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## **Digital Literacy Through The Tiktok Application As A Learning Material To Improve The Quality Of Students' Learning**

**Anita Sitanggang<sup>1</sup>, Novra Melisa P. Hutabarat<sup>2</sup>, Irene Adryani Nababan<sup>3</sup>, Ferda Pandiangan<sup>4</sup>, Leta Denarosana Rumahorbo<sup>5</sup>, Rohanna Sinambela<sup>6</sup>, Naomi Simanjuntak<sup>7</sup>, Gracia Elizabeth Simatupang<sup>8</sup>**

Department of English Education, Universitas HKBP Nommensen Pematangsiantar, Pematangsiantar, Indonesia<sup>1,2,3,4,5,6,7,8</sup>

Email: anitasitanggang2019@gmail.com<sup>1</sup>, baratulina@gmail.com<sup>2</sup>, ireneppbiuhnp@gmail.com<sup>3</sup>, ferdapand@gmail.com<sup>4</sup>, letarumahorbo@gmail.com<sup>5</sup>, sinambelarohanna@gmail.com<sup>6</sup>, naomisimanjuntak710@gmail.com<sup>7</sup>, graciasimatupang13@gmail.com<sup>8</sup>

### **Abstract**

The aim of this research is to determine the effectiveness of using the TikTok application as a learning medium in improving learning outcomes for students at SMA N 2 BANDAR. The research used a descriptive survey. The data collection technique uses a questionnaires to find out data on student learning outcomes. The collected data is then analyzed using quantitative analysis. The population in this research were all students in class follow offline learning materials for English subject at SMA N 2 BANDAR. The research results show that in the conventional learning process the learning outcomes obtained by students still get scores below the KKM. However, the use of TikTok as a learning medium succeeded in increasing the achievement of KKM scores. Therefore, it can be concluded that using TikTok as a learning medium can improve learning outcomes by considering the relevance of the material to be delivered.

**Keywords:** *Media, TikTok, Motivation, Learning*

### **INTRODUCTION**

Currently, learning activities require more motivation to learn because the learning environment relies on curiosity, motivation, and characteristics related to self-regulation to engage in the teaching and learning process (Selvi, 2010). Even in a learning environment, motivation is considered a factor in learning success. Over time, motivation activates, guides, and sustains behavior. There are various types, strengths, and motivations. Motivation to learn is very important for teachers and students (Sjukur, 2013). To encourage students to know their learning path, motivation can help them. Students' desire to learn is a source of learning motivation (Emda, 2018). However, limitations often make learning difficult. This problem can reduce students' desire to learn and impact their learning outcomes.

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Learning motivation is one of the many factors that influence student learning success. Every student's learning motivation is different. When students are in class, this kind of distinction is different. This also happens because each student has different needs during the learning process. Teachers must understand the differences in learning motivation of these types of students. Ultimately, there is a solution to this problem. Learning and motivation are very influential on each other. Internal factors, namely the desire and desire to succeed as well as the encouragement of the need to learn, and external factors, namely recognition of a supportive, comfortable and interesting learning environment, form learning motivation. McCalland said achievement motivation is an impulse that directs a person's behavior towards the desired goal. There are several signs of achievement motivation, such as not being afraid of failure, daring to take responsibility for one's actions, being able to set long-term goals, and remaining focused on one's work (Imron, 2019) . Motivation is very important for teaching in learning activities because when someone is motivated to learn, the learning process will run smoothly and learning goals will be achieved.

Visual literacy is an interesting lesson nowadays because it really attracts the audience's interest. The ability to understand and use visual language to interact and communicate with others is known as visual literacy. When someone can understand and interpret visual messages and provide appropriate and accurate responses is a simple example of visual literacy learning. These can be simple messages such as symbols used in public places such as prohibitions and instructions. It is very easy to get this visual literacy by using various social media platforms, one of which is the TikTok application.

TikTok is one of the most loved and famous apps in the world. TikTok allows people to create 15-second videos with music, filters and other creative features. This application was named the best application on the Google Play Store in Indonesia in 2018. TikTok is not only the most interesting application (Imron, 2018). Due to the high traffic of this application in the digital world, Tiktok is developing into a learning space through the creation of educational videos. Tiktok, as stated by Hasiholan (2020), has become popular culture that is widespread among Indonesian millennials and has become a medium for conveying messages. According to Ruth (2020), communicating on Tiktok is a way for millennials to communicate both in the form of discussions and learning. Therefore, the TikTok application is considered effective for encouraging students to learn through educational videos. Therefore, the aim of this research is to investigate how visual literacy, such as learning videos on Tik Tok, can increase learning motivation at SMA N 2 BANDAR.

