

Potential Utilization of Tiktok as Learning Support Media in Elementary School

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Abstract: Not all the material taught by the teacher is easy for students to understand. Some materials require in-depth exploration by students. So the creativity of teachers in planning learning both in the management of materials, strategies, and learning media is very much needed. TikTok social media is loved by all groups, including elementary school students. The existence of TikTok social media can be used as a supporting media in learning. This study aims to describe the media to support learning in elementary schools through the use of social media TikTok. The method in this research is library research by exploring several journals, books, and other sources relevant to the use of TikTok as a medium to support learning. As a result, TikTok social media has the potential to be used as a medium to support elementary school student learning, including Indonesian, English, Arabic, religious education, art, science, and so on. Students can directly explore learning materials displayed on TikTok social media so that they support the material taught by the teacher.

Keywords: supporting media, elementary school learning, TikTok

INTRODUCTION

Among the tasks of educators or teachers is to create a learning atmosphere that can motivate students to always study well and enthusiastically. Such a learning atmosphere will have a positive impact on achieving optimal learning achievement. Therefore, teachers should have the ability to choose the right learning media. Inaccuracies in choosing media will cause boredom for students in receiving the material presented so that the material is less understandable.

According to Rusman, learning media is a tool to enhance the process of teacher-student interaction and student interaction with the environment and as a teaching aid that can support the use of teaching methods used by teachers in the learning process (Rusman, 2017). Learning media is a learning tool that helps educators in facilitating the learning process and adding insight to students. The development of technology that produces a variety of digital learning media is very influential in learning by becoming a connecting tool used by educators to convey material to students. However, educators are sometimes confused in determining and using learning media, and in the end educators return to using monotonous learning media (Atsani, 2020). So that students feel bored, have no interest in learning and do not understand the material given during the learning process.

This is also in line with Arsyad's opinion (Arsyad, 2014), that the use of media in learning will increase the effectiveness of learning. The use of learning media in the teaching and learning process can generate new desires and interests, as well as general learning motivation. In addition, the use of learning media is very important because it can directly save time. That is, learning

using media can simplify problems, especially in conveying things that are new and foreign to students. In the era of technological development as it is today, the use of social media is very mushrooming in all circles, including elementary school children. Social media is online media that is used to introduce oneself, interact, share information with everyone and build relationships between users in cyberspace (Drakel, et al., 2018).

Social media is a tool and means used by someone to share information with each other. Social media can be integrated into learning for Generation Z which must be designed to use social media and learning in a single unit. In addition, social media can be used for learning facilities by paying attention to facilities and process support. So that the use of social media that utilizes technology can be a learning medium for Generation Z because in their daily life they use social media every day both students and educators. Social media can be used as learning media such as displaying learning videos on the YouTube, TikTok, and Instagram applications.

One of the social media that is widely used by students today is TikTok. Tik Tok is a social networking app and music video platform from China that was launched in September 2016. The app is used by its users to create short music videos (Mana, 2021). In addition to the popularity of the TikTok application, some advantages make it much liked by students. The mission of this TikTok application is to inspire creativity and bring joy because even though the video duration is short, it can be packaged well so it is not boring. There are many content categories on TikTok that you can enjoy, namely comedy/memes, education, fashion and beauty, food, and video vlogs.

The TikTok app is an app that millennials love, admire, attract, and love. TikTok provides a place for users to express and channel their creations through videos or content created on the TikTok application. The application presents special effects that are interesting and easy to use to create content or videos. TikTok can be used as an interesting and interactive learning medium for students. However, apart from having advantages, TikTok certainly also has weaknesses in its use. The weakness of TikTok as a learning media is that the duration for presenting the video is very short so not all subject matter can use this media. In addition, the image content of comedy/memes on TikTok tends to stand out more.

TikTok is a creative medium that can be processed into interesting and interactive learning media, of course teachers must innovate and be creative in processing the content that will be presented to students. So, the TikTok mobile application does not only function as an entertainment mobile application but can also function as a learning mobile application that can be used as a learning media to support the learning process. Therefore, this study aims to describe the media that supports learning in elementary schools through the use of TikTok social media.

