

The Use of Tiktok Application as the Learning Medium

Matyadi¹, Endie Riyoko² & Treny Hera³

^{1,2,3} PGRI University of Palembang

E-mai : endieriyoko@univpgri-palembang.ac.id², trenyhera@univpgri-palembang.ac.id³

Abstract

The research aims to determine the use of the TikTok application as a SBdP learning medium to attract students' attention. The problem focuses on how the use of the TikTok application as a SBdP learning medium can attract students' attention in the learning process. The method used in the research is a qualitative method. Data was collected through observation, interviews, open questionnaires and documentation. This study concludes that the tiktok application is useful in SBdP learning, the use of the tiktok application with the use of appropriate techniques can attract students' attention to SBdP learning in elementary schools, the tiktok application can be used as an interactive learning medium for SBdP learning . With various learning features on the TikTok application along with ease of operation, the use of the TikTok application can be applied in SBdP learning in elementary schools.

Keywords: *learning media; utilization of the tiktok application.*

A. INTRODUCTION

Currently, Indonesia is being shocked by the Covid-19 pandemic. According to (Pranita, 2020, p. 1) on March 2 2020, for the first time the government announced two cases of positive Covid-19 patients in Indonesia. Until 2022, the Covid-19 pandemic will still be a heartbreaking disaster for all Indonesian people. All aspects of Indonesian society's lives are hampered and this also has an impact on all areas, including education, economics and business.

Especially in the education sector, Indonesia is required to carry out online learning in accordance with circular letters from the Ministry of Education and Culture (Kemendikbud), namely 1. Circular Letter Number 2 of 2020 concerning the Prevention and Handling of Covid-19 within the Ministry of Education and Culture, 2. Circular Letter Number 3 of 2020 concerning Prevention of Covid-19 in Education Units, 3. Circular Letter Number 4 of 2020 concerning Implementation of Education Policy during the emergency period of the spread of Covid-19 which more or less contains directions regarding the learning process from home (Arifa, 2020, p. 13) . Education is a control in realizing a peaceful, democratic, just, competitive, advanced and prosperous Indonesian society within the unitary state of the Republic of Indonesia (Zulinto, 2021, p 37).

The role of dance in the educational process is the substance of dance as an educational instrument, especially in the current era of globalization (Hera, 2018, p. 387). The Palembang

Tanggai dance is a form of dance that has been around for a long time. This dance has been passed down from generation to generation by dance maestros in Palembang, namely Hj. Ailuny Husni, Hj. Ana Kumari and Elly Anggraini Soewondo. The system of inheritance by dance maestros in Palembang to the younger generation, dance stylists, through studios, through education, and family inheritance. A traditional dance contains philosophical, symbolic and religious values. All the rules for various traditional dance movements, floor patterns, clothing and make-up have characteristics that describe Palembang, but still look attractive and have meaning. (Hera, 2020, p. 66)

Online learning is learning that is carried out remotely using the internet and other supporting instruments such as cellphones and computers. Online learning is very different from normal learning, according to Riyana (Putria, Maula, & Uswatun, 2020, p. 863) online learning places more emphasis on students' accuracy and astuteness in receiving and processing information presented online. In line with this opinion, Ratu et al (Farell, Ambiyar, Simatupang, Giatman, & Syahril, 2021, p. 1186) stated that the online learning process results in social interaction between teachers and students not being optimal and the teaching given by the teacher not being fully understood and practiced by students.

The most important changing times in technology require teachers to innovate when designing media so that they act as creative educators. Determining the media and material that will be understood is something that teachers must think about so that the material is successfully conveyed to the students themselves. Utilizing learning media is one of the means that can advance education Ratnasari, Hariyanti (Sumiati & Tirtayani, 2021, p. 221). Thus, teachers must be able to vary the media so that students are interested in learning provided online and utilize existing IT so that online learning can run well so that learning is successful.

Schools are one of the educational institutions that have top priority when carrying out the learning process. According to (Magdalena, Syariah, Mahromiyati, & Nurkamilah, 2021, p. 282) SBdP education is given to elementary school students to foster students' love for arts and culture in Indonesia. SBdP learning functions to shape students' personalities by paying attention to individual changes in achieving right brain balance which includes intrapersonal, visual spatial, musical, linguistic, mathematical logic, naturalistic and adversarial intelligence, creativity, spiritual and moral intelligence, as well as emotional intelligence.

