

DEVELOPING EDUCATIVE TIK TOK CONTENT AS WRITING TEACHING MEDIA OF HORTATORY EXPOSITION TEXT

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Abstrak

E-learning atau biasa disebut sistem pembelajaran elektronik, dapat didefinisikan sebagai penerapan teknologi informasi dalam dunia pendidikan melalui kelas virtual. Terutama dalam pembelajaran berbasis video seperti Tik Tok. Penelitian ini bertujuan untuk mengetahui kelayakan media pembelajaran video Tik Tok untuk materi teks hortatory exposition dan menjelaskan bagaimana tahapan uji kelayakan media dan respon yang ditunjukkan mahasiswa dan dosen terhadap media pembelajaran video Tik Tok. Penelitian ini menggunakan jenis penelitian Research & Development (R&D). Penelitian ini dikembangkan dengan menggunakan media pembelajaran berbasis video Tik Tok pada materi teks hortatory exposition dengan menggunakan responden dari mahasiswa Peneliti Pendidikan Bahasa Inggris semester 2 dalam penulisan untuk kelas konteks profesional Universitas Pekalongan. Penelitian ini menggunakan teori dan tahapan model pengembangan Borg & Gall. Data yang digunakan adalah dengan mengumpulkan angket terkait kebutuhan siswa akan media pembelajaran khususnya teks hortatory exposition. Hasilnya, sebagian besar siswa setuju menggunakan media pembelajaran berbasis video Tik Tok karena merupakan media pembelajaran yang baru dan menarik dengan menggunakan video Tik Tok dan siswa juga menilai isi media pembelajaran Tik Tok baik dan dapat digunakan sebagai media pembelajaran, namun siswa juga menilai kualitas video perlu ditingkatkan agar dapat terlihat lebih jelas. Selain itu, media ini telah mendapatkan validasi kelayakan dari validator oleh lulusan dan dosen pendidikan bahasa Inggris.

Kata Kunci: Learning media, TikTok video, Hortatory Exposition text

Abstract

E-learning or so-called electronic learning systems, it can be defined as the application of information technology in the world of education through virtual classes. Especially in video-based learning such as Tik Tok. The objectives of the study were to determine the feasibility of the Tik Tok video learning media for the hortatory exposition text material and explain how the stages of the media feasibility test and the responses shown by students and lecturers to the Tik Tok video learning media. This research uses Research & Development (R&D) research type. Researchers developed this research using Tik Tok video-based learning media on hortatory exposition text material using respondents from the 2nd semester students of English Education in the writing for professional context class of Pekalongan University. This research used the theories and stages of Borg & Gall development model. The data used is by collecting questionnaires related to students' needs for learning media, especially hortatory exposition text. As a result, most students agree with using Tik Tok video-based learning media because it is a new and interesting learning media using Tik Tok video and students also rate the content of Tik Tok learning media as good and can be used as learning media, but students also consider that video quality needs to be improved so that it can be seen more clearly. In addition, this media has received feasibility validation from validators by English education graduates and lecturers.

Keywords: Learning media, TikTok video, Hortatory Exposition text

Introduction

Learning is an activity that is in process and is a very fundamental element in any type and level of education. This means showing that the success or failure of achieving educational goals is highly dependent on the learning process experienced by students, both when they are at school or in their home or family environment. Therefore, a proper understanding of the meaning of learning in all its aspects, forms,

and manifestations is absolutely needed by educators, especially teachers. Mistakes or incompleteness of their perceptions of the learning process and things related to it can result in less quality learning outcomes achieved by students. There are so many definitions of learning, but all of them focus on change. Hamalik (2003: 54) stated that learning is a combination composed of human elements, facilities, equipment, and procedures that influence each other to achieve the goals of learning itself.

In learning there are various ways, one of them is E-learning or so-called electronic learning systems, it can be defined as the application of information technology in the world of education through virtual classes. E-learning can also be defined as all the uses or uses of internet and web technology to create learning experiences. The principle of E-learning is connected to a network that makes it easy to update, store, distribute, and share instructions and information instantly. Pamugar (2015) states that the principles of E-learning have a very broad meaning, so many are defined from various points of view. According to Rosenberg (2006) e-learning is a tool for delivering information and a series of solutions, which aims to improve the performance of individuals and organizations using internet technology. Meanwhile, Hartanto & Purbo (2002) stated that the term abbreviation of electronics in learning is used as a term for any technology used to support teaching efforts via internet electronic technology.

