



Utilization of Social Media as Interactive Learning Media: *Tiktok*

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ABSTRACT

The current digital era's tendency has been followed in the creation of learning media through social media. Social media's popularity as a learning tool presents potential because of this, particularly for millennials who are very involved in the digital world. One of the most well-known social media sites, TikTok, has a lot of promise as an engaging and enjoyable educational tool. The purpose of this study is to demonstrate that TikTok may be a useful interactive learning tool for both teachers and students. A literature review of 10 relevant articles on the use of TikTok as a learning tool is the methodology employed. The study's conclusions demonstrate that TikTok is a social media platform that may pique students' interests and foster an engaged learning environment.

Keywords: *Social Media, Tiktok, Learning Media*

1. INTRODUCTION

In this age of technology, engaging and creative instruction is crucial, particularly to pique pupils' strong interest in learning. Hence, in order to improve the appeal, applicability, and relevance of learning, modifications must be made to the goals, format, and content of educational programs as well as the utilization of learning media. (Wurianto, forthcoming). Rosmawati (2020) asserts that engaging instruction can foster an environment in which it is simple for students to debate, engage, and dialogue about the topic they are studying. For this reason, educators can make use of current technology in this digital age. Teachers can therefore benefit from the technology that are already available in this digital age. Because social media—including sites like Youtube and TikTok—is so strongly associated with teenagers' everyday lives, it makes sense to use it as a teaching tool. Using YouTube as a teaching tool can benefit students in a number of ways, including boosting motivation for learning, encouraging creativity, and fostering closer friendships. In the meantime, TikTok emerged as one of the social media sites that a variety of audiences found interesting in 2020.

According to Aji et al. (2018), TikTok is a Chinese social networking platform that was introduced in September 2016 and lets users create brief music videos. TikTok became the most downloaded app in the first quarter of 2018, surpassing popular apps like YouTube, WhatsApp, Facebook Messenger, and Instagram with over 45.8 million downloads. TikTok's captivating content entices students, and it also allows them to express their creativity by allowing them to make videos that are related to their interests. The features of TikTok help pupils develop their creativity by allowing them to create short films. TikTok offers an extensive library of content on a variety of topics, including education, entertainment, fashion, beauty, culinary, and more (Bulele, 2020).

According to research by Hutamy et al. (2021), as many as 55.36% of the respondents stated that TikTok is effectively used as a learning media that is in accordance with relevant learning materials. The utilization of TikTok in the context of learning is considered a unique and innovative trend in delivering teaching materials. The impact of using TikTok social media is able to encourage students to be more expressive through the videos they make, by utilizing the various filters available. (Hutamy et al., 2021).

According to the findings of research conducted by Herdiati et al. (2021), the TikTok application has proven to be a learning tool that supports the implementation of the independent campus policy, especially in the context of a technology-based 4.0 learning system. In addition, TikTok has also proven to be easy to operate by users by providing a variety of features that support the development of students in distance learning. (Herdiati et al., 2021).

The aim of this research is to offer empirical evidence in favor of the theory that TikTok, a social media platform, can be utilized as a substitute for traditional teaching methods in order to spark students' interest in studying and foster their creativity. It is envisaged that this research would highlight TikTok's potential application in the context of educational media.

2. LITERATURE REVIEW

The word "media" comes from Latin and is the plural form of the word "medium", which literally refers to "intermediary or introducer". Media is used as a communication tool to

convey messages with learning objectives (Djamarah & Zain, 2013). According to Pujiono (2021), Kemp and Dauton suggest that learning media has three main functions, namely: 1) arouse interest and action, 2) convey information, and 3) provide instructions.

According to Mustaqim (2017), an effective learning process must include interactive, fun, challenging, motivating elements, and provide opportunities for learners to develop their creativity and independence, in line with individual talents and interests. The excitement in learning activities is highly dependent on the selection of the right learning media. The chosen learning media should be able to attract learners' interest, be interactive without reducing the essence of the material presented.

Pratiwi (2018) states that learning media has an important role in motivating learners and encouraging students to achieve optimal learning outcomes. According to Gagne and Briggs in Arsyad (2017), learning media includes various physical tools used to convey learning materials, such as books, audio recordings, video cameras, video recordings, films, slides, photos, pictures, graphics, television, and computers.

Rusman stated that learning media has an important role in increasing the interaction between teachers and students, as well as between students and the learning environment. In addition, learning media also functions as a teaching aid that supports the use of various learning methods by teachers. With the development of technology, there are various digital learning media that affect online learning by becoming a communication tool between educators and learners. However, in practice, educators often experience difficulties in choosing and using learning media, so they tend to return to using monotonous learning media (Astani, 2020). This aims to maintain learners' interest so that they do not feel bored and facilitate understanding of teaching materials.

According to Kamhar & Lestari (2019), social media such as YouTube and TikTok are considered to have potential as learning media due to their relevance to adolescents' daily lives. YouTube, for example, is considered to have a positive impact on learning motivation, creativity, and strengthening relationships between friends in a learning context. TikTok, being one of the most popular social media across different age groups, serves as an entertainment platform where users can create and share videos with other users. TikTok is specifically designed for creating and sharing video content with other users (Warini et al., 2020).

