Utilization of the TikTok Application as Multimedia in Violin Learning

Azra Mahira Ihzadila[(✉)] and Yudi Sukmayadi

Art Education Study Program, Graduate School, Universitas Pendidikan Indonesia, Bandung, Indonesia
azramahiraa@gmail.com

Abstract. This article describes how the TikTok application can provide support for the violin learning process. Learning media in the digital era must be directly proportional to technological developments. Of course, the use of learning media must be able to keep up with these rapid developments. One of the media that can be used is the TikTok application. TikTok is a social media platform that is often used today. With the various features offered by TikTok, it can make it easier for students and educators to achieve learning goals. The method used is a research and development method. This article aims to provide a new concept in the use of the TikTok application as a multimedia in learning the violin.

Keywords: Multimedia Learning · TikTok App · Violin Learning

1 Introduction

The cyber wave has spread throughout the country without exception Indonesia. Increasingly sophisticated technology is supported by utilization in all sectors, becoming a marker of the changing times towards an information society [1]. During the current Covid-19 emergency, in response to this, the central and regional governments have provided policies to cover all educational institutions requiring the learning system to be replaced with online learning so that the learning process continues. This clearly changes the pattern of learning that requires teachers and education developers to provide learning materials and teach students directly through remote digital tools, Multimedia is one effective way to support current teaching and learning activities. Interactive multimedia is a combination of various media (file formats) in the form of text, images, graphics, sound, animation, video, interactions, andothers that have been packaged into digital files, used to convey messages to the public. Multimedia has the use of clarifying the presentation of material, overcoming the limitations of space, time, and sensory power, and can overcome the passive attitude of students [2].

The digital media that is growing in Indonesia is Tik Tok social media. The Tik Tok application is an application that is used as a means of entertainment by Tik Tok account owners, this application also provides video and music features with a duration of up to three minutes, so that users can use it to share various kinds of content according to their preferences. Since the beginning of the Covid-19 pandemic until the end of July

2021, the use of Tik Tok has increased very drastically, reaching 92.2 million users, the average user age is 18–34 years, 36 percent are part-time workers. However, in fact, there are also many who use TikTok from millennials who are still in school [1].

The TikTok app includes a number of features that help with distance learning, including: 1) Record voice, which records the voice through the device and then integrates into the tiktok account; 2) Record a video using a device to record a video, then integrate it into a private TikTok account; 3) Backsound (background sound) is a feature that allows users to add background sounds that can be downloaded from the tiktok app's storage media; 4) Edits that serve to enhance and edit previously created draft videos; 5) Share function used to share the created video and; 6) Duet, which makes it possible to collaborate with other users of the TikTok application [3].

The use of *TikTok* in learning activities has many benefits, especially in music learning. There are many features that support music learning on the *TikTok* application. The use of the TikTok application is also one of the steps to fulfill the Merdeka Belajar policy. The Independent Learning Policy is a program from the Ministry of Education and Culture that supports the Technology 4.0-based education system [4].

This article explains how to utilize the TikTok application as a multimedia violin learning. The writing of this article aims to provide a new innovation in the use of the TikTok application as multimedia in music learning. The musical instrument that is used as material in the use of the TikTok application is the violin instrument. This TikTok application can be used as a forum for innovative and creative learning for students in adding musical insights.

2 Methods

This research was conducted using research and development methods (*Research and Development*). This method is a research method used to produce a product and test the effectiveness of the product [5]. This research is designing multimedia learning of violin musical instruments in the form of videos through the TikTok application. However, if it is adjusted to the purpose of the researcher to design learning media, the media development stage does not reach the testing and distribution stage since this study only intends to design multimedia-based learning media in the form of learning videos that can be accessed easily through social media.

In product development, researchers use 5 stages in it. In the first stage, researchers conduct preliminary research as well as study various multimedia learning of the TikTok application. The second stage, the determination of the concept to be uploaded. In the third stage, the researcher carries out the collection and manufacture of materials necessary to create multimedia violin learning. The next stage is the preparation of materials and the last stage is in the form of *editing* and producing learning media in the form of videos on the TikTok application (Fig. 1).

Fig. 1. Multimedia video of violin learners.

