TIKTOK SEBAGAI MEDIA PEMBELAJARAN DALAM MELATIH KETERAMPILAN BERBICARA DI DEPAN UMUM MAHASISWA BARU JURNALISTIK UIN JAKARTA

TIKTOK AS STUDENT LEARNING MEDIA IN TRAINING A PUBLIC SPEAKING SKILL ON NEW JOURNALISTIC STUDENTS OF UIN JAKARTA

Bharadika Arok[1], Muhammad Rizki A.R[2], Wahyunengsih[3]

[1]Universitas Islam Negeri Syarif Hidayatullah Jakarta
Jl. Ir H. Juanda No.95, Cemp. Putih, Kec. Ciputat Tim., Kota Tangerang Selatan, Banten 15412
[2,3]Universitas Islam Negeri Syarif Hidayatullah Jakarta
Jl. Ir H. Juanda No.95, Cemp. Putih, Kec. Ciputat Tim., Kota Tangerang Selatan, Banten 15412

[1]bharadika.arok22@mhs.uinjkt.ac.id; [2]mrizki.ar22@mhs.uinjkt.ac.id; [3]wahyu.nengsih@uinjkt.ac.id

ABSTRACT

In the current era, social media is very tied to people's daily lives, this makes social media have great potential for various fields, especially in the field of education. Social media such as TikTok, Instagram, Twitter, and Facebook have become a place for learning in addition to being a medium of interaction. In fact, TikTok is one of the apps with the most users. In this study, the author aims to explain the results of observations from the development of public speaking skills of UIN Syarif Hidayatullah Jakarta journalism students on the TikTok application. This research uses a qualitative approach with a questionnaire method. As a result, new journalism students of UIN Jakarta were helped by the TikTok application for their ability to speak in public. However, the confidence to speak and appear in front of the camera is still low.

Keywords*: Social Media, Student, Public Speaking, TikTok*

ABSTRAK

Pada era saat ini media sosial sudah sangat terikat dengan keseharian orang-orang, hal ini membuat media sosial berpotensi bear bagi berbagai bidang, terutama dalam bidang pendidikan. Media sosial seperti Tik Tok, Instagram, Twitter, Facebook sudah menjadi wadah untuk pembelajaran selain sebagai media interaksi. Faktanya, Tik Tok merupakan salah satu aplikasi dengan pengguna terbanyak. Dalam penelitian ini penulis bertujuan untuk memaparkan hasil pengamatan dari perkembangan kemampuan berbicara di depan umum mahasiswa jurnalistik UIN Syarif Hidayatullah Jakarta pada aplikasi Tik Tok. Penelitian ini menggunakan pendekatan kualitatif dengan metode kuesioner. Hasilnya, mahasiswa bar jurnalistik UIN Jakarta terbantu pada aplikasi Tik Tok terhadap kemampuan mereka berbicara di dean umum. Walaupun, kepercayaan diri untuk berbicara dan tampil di depan kamera masih rendah.

Kata Kunci: Media Sosial, Mahasiswa, Public Speaking, Tik Tok

1. INTRODUCTION

The studies related to the title are as follows. In this case, the TikTok application is one of the applications that is very widely used. Quoting from TiNewss.Com the application has 92.07 million users aged 18 years and over in Indonesia in early 2022. This shows the existence of the application is very large. In connection with this statement, (Susilowati, 2018)mentioned that TikTok is a social media that provides unique and interesting features for its users that make the application sell well to the younger generation in Indonesia.

With the rapid development of technology, the younger generation should use technology as a learning medium, such as public speaking. According to (Rosida, 2021), public speaking has now utilized existing technology to convey ideas virtually efficiently. In this regard, (Wula & Nuryanto,

2022) emphasized that TikTok is a very relevant and effective application as a learning tool in training public speaking skills, this gives the application advantages over other applications.(Hidayat et al., 2022) explained that currently, public speaking is a very important communication skill, both in personal and social life. This is supported by(Wardani et al., 2022) statement that public speaking trains a person to be a good communicator.

The difference between this research and the research above lies in the object of the study. This research has an object focus on new students of the Journalism study program at UIN Syarif Hidayatullah Jakarta. This research examines how new students of the Journalism study program at UIN Jakarta use the TikTok application in training their public speaking skills.

