



Chunking in NLP for Creative Communication: A Study on Daily Mini Vlogs in TikTok

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ABSTRACT

TikTok social media provides a lot of information, but not only that, TikTok can also improve one's creative communication. Therefore, the purpose of this study is to improve the creative communication of TikTok by using chunking techniques in NLP by analyzing mini vlog daily life in Tiktok social media. The method used in this research is qualitative, which collects information from previous studies and data from Tiktok social media. From the research that has been carried out, it is found that Tiktok has a positive impact on its audience, namely increasing one's creative communication, which when someone uses the Chungking technique in analyzing the language used in the mini vlog daily life, their creative communication will be formed.

INTRODUCTION

Creative communication is indispensable today, not only at the student level but also in the world of work. Technology continues to develop without stopping bringing convenience to humans. Technology plays an important role in enhancing creative communication by providing various tools and platforms that allow ideas to be conveyed in a more dynamic and interactive way. Through social media, editing apps, and virtual or augmented reality technology, messages can be presented in a more visual, engaging, and easy-to-understand manner. It can no longer be denied that technology plays an important role in various aspects of life (Bahri, A., Damayanti, C. M., Sirait, Y. H., & Alfarisy, F., 2022). Behind this convenience the competition is also getting tighter. However, the use of technology is currently a major need for humans, because through the use of technology various needs needed by humans can be obtained (Juliantika, & Nur'insyani, S. R. P., 2024). Everyone can learn easily through the technology that is developing today, training and improving creative communication is no longer a difficult thing, because someone can learn from various sources, one of which is social media, especially Tiktok. Social media is not only a medium for socializing but can also train and improve creative communication.

Communication, is an important aspect of human life, standing alongside physiological needs that are essential for human survival (Phaenpha, C. & Piatanom, P., 2024). Creative communication is very useful, especially in the world of work, creative communication helps someone compete, and attracts someone's interest in what is offered. not only that, creative communication also has great benefits in conveying messages more effectively and interestingly, because it can change complex information to be more easily understood and remembered by the audience. With an innovative approach, creative communication not only makes the message more interesting, but also triggers audience curiosity and engagement. Therefore, creative communication must continue to be improved. various sources are available, one of which is through Tiktok social media, from mini vlog videos.

In TikTok social media, there are various types ranging from educational, entertainment, daily life and many types, but this research focuses on daily life mini vlogs. When an audience analyzes mini vlogs daily life on TikTok with the chunking method in NLP, their creative communication will be formed, because the chunking method in NLP helps a person in making information into smaller units so that it makes it easier for someone to digest the language. The main purpose of this analysis is to improve one's creative communication, so that one's creative communication is further enhanced.

LITERATURE REVIEW

Creative Communication

Through communication, humans can relate to each other for various purposes, therefore in every step of his life, humans always need communication (Marfu'ah, H., 2021). Creative communication is a way of communicating that uses innovative, imaginative, and unconventional approaches to convey messages effectively. The main goal of creative communication is to attract attention, evoke emotions, and increase the audience's understanding and

memory of the message conveyed. Creative communication involves the use of innovative and imaginative methods to effectively convey messages, ideas and information (Hartati, R., 2024). Creative communication has many benefits, especially in increasing the effectiveness of message delivery to make it more interesting, easy to understand, and remembered by the audience. With an innovative approach, creative communication can build better relationships, increase engagement, and motivate people to respond or act in accordance with the communication objectives.

Social Media

Social media is a digital platform that allows individuals or groups to create, share and interact with content, and communicate with each other online. Through social media, users can share various types of information, such as text, images, videos, and opinions, and build social networks or communities. Some examples of popular social media include Facebook, Instagram, TikTok, and others. Social media also allows users to interact with audiences directly, provide feedback, and engage in global conversations, which makes it an essential tool in personal, professional, and marketing communications. Social media is basically a medium (vehicle) for someone to be able to interact with other people indirectly through the internet network (Gloria, S. A. & Akbar, S., 2019). With the advent of social media, the way humans interact and communicate has undergone a fundamental change (Azzaakiyyah, H. K., 2023). Social media provides various benefits, especially in facilitating communication and interaction between individuals or groups around the world. The platform allows people to share information, ideas and experiences quickly, as well as expand audience reach globally. Social media has also become an important tool in marketing, branding and promotion, as it can reach consumers directly at a relatively low cost. In addition, social media allows building professional networks, increasing social awareness, and providing a space to share creativity and knowledge.

Mini Vlog

Vlog is a video and web-based communication and information media that combines creativity, information and entertainment in one work (Priana, R. Y. S., 2017). Mini vlogs are short videos, usually lasting between a few seconds to a few minutes, that contain stories or lighthearted content shared by individuals, often through social media platforms such as TikTok, Instagram, or YouTube. Mini vlogs often focus on daily activities, personal experiences, or specific topics in an informal and engaging style. The goal of a mini vlog is to entertain, inspire, or inform in a concise and digestible way for the audience, while utilizing engaging visual and audio elements to reinforce the message being conveyed.

