

## Strategy for Implementing @Asahpolapikir TikTok Account Content as a Learning Media for Students

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Article Info	ABSTRACT
<b>Keywords:</b> Adoption, Social Media, Tiktok, Education.	In this digital era social media has become an inseparable part. This can lead to various issues such as stress triggered by negative behaviors like body shaming and cyberbullying on social media, but social media TikTok can be utilized as an educational platform, particularly for enhancing media literacy and analytical skills. Through TikTok, students can explore various topics such as education, health, beauty and culinary arts. Additionally, TikTok serves as a platform for religious outreach, where professionals and the general public share knowledge through short videos. The focus of this research is the TikTok account @asahpolapikir, owned by Tjokro Wimantara who has built a strong personal brand through consistent content on education, business, entrepreneurship, and marketing strategies. With 2.1 million followers, @asahpolapikir won the TikTok Awards in the Best of Learning and Education category for its impactful content. This study adopts a qualitative approach using descriptive methods. The content posted by @asahpolapikir that garnered the most views and likes focuses on the challenges faced by undergraduate students in finding jobs and the importance of work experience. Additionally, the content about renting shop spaces for business purposes also received a high response, with 1.3k comments, due to its relevance to students interested in entrepreneurship. It can be concluded that the content strategy of the TikTok account @asahpolapikir prioritizes content with an educational approach, awareness of reality, and practical solutions, which are effective in capturing attention and increasing interaction on TikTok.
This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license 	<b>Corresponding Author:</b> Jasen Kurniawan Batam International University Batam, Indonesia <a href="mailto:jasenpro2002@gmail.com">jasenpro2002@gmail.com</a>

### INTRODUCTION

In this digital era, social media has become an inseparable part of daily life, especially among students (Lou & Xie, 2021). One of the most popular platforms is TikTok which offers a variety of short video content. Excessive use of TikTok can have a negative impact on psychological well-being (Khlaif & Salha, 2021). Some teenagers report experiencing stress caused by phenomena such as body shaming, cyberbullying and difficulty sleeping and concentrating. This raises concerns about how social media can affect the mental health of the younger generation (Oktariani et al., 2022).

However, TikTok social media also has a positive impact so that it can be used as a learning tool because this platform has become an inseparable part of teenagers' daily lives. For example, YouTube and TikTok. YouTube as a social media can play a role in increasing learning motivation, encouraging creativity and strengthening relationships between students. This makes it an effective learning tool. It cannot be denied that TikTok is currently a platform that is very popular with various groups in 2020. This application allows users to create and share short videos with other users, which utilizes the format of creating and sharing video content (Ramdani et al., 2021). This popularity and ease of access makes TikTok one of the applications most widely used by the public.

TikTok as an audio and video-based social media is very popular with generation Z. This application originating from China was launched in September 2016 and provides features for users to create short music videos (Laifatul Fadilah et al., 2023). According to the latest report from We Are Social, TikTok managed to enter the top five most popular social media in the world in early 2024. As of January 2024, TikTok was recorded as having 1.56 billion active users. This short video platform developed by ByteDance rose to fifth place, after previously being in sixth position in October 2023.

TikTok has great potential to create a motivating and enjoyable learning environment for students in higher education. As a platform that is familiar with the daily lives of the younger generation, TikTok not only functions as an entertainment medium but can also be turned into an effective educational tool (Escamilla-Fajardo et al., 2021).

Through interactive features such as making short videos that can be released with music, students are encouraged to express creativity, share ideas and collaborate with their friends. With the right approach, TikTok can become a bridge between the digital world that students love and their learning needs so that it becomes a relevant tool for increasing engagement and motivation in the teaching and learning process (Al-Khasawneh et al., 2022).

The object of this research is the TikTok social media account @asahpolaikir which is one of the accounts that builds personal branding with its consistency in sharing content about education, business, entrepreneurship and various marketing strategies. The owner of the real name Tjokro Wimantara consistently has 2.1 million followers to date. Through his TikTok account, Asah Pola Mind was named one of the winners of the TikTok Awards in the Best of Learning and Education category thanks to his content which provides benefits to many people.

For the implementation of content strategy, key metrics are used. Key metrics are important measurements used to transmit results from various marketing activities, especially on social media platforms (Azhari & Ardiansah, 2022). The use of key metrics aims to understand how effective a piece of content is in attracting audience attention and interaction (Rahayu, 2024). Some of the main indicators explained include the number of views, likes, comments and shares, which as a whole are benchmarks for the quality and attractiveness of content, especially in video form (Erwin et al., 2024).

This research uses these metrics as a reference because they provide a comprehensive picture of how much the audience is involved with published content, as stated in research

(Putri, 2022) that the use of these key metrics is considered effective for measuring and identifying the level of audience satisfaction. of the content produced, as well as determining whether the content resonates with the target audience.