3 Results and Discussion

3.1 Multimedia Learning

Multimedia comes from the word multiand media. Multi- comes from Latin, which means many or various, while the word media comes from Latin, which is medium which means intermediate or used to deliver, convey or carry something". Interactive multimedia is a medium that combines two or more elements consisting of text, graphics, images, photos, audio, video and animation in an integrated manner and creates two-way communication / interaction between users (humans / as users / users / users of products) and computers (software / applications / products in certain file formats). This is supported by Neo (2004) states that "*Multimedia, defined, is the combination of various digital media types such as text, images, sound and video, into an integrated multisensory interactive application or presentation to convey a message or information to an audience.*" Warsita (2008) also defines "multimedia as a combination of many media or at least consisting of more and one medium". Multimedia can be interpreted as a computer equipped with a solid chakra player, sound card, speaker with the ability to process motion images, audio, and graphics in high resolution [6]. Multimedia has the use of clarifying the presentation of the material, overcoming the limitations of space, time, and sensory power, and can overcome students' passive attitudes. In the world of education, the use of applications and multimedia involves the internet network and this can be used as a learning resource, as said by Arif Sudirman then quoted by that everything outside the students that allows the learning process to occur is called a learning resource, namely internet technology that functions to provide convenience and flexibility in exploring knowledge [2].

The advantages possessed by interactive learning multimedia as a learning medium include: (1) providing learning with good information storage; (2) learning design shown for students with different learning characteristics; (3) directly aimed at a specific effective learning domain; (4) present realistic learning; (5) can increase the motivation of learners; (6) demand that students be more interactive; (7) learning activities are more individualized; (8) have the consistency of the material provided; and (9) students have control over the learning speed of each individual [7]. Multimedia not only serves as a

tool for students in understanding the material and simplifying the learning process but multimedia can also stimulate the psychomotor process [8].

From all the explanations above, researchers can conclude that the importance of multimedia in the learning process. This effort is made so that the learning process can run well and optimally, one of which is by improving the quality of learning. The thing that can be done is to utilize appropriate media and inovatif in order to influence the improvement of the quality of the process in learning.

3.2 TikTok Application as a Learning Medium

TikTok application is an application that is used as a means of entertainment by Tik Tok account owners, this application also provides video and music features with a duration of up to three minutes, so users can use it to share various kinds of content according to their preferences [1]. Because distance learning is not bound by time or space, a new innovation was created in the form of videos packaged into the TikTok application. Tik-Tok is a Chinese social network and music video platform that was launched in early September 2016 byan entrepreneur named Zhang Yiming who is also the founder of a technology-based company, ByteDance. Users can use the app to create their own short music videos. From 2018 to 2019, TikTok became the most downloaded app, with 45.8 million downloads. With such a large number, it surpasses other popular applications such as Instagram and *Whatsapp*. With more than 10 million users in Indonesia, the majority of whom are school-age children (students), it is clear that the TikTok application is a favorite, loved, and in demand by the millennial generation, the majority of whom are school-age children. TikTok can be transformed into an engaging and interactive learning medium for students [3].

Lookingat the fact that the number of users reaches more than 10 million in Indonesia and the majority are school-age children (students), it can be known that the *Tik Tok* application is excellent, loved and attracts the interest of millennials, the majority of whom are school-age children. *Tik Tok* can be processed into an interesting and interactive learning medium for students. [9]. The TikTok application is an application that is liked, admired, interesting, and loved by millennials. Tiktok can be used as an interesting and interactive learning mediumfor students. But thus, like a piece of tiktok coins also has 2 sides. The disadvantage of TikTok as a learning medium is that the duration for presenting the video is very short so that not all subject matter can use this media. So, the TikTok mobile application not only functions as an entertainment mobile application but can also function as a learning mobile application which can be used as a learning medium in supporting the online learning process during the Covid-19 pandemic [10].

3.3 Utilization of TikTok Application as Multimedia Learning Violin

The TikTok application has various features that can be used by its users, including:

Music Addiction. Tik Tok is one of the music video platforms. This means that one of the main features found in the Tik Tok application is the feature of adding music. TikTok users can add different types of music to suit the content of the video they want to create.

Voice Changer.   Some TikTok users usually change their voice to make the video results better or make the video sound more unique so that the audience is entertained and interested in giving appreciation in the form of likes and also commenting on the video.

There is Live Broadcast Facility.   Interacting internally with followers on their TikTok accounts is known to help increase engagement. This is done because one of the calculations of the TikTok algorithm is the interaction with the audience or followers of its users. One of the interactions that is considered effective is to do a live broadcast where users can greet viewers and followers who see the live broadcast. Another advantage of doing so is that users can get other viewers outside of the followers of the users because TikTok will also show live broadcasts of TikTok users on FYP recommendations so that they can be seen by more people.