Chunking techniques in Natural Language Processing (NLP) are closely related to linguistics, particularly in the field of syntax, as both focus on analyzing sentence structure and grouping words based on their syntactic roles. In chunking, words in a sentence are grouped into larger units such as noun phrases (NP) or verb phrases (VP), which mirror phrases in linguistic syntactic analysis. This concept is in line with the linguistic understanding of how elements in a sentence interconnect to form meaning. By applying chunking, NLP can simplify the process of understanding sentence structure, make information extraction

easier, and assist in tasks such as sentiment analysis or language translation, which are also based on the principles of linguistic syntax and semantics.

Previous research has discussed the benefits of social media on a person's communication. However, in this research we focus on daily life mini vlog to improve one's creative communication by analyzing using the chunking method in NLP.

Neuro-Linguistic Programming (NLP)

Neuro-Linguistic Programming (NLP) is an approach in psychology that studies the relationship between neurological processes, language, and patterns of behavior learned through experience. NLP focuses on the way we think (neuro), speak (linguistic), and act (programming), and how these patterns can be changed to achieve specific goals or improve quality of life. In NLP, it is assumed that mental and behavioral patterns can be reprogrammed using specific techniques, such as reframing, anchoring, and effective communication models. NLP is often used in personal development, therapy, business, and education to help improve communication, self-motivation, and overcome mental blocks. NLP, also known as Neuro-Linguistic Programming, is a discipline that encompasses both art and science (Robing, Dirga, E., & Zulkarnain, A., 2022). Neuro-Linguistic Programming (NLP) is a pseudoscientific approach to exploring the human mind (Sekarsiwi, A. R. & Dewi, A., 2025).

Chunking Technique in Neuro-Linguistic Programming (NLP)

Chunking deals with information size and direction. Information can be chunked up or down in size and can be moved right or left (Tubella, E. F. V., 2011). This technique utilizes the principle that the human brain tends to be more effective in processing information that is divided into simpler or structured parts. The benefits of Chunking Technique in Neuro-Linguistic Programming (NLP) are to simplify complex information, improve understanding, and make decision-making easier by grouping information into smaller, organized parts. NLP techniques, such as mnemonics and word chunking, can help reduce cognitive load by providing memory aids and breaking down complex words into smaller components (Ghafoor, A., Shahzadi, A. G., & Aslam, M. F., 2023).

RESEARCH METHOD

The research method used in this research is Qualitative research method, and analysis. Where information is collected from various sources such as previous research in the form of journals and others. Furthermore, data is collected from Tiktok social media in the form of mini vlog videos, which will then be analyzed in the mini vlog stage, after the data and information are collected, the final report is in the form of a journal article.

FINDINGS

Tabel 1: Activity-Based Chunking Segmentation

NO	LINK	STATEMENT
		Segmentation by Activity
1.	https://vt.tiktok.com/ZSM4HhN9M/	"let's do some skincare first", "I went straight to school", "Starting this morning, history class was asked to work in groups", "we had a presentation", and "we went straight home"
2.	https://vt.tiktok.com/ZSM4VYSGv/	"I wear perfume and don't forget to pack my glasses", "I'm doing a presentation about painting", "there is a second package that I want to open from Bioaqua"
3.	https://vt.tiktok.com/ZSM4Vp4Xg/	"after sahur today I was waiting for Subuh", "I fell asleep again and woke up late", "I rushed to school", "I was having physics class with Zidah", "After finishing my homework I'm going to sleep"
4.	https://vt.tiktok.com/ZSM4qd6TA/	"I get ready first using powder and others", "I immediately get in the car to go to school", "Ina and I were really hungry so the two of us went to the canteen to buy tempe mendoan", "Ina bought some fruits", "I finished at 08.00 and then went home"
5.	https://vt.tiktok.com/ZSMV3LkFC/	"I've arrived at school because I was dropped off", "I didn't come here by motorbike because I'm narrow-eyed", "This is the last teacher before we go home", and "We've arrived home"
6.	https://vt.tiktok.com/ZSMV3W2jm/	"I just went to school and the first thing is definitely breakfast", "I just want to use the risol here, it's really delicious", "Every morning I buy it.", "Then after that, "Don't forget to tap it, guys, so it absorbs, and then let's try it for bed."
7.	https://vt.tiktok.com/ZSMVT6XhB/	"First of all, I definitely want to wear shoes, it's impossible to go to school without shoes.", "After this meeting, I went home.", and "See you next video, guys."
8.	https://vt.tiktok.com/ZSMVwjQb5/	"I'm back with Naili Nurul in a day in my life school edition.", "I was getting ready to go to

		school because it was quite late.",... "When we went home, we looked like we were still sleepy, so we joked around."
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Tabel 2: Nominal and Verbal Phrase Chunking Patterns