METHOD

In this study, researchers used a qualitative approach. The qualitative approach is a descriptive research and tends to use analysis (Zakariah, et al., 2020). In this study, the author tries to examine the use of TikTok social media, which can potentially be a medium to support learning in elementary schools. The type of this research is the category of library research (Library Research) which is one of the studies that use data collection techniques used, namely by reviewing books, notes, literature, or even with various reports that are related to the problem to be solved (Sari & Asmendri, 2020). So, this Library Research research is based on data from research journals, books, and other sources relevant to the use of TikTok as a medium to support learning.

RESULT AND DISCUSSION

TikTok Social Media

The TikTok app is a social network and music video platform from China that was launched in early September 2016. The app gives users access to create their short music videos. Working by utilizing digital is more quickly appreciated by the community, easier to accept, and more interesting. The majority of TikTok users are also young people, of school age, or productive age. This application is loved because it is attractive so it is a prima donna among the millennial generation. This application provides an interface design and interactive content production model that is optimal and friendly to use and can provide convenience when used in learning. Students love to use this application because social media can make them happy when they are bored.

As of April 2022, TikTok's monthly active users in Indonesia were 99.1 million people. This number is the second largest after the United States (Rizaty, 2022). In line with Yang, Zhao, and Ma, social media Tik Tok has become a popular culture in Indonesia, this is supported by several reasons, namely short videos that are close to reality and general situations, simple short video services, easy operation, production rate sophisticated technology, freedom for users, content that discusses current trends, the effect of influential people/celebrities, and attractive marketing. While the phenomenon of Tik Tok as a medium of educational communication includes (Rasdin, et al., n.d.):

Short videos that are close to reality and common situations. Videos filled with short songs by Tik Tok content creators have a close relationship with reality in society, wrapped with entertainment, and knowledge as the main content so that it can easily attract the attention of Tik Tok visitors.

Simple short video service. In this section, Tik Tok creators or users are given the convenience of making creations, starting from selecting background music with the "search" service, but if the creator does not know the title of the song to be included in the video, then the creator can directly select the song on the video from the user. others who are already using it, so that the content creation process can minimize its shortcomings.

Content that discusses current trends. Millennials are the main users who always follow current trends, starting from the trend of healthy living, beautiful scenery, entertainment, beauty, physical movement, education, emotions, and so on.

Influential/Celebrity effect. The increasing number of celebrities in Indonesia who have used Tik Tok social media has made many people follow everything that the celebrity does on their account.

Interesting marketing. An interesting Tik Tok marketing technique is to increase fun content, reduce costs, and increase contribution to the rapid spread of videos.

There are several steps in creating learning content or videos on TikTok media, including: **first**, if the TikTok application is not installed on your cellphone, you must install the application. The application can be downloaded for free on the Google Playstore for Android users or the App Store for IOS users. The trick is, to 1) enter the play store application or the App Store; 2) search by typing TikTok; 3) install the app.

Second, log in to your TikTok account. If you want to access, create, and save videos on TikTok, you must first log in. The trick is, (1) open the TikTok application; (2), click the person symbol in the lower right corner; (3) Log in with one of your Facebook, Instagram, or Google accounts.

Third, how to record video. Before editing the desired video, you must first make a video recording, by clicking the plus symbol (+) in the middle if you want to make a live video.

Fourth, how to edit videos. If the recording is complete, it will automatically display several options. Can directly save the recording or want to edit it first. If you want video editing according to your learning needs, TikTok provides three features, namely editing music, sound, and special effects. The way to edit it is: (1) to edit music, select the music genre according to the learning needs that will be conveyed by clicking "more" to get various other song genres, this feature is only for selecting parts of the song, by sliding the yellow symbol to the right and the left. If you have chosen the part of the song you want, then you can immediately click the "checklist" sign in the pink box; (2) for sound editing, this feature can determine how much volume for the original soundtrack and soundtrack; (3) when you are done with music and sound, add interesting effects to the video by clicking on the "special effects" feature to be able to choose one of a variety of effects such as shake, illusion, black magic and others; (4) if you want an effect with a certain duration, you can click one of the "Time Effects" features.