To support E-learning, it is necessary to use the latest media. The concept of new media is basically the result of cyberspace culture with modern computer technology. Digital data is controlled by the latest software and communication technology which is growing rapidly. Most of the technologies described as "new media" are digital, and often have the characteristics of being networkable, compressible, interactive and impartial. For examples are the internet, websites, CD-ROMs and DVDs. Young people are interested in an easy way to get information with anything internet-based or a smartphone that provides them with optional information anytime and anywhere. Young people do not have to wait for the news broadcast schedule on television just to get information. Blogs, the internet, online news portals, Facebook, YouTube, podcast are all new media.

Writing can be defined as a process of transforming thought into written language. In the process of writing, the students need to have enough ideas, organize them well and express them in appropriate style. Nunan (2003: 88) states that writing is the mental work of inventing ideas, thinking how about to express them, and organizing them into statements and paragraphs that will be clear to a reader. In addition, Gaith (2002) states that writing is a complex process that allows writers to explore thought and ideas, and make them visible and concrete on the piece of paper. Writing gives a unique opportunity to explore ideas and acquire information. By writing, someone can express his thoughts more communicable to other. From the explanation above, it can be concluded that writing is complex process of transforming thought and ideas, thinking how to express them and organizing them into statement and paragraph to make them visible and concrete on the piece of paper.

Writing skill is one of language skills which are taught to students. Also, writing skill determines the students' communicative competence in English. According to BSNP (2006), communicative competences are having discourse abilities; they are comprehending oral and written texts and producing oral and written texts. Those abilities are carried out into four language skills, listening, speaking, reading and writing. The teaching of writing skill has some objectives and indicators. It is stated in BSNP 2006 that the teaching and learning of writing skill in

Junior High Schoolis targeted to achieve a functional level. On the functional level, students are able to communicate adequately both in the spoken and written form to complete daily activities. Moreover, students are able to create some monologue in the form of procedure, descriptive, recount, narrative, and report. The other target on the functional level is students can develop their linguistic competence (using grammar and vocabularies). A writing process is a complicated process, because the writing process needs cognitive abilities in recognizing some segments of languages to produce a qualified writing. In general, writing process is done through two stages: exploring ideas and processing the ideas into readable texts. According to Harmer (2001: 25), there are two approaches in teaching writing. They are focusing on the product of writing process and focusing on the writing process itself. He states that focusing on the writing process leads those who advocate a process approach in writing. However, teachers have to pay attention to the various stages of any piece of writing process.

In conducting this research, researcher used a text in the form of arguments called Hortatory expositiontext. Hortatory exposition text is one of exposition genres. According to Siahaan and Shinoda (2008: 101), hortatory exposition text is a text functioning to persuade readers that they should do something for the benefit of others. From that theory, it can be concluded that hortatory exposition text has function to influence readers' thinking. Hortatory exposition text persuades them to be agreed with the ideas. Therefore, the readers will chose whether they agree with the text or not.

TikTok app is a social network and Chinese music video platform launched in September 2016. Yiming, a software engineer graduate from Nankai University, founded the technology company ByteDance in March 2012. It was through this company that Yiming developed the TikTok application. TikTok was developed as a short video maker whose mission is to record and present creativity and precious moments. TikTok allows anyone to become a creator and encourages users to share creative expression through a 15-second video. TikTok is also easy to use because it is simple and allows anyone to become a creator. The application, which in its home country is known as Douyin, was officially known in September 2016. Throughout 2018, the TikTok application dominated the App Store with more than 500 million downloads. Most of TikTok users are known to be young people. This is according to TikTok's target which is targeting the younger generation of users. The app allows users to create their own short music videos. During the first quarter (Q1) of 2018, TikTok confirmed that it was the most downloaded application, namely 45.8 million times. That number beats other popular applications such as YouTube, WhatsApp, Facebook Messenger, and Instagram. TikTok can be processed into an attractive and interactive learning for students. The TikTok application can be implemented as an English Language Learning media. Seeing the various features that exist in the TikTok application, it is very possible to be designed as an English learning. by using the features in the TikTok application, you can play a role that prioritizes aspects of student expression and creativity.