NO	LINK	STATEMENT
		Nominal and Verbal Phrases
1.	https://vt.tiktok.com/ZSM4HhN9M/	<p>Nominal:</p> <p>"Scora, a moisturizer", "sunscreen from Origin", "Alfamart", "IDR 40,000", "badminton with Sasa", "canteen", "art and culture class", "Dzuhur call to prayer", and "class"</p> <p>Verbal:</p> <p>"Started with me going to school", "let's do some skincare first", "I'm using", "bought it at Alfamart", "went straight to school", "arrived at school", "asked to work in groups", "played badminton with Sasa", and "went straight home"</p>
2.	https://vt.tiktok.com/ZSM4VYSGv/	<p>Nominal:</p> <p>"A day in my life", "my glasses", "my group", "presentation about painting", "Putri, she's my deskmate", "the mirror", "my friend", "watch, bracelet and all the equipment", "the package", "second package", and "skincare"</p> <p>Verbal:</p> <p>"get ready", "wear perfume", "pack my glasses", "I'm doing a presentation", "asking how many paintings we have", "go home", "took off my watch, bracelet and all the equipment", "change clothes", "make content", "opened the package", and "want to open from Bioaqua"</p>
3.	https://vt.tiktok.com/ZSM4Vp4Xg/	<p>Nominal:</p> <p>"a day in my life", "my sister", "my mom", "my cousin", "my friend Zidah", "physics class", "an event to break the fast", "birthday", and "tarawih"</p>

		<p>Verbal:</p> <p>"I was waiting for Subuh", "I fell asleep again and woke up late", "I rushed to school", "I was having physics class", "I went home from school", "I went home with Zidah", "I arrived home", "I had an event to break the fast", "I left and arrived", "my mom surprised me", "I got ready to do tarawih", "I immediately did my homework", and "I'm going to sleep".</p>
4.	https://vt.tiktok.com/ZSM4qd6TA/	<p>Nominal:</p> <p>"early in the morning", "the canteen", "tempe mendoan", "fruits", "Mathematics", "chicken", "YouTube", "a horror movie", "1 laptop", "08.00", and "home"</p> <p>Verbal:</p> <p>I get ready first", "I get in the car", "went to the canteen", "Ina and I were really hungry", "bought tempe mendoan", "Ina bought some fruits", "we watched something really exciting", "Ina and I went back to the canteen", "I bought something like chicken", "Sheila and I watched YouTube", "We all watched a horror movie", and "went home"</p>
5.	https://vt.tiktok.com/ZSMV3LkFC/	<p>Nominal:</p> <p>"The condition of my class", "The field", "The ceremony", "My friend", "The headache", "The teacher", "The last teacher", and "Home"</p> <p>Verbal:</p> <p>"I've arrived", "I didn't come", "We had a nice breakfast", "I videoed me", "I've arrived at the field", "This is getting ready for the ceremony", "I waited", "I went straight to sleep", "I didn't have time to record", and "We go home"</p>
6.	https://vt.tiktok.com/ZSMV3W2jm/	<p>Nominal:</p> <p>"breakfast", "risol", "lesson", "chemistry", "PKN", "Math", "skin problem", "dull skin", "large pores", "sheet masks", "Jeju Lotus's face wash", "brightening serum", "cleanser",</p>

		<p>"serum", "TikTok reviews", "mask", "face", and "bed"</p> <p>Verbal:</p> <p>"went to school", "want to use", "buy it", "study chemistry", "told to summarize", "leave school", "went home", "do night skincare", "like using", "see on TikTok", "clean your face", "use the serum", "feels smooth and glowing", "use the sheet mask", and "try it for bed"</p>
7.	https://vt.tiktok.com/ZSMVT6XhB/	<p>Nominal:</p> <p>"shoes", "mirror", "school", "Friday", "vlog", "art", "laptops", "history", "meeting", "FA office", "capil", "dukcapil" (noun: Civil Registry Office), "room", "head of the education office", "KTP", "KIA", and "fried snacks"</p> <p>Verbal:</p> <p>"want to wear", "go to school", "forgot to look", "was already at school", "vlog on Fridays", "was told to bring", "continued eating", "went home", "went to the FA office", "had a meeting", "went inside", "was called", "told to go into", "discussed the making", and "ate fried snacks"</p>
8.	https://vt.tiktok.com/ZSMVwjQb5/	<p>Nominal:</p> <p>"Naili Nurul", "a day in my life", "school edition", "school", "ceremony", "sports clothes", "sports outfit", "friends", "Elsa and Juwita", "economics subject", "Mr. Abah", "tutoring book", "madrasah", "bookstore", "Hani and Andi", "binder for notes", "Ochi tea", and "parking lot"</p> <p>Verbal:</p> <p>"getting ready", "go to school", "went straight to", "didn't have time to record", "changed into", "was told to do", "do economics", "copied my friend's answer", "was given", "shop", "kept looking around", "didn't buy much", "took a long time to choose",</p>