Based on the results of initial observations carried out at SD Negeri 077 Palembang by interviewing the Arts, Culture and Crafts (SBdP) teacher named Mrs. Andriyani, S.Pd, the

researcher saw that the KKM score for SBdP learning in class V was 76 and the researcher also saw that there were several The problem is the lack of use in developing learning media, which makes students bored in the learning process. Researchers see that most students do not participate enough during learning. Researchers also see that during the pandemic, many students learn online, there is a lack of use of other applications besides Zoom or WA. during the learning process, so there needs to be use of learning media in the online learning process such as other social media applications (tiktok).

If this problem is overcome by using the TikTok application as a learning medium, the use of audio-visual media in learning can save educators' energy and create enthusiasm for learning, because images or videos can be used as examples of learning theories explained by educators, so the learning process will be very interesting. The use of audio visual media with TikTok media as a complementary tool will speed up the learning process in SBdP learning. Learning media in the form of the TikTok application in SBdP learning is not merely an entertainment medium, but is a complementary tool for a teaching and learning system to attract more students' attention. Using the TikTok application requires students to learn more independently in sync with visual, auditory and kinesthetic talents and abilities.

Based on the conditions in the field and the theory that has been described, the researcher will study it more deeply and explain it under the title "Using the Tiktok Application as a Learning Media for SBDP Elementary School Students". This is in line with research conducted by Wisnu Nugroho Aji, (2018), with the title "Tiktok Application as a Media for Learning Indonesian Language and Literature". The results of this research show that the Tiktok application, together with the use of appropriate methods and techniques, can be used as a medium. interactive learning for learning Indonesian language and literature.

Meanwhile, research conducted by Asdiniah & Lestari, (2021), with the title "The Influence of Tiktok Social Media on the Development of Elementary School Children's Learning Achievement", the results of this research show that there is a truly significant influence between Tiktok social media and the results of training on elementary school students. The product can be checked from the results of the instrument which shows that TikTok really has an influence on their learning achievement at school.

Apart from that, research conducted by Ramdani, Hadiapurwa, & Nugraha, (2021), with the title "Potential for Using Tiktok Social Media as a Learning Media in Online Learning", Tiktok has the ability to show various videos, with a short duration and accompanied by music . The

incident is said to attract students' attention along with existing videos, such as educational videos so that they can convey awareness about the learning provided concisely.

The aim of this research is that the research aims to determine the use of the TikTok application as a SBdP learning medium to attract students' attention in the learning process at SD Negeri 077 Palembang. kemampuannya.

B. RESEARCH METHOD

This type of research uses a qualitative approach method. According to (Sugiyono, 2019, p. 24) qualitative research methods are often referred to as constructive methods because, with qualitative methods, scattered data can be found, then constructed into a theme that is more meaningful and easy to understand.

According to (Sugiyono, 2019, p. 25) it is an in-depth system based on the teachings of postpositivism and interpretivism, used to observe natural topic situations, among other things the researcher is the key tool, the data collection method is used triangulation (a mixture of observation, interviews, documentation), the information obtained leads to qualitative data, data analysis is inductive/qualitative, and the results of qualitative research are potential and problem findings, uniqueness of objects, meaning of an event, ways and social relationships, clarity of information facts, construction of events, and hypothesis findings.

Data collection techniques are the most important step in research, because the main aim of research is to obtain data. Without knowing data collection techniques, researchers will not get data that meets the specified data standards. Data collection techniques used by researchers include observation, interviews, questionnaires and documentation.

According to (Sugiyono, 2019, p. 423) explaining how to collect data, triangulation is a way of collecting information that combines various data collection methods and existing data sources. If research carries out information research through Triangulation, then the researcher should use information that also tests the credibility of the data, namely looking at the credibility of the data using various methods of collecting information and various data sources.

Triangulation is where researchers use different information retrieval methods to obtain information from the same source. Researchers use observation, interviews and documentation to provide the same data sources simultaneously.

According to (Sugiyono, 2019, p. 438) the information description technique applied in this study is using the Miles and Huberman model of information description, qualitative research information description, applied when information retrieval takes place, then after information retrieval in a certain period. Miles and Huberman (Sugiyono, 2019, p. 438) state that actions in describing qualitative information are implemented interactively and work continuously until completion, until the information is bored. Activities in the description of information are information reduction, information display, and conclusion drawing/verification.