The TikTok account @asahpolaikir was chosen as the research object because of its uniqueness and consistency in creating content that is interesting, different from the others, and always up-to-date in accordance with developing trends in society. The content is out-of-the-box, where @asahpolaikir presents content that is creative, funny and unpredictable, which can influence the mindset of the audience in this digital era. The content presented is very relevant for today's young generation. Different from other content in general which only emphasizes entertainment elements, this content combines it with various important education. However, not many of the younger generation know about the existence of this account, or some of them think that the content presented is just entertainment. This is why they are not really aware of the application of this content as a learning medium. Therefore, researchers have an interest in analyzing and exploring how these accounts can function as an effective means of maximizing students' active involvement in creative learning activities. Based on the background explanation above, the aim of this research is to determine the application of the @asahpolaikir tiktok account content strategy as a learning medium for students

## METHODS

This research applies a qualitative approach with descriptive methods. According to Sugiyono (2024), the qualitative approach is a research approach based on philosophy that is used to research scientific conditions. Meanwhile, according to Sugiyono (2024), the descriptive method is a type of research that aims to describe variables independently. This research can focus on one or more variables that stand alone without making comparisons or connecting them with other variables.

This research uses primary and secondary data which is analyzed using a qualitative approach. The following are sources of data in the research that will be carried out:

1. Primary data is a source of data obtained directly in the field by researchers through interaction or gathering information where the various sources obtained are accurate and in-depth according to research needs. Primary data collected includes analysis of reach and engagement data from the TikTok video content of the @asahpolaikir account.
2. Secondary data is a data source that is not obtained directly by the data collector from the original source, but rather through an intermediary, such as another individual or certain documents. Examples of secondary data sources include previous research reports, archives, books, journals, articles, or data that has been published by other parties. Secondary data acts as a complement and support to primary data, providing additional context, completing the analysis and helping researchers in building a theoretical basis or understanding the background of the issue being researched. Secondary data was obtained by researchers from various sources that support research obtained through literature studies and previous research results.

Data collection in this research was carried out directly using certain methods or steps, one of which was observation. Observation as explained by Marshall in Sugiyono (2024) is a method that allows researchers to understand human behavior and the meaning behind that behavior. Furthermore, this research also uses data collection using documentation methods. Documentation is a data collection method that functions as a complement to support and strengthen data obtained through observations. Data documentation can take the form of various types of notes, both written and visual, that are relevant to the research. Examples include reports, letters, meeting minutes, photos, videos, diagrams, archives and other documents related to the object or phenomenon under study. Through documentation, researchers can obtain additional information that cannot always be accessed directly through observation, thereby providing a more comprehensive perspective on research (Sugiyono, 2024).

In this case, researchers pay attention to various key metrics that are considered as measuring tools for assessing the effectiveness and efficacy of published content. The main metrics used in the analysis are Views, Likes, Comments, and Shares. These four metrics were chosen because they represent direct audience interaction with content published on the TikTok platform.

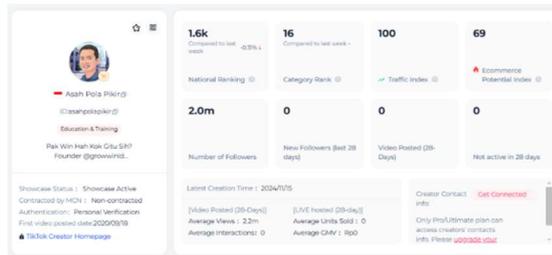
The final data collection method used in this research is literature study. Literature study is a series of systematic activities related to collecting data from various library sources, such as books, scientific articles, journals and other documents that are relevant to research problems and objectives. This process includes reading, recording, analyzing and managing information contained in library materials to support the theoretical basis of research.

Literature studies also include searching for information through print and digital media which can provide in-depth insight into the issue being researched. By collecting and integrating various library sources, researchers can build a solid framework, identify gaps in previous research and ensure the relevance of the research conducted to academic and practical contexts.

## RESULTS AND DISCUSSION

TikTok is an application that provides various interesting features such as various filters and easy-to-use video editing tools, thereby increasing its appeal among users (Eka Putri et al., 2023). Currently, according to 2023 data, the TikTok application is one of the most downloaded applications by various groups after Instagram. This is in line with a report by application research firm Sensor Tower at the end of 2023 published on March 13 2024 which stated that the number of TikTok downloads was 733 million times throughout 2023, below Instagram which reached 768 million times. times (Kompas.com, 2024).