		"recorded again", "queuing for Ochi tea", "decided to sit", "looked like", and "joked around"
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Tabel 3: Narrative Structure Chunking Results

NO	LINK	STATEMENT
		Narrative Structure
1.	https://vt.tiktok.com/ZSM4HhN9M/	<p>Introduction:</p> <p>"Hi guys, back again with my mini vlog, it started with me going to school "</p> <p>Content:</p> <p>"but before that,... After that, we went straight home."</p> <p>Closing:</p> <p>That's all for my mini vlog today, see you in the next video, bye bye."</p>
2.	https://vt.tiktok.com/ZSM4VYSGv/	<p>Introduction:</p> <p>"Hi everyone, greetings, welcome back to a day in my life my love"</p> <p>Content:</p> <p>"so since today is Friday,... just stay tuned for my next video, hopefully it will be useful for all of you"</p> <p>Closing:</p> <p>"thank you for watching, see you in the next video, bye guys."</p>
3.	https://vt.tiktok.com/ZSM4Vp4Xg/	<p>Introduction:</p> <p>"Welcome to a day in my life with ney"</p> <p>Content:</p> <p>"hai guys after sahur today I was waiting for Subuh,... after finishing my homework I'm going to sleep because I have school tomorrow."</p> <p>Closing:</p>

		“Okay guys, that's all for today. See you in a day in my life. Next, bye bye.”
4.	https://vt.tiktok.com/ZSM4qd6TA/	<p>Introduction:</p> <p>"Hi everyone so today I want to make a day in my life"</p> <p>Content:</p> <p>“so of course early in the morning I get ready first using powder and others,... but I forgot to record it so it's just We just recorded this”</p> <p>Closing:</p> <p>“I finished at 08.00 and then went home.”</p>
5.	https://vt.tiktok.com/ZSMV3LkFC/	<p>Introduction:</p> <p>“A day in my life so this Monday”</p> <p>Content:</p> <p>“I've arrived at school because I was dropped off like that I didn't come here by motorbike,... the last teacher before we go home we've arrived home”</p> <p>Closing:</p> <p>“so that's it for a day in my life, dada”</p>
6.	https://vt.tiktok.com/ZSMV3W2jm/	<p>Introduction:</p> <p>“A day in my life with Ghaida yuhu”</p> <p>Content:</p> <p>“I just went to school and the first thing is definitely breakfast,...after I use this, my face is really that smooth and I don't need to use a mask anymore”</p> <p>Closing:</p> <p>“Don't forget to tap it, guys, so it absorbs and then let's try it for bed.”</p>
7.	https://vt.tiktok.com/ZSMVT6XhB/	<p>Introduction:</p>

		<p>“Hi everyone, let's follow my daily life today”</p> <p>Content:</p> <p>“first of all, I definitely want to wear shoes,...then I also ate fried snacks and after this meeting I went home”</p> <p>Closing:</p> <p>“see you next video guys”</p>
8.	<p>https://vt.tiktok.com/ZSMVwjQb5/</p>	<p>Introduction:</p> <p>“Hello everyone, I'm back with Naili Nurul in a day in my life school edition”</p> <p>Content:</p> <p>“so this time I'm going to share with you my activities for a full day at school...for Ochi tea and here we decided to sit in the parking lot because we were really tired”</p> <p>Closing:</p> <p>“when we went home we looked like we were still sleepy, so we joked around.”</p>

DISCUSSION

Data 1

Link : <https://vt.tiktok.com/ZSM4HhN9M/>

Statement : “Hi guys, back again with my mini vlog, it started with me going to school, but before that, let's do some skincare first. By the way, I'm using Scora, a moisturizer that is really good and absorbs quickly. It's cheap, really suitable for students like me. Next, I'm using sunscreen from Origin. It's cheap, really suitable for students like me. I bought it at Alfamart for only IDR 40,000. The sunscreen is light and not sticky. Once finished, I went straight to school. Next, I arrived at school today without a ceremony because it was raining this morning. Starting this morning, history class was asked to work in groups because I didn't record much. So this is the second lesson, just Indonesian. I was asked to summarize, then we're on our first break after the sports break. Well, this is me playing badminton with Sasa, continuing with this after sports class, we are in the canteen. Second period break, after break, we immediately had art and culture class, we had a presentation, then this is because the Dzuhur call to prayer has arrived. So, this is me wanting to pray, but I had to wait because it was crowded, so I had to queue. After praying, I immediately went back to class and this is still art and culture class. After that, we went straight home. That's all for my mini vlog today, see you in the next video, bye bye.”