Features of FYP (For Your Page) and Hastags(#).   The FYP or For Your Page feature is a recommendation page or start page on TikTok that users can immediately see when opening the social media application. This FYP contains a collection of up-and-coming or popular videos. While *the hastag* itself serves to make it easier for TikTok users to find the things they want.

Features of FYP (For Your Page) and Hastags(#).   The app provides simple editor features like cropping video clips and etc. This feature will appear when going to upload a video.

Here the author will take advantage of the features on TikTok to make violin learning videos. Here are the steps taken to make a violin learning video on the TikTok application.

Design of the Initial Concept.   The author's initial draft concept is to determine the title that each *part* will bring. By bringing a title that seems unique, that this learning concept wants to become a positive learning medium, namely dikemas in a unique container by applying a *fun and smart system.* Each part will be equipped with a hastag #SerbaSerbiBiola to make it easier for users to find information about violin learning. The designed duration is no more than 2 min, meaning that each video will be designed to be short so that the audience does not get bored with what is given during the learning video.

Furthermore, the author made a series of material that will be discussed about violin learning part 1. The author takes the theme with the title 4 ways to position the violin for beginners which can be described as follows: 1) Posture when carrying the violin; 2) The direction of the violin when the violin is carried standing; 3) Use of shoulder rest; 4) Position between elbow and body when holding violin; 5) The position of the hands on the neck of the violin.

Create Learning Videos.   After making the design of the theme to be presented, in the recording process, the author conveys the main ideas (things that are considered important) so that the duration is not too long. The videos taken are one by one according to the material so that the *editing* process is not too complicated.

Video Editing Process.   At this stage the author edits the video according to what has been designed. In the video editing process, the author places the recording results in accordance with the arrangement of the material that has been described in the initial draft concept. In the editing, the author inserted several short captions with colorful writing and emojis to make it more interesting (Fig. 2).
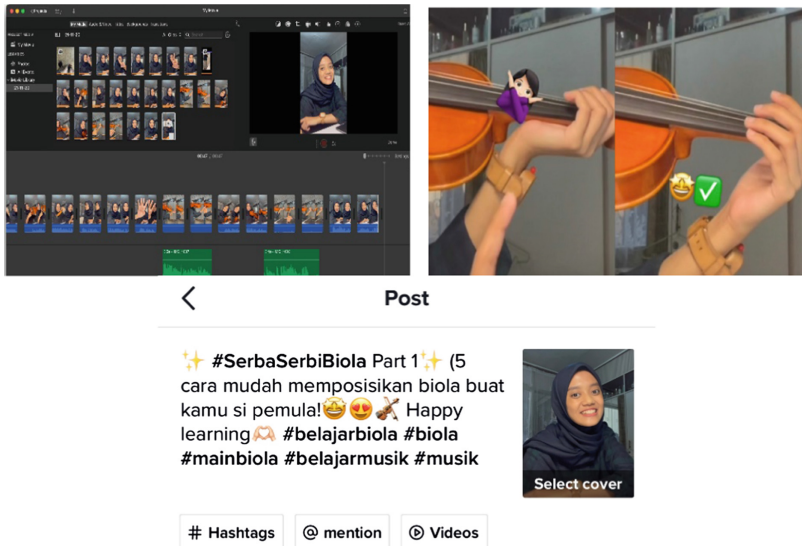
Fig. 2. Video Editing Process.

Uploading Videos on the TikTok App. The author uploaded a violin learning video on the TikTok application. Not to forget the author gave a description and video hastag in the description column containing how to learn the violin easily for beginners.

In making multimedia learning violin, the author utilizes several features in the TikTok application, especially when writing colorful captions and adding emojis.

By making multimedia learning violin through the TikTok application, it is hoped that it can help students to understand and accept a music learning process, especially in the field of violin. Educators certainly need to provide more creative ideas through other learning media. Making violin learning videos as multi-media learning is important to increase the creativity of students in order to achieve maximum learning goals.

4   Conclusion

Based on the explanation and exposure above, it can be concluded that the TikTok application can be used as multimedia in violin learning. This is supported by the various features that have been provided in the application, creators can certainly optimize these features to achieve the expected results. Students can also be more easily attracted and more easily capture the material presented. Creative and innovative multimedia is very necessary to support the learning activities of students in the future in order to achieve maximum goals.

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