The basic theories that support the foundation in this study are as follows. Along with the development of an increasingly sophisticated and modern era, there are many social media applications that are already available for social media users, one of which is the TikTok application. TikTok provides a platform for its users to be able to be creative with their respective creativity. As (Yang, 2020)said learning by using TikTok outside and inside the classroom, gives a lot of positive responses that can also cause concern, TikTok users feel helped when doing learning according to their creativity. This of course proves that learning by using social media, especially the TikTok application, is very helpful for its users in learning activities. (Michael J Spector, n.d.)argues, that to increase the satisfaction of lesson content and learning achievements of students in a multimodal learning environment, learning is carried out through the use of TikTok multimedia in the field of formal education. The TikTok application also can display videos that contain information to learn in addition to displaying videos, TikTok also has various features to edit videos as desired. Also explained that the TikTok application can display videos that contain information to learn and in addition to displaying videos, TikTok also has various features to edit videos as desired.

As a student, of course, reading, writing, and speaking skills are needed in learning activities and outside of learning, especially as a journalism student. Journalism requires qualified public speaking skills. This public speaking skill can be trained or used in the Tik Tok application whose features can be very supportive. (Klein et al., 2019)said that student activities in exposure to language learning to speak can be passed using TikTok. The voice recording feature can be used by students in their speaking skills on the TikTok application and then posted through social networks (Widyaningrum, n.d.). (Lasut et al., 2022)also argues, that in learning media on the TikTok application, users can use the duet challenge feature that prioritizes the speaking aspect. There is no doubt the feature that TikTok has in the public speaking skills of students.

Improving public speaking skills in social media is one way that can be done for students anywhere through their devices. According to (Yeh & Lai, 2019)The use of social media for learning activities gives more opportunities to practice speaking skills. The increase in social media users every day makes them use it as a supporting tool in improving their public speaking skills. (Gabriel et al., 2022) As per the previous quote, people started practicing their public speaking skills because of the influence of social media. In addition, (Belal, 2014)concluded that students are helped by social media to improve their writing and speaking skills because they can learn new words, idioms, and phrases that they get.

The reason for choosing a subject on Tik Tok is because Tik Tok is a social media that has been known to many people and users the most compared to other social media. A wide variety of ages ranging from children, and teenagers, to adults use the TikTok application. The large number of new UIN Jakarta journalism students who use it is also a reason for researchers to have the TikTok application. With so many TikTok users, it makes it easier for researchers to conduct research because the data is easy to obtain. Then students can use Tik Tok to carry out learning activities, especially in the aspect of public speaking. The ease of using the Tik Tok application that can be accessed anywhere and anytime can be used to train their public speaking. In addition, the content is very diverse, entertainment content, information/news, lifestyle, music, and others. The features are also no less diverse making people interested and curious to try using the TikTok application, especially for journalism freshmen who have never tried TikTok. As said by (Lasut et al., 2022)currently the TikTok

Bharadika Arok[1], Muhammad Rizki A.R[2], Wahyunengsih[3]

application is considered to have positive features, especially in education. (Herwanto, 2022)using TikTok affects the speaking ability of students/students because there is an improvement during implementation and provides them with many benefits, especially in the aspect of speaking.

The reason why researchers choose objects for new students of the Journalism study program at UIN Jakarta is because journalism is based on communication in which there are public speaking skills. Closely related to the Journalism study program, where students are required to master high communication skills, especially public speaking. Then according to the title of the research raised, speaking and public speaking skills will always be useful for new journalism students of UIN Jakarta in the future, especially for students who will work as news anchors. Journalism students are also quite active and often use social media, especially TikTok, so it is suitable to be used as a research object and easy to get the data.

Based on the explanation above, the formulation of this research paper is how new UIN Journalism student Syarif Hidayatullah Jakarta uses the TikTok application to train their public speaking skills.

2.   RESEARCH METHODS

The method used in this study was through a qualitative approach with questionnaire collection. A qualitative approach is a process of research and understanding based on a methodology that investigates a social phenomenon and a human problem. In this approach, researchers create a complex picture, examine words, detailed reports from the respondents' views, and conduct studies on natural situations (Cresswell, 1998). Meanwhile, questionnaires (questionnaires) are data collection techniques that are carried out by providing a set of questions or written statements to respondents for their answers, where researchers do not directly ask questions with respondents (Sutopo, 2006). Researchers use this method because the method matches what will be studied, which is related to the use of Tik Tok for new students of Journalism UIN Jakarta. Then the results of data collection from the questionnaire became the content of this study.

The process carried out by the researcher in conducting this research. First, the researcher made questions related to the use of the Tik Tok application and public speaking skills in new students of UIN Jakarta Journalism which will be included in the questionnaire. Second, the questionnaire is created with google form in order. Third, the researchers distributed the questionnaire to the WA group of new students of Journalism UIN Jakarta in the form of a link. Fourth, after the researcher gets the results of the questionnaire answers, the researcher then analyzes and reviews the results of the data.