- **Segmentation by Activity:** This mini vlog is divided into sections based on the activities performed, such as morning routine (skincare), travel to school, activities at school based on class time, break time and sports, after-school activities (going home). This reflects the use of chunking in NLP, where long texts are broken down into units that have their own meaning.
- **Use of Nominal and Verbal Phrases:** In syntactic analysis, chunking can be used to recognize phrases like "Skincare first": A noun phrase that indicates the first activity. "Using sunscreen from Origin": A verbal phrase that indicates action. "We are in the canteen": A prepositional phrase that indicates location. In NLP, chunking models can recognize these patterns to aid tasks such as Named Entity Recognition (NER) or syntactic analysis.
- **Narrative Structure with Context Segregation:** Mini vlog structure shows a typical pattern of chunking, which is separation by time or activity context. Example: "After that, we went straight home." (transition between chunks) "This is the second lesson, only Indonesian." (chunk specific to the learning activity). In NLP, a similar approach is used in discourse analysis to understand the transitions between ideas in a text.

This mini vlog uses natural chunking techniques with activity-based breakdowns, clear phrasing, and segmented narrative structures. This technique aids in natural language processing by dividing text into units that are more easily understood by NLP models.

Data 2

Link : <https://vt.tiktok.com/ZSM4VYSGv/>

Statement : "Hi everyone, greetings, welcome back to A day in my life my love, so since today is Friday, why do I always vlog on Fridays? Because I only get permission to bring my cellphone to school on Fridays, so before going to school, I get ready first. I wear perfume and don't forget to pack my glasses because my eyes are minus guys. Then suddenly I'm already at school. This is the first subject. This is my group. I'm doing a presentation about painting. How to make it. Secondly, this is our subject. We're asking how many paintings we have. Her name is Putri, she's my deskmate. This is the one sitting next to me. Then we've gone home and I didn't forget to look in the mirror first because it's mandatory. Why only go home? Because it's only Friday, so there are only two subjects. The atmosphere is still very bright. So here I go home with my friend because it so happens that today I didn't bring a train home as usual. I immediately took off my watch, bracelet and all the equipment that I've been wearing. After taking everything off, I continued to change clothes. And the way I did it was I changed clothes and continued to make content. It so happens that there was a package that I had to cut and unbox and this is what I opened the package earlier, it was headphones. If you want to be able to do that in my next video there is a second package that I want to open from Bioaqua, I bought skincare like a set of skincare, if you want to know the full review, just stay tuned for my next video, hopefully it will be useful for all of you, thank you for watching, see you in the next video, bye guys."

- **Segmentation by Activity:** This mini vlog is naturally divided into sections based on the order of activities: Introduction ("Hi everyone, greetings,

welcome back..."), Preparation before school ("I get ready first. I wear perfume..."), Activities at school ("This is the first subject. This is my group..."), Going home from school ("Then we've gone home. .."), Activities after school ("I immediately took off my watch, bracelet..."), Unboxing package ("I continued to make content. It so happens that there was a package..."), Closing ("See you in the next video, bye guys."). In NLP, this is similar to how chunking algorithms separate long texts into units with clear context.

- Use of Nominal and Verbal Phrases: Chunking in NLP is often used to detect noun phrases (NP) and verb phrases (VP). For example: Nominal Phrases "My deskmate": Refers to an object (the person sitting next to him). "A set of skincare": Refers to the object in the unboxing. Verbal Phrase "I get ready first": Describes the act of preparation. "I continued to change clothes": Indicates a sequence of actions. NLP models use this technique to understand the relationship between words and structure meaning in text.
- Narrative Structure with Context Separation: This mini vlog has a clear narrative structure with natural transitions between chunks, for example: "Then suddenly I'm already at school." Transition from preparation to school. "Then we've gone home." Transition from school to home. "And the way I did it was I changed clothes and continued to make content." Transition from changing clothes to unboxing. In NLP, this approach is used for discourse analysis and understanding the context in the text.

The chunking technique in this text reflects how NLP groups words into units that are easier to understand.

Data 3

Link : <https://vt.tiktok.com/ZSM4Vp4Xg/>

Statement : Welcome to a day in my life with ney hai guys after sahur today I was waiting for Subuh well after Subuh I fell asleep again and woke up late it's already past 07.00 I rushed to school but luckily it only took 3 minutes from home to school I rushed to class because I was really afraid of being late but luckily I wasn't I was having physics class with Zidah at around 12 o'clock I went home from school because it was fasting month so I went home earlier I went home with Zidah I arrived home in the afternoon I happened to have an event to break the fast together with my family I left and arrived well here I am with my cousin my sister is having a birthday today so my mom surprised me she's really shy guys happy birthday little sister when I got home I got ready to do tarawih and I didn't record it because it was really rushed and after tarawih I immediately did my homework I have quite a lot today so I have to hurry After finishing my homework I'm going to sleep because I have school tomorrow. Okay guys, that's all for today. See you in a day in my life. Next, bye bye.