In this research, the researcher would like to know whether the learning media through the Tiktok application in the form of videos is needed by students or not. Especially for English Education students at Pekalongan University in the writing for professional context subject, the content that will be used as learning media in the TikTok application will be adjusted to the material in Writing for Professional Context subject that is hortatory exposition text.

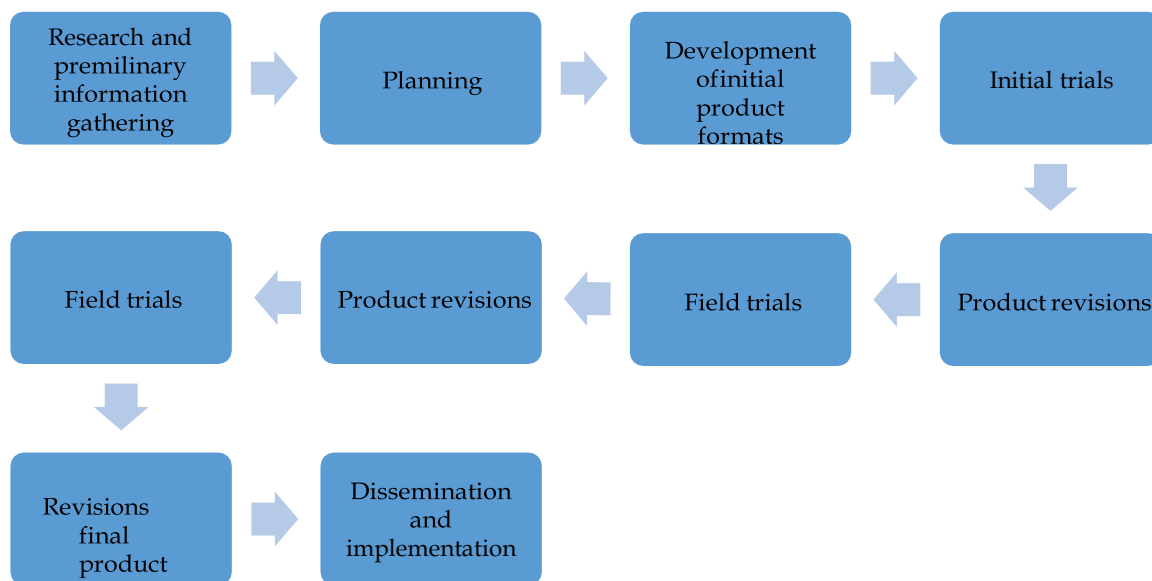
According to Gerot and Wignell (1995: 210) "Hortatory exposition goes by several different names, including argument and persuasion. In various sources, hortatory exposition argues that should or should not be the case". It means that hortatory text is a text that states what should be done by the listeners or readers. The research scope is focused on English Education students at Pekalongan University and the objective of this study is to develop TikTok Application in teaching writing for professional context. writing skill by using TikTok application. By using this method the researcher hopes that it can applied in the class to make the situation's class being active and help students to write hortatory exposition text.

The research was conducted by Adhan Kholis (2018). He conducted a research entitled The effectiveness of using video and pictures in teaching writing hortatory exposition text. This study was aimed to find out the differences in the students' achievement in writing the hortatory exposition text among the students taught by using video, pictures, and the lecturing method with the genre- based approach. The research was conducted by Syofianis Ismail, M. Zaim and Nurhizrah Gitituantanti (2018) entitled Teaching writing by using social media for high school students in Indonesia. The purpose of the research is to find out the impact of using Facebook as a medium of discussion on the students' ability in writing, especially writing hortatory exposition text. In the classroom, students set up their Cellphone to write and discuss a hortatory exposition text. The research has been conducted by Fifin Naili Rizkiyah (2017) This research is aimed at finding out how Process- Genre Based Approach strategy with YouTube Videos as the media are employed to improve the students' ability in writing hortatory exposition texts. The research has been conducted by Rizkiyah Sri, Inayatul Ulya, Rizka Hayati (2020) entitled Developing E-book Batang Heaven of Asia as Descriptive Text Teaching Material. The purpose of the research is to help the teachers and the students as learning source. The similarities were such as from the topic that previously explained about social media technology for teaching materials, especially writing materials. Those studies use the same method with the writer's study that was Hortatory Exposition Text but in the second research use recount text. There were also the differences in the main topic research, the subjects, the time, the kind of objects and the type of research method. The main topic of this research is developing educative tiktok content as writing teaching media of hortatory exposition text.

