

The Use of Information and Communication Technology as Learning Media in Politeknik Negeri Media Kreatif, Indonesia

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Abstract. Information and Communication Technology (ICT) which continues to develop over time provides many benefits in several fields including the world of Education. Politeknik Negeri Media Kreatif whose graduates are required to have high creativity in order to compete with the industrial world must make the learning and teaching process in educating students are forced to be creative. This study aims to see how the use of ICT could effect learning process at Polimedia campus. This research is a descriptive qualitative research by collecting data through questionnaires, observations, Interview and literature review. The result of this study shows that ICT is very unique and could increase students interest when it's applied in teaching and learning activities.

Keywords: Technology, Information, Communication, Learning Media, Qualitative Research.

1 Introduction

It is undeniable, the development of Information and Communication Technology (ICT) provides many good impacts for many people. The development of technology itself began with the creation of the printing press in 1450 by Johannes. Followed by the manufacture of telescopes in 1604, machines in 1712, plastics in 1856, telephones in 1876, 1903 planes, TVs in 1926, screens in 1965, GPS in 1973 and the Internet in 1960. From the development of ICT, there are several positive impacts that have been felt by everyone, such as the creation of useful application so that anyone in this world can find it easy to do something that is increasingly inseparable from life. For example, the use of ICT that is currently booming is startups for online shopping applications (E-Commerce) and online delivery such as Shopee, Tokopedia, Lazada, Gojek, Grab, In Drive and many others. The online store makes it easy for users to shop from home and only needs to pay a delivery fee so that the groceries reach the buyer's hands. Likewise with online delivery which makes it easy for customers to be picked up and delivered only with an application, even customers can choose to use a motorbike or car. Until the time the researcher writes this, the number of users who have downloaded Shopee, Tokopedia, Grab, and Gojek on Google Playstore are more than 100 million each, indicating that there are indeed many users of these applications and feel that these applications are very useful. Shopee as the most visited e-commerce by customers has

the number of visits per day reaching 26.92 million daily active application users (1).

Not only that, the world of ICT also has benefits in the field of education. Although before the Covid-19 pandemic, the use of ICT had helped a lot, but ICT is increasingly needed and increasingly cannot be abandoned after Covid-19. During the Covid-19 era, the world of learning cannot be separated from the internet which allows teachers and students to meet at the same time but from different places so that the teaching and learning process can still be carried out even though it cannot be separated from several obstacles. Some applications that are often used in the learning process include: google classroom and zoom meeting. Five applications that are often used in online learning during the covid-19 pandemic: google classroom, zoom meeting, email, google form, and whatsapp messenger(2).

Politeknik Negeri Media Kreatif (Polimedia) whose graduates have to fight in the creative industry world must compete creatively with the global world. This creativity must be nurtured as early as possible from the first semester they enter lectures. For example, the Broadcasting Study Program requires creativity in creating TV and radio program content, the advertising study program requires creativity in making designs and writing, the fashion design study program requires high creativity in making clothing designs, etc. Until now, ICT itself has several applications that support student creativity in the learning process such as Instagram, Tiktok, Youtube, Podcasts, etc. Tiktok is a creative medium during the pandemic (3).

New media is a term used for various communication technologies with digitalization and their wide availability for personal use as a means of communication(4). Newmedia is a media that will continue to grow(5). The characteristics of new media are digital, interactive, hypertextual, virtual, network, and simulation(6). Learning media is an intermediary between teachers and students so that learning media is a connector between those who learn and those who teach (7). In addition, Learning media is an introduction between the speaker and recipient of the message (8).

In learning, what needs to be known are the factors that influence interest in learning. There are several factors that influence the interest in learning including external factors and internal factors(9). External factors include the environment, teachers, and the learning system. While from the internal can be in the form of intelligence, learning strategies, motivation and interest in learning. When students are aware of the function of learning itself and its learning objectives, interest in learning also tends to increase. Parents also play a role in influencing the learning interest of an individual(10). There are several ways to find out the size of students' interest in something from likes, interests, attention, and involvement(11). For this reason, in order to increase a student's interest in learning, the teacher must do several things, such as: looking at the needs of each individual, connecting lessons with experience, providing opportunities for students to get better ones, using varied learning techniques (12).

There are seven strategies for developing creativity, namely through creating products, imagination, exploration, experimentation, projects, music and language. Some of the characteristics of educators who develop creativity include: creative and like challenges, appreciate children's work, accept children as they are, motivator, expressive, art lover, love students, interested in children's development, willing to develop children's potential, warm in attitude. , consistent and dynamic, likes to play with children, flexible, provides opportunities for students to explore the environment and develop new things(13).

Therefore, this research was carried out because it wanted to see how the use of ICT in this case is Tiktok and Youtube, as learning media that builds the creativity of both students and lecturers' creativity in lecturing at Politeknik Negeri Media Kreatif.