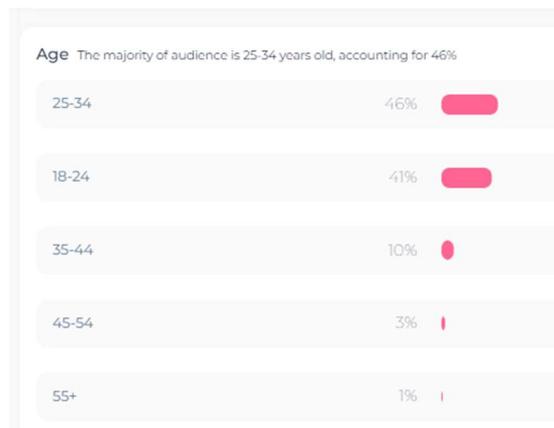
The aim of this research is to analyze the adoption of TikTok social media in increasing student engagement in higher education, focusing on the TikTok account @asahpolaikir as a case study so as to understand how the use of this platform can influence interaction, participation and development. relevant content for students.



**Figure 1.** TikTok Profile @asahpolapikir  
 Source : FostMost (2024)

In terms of performance metrics, the @asahpolapikir account has 2 million followers and is in the national ranking of 1.6K, which has decreased by 0.31% compared to the previous week. In the education category, this account is ranked 16th. Even though the ranking and number of followers are quite high, the traffic data index shows 100, meanwhile the e-commerce potential index is at 69.

In the last 28 days no new followers were gained and this account did not upload any new videos in that period. However, previously uploaded videos received an average of 2.2 million views with average interactions not being shown. Apart from that, this account has not broadcast live in the last 28 days.



**Figure 2.** Followers @asahpolapikir Based on Age

Based on this image, it can be concluded that the majority of TikTok's audience is in the age range of 25-34 years (46%), followed by the audience aged 18-24 years (41%). The remainder consists of the age group 35-44 years (10%), 45-54 years (3%) and 55+ years (1%). This data shows that the @asuhpolapikir account has a relevant audience because students are generally in the 18-24 year age group so they are of undergraduate age and some others are in the 25-34 year age range, usually part of the student body in particular. The significant proportion of TikTok users in this age group shows the platform's potential as an effective tool for increasing student engagement through the various content circulated.

To measure the extent to which the TikTok @asahpolapikir social media account strategy is implemented as a learning medium which is measured using key metrics. Key metrics are

measurement tools used to transmit results from marketing activities. In the context of the TikTok application, key metrics are used to measure a number of aspects such as the number of Views, Likes, Comments and Shares which are the main indicators for assessing the quality of a video (Yelamos-Guerra et al., 2022).

1. Views represent the number of times a piece of content is presented. For companies where the number of Views shows the extent to which the video has succeeded in attracting the attention of the audience. The higher the Views number, the greater the possibility that the audience will find the content interesting.
2. Likes show the audience's level of liking for content. This feature is an indicator of how much the audience appreciates the video being displayed. For companies, the number of Likes reflects the level of audience satisfaction with the content produced.
3. Comments are a form of audience interaction through responses, criticism, suggestions or opinions on content. Apart from that, this feature can also become a discussion space between audiences. For companies Comments serve to build closer relationships with audiences and provide useful feedback to improve content in the future.

Based on data analysis carried out by the author, the following is the content uploaded by @asahpolaikir which generated the most views and likes:



Figure 3. Top content @asahpolapikir with the most views and likes.

The content above makes many students involved because it reveals the reality and reality that is currently happening for undergraduate students, namely the difficulty of finding work. The content above also provides education about the importance of work experience as a provision for undergraduate students in looking for full-time work. Apart from that, it was also stated that salary increases are not the main thing that employers or job providers think about even though employees are working well.



Figure 4. Top content @asahpolapikir with the most comments

In the last 28 days, @asahpolaikir's content which has had the highest views is related to education on renting shophouses as a means of selling businesses. This is relevant for students to be careful if they want to do business in the future to choose the right place of business where the most important factor is not to be careless so as not to suffer losses and

to cross-check people around about the place of business so that students are more involved with the content and Generate 1.3k comments in that tiktok time.

## CONCLUSION

Based on the results of the research and discussion described, it can be concluded that the TikTok account @asahpolaikir has been considered successful in implementing an effective content strategy as a learning medium for students. Through key analysis such as views, likes, comments and shares, it was found that the content circulated by @asahpolaikir can attract the attention of a significant audience, especially students in the 18-34 year age range. Relevant and educative content related to the world of education, business and entrepreneurship can increase audience interaction and involvement in the creative learning process. The @asahpolaikir account also indicates that TikTok as a social media based on short and interactive videos has great potential as an effective educational tool, where students can obtain useful information and engage in discussions through comments and other interactions. Future research can be more in-depth by exploring how the application of TikTok as a learning medium can be better adapted to the formal education curriculum in universities. Research can also examine further the factors that influence the level of success of TikTok's content strategy in attracting wider student attention, as well as how the TikTok algorithm can play a role in expanding the reach of this educational content. Additionally, it is important to consider the influence of direct interactions between content creators and audiences in increasing the effectiveness of learning via social media.

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