that responds like a real conversational partner. This activity trains the ability to construct sentences spontaneously. Furthermore, students gain confidence because they can practice without fear of being ridiculed or misjudged by others. This safe learning environment is crucial for building communication skills. Thus, AI supports both psychological and technical speaking development.

Listening skills can also be improved through AI applications that provide interactive audio. Students can listen to English conversations, instructions, or stories at varying levels of difficulty. The audio helps students understand pronunciation, intonation, and the meaning of words in context. Some applications even adjust the speaking rate to suit the user's ability. With consistent practice, students' listening skills can improve significantly. Therefore, AI supports not only productive skills but also receptive ones.

Despite its many benefits, the use of AI applications also poses challenges. One major issue is student dependence on technology. When AI consistently provides instant answers, students can become less motivated to think independently. They may prefer to ask AI for help rather than trying to complete tasks on their own. This habit can detract from the true learning process. Therefore, the use of AI must be monitored to prevent dependence.

Furthermore, AI can pose a risk of plagiarism in English learning. Students may use AI applications to automatically write assignments without truly understanding the resulting content. If this happens, their writing skills will not develop because the system's thought processes are replaced. In the long term, students may become passive and solely dependent on technology. This clearly contradicts

the goal of education, which emphasizes the development of individual abilities. Therefore, teachers need to provide clear guidance on the use of AI.

Another challenge is the lack of social interaction in learning. While AI can simulate conversation, human interaction remains valuable and cannot be fully replaced. In language learning, real-life communication with teachers or peers is crucial for understanding cultural context and emotional expression. If students rely too heavily on AI, they may miss out on opportunities to develop interpersonal communication skills. Therefore, AI should be used as a supporting tool, not a substitute for human interaction. With balanced use, AI can provide maximum benefits in improving students' English language skills.

Comparison of Social Media and AI

Social media and AI applications are two forms of digital technology that both influence English language learning, but they have distinct characteristics. Social media functions more as an open interactive space that provides authentic content from users worldwide. Meanwhile, AI applications are specifically designed to facilitate the learning process through a more structured and adaptive system. In the context of English language learning, both provide significant benefits, but through different mechanisms. Therefore, it is important to compare the two to understand their respective contributions to improving students' English language skills.

Social media tends to provide indirect learning because students gain exposure to English through everyday activities. When watching videos, reading comments, or following international accounts on platforms like Instagram and YouTube, students learn without the feeling of formal instruction.¹⁰ In contrast, AI applications like ChatGPT and Duolingo are explicitly designed as learning tools. Students use them for more targeted purposes, such as practicing grammar, writing, or speaking. This difference demonstrates that social media is more natural and contextual, while AI is more systematic and academic.

However, social media has limitations because it wasn't specifically designed for educational purposes. The available content is highly diverse, and not all of it is appropriate for learning. Students can become distracted by entertainment, disrupting their learning objectives. Furthermore, the language used on social media is often informal and doesn't always conform to academic norms. This can lead to confusion for students in distinguishing between formal and informal language. Therefore, social media use needs to be directed to maximize its benefits.¹¹

¹⁰ Syahira Syahira, Isnaeni Wahab, and Heriyanti Tahang, "Exploration of the Influence of Social Media on Improving English Speaking Skills Among Undergraduate Students: A Qualitative Study," *Journal of Educational Perspectives* 18, No. 2 (2024): 214–222.

¹¹ Nailatur Rizqiyah Et Al., *Digital Revolution in Education: The Role of Technology and Social Media in Learning* (KBM Indonesia Publisher, 2025).

AI applications excel in structured and directed learning. AI is designed to help students understand the material through practice, evaluation, and automated feedback. In learning English, AI is highly effective for improving grammar, writing, and reading because it provides immediate correction. Students can quickly identify their mistakes and correct them immediately. This makes the learning process more efficient. Therefore, AI is well-suited for individual learning that requires intensive practice.

Another advantage of AI is personalized learning. AI systems can tailor materials to the user's abilities and needs. Beginners are given basic exercises, while advanced students receive more complex material. This approach makes the learning process more effective because not all students are treated the same. Furthermore, AI allows students to learn at any time, regardless of class schedules. This flexibility is one of the key strengths of AI applications.

However, AI also has its drawbacks. The interactions it provides are limited because they are based solely on programmed algorithms. Despite its rapid response, AI cannot fully replace human interaction, which is rich in social and cultural expression. Furthermore, excessive use of AI can lead to dependency. Students may become overly dependent on the system to answer questions or complete assignments. Therefore, AI needs to be used wisely as a tool, not the sole source of learning.

In general, social media and AI have complementary advantages in English learning. Social media excels at providing authentic language exposure and increasing motivation to learn. Meanwhile, AI excels at providing structured practice, personalization, and instant feedback. When used together, the two can create a more comprehensive learning experience. Students can gain language input from social media while honing their technical skills through AI. This combination has the potential to improve all aspects of English language skills.¹²

The integration of social media and AI can be implemented in a blended learning model. Teachers can utilize social media as a source of authentic material, such as videos or online discussions, then use AI for advanced exercises such as grammar and writing. This approach allows students to learn through real-world experiences while receiving systematic evaluation. Furthermore, students can learn independently outside of class with the support of technology. This model is highly relevant to the characteristics of today's digital generation. Therefore, the combination of social media and AI is a promising strategy in English language learning.

¹² SS Apriana Diana Et Al., *Innovation Strategy in English Language Learning* (PT Penerbit Qriset Indonesia, 2026).

CONCLUSION

Based on an analysis of the use of social media and AI applications on students' English language skills, it can be concluded that both technologies have a significant influence in supporting the English learning process in the digital era. Social media such as TikTok, Instagram, and YouTube provide authentic English exposure through a variety of content, helping students improve their listening, speaking, and vocabulary naturally through everyday interactions. Meanwhile, AI applications such as ChatGPT, Duolingo, and Grammarly are more effective in supporting grammar, writing, reading, and speaking skills through structured, personalized, and interactive learning. Although both have different advantages, social media and AI complement each other because social media provides real-world contexts for language use, while AI provides technical practice and instant feedback that support independent learning. Therefore, the balanced, targeted use of social media and AI applications, supported by teacher guidance, can be an effective strategy for improving students' English language skills comprehensively.

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