- **Segmentation by Activity:** This mini vlog is naturally divided into sections based on the order in which activities are performed: Introduction ("Welcome to a day in my life with Ney, hi guys"), After sahur and before school ("After sahur today I was waiting for Fajr... fell asleep again and woke up late") Going to school and activities at school ("I rushed to school... having physics class with Zidah"), Leaving school early because of the fasting month ("At around 12 o'clock I went home from school because it was fasting month"), Breaking the fast together and birthday surprise ("I happened to have an event to break the fast... my mom surprised me"), Tarawih prayer and homework ("I got ready to do tarawih... I have quite a lot today"), Closing ("Okay guys, that's all for today. See you in a day in my life next"). In NLP, this technique is often used to break up long texts into smaller parts with clear meaning.
- **Use of Nominal and Verbal Phrases:** Chunking in NLP is often used to detect noun phrases (NP) and verb phrases (VP). For example: Nominal Phrases "Physics class with Zidah": Indicates the subject and a friend in the class. "An event to break the fast": Refers to an event to break the fast together. Verbal Phrase. "I rushed to school": Indicates the act of rushing. "My mom surprised me": Indicates the act of surprise given by mom. In NLP, the chunking model is used to recognize these patterns in natural language processing.
- **Narrative Structure with Context Separation:** This mini vlog has a narrative structure with clear transitions between activities: "After Fajr I fell asleep again and woke up late" Transition from morning to school preparation. "At around 12 o'clock I went home from school because it was fasting month" Transition from school to home. "When I got home I got ready to do tarawih" Transition from breaking the fast to evening worship. This approach is similar to how NLP uses chunking to understand context changes in text.

The chunking technique in this text reflects the way NLP categorizes information for easier processing.

Data 4

Link : <https://vt.tiktok.com/ZSM4qd6TA/>

Statement : Hi everyone so today I want to make a day in my life so of course early in the morning I get ready first using powder and others after that I immediately get in the car to go to school around 07.00 or so and like 07.00 when I arrived at school and it was still early, Ina and I were really hungry so the two of us went to the canteen to buy tempe mendoan then Ina bought some fruits and then when we arrived at class we watched something really exciting for the first lesson which was Mathematics here I just wrote a little bit because it was break time Ina and I went back to the canteen to buy food I really forgot to record when I was eating so I bought something like chicken and then because I was a bit on vacation so Sheila and I watched YouTube a bit later I wanted to print it to me but I really forgot to record it so that's it then in the afternoon we all watched a horror movie together in one class even though there was only 1 laptop this new

like it's really small but it's really exciting the sound I have is less intense but I forgot to record it so it's just We just recorded this, I finished at 08.00 and then went home.

- Activity Segmentation: Morning preparation (“I got ready first by using powder and others”). Travel to school (“I immediately got into the car to go to school”) School activities, break (“Ina and I went to the cafeteria to buy tempe mendoan”). Lessons (“The first lesson was Math”). Entertainment (“Sheila and I watched YouTube”, “We all watched a horror movie together”). After school (“I finished at 08.00 and then went home”).
- Phrase Identification: Nominal Phrases: “tempe mendoan”, ‘horror movie’, ‘one laptop’. Verbal Phrases: “went to the cafeteria”, ‘watched YouTube’, forgot to record”.
- Narrative Structure & Transitions: Change of context from one activity to another with phrases like “after that”, “then”, “in the afternoon”.

This mini vlog chunking helps break down information into smaller, meaningful chunks, facilitating comprehension and NLP processing.

Data 5

Link : <https://vt.tiktok.com/ZSMV3LkFC/>

Statement : A day in my life so this Monday I've arrived at school because I was dropped off like that I didn't come here by motorbike because I'm narrow-eyed this is the condition of my class before the ceremony again we had a nice breakfast first yes I'm a video of me before dating this I've arrived at the field this is getting ready for the ceremony yes guys in today's vlog there weren't too many activities either just school activities it's okay yeah this I continued eating after the ceremony after the first teacher went out I waited for my friend because I had a headache this I just went straight to sleep in the 3rd period Because the teacher wasn't there in the second period the teacher was there but I didn't have time to record it this 4th period this is the last teacher before we go home we've arrived home, so that's it for a day in my life, dada

- Activity Segmentation: Chunking in activity segmentation helps to separate the various activities in the mini vlog based on the context of time and action. Arrival at school “I arrived at school because I was dropped off” “I didn't come here on a motorcycle because I have slanted eyes”. Classroom activities “I went straight to bed in the 3rd period because the teacher wasn't in class”, “In the 2nd period, the teacher was in class but I didn't have time to record it” - “In the 4th period, this was the last teacher before we went home”. Going home “We're home already”, “So that's it for one day of my life, dada.
- Identification of Phrases: Chunking techniques allow NLP to recognize frequently used phrases in these texts. Noun Phrase, phrases that have a noun as the core: “the condition of my class”, “a video of me before dating”, “the first teacher”, “the last teacher before we go home”. Verb Phrase, a phrase that has a verb as the core, “I've arrived at school”, “I

continued eating after the ceremony”, “I just went straight to sleep in the 3rd period”, “the teacher was there but I didn't have time to record it”.