C. RESULT AND DISCUSSION

TikTok is an application that provides interesting improvements, which can no doubt also be used by application customers to produce short recordings that can attract a lot of attention from people who see them (Asdiniah & Lestari, 2021, p. 1678). Based on research conducted by Hutamy, et al (Ramdani, Hadiapurwa, & Nugraha, 2021, p. 428) it is said: 55.36% that TikTok can be applied as a learning media that harmonizes the relevance of the learning material. The impact of TikTok social media can encourage students to express themselves more through videos created by students through the filters provided. The TikTok application is able to act as a learning medium that upholds independent campus procedures for technology-based learning methods 4.0. TikTok is easy to operate with features that help students transition to online learning. This research was conducted to confirm empirical data that the TikTok application can be an alternative as a learning medium for teachers and students as long as it increases interest in learning and builds student creativity at distance learning. The study shows the ability to use the TikTok application in online learning.

TikTok is a practical choice for teachers as a media for learning arts and culture. According to Rohani, R (Melinda & Saputra, 2021) the benefits of learning media based on learning materials are:

- 1) Able to make learning easier for students and easier to educate for educators. the means and instruments of reception are seen as equals about the unbreakable. A positive arrangement will be created with the help of the right techniques and instruments, and the appropriate connections that accompany both can produce quality and sophisticated arrangements.
- 2) Through the theme instrument, conceptual situation guidance can be achieved into a real form.

- 3) Learning that is not flat and uniform is a trigger for the low absorption capacity and quality of students' knowledge during lessons.
- 4) All individual devices can translate and participate in speaking so that the lack of capacity between devices can be offset by the capacity of other devices.

The potential of TikTok according to (Pranoto & Agraini, 2021), "...In its development, TikTok has the attraction that it can become a learning space by making learning videos, due to the high number of visitors to this application in the digital world." Meanwhile, according to Hasiholan (Pranoto & Agraini, 2021) the TikTok application is widely used by the millennial generation in Indonesia and has made it popular culture, so it can become a medium for conveying a message. From the opinions of the experts above, researchers can conclude that the potential of the TikTok application is that it can become a learning medium for technology-based learning systems 4.0. Tiktok has the attraction that it can become a learning space for students.

The tiktok application as a SBdP learning medium for class V students at SD Negeri 077 Palembang has benefits. The benefits of using the tiktok application include the SBdP learning process in class V running interestingly, the way the teacher teaches and the way students capture learning material more quickly and save time.

Based on research data conducted by researchers at SD Negeri 077 Palembang which is located on Jalan Lrg. Keramat 2 Jl. KH. Azhari No.585, 5 Ulu, Seberang Ulu I District, Palembang City, South Sumatra. The researcher discusses the results of the analysis of the data taken as qualitative data. The data in this research was obtained from observations, interviews, questionnaires and documentation. After the researchers carried out data collection, the data was then analyzed to find the use of the TikTok application as a SBdP learning medium for elementary school students.

On Monday, March 28 2022, the researcher provided a research permit through the Palembang City Education Office. First, the researcher wanted to carry out research at SD Negeri 077 Palembang and conduct interviews about the difficulties of teachers and students in learning during the Covid-19 pandemic by interviewing the SBdP teacher, namely Mrs. Ariyndani, S.Pd and 35 class V students and the only ones the researchers interviewed were 10 students who according to the researchers could help during the research. The next meeting on Tuesday, April 5 2022, researchers conducted interviews with class V teachers and class V

students regarding teachers' and students' difficulties in learning during the Covid-19 pandemic as well as examining students' interest in the TikTok application.

The results of interviews conducted by researchers with teachers and students at SD Negeri 077 Palembang show that the difficulties teachers and students have with online learning during the Covid-19 pandemic are that the signal is still hampered which makes online learning less active, then the students' internet quota is limited during learning. online, and during online learning many students do not understand the material presented during learning, such as material on singing regional songs, material on drawing, this of course results in the lesson not running optimally.

Creating a conducive atmosphere for learning and teaching requires interaction between teachers and students. So that students will more easily grasp the lesson material provided by the teacher directly. Due to the long distance teaching method, teachers and students have difficulty carrying out the learning process effectively. This is especially true for elementary school (SD) children, who require teachers to be more patient in distributing learning materials, and when given learning materials, there are those who are not yet able to capture the learning that has been given. Especially having to do long distance lessons where it is said that the learning system cannot be delivered optimally.