3.   RESULTS AND DISCUSSION

Tabel 1. Kepercayaan diri mahasiswa dalam

Variabel	Frekuensi

Bharadika Arok[1], Muhammad Rizki A.R[2], Wahyunengsih[3]

	YA	TIDAK
Mengalami kendala	52,9%	47,1%
Merasa percaya diri	29,4%	70,6%
Merasa gugup	58,8%	41,2%
Merasa kontennya disukai audiens	29,4%	70,6%
Merasa tanggapan audiens membangun kepercayaan diri	76,5%	23,5%
Menguasai materi	52,9%	47,1%

In the results of the table above, it can be seen that most students still feel unconfident in creating content. Basically, each person's self-confidence is different. In this case, self-confidence greatly influences a person's public speaking skills. The number of students who still feel nervous, around 58% shows that students still have a lack of self-confidence. However, this is still a step to hone their confidence. Where, the response from the audience has an impact that can build the confidence of the new journalism students of UIN Jakarta. About 76% of college students gain confidence when their audience responds. In addition, 52% of students who create content on the Tik Tok application have mastered what material is created on their Tik Tok content.

Tabel 2. Penggunaan kebahasaan dalam membuat konten di Tik Tok

Variabel	Frekuensi	
	YA	TIDAK
Menggunakan gaya bahasa formal	11,8%	88,2%
Menggunakan diksi dan idiom yang tepat	23,5%	76,5%
Menggunakan variasi bahasa asing	64,7%	35,3%
Menggunakan intonasi	76,5%	23,5%
Menggunakan ragam kosa kata baru	76,5%	23,5%

On language and speaking indicators in improving public speaking skills. The majority of new students of Journalism at UIN Jakarta do not use a formal language style, but an informal language style or usually they use slang. With the language used daily, you feel more comfortable in creating Tik Tok content. In addition, some of those who have the ability to speak foreign languages, include foreign language variations in their TikTok content. Then, practice through Tik Tok content, making most college students inspired to use the new vocabulary they get. Although some of them still do not use the right diction and idioms according to linguistic guidelines. To make it even more interesting, most of the students also use intonations that vary according to their character.

Tabel 3. Konten public speaking di Tik Tok

Variabel	Frekuensi	
	YA	TIDAK
Pernah melihat konten public speaking	100%	0%

Bharadika Arok[1], Muhammad Rizki A.R[2], Wahyunengsih[3]

Ketertarikan dari konten orang lain untuk melatih public speaking	76,5%	23,5%
Tik tok cocok untuk melatih public speaking	82,4%	17,6%

In this table, it illustrates that new jurnakistik students of UIN Jakarta have witnessed content about public speaking in the Tik Tok application. As many as 76% of students felt interested and agreed to create public speaking-themed content that would train them on public speaking skills. In addition, the student agreed that the Tik Tok application is a means to practice their public speaking skills. This can be seen in the high percentage where 82% of new journalism students of UIN Jakarta choose to answer "yes" which means agreeing with the question "Is it with the development of social media now, do you think the tik tok application is suitable for training one's public speaking skills?"

Tabel 4. Performa public speaking mahasiswa dalam membuat konten Tik Tok

Variabel	Frekuensi	
	YA	TIDAK
Skill berbicara/public speaking menjadi lancar	70,6%	29,4%
Performa skill public sepaking terasa meningkat	64,7%	35,3%

In this section, it can be seen broadly that practicing speaking or public speaking in Tik Tok content has a positive impact, namely an increase in public speaking. Most students feel that their public speaking skills have become smoother than before and also the performance that is felt to be increasing after creating Tik Tok content. Although some of them still can't run smoothly and there has been no improvement in their public speaking performance.

4. CLOSING

Bharadika Arok[1], Muhammad Rizki A.R[2], Wahyunengsih[3]

The findings in this study can be concluded that, new students of Journalism at UIN Jakarta can use the Tik Tok application to practice their public speaking skills. The use of the Tik Tok application shows that there is a learning related to public speaking. They get learning related to language in creating works or content about public speaking which includes vocabulary and the use of foreign languages. This is very useful in their public speaking because the use of language shows a broad insight to dare to appear in front of a crowd.

However, most of the new students of Journalism at UIN Jakarta still have low self-confidence. In fact, self-confidence is the main capital to master public speaking, especially as a student in the journalism study program. Basically, a person needs to have self-confidence in order to dare to speak in public.