- Narrative Structure: This mini vlog uses a narrative structure typical in vlogs, where events are organized chronologically. It starts from the introduction, “A day in my life so this Monday I've arrived at school, Function: Introduces the day and the activities that will happen. Development: Details the daily activities at school with activities such as breakfast, ceremonies, studying, and breaks. Climax, “I just went straight to sleep in the 3rd period because the teacher wasn't there”. The climax here is when activities start to slow down and there is a unique event (sleeping in class). Completion, “We've arrived home, so that's it for a day in my life, dada”. Function, closing the story with a simple conclusion.

This mini vlog contains several chunking techniques such as Noun Phrase Chunking, Verb Phrase Chunking, and Prepositional Phrase Chunking. In NLP, this process is important to facilitate syntactic analysis, information extraction, and understanding the context of sentences.

Data 6

Link : <https://vt.tiktok.com/ZSMV3W2jm/>

Statement : A day in my life with Ghaida yuhu I just went to school and the first thing is definitely breakfast. I just want to use the risol here, it's really delicious. Every morning I buy it and then after that I study the first lesson is chemistry, then there's also PKN, then after PKN there's Math lesson, I'm interested too, but I didn't record it at that time, well, according to PKN, I was told to summarize, then we have to from school, well, now the To is finished, after that I went home, yey. After a day of activities, you must have known that it is very important to do night skincare. Well, who here has skin problems like me, such as dull skin or large pores, that's why I honestly really like using sheet masks too because I often see Jeju lotus's face wash on TikTok. Because it contains 5 time brightening serum, it doesn't make the skin feel tight, dry and dry, instead it's really soft on the face. After cleaning your face with the serum, the cleanser goes up the tab. I use the serum, it's also really good. I swear when I use it, my face immediately feels smooth and glowing. Bye, then after using the serum, finally I use the sheet mask that I mentioned at the beginning. I use this because the TikTok reviews are good and when I use it, it turns out it's really good. Isn't it good? After I use this, my face is really that smooth and I don't need to use a mask anymore. Don't forget to tap it, guys, so it absorbs and then let's try it for bed.

- Activity Segmentation: This mini vlog has a clear division of activities, which can be processed by chunking based on time sequence, Morning for breakfast, study (Chemistry, Civics, Math). Afternoon has gone home from school. Evening continues the skincare routine (face wash, serum, sheet mask). This segmentation helps NLP in understanding the sequence of events in the text.
- Phrase Identification: Noun phrases, “delicious risol”, “first chemistry lesson”, “dull skin and large pores”, “time brightening serum”. Verb Phrases, “I bought risol”, “I was summarized in PKN”, “I used sheet

mask". Prepositional Phrases, "after studying PKN", "after school", "with serum".

- Narrative Structure: This mini vlog follows the daily narrative structure. The introduction is a morning activity starting with breakfast. Contents are school and study activities. Climax is the skincare routine as an important activity. Closing is the effect of skincare and sleep preparation

Chunking in this mini vlog is used to group activities, recognize important phrases, and understand narrative structure. This technique is useful in NLP for text comprehension, syntax analysis, and information extraction from everyday stories.

Data 7

Link : <https://vt.tiktok.com/ZSMVT6XhB/>

Statement : Hi everyone, let's follow my daily life today, first of all, I definitely want to wear shoes, it's impossible to go to school without shoes, then I forgot to look in the mirror again and suddenly I was already at school, so today is Friday, as usual, I definitely vlog on Fridays, so that day was art, here we were told to bring all laptops. And then I continued eating. Okay, let's continue, the second subject is history and at half past two I went home because why is it Friday, so there are only two subjects. Okay, let's continue after coming home from school, we went to the FA office because there was a short meeting, there was a capil, really, got a meeting with the dukcapil, this is the name, it went inside, then I was called and told to go into his room, this is the meeting, there was the head of the education office, there was I forgot, basically there were several recipes from the head of the office, we discussed the making of KTP with KIA or commonly called KIA, a child identity card, this meeting was about 2 and a half hours, then I also ate fried snacks and after this meeting I went home, see you next video guys.

- Activity Segmentation: This mini vlog has a clear segmentation of activities, which can be broken down as follows, Morning is getting ready for school (putting on shoes, forgetting to look in the mirror). School art and history lessons, early dismissal. Afternoon, meeting at FA office with Dukcapil about KTP and KIA. Closing, eating snacks, going home, and closing the vlog.
- Phrase Identification: Noun Phrases, "art lesson", 'FA office', 'short meeting', 'child ID card'. Verb Phrases, "I put on my shoes", "I forgot to look in the mirror", "I attended the meeting". Prepositional Phrases, "after school", "in the room", "about making ID cards with KIA".
- Narrative Structure: This mini vlog follows a coherent narrative structure. Introduction, starting the day by preparing for school. The content is carrying out activities at school and meetings after school. Closing, having a snack, going home, and closing the vlog.