## **METHOD**

In this research, the research model used is reference library research. Reference literature research is a data collection technique demonstrated through searching for data and information through documents, whether written, images or electronic. This method can help in writing research results. Reference library research studies can also use various reference books and similar previous research results to obtain a theoretical basis regarding the problem to be studied. Research results will also be better if they are supported by documentation or existing written and artistic works (Sugiyono, 2005). Theoretical studies and various references are part of library research. Identifying "Visual Literacy Through the Tiktok Application as a Learning Tool to Increase Learning Motivation" is the problem faced by this research at SMA N 2 BANDAR.

In this section, research is discussed regarding the theory used and the design used. This research is based on existing literature, especially information published in various scientific journals. Data was obtained from related literature, such as journals and scientific papers. Before conducting research on library materials, the writer must understand well the sources of scientific information.

This section also reviews the theories and schemes used from existing sources, especially articles from various scientific journals. Literature studies are used to create plans or theories for research.

This reference literature research is included in the required research activities, especially in academic research, with the main aim of achieving theoretical aspects and practical useful aspects. The data collection method used in this reference literature research includes searching for data about things or variables in the form of print media, scientific works, and so on. As a result, the author can easily solve the problem he wants to research using a reference literature research system at SMA N 2 BANDAR.

## **RESULTS AND DISCUSSION**

### **RESULTS**

Based on the results of the evaluation carried out through the practice of making digital-based learning plans and through filling out questionnaires regarding the satisfaction of socialization participants with the PkM activities they carry out, the following are known:

1. Students at SMA N 2 BANDAR are generally able to prepare digital-based learning plans, where the teachers have planned the use of digital application in their learning plans for their students.
2. The SMA N 2 BANDAR is very satisfied with the PkM activities carried out by lecturers and students at HKBP Nommensen Pematangsiantar University (UHKBNP) because they have implemented the TikTok Application.
3. The SMA N 2 BANDAR is satisfied with the PkM activities carried out by UHKBNP lecturers and students because they have provided benefits according to the needs of SMA N 2 BANDAR.
4. SMA N 2 BANDAR hopes that the PkM activities for UHKBNP lecturers and students can be carried out in a sustainable manner.
5. SMA N 2 BANDAR hopes that UHKBNP lecturers will be willing to be invited back as resource persons at students' learning.

### **DISCUSSION**

#### **A. Motivation Research**

Several previous studies support this research, including:

1. Research conducted by Nasrah A. Muafiah in 2020 entitled "Analysis of students' learning motivation and online learning outcomes during the COVID19 pandemic" found that 74% of students had very high motivation, 24% had quite low motivation, and 2% had which is very low.
2. Early research by Lestari et al. "Increasing student learning motivation using interactive media learning in basic network subjects" found that student learning motivation was included in the good category with a percentage of 79.09%.
3. Syamsurijal (2009) conducted research with the title "Development of Multimedia-Based Learning Media in an Effort to Improve Student Learning Outcomes of the Electrical Engineering Education Department, FT UNM in Power Electronics Subjects." collected data showing that the learning outcomes of students in the experimental group who used multimedia-based learning media were on average better than students in the control group. Additional t-test findings indicate that there is a significant difference between the two. The t-test value for the control group is -5.1552. Student learning outcomes can be improved with media-based learning.

4. A research written by Pipit Puspitasari et al. (2018), "The influence of learning media on the learning motivation of IKIP Siliwangi students" found that 43.3% of students answered that learning media had a significant influence on their ability to absorb lecture material. This shows that learning media can increase students' desire to research at IKIP Siliwangi.
5. The results of research written by Almi Ranti Datu et al. (2022) entitled "The influence of learning motivation on student learning outcomes in the midst of the Covid-19 pandemic" shows a calculated t value = 2.15 and t table = 2.00, which shows that there is a relationship between learning motivation and student learning outcomes.

Data shows that learning motivation can influence learning outcomes, and a lack of supportive encouragement to learn also has an impact on the learning process for students at SMA N 2 BANDAR. Siagian's theory (Yulianto Kadji) says that motivation is the result of a person's interaction with the particular situation they face. From this theory, it can be said that if someone is motivated because of a certain cause, then that cause is a cause that everyone likes and can encourage him to do something.

Motivation to learn can be achieved through various methods, meaning that the desire to learn is not only obtained through direct teacher instruction, but is also influenced by the student's environment, including the learning media. Because student motivation to learn is one of the learning goals, improving learning media must support it for students at SMA N 2 BANDAR.

To increase current learning motivation, innovation is needed in choosing learning media, especially looking for what students like to make them interested in learning. Because learning motivation is an important component of successful learning, the learning environment and media used must be appropriate to the current era for students at SMA N 2 BANDAR.