Fifth, when the video is enough, click save in the upper right corner and save the result by clicking draft, but if you want to directly upload it to social media then click post, and if you want to share the video, you can share the link or the video can be downloaded first. then share the video.

Implementation of Tiktok Social Media in Elementary School Student Learning

Based on Aji & Setiyadi's research (Aji & Setiyadi, 2020), the Tik Tok application along with the use of appropriate methods and techniques, can be used as an interactive learning medium in learning and teaching the Indonesian language and literature. In line with Syafri & Kulsum's research (Syafri & Kulsum, 2021), it is stated that based on observations through TikTok, students can easily understand abstract concepts through concrete experiences. The abstract concept here is the subject matter delivered by the teacher through TikTok. A concrete experience is in the form of completing a task by uploading an explanation video via TikTok. That is, they receive material in the form of abstract concepts, which are then interpreted with direct (concrete) experience.

Seeing the various features that exist in the Tik Tok application, it is very possible to design it as a medium for learning the Indonesian language and literature. Learning Indonesian language and literature with four core skills, namely writing, listening, speaking, and reading and integrated literary skills. Like Rasyid's research (Rasyid, 2020), the role of learning media is important to support learning in appreciating poetry with enthusiastic and interesting students to explore creativity and poetry reading skills. In exploring the creativity of students, educators must also determine learning media that are suitable for the TikTok application. The use of the TikTok application in reading poetry can make students enthusiastic by seeing other people's work, competing to explore creativity and editing videos and trying to be the best work among other groups. Then research by Santoso and Sukartiningsih (Santoso & Sukartiningsih, 2021) showed that the speaking skills of elementary school students can be improved through TikTok social media. Students become more creative and active in the learning process because of the help of media which makes learning not boring quickly because of various kinds of special effects, stickers, and interesting music.

TikTok media is also useful in learning English, according to the results of research from Nasiba (Nasiba, n.d.), TikTok is a learning media that can increase mastery of English vocabulary in elementary school students. The influencing factor is the use of interesting audio-visual media using the TikTok application. The use of audio-visual media itself provides several advantages when used in learning to encourage students to learn

English, because students can see real objects. Furthermore, audio-visual media is very important for learning English because the media explains words that students have not understood before.

Then learning Javanese can also use TikTok as a learning medium. This is reinforced by research from Nurcahyo and Jadmiko (Nurcahyo & Jadmiko, 2022), TikTok in Javanese can be used as a medium for learning Javanese. This is supported by the use of TikTok content as a medium of learning, making it easier for elementary school students to understand Javanese language learning and making students not bored to take part in learning. Content that is suitable to be used as a learning medium must comply with the rules of the Javanese language and can provide new insights or understandings to students regarding the Javanese language. In addition to learning Javanese, the TikTok application can also be used as a medium for learning in Arabic learning about *maharah kalam* (speaking skills) because it can attract attention and be close to students. The TikTok application also meets the interactive learning needs of students, has many features that can be used in the learning process and are relevant to the development, experience, and characteristics of students as millennials who are attached to the digital world (Taubah, 2020). Even in learning Arabic, it becomes easy to understand by using the TikTok application which displays material briefly and is easier to understand and has a short duration (Ramadhan, n.d.).

In addition to language learning, TikTok can also be used for art learning. Luisandrith and Yanuartuti's (Luisandrith & Yanuartuti, 2020) research resulted in the use of the TikTok application in learning the art of dance that was carried out conductively and students became more creative in making dance works and students responded to the dance learning very enthusiastically, students could immediately see what the teacher explained clearly, not just imagining. Students can imitate the dance moves shown in the learning video and are willing to demonstrate them. Then Fatimah, Hasanudin, and Amin (Fatimah, et al., 2021), revealed that the TikTok application can be used as a learning medium for demonstrating drama texts and the use of the TikTok application as a learning medium has received a positive response from students as a learning medium for demonstrating drama texts. Through the TikTok application as a learning medium, its use must be adjusted to the learning objectives to be achieved during the learning process.