According to a study conducted by Herdiati and colleagues (2021), TikTok is recognized as a learning tool that supports the implementation of independent campus policies, especially in the context of technology-based learning 4.0. In addition, TikTok is considered easy to use because it provides features that support the development of students in distance learning (Herdiati et al., 2021).

Based on previous research and the views of several experts, it can be concluded that learning media is a tool used to convey messages in the learning process with the aim of creating a conducive learning environment. Messages conveyed through learning media must be accepted by students' senses. Effective learning media must have interactive, fun, challenging, motivating elements, and provide space for learners to develop their creativity and independence according to individual interests and talents. TikTok is considered as one of the applications that support good learning media to be used.

3. METHODOLOGY

This research uses the library research method, which is by reviewing various literatures related and related to the research study and collecting the data needed to support the results of the study through literature study (Danandjaja, 2014). Literature study is considered as a foundation for knowledge development, making policy guidelines, and as an inspiration for further research. This approach involves data analysis techniques by collecting literature related to learning media and the use of TikTok social media applications, then reducing the data to obtain relevant conclusions. A total of ten data sources, including articles, scientific journals, research results, and other sources relevant to the research topic, were obtained and analyzed in this study.

4. DISCUSSION

TikTok has been emphasized in numerous research as a useful learning aid. The public currently favors social media greatly, especially the millennial generation, who are particularly devoted to the digital realm. Because social media shows stuff that grabs their attention more than educational content, millennials watch social media more frequently than they read educational materials or follow educational content (Marini, 2019). The author has examined the statistics below to determine how well social media can be used as an interactive learning tool. The data results can be seen in table 1.

Table 1: Data Results

Author Name	Research Results
Firamadhina, F. I. R., & Krisnani, H. (2020).	According to the study, TikTok can be utilized for both digital activism and informal education. Policies and learning methods might affect the activities in informal education. In conclusion, social media use in the classroom has obvious benefits, but greater study and models are required before social media can be effectively incorporated into lessons.
Mana, L. H. A. (2021).	The study's findings on how students felt about using the TikTok app to learn Indonesian were revealed in the study's results. First off, most students view TikTok as a practical, lucrative, and enjoyable app. Second, the usage of TikTok as a teaching tool is well-received by students. Third, while not all students have watched the content on TikTok, some of the fundamental skills of learning Indonesian language have been made available through the platform. These skills include narrative, process, exposition, explanation, and tale texts. Fourth, TikTok is regarded as a great tool for learning

Author Name	Research Results
	Indonesian language because of its many features and ease of use.
Marini, R. (2019).	The study's findings show that Tik Tok social media has a highly substantial favorable impact on learning achievement.
Herdiati, D. (2021).	The study's findings suggest that learning music can be facilitated by using the TikTok app. To meet learning objectives when using the TikTok app, the right procedures and approaches must be followed.
Hutamy, E. T. (2021).	The use of tiktok as a learning tool in the retail business management class XI Online business and marketing Smkn 1 Makassar is working really well.
Tafonao, T. (2018).	Anything that may be used to convey a message from the sender to the recipient in order to pique students' interest in learning and encourage their thoughts, feelings, and attention is considered learning media. Because of this, lecturers and professors must use media to engage students both inside and outside of the classroom. If they do this, the learning objectives will be met.
Warini, N. L., Dewi, N. P. E. S., Susanto, P. C., & Dewi, P. C. (2020).	The study's conclusions indicate that five categories of lessons—pronunciation, vocabulary, grammar, common errors, and English facts—are frequently created from TikTok online videos. Out of the four top content contributors, the pronunciation category has the highest ranking. The results also demonstrate the appeal of TikTok as a medium for learning English; it offers brief videos, straightforward and engaging content, graphics, and editing effects that can both entertain and be useful.
Zazin, N., & Zaim, M. (2020).	Given that members of the Z-generation are very accustomed to social media and that their virtual world can occasionally exceed their real one, using it as a tool for learning and student supervision is a wise move.
Firamadhina, F. I. R., & Krisnani, H. (2020).	TikTok's unique characteristic of presenting short videos of 15 or 60 seconds has an appeal that keeps users hooked and often replaying the videos as they are mesmerized by the variety of music provided. TikTok can also be used as a source of informal learning, where video content can present general or specific knowledge depending on the user's preference.

Author Name	Research Results
Fadlilah, M. I. (2021).	It has been demonstrated that using TikTok can boost pupils' confidence from low to greater levels. After taking part in group guidance services that use TikTok application game tactics or group game techniques that incorporate TikTok into the learning process, learners' self-confidence usually increases. Students can examine and watch educational content through visually appealing films by using the TikTok app.

5. CONCLUSION AND RECOMMENDATION

Based on the analysis of 10 data points, it can be inferred that TikTok can serve as a useful educational tool for both teachers and students. By tailoring the content to the needs of the students, it can foster an engaging and dynamic learning environment. Teachers may now utilize TikTok to present content in an engaging way by utilizing its many capabilities, eliminating the need for them to rely on boring learning materials. Utilizing TikTok as a teaching tool can also help students become more creative and self-assured when learning online. TikTok can therefore be a useful, engaging, dynamic, and creative learning tool for online education that takes into account students' skills in the current digital age.

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