2 Research Methods

The research methods in this research as follows:

2.1 Research Stages

The stages of research that will be carried out by researchers are:

- a. Survey
- b. Literature review
- c. Observation
- d. Data collection
- e. Data Triangulation
- f. Making research conclusions

2.2 Research Design

The research that will be conducted by the researcher is a descriptive qualitative research type. Descriptive qualitative research is a research method used by researchers to find knowledge or theories about research at a certain time(14). Descriptive research is research that seeks to describe current problem solving based on data by presenting, analyzing and interpreting it(15). Therefore, the data collection methods used in this study were in the form of observation, questionnaires, interviews and library studies.

This research begins with an initial survey to find out the problems that can be raised for research. Furthermore, the researcher collected several literature studies as supporting data regarding the literature discussed in the study. Researchers also made observations in lectures about the course of the class using learning media in the form of information and communication technology. During the observation, documentation in the form of short videos, photos, and daily journals will be carried out. After the observations are made, the researcher will distribute questionnaires and conduct interviews to collect data. This interview was conducted to explore further the students' interest in learning using information and communication technology learning media. Data triangulation will be carried out to interpret the results of the data that has been collected so that conclusions can be drawn from the results of this study. Finally, the researcher publishes this research in an accredited national journal.

2.1 Data Collection Techniques

Data collection techniques used in this study are:

- a. Observation

Observations that will be made in this study are to observe how students conduct lectures using information and communication technology learning media.

b. Questionnaire

Questionnaires were conducted to measure student satisfaction and student perceptions when conducting lectures using information and communication technology learning media.

c. Interview

Interviews were conducted with students after conducting observations and questionnaires. This interview was conducted to find out more about the interests and interests of students when conducting lectures with Information and Communication Technology learning media.

d. Literature review

Literature study was conducted to support the research results that have been concluded.

From some of the data collection, the data analysis technique used is data triangulation. That is, combining all data collections from the results of observations, questionnaires, interviews and literature studies to be interpreted and made research conclusions.

3. Result and Discussion

From the Tabel 1 we can see the result of all of the questionnaire. In the first statement, students mostly says that tiktok is the most influencial social media right now, moreover it is added by the second statement that says more than 80% students have their own tiktok. Tiktok is a creative medium during the pandemic(3). From here we can see that many students use tiktok as their social media. It can be interpreted that the students realy enjoy tiktok. However if we see at the third statement, not too much students in Polimedia have their own youtube channel if it is compared to tiktok. That's why students in Polimedia seem so interested in learning through tiktok when the researcher do the observation. There are several ways to find out the size of students' interest in something from likes, interests, attention, and involvement(11). Students in Polimedia once ever dreamed of being influencer. It can be seen from the result of the fourth statement. Actually it is also shows that students are very familiar with ICT even in sosial media. From the tabel we also could know that not everyone knows how tiktok works so that their video could become FYP. However, that doesnt mean that students hate tiktok since more than 75 % students have their own tiktok. In youtube, students still not sure how they could increase their views, but according to interview that conducted after they fill up the questionnaire, they are more likely to watch any information or learning from youtube rather than tiktok. They said that we can easily choose what to watch in youtube rather than in tiktok since in tiktok we usually watch VT (video Tiktok) according to our FYP (For your page). But this statement doesnt mean Tiktok could not be their learning media.

Table 1. students response on placement test through website

No	Statement	SDA	DA	NAD	A	SA
1	In my opinion Tiktok is the most influence social media right now		3	52	95	25
2	I have my own Tiktok	6	26	0	98	45
3	I have my own Youtube	34	53	2	72	16
4	I have ever dreamed to become influencer	9	24	49	78	15
5	I understand how tiktok works (to become fyp)	16	46	81	27	5

6	I understand how youtube works (increasing viewers)	10	9	68	75	13
7	I play sosial media more than 2 hours a day	6	29	15	88	52
8	I quickly learn about how to use tiktok	8	26	53	62	26
9	I quickly learn about youtube	8	30	91	35	11
10	I have posted more than 10 videos on tiktok	29	63	9	71	3
11	I have posted more than 5 videos on youtube (your own video)	33	76	26	32	8
12	I believe tiktok can be a learning media	0	3	51	95	26
13	I believe youtube can be learning media	0	0	15	72	88
14	I have ever learnt something from tiktok	13	9	45	83	25
15	I have ever learnt something from youtube	5	12	19	97	42

SA=Strongly Agree, A=Agree, NAD=Neither Agree or Disagree, DA=Disagree, and SDA=Strongly Disagree

Students mostly says that they play more than 2 hours a day in social media. From here also we could know that social media is the things that really engaged in students in their daily life. It can be assumed that if they love to use tiktok, they can make it as their media in learning something. As social media, tiktok is quickly learnt by students in Polimedia according to the table 1. Also if it is compared to their post on tiktok and youtube, students more likely post something in tiktok than youtube. They said in the interview that post video in tiktok is easier than post video in youtube. We can assume this statement as tiktok could be an easier media for the students in learning the material at school/campus than youtube but still it depends on them when they are searching the proper material. In the term of what they get from youtube and tiktok, students both agree that they had learnt something useful.

4. Conclusion

This study conducts how ICT could help increasing someone's interest in learning something. ICT that be conducted in this paper are tiktok and youtube. Students feel very excited learning through it. It means that we can conclude that information and communication technology (ICT) can be very useful if we use it in learning process.

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