Chunking in this text is used to understand the flow of activities, recognize important phrases, and build a coherent story structure. This technique is useful in NLP for syntactic analysis, text comprehension, and information extraction from everyday narratives.

Data 8

Link : <https://vt.tiktok.com/ZSMVwjQb5/>

Statement : Hello everyone, I'm back with Naili Nurul in a day in my life school edition, so this time I'm going to share with you my activities for a full day at school, what do I do with my friends? We started at 06.00 in the morning, here I was getting ready to go to school because it was quite late, the distance from my house to the school was quite far, it took 45 minutes, but thank God I've never been late to school. Earlier I went straight to the ceremony and didn't have time to record at all because our first hour was sports, so automatically after the ceremony, everyone changed into super duper complicated sports clothes and this is my sports outfit which is too big. Here are my friends named Elsa and Juwita, yes, regarding sports, there was an economics subject and I was told to do it by Mr. Abah, oh my God, this is so hard, if there's something easy, why does it have to be difficult, right? So here I copied my friend's answer but I'm not allowed to copy it, in the middle of doing economics, here I was given a tutoring book from the madrasah is white, quite pretty but also gets dirty quickly. My daily life at school is like this, lessons and no free time at all because I'm in grade 12, after school I go straight to tutoring and I didn't have time to record earlier, then after school my friends and I decided to go to the bookstore, not in a crowd, there were only four of us, there was Hani and Andi, the four of us decided to go to the bookstore in Bravo because while shopping, we kept looking around the bookstore, we didn't buy much, we just bought a binder for notes and my friends took a long time to choose, but in the bookstore we actually shopped downstairs but didn't record so I recorded it again when I bought Ochi tea, here we were queuing for Ochi tea and here we decided to sit in the parking lot because we were really tired, when we went home we looked like we were still sleepy, so we joked around.

- Activity Segmentation: This mini vlog can be broken down by activities that take place throughout the day. Morning, getting ready for school, 45-minute commute, ceremony, sports lesson. School, conducting economics lessons, receiving guidance books, learning activities without free time. After School, tutoring, going to Bravo bookstore, shopping for binders. Evening, buying and drinking Ochi tea, joking on the way home.
- Phrase Identification: Noun phrases, "oversized sportswear", "madrasa guidance book", "Bravo bookstore", "Ochi tea". Verb phrases, "I prepared for school", "I received the guidance book", "we queued for Ochi tea". Prepositional phrases, "at Bravo bookstore", "in the parking lot", "on the way home".
- Narrative structure: This mini vlog follows the typical narrative pattern of a daily vlog: Introduction, starting the day with school preparations. Content → Busy school activities and a visit to the bookstore. Closure, relaxing with friends, buying tea, and the journey home.

Chunking in this mini vlog helps to understand the flow of events, recognize important phrases, and create a coherent story structure. This technique is useful in NLP for information extraction, syntactic analysis, and comprehension of everyday narrative texts.

From the results where creative communication can be improved from social media, especially Tiktok mini vlogs with chunking techniques in NLP. TikTok mini vlogs provide great benefits to creative communication because this platform encourages users to convey ideas, stories, or messages in a short, concise, and interesting manner. With limited video duration, creators are challenged to think more innovatively in conveying information, using visual, audio and text elements effectively. TikTok also allows direct interaction with the audience through comments, likes, and shares, which strengthens the relationship between creators and viewers. This creates room for experimentation in communication styles and enriches the way people interact and deliver messages in a creative and trend-relevant way.

TikTok mini vlogs can provide great benefits in creative communication with chunking techniques in NLP (Natural Language Processing) because they are able to present information in the form of small pieces that are easy to digest. The chunking technique allows audiences to receive and process messages more efficiently, organizing information in more structured and memorable units. TikTok's short video length allows creators to deliver messages in a direct, concise, and engaging way, increasing audience engagement. This leads to more creative and effective communication, as the information can be digested quickly, optimizing its impact on the audience. Thus, creative communication can be enhanced through social media

CONCLUSION

Tiktok Mini Vlogs can improve creative communication for audiences with Chunking techniques in NLP. When an audience hears and uses the chunking technique in analyzing the mini vlog, their creative communication will be formed because TikTok mini vlogs provide creative and interesting language to hear. The impact of TikTok mini vlogs on creative communication for audiences is significant, as the platform allows audiences to engage directly with innovative and digestible content. The short duration of the videos forces creators to deliver a concise message, utilizing visual elements, music, and text to grab attention in a short amount of time. Audiences are also invited to be more creative in responding, whether through commenting, sharing or creating their own creative versions. This not only enriches the way audiences consume information, but also opens up space for them to express their ideas and emotions in a more interactive and dynamic way. TikTok encourages audiences to think more openly and get more involved in the ever-evolving creative trends.

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