REFERENCES

Belal, A. (2014). *Influence of digital social media in writing and speaking of tertiary level student*.

Gabriel, F., Rahman Kandau, M., Azizah Arifin, D., Melati Ningsih Fakultas Ilmu Budaya, A., Mada University, G., Ekonomi, F., Muslim Nusantara Al Washliyah, U., & Sastra, F. (2022). SOCIAL MEDIA AS A FLATFORM IN PUBLIC SPEAKING COURSES. In *Journal of English Language and Literature* (Vol. 2, Issue 1).

Herwanto, W. H. (2022). *EXPLORING TIKTOK APP IN LEARNING SPEAKING USING ROLE-PLAY ACTIVITIES FOR ESL LEARNERS IN SECONDARY SCHOOL. 10*, 76–85.

Hidayat, N., Herlisya, D., Apriyanto, S., PGRI Bandar Lampung, S., Sang Bumi Ruwa Jurai, U., & Kegiatan Pengabdian, A. (2022). PELATIHAN PUBLIC SPEAKING DAN PRESENTATION SKILL DALAM MANAJEMEN KOMUNIKASI BISNIS UNTUK PEGAWAI. In *Jurnal Abdi Masyarakat Saburai (JAMS)* (Vol. 3, Issue 1). April.

Klein, J. A., Tucker, C. M., Nolin, A. W., Hopping, K. A., Reid, R. S., Steger, C., Grêt-Regamey, A., Lavorel, S., Müller, B., Yeh, E. T., Boone, R. B., Bourgeron, P., Butsic, V., Castellanos, E., Chen, X., Dong, S. K., Greenwood, G., Keiler, M., Marchant, R., … Yager, K. (2019). Catalyzing Transformations to Sustainability in the World's Mountains. *Earth's Future*. https://doi.org/10.1029/2018EF001024

Lasut, S. F., Liando, N. V. F., & Rombepajung, P. (2022). STUDENTS' PERCEPTION ON THE USE OF VLOG AS LEARNING MEDIA FOR EF SPEAKING SKILL. *An English-Indonesian Journal for English, Education and Culture*, *11*(1). https://doi.org/10.31000/globish.v7i2

Michael J Spector, B. B. L. M. D. C. (n.d.). *Learning, Design, and Technology* (B. B. L. M. D. C. Michael J Spector, Ed.). Springer Cham. https://doi.org/https://doi.org/10.1007/978-3-319-17727-4

Rosida, S. (2021). PELATIHAN KETERAMPILAN PUBLIC SPEAKING DALAM KONTEN EDUKATIF MELALUI APLIKASI TIKTOK PADA REMAJA FAM (FORUM ANAK MEDAN). In *BIP: Jurnal Bahasa Indonesia Prima* (Vol. 3, Issue 2).

Susilowati. (2018). Pemanfaatan Aplikasi Tiktok Sebagai Personal Branding Di Instagram (Studi Deskriptif Kualitatif Pada Akun @bowo_allpennliebe). *Jurnal Komunikasi*, *9*(2), 176–185. http://ejournal.bsi.ac.id/ejurnal/index.php/jkom

Wardani, N. W., I Dewa Made Krishna Muku, Ayu Gede Willdahlia, I Nyoman Agus Suarya Putra, Aniek Suryanti Kusuma, Putu Sugiartawan, Indra Pratistha, I Gede Andika, I Wayan Sudiarsa, & Ayu Manik Dirgayusari. (2022). Public Speaking Sharing Session Speak With Power and Confidence untuk Guru Indonesia. *JURPIKAT (Jurnal Pengabdian Kepada Masyarakat)*, *3*(1), 1–9. https://doi.org/10.37339/jurpikat.v3i1.748

Widyaningrum, R. (n.d.). *TikTok as Indonesian Language Learning Media at SMK Ma'arif NU 1 Cilongok*.

Wula, P., & Nuryanto, F. (2022). *PENINGKATAN KEMAMPUAN PUBLIC SPEAKING OMK SANTO YAKOBUS TANAH MIRING MELALUI PEMBIASAAN PENGGUNAAN APLIKASI TIK TOK: Vol. X* (Issue 1).

Yang, H. (2020). *Secondary-school Students' Perspectives of Utilizing Tik Tok for English learning in and beyond the EFL classroom*.

Yeh, H. C., & Lai, W. Y. (2019). Speaking progress and meaning negotiation processes in synchronous online tutoring. *System*, *81*, 179–191. https://doi.org/10.1016/J.SYSTEM.2019.01.001