The tiktok application provides benefits for students and teachers in SBdP learning. The benefits obtained are that the SBdP learning process by using tiktok as a learning medium makes it easier for teachers and can attract students' attention during learning. How to use the tiktok application as a SBdP learning medium can be easily implemented by teachers and accepted by students during learning, students can receive learning with learning that they enjoy such as video animations and teachers can use the TikTok application as SBdP learning media to attract students' attention during the learning process.

The above is in line with research (Asdiniah & Lestari, 2021) which shows that the results of this research show that there is a very significant influence between social media TikTok and the learning achievement of elementary school students. The results can be seen from the results of the instrument testing which explains that TikTok social media really has an impact on student learning achievement at school.

This is also in line with research (Aji, 2018) which shows that the TikTok application, together with the use of appropriate methods and techniques, can be used as an interactive learning medium for learning Indonesian language and literature.

The opinion of (Ramdani, Hadiapurwa, & Nugraha, 2021) shows that TikTok has the ability to show various videos, with a short duration and accompanied by music. The incident is said to attract students' attention along with existing videos, such as educational videos so that they can convey awareness about the learning provided concisely.

From the expert opinion above, the researcher also saw when looking at the research data the researcher conducted at SD Negeri 077 Palembang that there was an influence when using the TikTok application as SBdP learning media to attract students' attention during the learning process.

According to (Benny, 2019) media has the aim of obtaining information, knowledge, and supporting learning activities and a means of motivation. From what the expert said when the researcher conducted research and saw the results obtained, it is true that the TikTok application media can provide information to students, because in the TikTok application there are videos that can broaden students' insight more because students like video animations.

The TikTok application is implemented by teachers assisted by researchers as a learning medium. SBdP This TikTok application supports student activities in learning. These activities include, students are actively involved in asking questions, students are actively involved in observing pictures, students understand the information provided through videos shown by the teacher using the TikTok application media. Because when it was implemented by teachers who were assisted by researchers when implementing the TikTok application as a learning medium, researchers saw that students became active, such as wanting to follow the videos shown during the Tanggai dance material, students became active and wanted to ask questions, for example, asking about the clothes used in the Tanggai dance, This data shows that the TikTok application has benefits because it can attract students' attention during learning.

With these advantages, SBdP learning provides aesthetic experiences for students in the form of expression/creation activities and achievements through exploration of expression and the body with the help of Tiktok, so the results of Arts, Culture and Crafts (SBdP) learning can form students' personalities who are harmonious and have multi-intelligence so they can develop their talents and creativity according to their choices and the students' personal potential. The ultimate goal of Arts, Culture and Crafts (SBdP) education is not only to create intelligent students but also students who are honest, responsible and care about others.

The TikTok application is also an audio-visual learning medium which plays a role in learning motivation because by using the TikTok application as a SBdP learning medium it becomes

motivation for teachers to apply a variety of modern learning media in current technological developments. Students prefer video animations, this is very suitable for the TikTok application which displays video animations when used, because it can attract students' attention during class.

The advantage of this research is that using the TikTok application as a SBdP learning medium can attract students' attention during the learning process and help teachers and can save teachers' energy during SBdP learning, teachers can easily apply the TikTok application as a learning medium and students can receive the learning they receive. enjoy the learning process, by paying attention to the benefits of TikTok as an audio-visual media with Advantages (1) Can provide good models and examples for students. (2) Can present programs that can be understood by different ages and levels. (3) Can save time for teachers and students, for example by recording broadcasts of lessons taught that can be played back if necessary without having to do the process again.

The obstacle in the research was that during the research the researcher was a participant observer to help the teacher in making learning media such as videos of regional dance arts which would be shown to students during learning, this was the obstacle because it was to make learning videos which would be displayed and uploaded on The TikTok application requires regional dance videos, so the researcher will make the dance videos from the filters and music that already exist in the TikTok application features, and for students who are learning for the first time using the TikTok application media, this is an obstacle in this research. make students interested in the learning media displayed.

D. CONCLUSION

Based on the results of research regarding the use of the TikTok application as a medium for SBdP learning for elementary school students, it can be concluded that the use of the TikTok application together with the use of appropriate techniques can attract students' attention to SBdP learning in elementary schools.

Based on the explanation and discussion above, it can be concluded that the TikTok application can be used as an interactive learning medium for SBdP learning. With the various features of the TikTok application and its ease of operation, the use of the TikTok application can be applied in SBdP learning in elementary schools .

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