Research method

The research that was conducted by researcher is a type of research and development (R&D). The researcher chose this research because the researcher will developed TikTok video as a learning medium for hortatory exposition text for students in writing for professional context subject. According to Sugiyono (2014:407) research and development method is a method use to produce a certain product, and test the effectiveness of the product. Furthermore Gall, et. al (2003:45) stated that basically research and development have two main objectives, they are: (1) to develop a product and (2) to test the effectiveness of the product.

From those statements, it can be concluded that research development is a process used to produce a certain product, and test the effectiveness of the product. Therefore, the research and development that the writer did was developing a product in the form of TikTok video as a teaching material for writing skills courses. The material that was designed by the researcher was hortatory exposition text and it was applied to students in learning writing for professional contexts.



Picture 1. Research and Development Steps for the Borg and Gall model.

In this development research, researcher would use the Borg and Gall development model to produce TikTok video-based learning media that would have gone through the validation, testing, and revision stages. This media development research was carried out in steps according to the steps in the Borg and Gall development model. The material that was designed by researcher is hortatory exposition text material and it was applied to students in learning writing for professional contexts. The Borg and Gall development model provided development research steps including 10 steps, as follows: 1) Research and information collecting; 2) Planning; 3) Develop of initial product formats; 4) Initial trials; 5) Product revision; 6) Field trials; 7) Product revisions; 8) Field trials; 9) Revision final product; 10) Dissemination and implementation.

The product assessment was carried out by the writing course lecturer, Mrs. Inayatul Ulya, M.Pd, and Ayu Marthiana Dewi, S.Pd. as a graduate of English language education. after that, the product was tested on students who took writing courses at Universitas Pekalongan before the product became an appropriate product as a media for learning writing skills. Furthermore, the product can be used as a media for hortatory exposition text in writing for professional subjects. Data collection techniques used in this study are documentation techniques and questionnaires. While the data analysis used in this study was carried out during the expert validation test and user validation test. To measure the results of the questionnaire obtained, the researcher used a Likert scale. The Likert scale is a measurement scale developed by Likert (1932). The Likert scale has four or more question items that were combined to form a score / value that represents individual characteristics, for example knowledge, attitudes, and behavior. Sugiyono (2014: 93) also states that the Likert scale is used to measure a person's attitudes, opinions, and perceptions about social phenomena. Based on the results of data analysis, the next step was to change the percentage of the assessment into descriptive qualitative data. The quality of the feasibility of media products can be seen from the feasibility criteria of the validation results described by

using the agree and disagree options. In addition, to explain the criteria for media that can be revised or not.

Finding and Discussion

Research Finding

The development and research that was done by the researcher on English Education students has produced a video product for learning hortatory exposition text material which was uploaded on the Tik Tok platform on Friday, June 18th, 2021. The product was in the form of a video consisting of 3 videos according to the content and hortatory exposition text material. In this study, before making the product, researcher also distributed questionnaires to students regarding students' response in using TikTok video as media for hortatory exposition text material on writing for professional context subject. Questionnaires were distributed to students in the second semester of English education on June 16th, 2021. The number of respondents in this study approximately 25 students.

Table 1.1 Students' need analysis

Q	A	D
I realized that learning hortatory exposition text is important in learning writing	97%	3%

Based on the results of the data above, it shows that most realized that learning hortatory exposition text is important in learning writing. As many as 97% indicated that they agreed with the statement above and just 3% indicated that they did not agreed with the statement above.