Then in general learning such as Learning Natural Sciences, TikTok can also be used in learning. Mufidah and Mufidah (Mufidah & Mufidah, 2021), stated that the Tik-Tok and Instagram applications can be used as interesting and interactive science learning media. Because of its easy use and various features, the TikTok application can be implemented in science learning. TikTok and Instagram applications will be interesting and fun learning media. With the use of the Tik-Tok and Instagram applications as science learning media, it is hoped that it can help students during the learning process. So with this application, teachers can easily create interactive learning and can adjust the environmental conditions, situations and conditions of students.

Not only language, art, and general learning, but the TikTok application can also be used in religious learning. Zazin and Zaim (Zazin & Zain, 2019) revealed that social media is a medium for learning Islam that is relevant in educating generation Z. Learning media for the era of disruption is a technology-based learning media where the right learning media is social media which incidentally is very familiar among students. The use of social media as a medium of learning and supervision of students is the right step considering this Z-generation is very familiar with social media, even though their virtual world portion is sometimes bigger than their real-world portion.

Utilization of Tiktok Social Media as a Learning Support Media

Social media is currently very popular with the public, especially the millennial generation who are very attached to the digital world. Millennials view social media more often than viewing learning materials or following lessons because social media displays content that attracts more attention than learning (Marini, 2019). Therefore, educators can use social media as a learning medium because social media has its charm that can motivate learning and affect learning achievement, social media always provides updates in the form of the latest information that is fully explained and can be accessed anytime and anywhere (Salehudin, 2020). Facilities on social media have similarities with learning facilities so that educators can use social media as an alternative learning medium and support learning skills in the 21st century.

The various studies that have been described, it shows that the TikTok application can be used in learning media. The role of the TikTok application in learning is definitely very useful, because besides having interesting features the TikTok application is also useful as a creative medium. After all, teachers can create videos and interesting content in 15-60 seconds to create learning materials through the TikTok application media. so that students can be motivated and not lazy to learn. The Tik Tok application is useful as a creative teaching medium for teachers to create fun learning. So it is hoped that using the TikTok application in the learning process will make it easier for teachers to make material to be used as content or videos and develop teacher creativity in packaging material through TikTok media.

The use of media in learning can generate new desires and interests, increase motivation and stimulation of learning activities and even have a psychological effect on students (Nurseto, 2011). The TikTok application is an interesting audio-visual learning media or has an affective function that can be seen in the level of enjoyment of students while learning. This media can arouse students' emotions and attitudes (Muttaqien, 2017). In teaching and learning activities, the emotions and psychology of students are needed. This makes it easier for students to understand the lesson (Yudianto, 2017). As a learning media, TikTok has met the requirements, namely being able to increase student motivation as a result of the affective function. Students who are already interested in the learning media will find it easier to absorb the material provided.

This video with the help of TikTok social media also has easy access, the number of users is not limited, it is easier to attract students' attention, it does not make students bored because of its short duration, and the development of this video is something new. With this TikTok social media-assisted learning support video, it will make it easier for students to understand the learning material rather than just seeing content that is less educational on TikTok. The learning media in the form of videos that support learning with the help of TikTok social media helps change learning that was originally abstract to be more realistic. This is in accordance with Prastowo's opinion (Prastowo, 2012), that the benefits of learning media in the form of videos are one of them, which is to show something that was initially impossible to see. The goal is for students to more easily understand the material because the video can be played over and over again. Even so, there are still shortcomings in the developed video. The scope of the material cannot be too broad considering the duration used is very short.

Although various learnings can utilize TikTok social media, it does not mean that social media is then used as a continuous learning medium or the main media, but should be used as a supporting media that aims to attract and motivate students to study hard and help teachers to always be creative in their work. realize the learning objectives that have been determined.

CONCLUSION

Based on the discussion above, the researchers conclude that TikTok can be used as an effective learning medium, because it meets student learning needs, attracts students' interest because of its latest innovations that can be implemented into learning, and is in line with the development of the characteristics of students who are millennials who very close and attached to the digital world. If properly implemented, TikTok can be an interactive and interesting learning tool for students, especially elementary school students, this is supported by the use of gadgets that cannot be separated from the life of the current generation, so that learning is more flexible and can be done comprehensively and continuously.

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