## **B. Visual literacy Via Application TikTok**

Among the research that has been conducted regarding the impact of the TikTok application on learning are the following:

1. Wisnu Nugroho Aji (2018) conducted research entitled "TikTok Application as a Learning Media for Indonesian Language and Literature", which found that TikTok, with the right methods and techniques, can be used as an interactive learning media for Indonesian language and literature.
2. In her thesis research entitled "The influence of Tiktok social media on students' learning achievement at SMPN 1 Gunung Sugih, Central Lampung Regency," Riska Marini found that Tiktok social media had a significant positive effect on students' academic performance.
3. In research written by Agilia Venench et al. (2020), "The influence of the application of digital literacy and learning motivation on the learning effectiveness of class The analysis results are based on the F-test given to respondents at SMKN 2 Tondano.
4. In their research entitled "Students' digital literacy level in terms of the use of information technology as mobile learning in biology learning for Senior High School (SMA) Students in Kuala Nagan Raya District", Rita Oktavia and Aristo Hardinata (2021) found that students had a high level of digital literacy. low because schools do not use technology in learning. Therefore, the author suggests that students be more skilled in using technology.
5. In research conducted by Dewanta (2020), entitled "Using the Tiktok Application as an Indonesian Language Learning Media", Dewanta found that if Tiktok is used with the right method, student learning outcomes will increase. This application is also easy to use and has many features.

Previous research show that social media does not always have a negative effect on its users, but can also provide beneficial benefits, especially in the field of education. The TikTok application can be used as a learning tool because students today cannot be separated from information technology. This makes learning more varied and less monotonous, and increases students' motivation to learn, including visual literacy. If students use social media, especially TikTok, to view content that is not useful, they can abuse it. A teacher here must teach his students how to use the Tiktok application as a learning medium. In the midst of the current pandemic, Indonesian students' interest in researching and reading tends to decline. They would rather hold a cell phone than hold a book to read. Each child's ability to understand the material is different, so their learning methods cannot be compared. So, the authors decided to use the Titok application as a learning tool because they wanted to increase students' motivation to learn and improve their learning outcomes for students at SMA N 2 BANDAR. It is hoped that after using this Tiktok application, students will become more interested and understand the material better. Since they can watch the video in addition to seeing it, they can also listen to it, which makes it easier to understand. Previous studies support the author's conclusion that the Tiktok application can improve student learning outcomes and encourage them to learn. Here, as a facilitator for students, teachers must create learning videos that are interesting and easy to understand for students.

### **C. Influence Visual Literacy through Application TikTok Adapt Motivation Research**

Following a number of research conducted \_ by researchers:

1. In their research entitled "The Role of the TikTok Application on Students' Interest in Learning", Charlis Sangap et al. (2022) found that students used the TikTok application for about 30 minutes, which is considered quite long. The relationship between using TikTok as a learning tool and learning motivation is very strong, according to a correlation coefficient of 0.645.
2. According to research conducted by Nor Hasan et al. (2019), "The Influence of Information Technology on the Learning Process and Student Academic Achievement", the results of the research show that information technology influences students' academic performance, as well as the learning process, and has an impact on their own academic performance.

This research shows that the TikTok application has an influence on the learning process, both bad and good for students at SMA N 2 BANDAR. The bad influence occurs when application use is carried out without supervision and self-awareness when watching entertainment content. As a result, the motivation to learn will decrease. However, TikTok will help increase students' desire to learn if used as a learning medium. TikTok can be used to become an interactive and creative learning source for students at SMA N 2 BANDAR.

TikTok is currently an application that is very popular with students because it displays a lot of entertainment content that suits the audience's interests and educational videos that are packaged in an interesting way. With this statement, it can be concluded that TikTok can be used as a learning medium to provide its users, especially students, with more information for students at SMA N 2 BANDAR.

From the data collected, visual literacy through the Tiktok application greatly influences the desire to learn. TikTok is currently very popular with teenagers because it can be used as a learning medium. The two main factors that attract students' interest in watching videos on this application are creativity in presenting interesting material and the duration of the video is not too long. By using a simple app like TikTok, students can learn more because the average app user watches content rather than using English.

Developing learning media to improve students' visual literacy and increase their motivation to learn is an unavoidable task for teachers. In accordance with the opinion of Imron Fauzi (2019), teachers have a very strategic role because their existence is related to the success and quality of education, and they must provide ethical, moral and ethical role models for their students at SMA N 2 BANDAR. According to him, teachers must provide role models for students in terms of ethics, morals and morals because they must be able to translate and explain the values contained in the curriculum to be transferred. Therefore, when TikTok is used as a learning medium, the content must be improved in accordance with the code of ethics. Teacher. This allows the content of entertainment applications to achieve the goals of the code of ethics, one of which is upholding the dignity of the profession.

## CONCLUSION

To increase motivation to learn, people can use interesting and innovative learning media. TikTok is one of the most popular learning media among teachers today because apart from providing entertainment content, it can also help students at SMA N 2 BANDAR improve their visual literacy during the learning process with various interesting and inventive features.

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