With a high number of interests in participating in writing for professional context learning, the researcher can be more easy to explain about Tiktok video for learning media products on hortatory exposition text material in writing for professional context classes. The results of the study indicate that students need alternative media to understand hortatory exposition text and one of them uses TikTok videos for that media. Then from the results of the questionnaire the researchers made 3 learning videos using the TikTok application as the first prototype and can be accessed at this link:

<https://vt.tiktok.com/ZSJC3hayk/> (Why people must wash hand frequently?)
<https://vt.tiktok.com/ZSJC3h7cL/> (The Importances to wear a mask.)
<https://vt.tiktok.com/ZSJC36JJB/> (Music is fun for learning English.)

Then the video trial phase was carried out and carried out the data collection process in the form of a video response questionnaire and validation related to the video and then revised and redeveloped.

Discussion

Development and research conducted by researchers on English Education students. Researchers conducted data analysis on June 16, 2021 using Google Meet and was attended by all students and with the help from lecturer. The design of media products that are made adjusts with reference to current findings in general, such as the Covid-19 pandemic situation which makes students have to study online. Therefore, in the Covid-19 pandemic situation, the use of audio-visual media needs to

be developed. This is what makes researchers develop learning media through the TikTok application, which in this case is tested in learning writing for professional context, especially on hortatory exposition text material. The researchers made TikTok videos in the form of 3 videos according to learning writing for professional context, especially on hortatory exposition text material. Researchers deliver content in the form of videos that explain about hortatory exposition text, the resulting product has been validated and ready to be tested. The trial phase was carried out with the subject of 2nd semester students of Universitas Pekalongan who took writing for professional context class. There are 25 students involved in this trial phase using the Google Meet application on June 21, 2021 at 09.00.

Then, the finished product is validated. At this stage, the design of the TikTok video learning media in the early stages of product design is validated by the validator. In this study, the validator was Mrs. Inayatul Ulya, M.Pd as a lecturer in professional context writing, while the other validator was Ayu Marthiana Dewi, S.Pd. as a graduate of English language education. There are 10 questions and 10 descriptions in the form of suggestions and improvements to revised products, as well as statements regarding the feasibility of learning media.

Table 1.2 Validation Result from Lecturer
Learning media for writing hortatory exposition text recount text
through Educative TikTok Content.

Very Good	Can be used without revision
Good	Can be used with minor revision
Pretty Good	Can be used with quite number of revisions
Not Good	Can be used with multiple revisions
Not Very Good	Cannot be used

Based on the results of the answers to the validation and revision sheets given by the lecturer, it was concluded that learning media for writing hortatory exposition text of educative TikTok content was Very Good and then it can be used with minor revision

Table 1.3 Validation Result from graduates of English Education Validator

Learning media for writing hortatory exposition text recount text
through Educative TikTok Content

Very Good	Can be used without revision
Good	Can be used with minor revision
Pretty Good	Can be used with quite number of revisions
Not Good	Can be used with multiple
Not Very Good	

Based on the results of the answers to the validation and revision sheets given by graduate of English language education, it can be concluded that learning media for writing hortatory exposition text educative TikTok content is Very Good and then it can be used with minor revision.

From the last trial, the researcher hopes that the use of TikTok educational video content as a learning medium can be a solution for lecturers in teaching recount

text material. In addition, the context presented in the video can also be studied by students and is in accordance with the structure of the hortatory exposition text material. Furthermore, students can view and access the TikTok video prototype media after getting a revision at this link:

<https://vt.tiktok.com/ZGJBx1cLf/> (Why people must wash hands frequently?) <https://vt.tiktok.com/ZGJBxBoRF/> (The Importance of Wearing mask.) <https://vt.tiktok.com/ZGJBxDBKP/> (Music is Fun for Learning English.) Conclusion

Based on the results of the research that has been done, it can be concluded that the development of learning media through educative videos on TikTok content on hortatory exposition text in the writing for professional context class is a new thing and can be an alternative for lecturers who want to use the product. In addition, the responses from students and validators are quite good and also provide positive suggestions so that researchers hope that the learning media can be used in the future, especially in learning writing for a professional context.

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