

# Optimization of Social Media to Improve Dribbling Skills in Basketball

Willy Fajaria Nanda<sup>1</sup>, Imam Sugeng<sup>2</sup>, Arika Umi Zar'in<sup>3</sup>

<sup>1</sup>Universitas Kahuripan Kediri, Kediri, Indonesia

[willyfajariananda@gmail.com](mailto:willyfajariananda@gmail.com)

<sup>2</sup>Universitas Kahuripan Kediri, Kediri, Indonesia

[imamsugeng@kahuripan.ac.id](mailto:imamsugeng@kahuripan.ac.id)

<sup>3</sup>Universitas Kahuripan Kediri, Kediri, Indonesia

[arika.u.z@kahuripan.ac.id](mailto:arika.u.z@kahuripan.ac.id)

*Abstract: TikTok social media is one of the applications that is currently popular among various groups, especially among young people. This application presents short videos with various interesting features and visual effects that can attract users' interest. This study aims to determine the effect of TikTok media on dribbling technique learning outcomes in basketball games at SMP Muhammadiyah 4 Gedeg. This study uses a quasi-experimental method with a quantitative approach. The research design used is One Group Pretest-Posttest Design, with a sampling technique using cluster random sampling. Data collection was carried out through observation, documentation, Lesson Implementation Plans (LIP), and assessment rubrics to assess the development of dribbling movements. Treatment was given in two meetings, namely after the pretest and before the posttest. The results showed a positive effect of TikTok media on students' dribbling learning outcomes. The average pretest score of 51.04 increased to 80.03 in the posttest. Data analysis was carried out through normality tests, hypothesis tests, and analysis of learning outcome improvements. Based on these findings, it can be concluded that the use of TikTok media can improve dribbling learning outcomes in basketball learning.*

**Keywords: Social Media; Learning Outcomes; Dribbling; Basketball.**

## INTRODUCTION

The advancement of educational institutions and the development of the world of research have a significant influence on the way humans think and act. Education is not only a means of transferring knowledge, but also a foundation in shaping the character and personality of individuals. In this context, educators face major challenges, especially in the fast-paced and ever-evolving digital era.

Teachers as the spearhead of the implementation of education are required to continue to innovate in facing the challenges of the times, including advances in information and communication technology. They are expected to be able to adjust learning methods and approaches so that they remain relevant to the needs of today's students (Anisa et al., 2023). The role of teachers is not only as teachers, but also as facilitators and guides in directing students to achieve their maximum potential.

Education is an inseparable component of human life. Through education, humans can develop their quality and contribute to society. The learning process is the main vehicle for actualizing this potential (Zaini et al., 2013). Therefore, the education system must continue to be updated and adapted to the challenges of the changing times.

However, various challenges still color the world of education today. One of them is the moral crisis that occurs among adolescents, both individually and in groups. This phenomenon shows that education is not only related to cognitive aspects, but must also pay attention to strengthening moral values and character (Sholekah, 2020). Character

education is an important aspect that must be included in the learning process so that students are not only intellectually intelligent, but also emotionally and socially.

Education can be seen from various aspects, one of which is physical education. In the context of learning in schools, students are equipped with knowledge, attitudes, and skills through cognitive, affective, and psychomotor approaches (Taufik & Gaos, 2019). Physical Education, Sports, and Health (PJOK) is a form of education that focuses on developing motor skills through physical activities and sports.

Sports in the context of education are divided into three categories, namely recreational sports, educational sports, and achievement sports. PJOK is included in the category of educational sports that aims to develop the physical and mental aspects of students through structured physical activities. One of the sports taught in schools is basketball, which has various basic techniques, one of which is the dribbling technique.

The use of learning media in the basketball learning process greatly helps teachers in delivering material. Learning media functions as an intermediary that conveys information from teachers to students more effectively (Rohani, 2019). Good media can help students understand the material more easily and interestingly.

Learning media is not only in the form of visual or audio aids, but can also be in the form of a digital platform. The use of appropriate learning media can increase learning motivation, clarify material, and make the learning process more interactive (Astutik, 2020). Therefore, teachers are

expected to be able to choose and utilize learning media that are in accordance with the characteristics of students.

One of the media that is currently popular among teenagers is the TikTok application. TikTok is a short video-based application released in China in September 2016. This application offers various interesting features such as filters, sound effects, and background music that allow users to create freely (Bersastra, 2020). TikTok's popularity among the younger generation makes it potential to be used as an innovative learning medium.

The use of TikTok in learning can be an alternative to creating a fun and non-monotonous learning atmosphere. With the right approach, TikTok can be used to deliver learning materials, including in learning basketball dribbling techniques. Through this media, students can be more motivated to learn, because they interact with a platform that is familiar to their daily lives (Deriyanto et al., 2018; Dewanta, 2020).

## **METHOD**

The type of research used in this study is experimental research with a quasi-experimental design method and a quantitative approach. Quasi-experimental research is a type of research that involves selecting one group as an object or sample of research, which is determined randomly (Maulana et al., 2023). The research design applied in this study is One Group Pretest-Posttest Design. This design does not involve a control group, and subjects are not selected randomly. The main characteristic of this design is the presence of a pretest and posttest, so that the difference in results before and after treatment can be analyzed to see the effectiveness of the intervention given.

## **RESULTS AND DISCUSSION**

The pretest results showed an average student score of 51.04, while the posttest results increased to 80.03. This shows an average increase of 28.99%. Based on these data, it can be concluded that the use of TikTok media has a positive impact on improving students' dribbling learning outcomes. This increase shows that learning media that is interesting and in accordance with students' interests can increase learning effectiveness.

To test the significance of the difference between the pretest and posttest, the Wilcoxon non-parametric test was used. The Wilcoxon test results showed an Asymp. Sig (2-tailed) value of 0.000 which is less than 0.05. Thus, there is a significant difference between learning outcomes before and after treatment. This strengthens the conclusion that TikTok media has a significant effect on students' dribbling learning outcomes.

This finding is reinforced by Fitriani's research (2021) which states that TikTok media can be used as an educational medium because it can expand access to learning materials and encourage creativity. In addition, the results of Azizah's (2023) study also showed that the use of TikTok in science learning for grade IV students can improve the learning atmosphere to be more active, creative, and enjoyable, and increase the achievement of KKM from 45% to 55%.

Another study by Hutamy et al. (2021) showed that the use of TikTok in learning retail business management for vocational high school students gave quite good results, with positive responses from students of 55.36%, falling into the fairly good category. This shows that in general, TikTok can be an effective learning medium, especially because it is able to attract the attention and interest of students.

The initial conditions before the treatment showed that many students had difficulty dribbling a basketball because they had never received practical learning related to the technique. Previous teachers used the lecture method more often, which made students feel bored and less focused. With the presence of interactive learning media such as TikTok, students become more interested and enthusiastic in participating in learning.

The results of this study are in line with the results of Ariani's (2022) study which also used TikTok media in learning to write poetry. The Wilcoxon test results in his study showed a significance value of 0.000, which means that there is a significant difference between the experimental class using TikTok media and the control class using conventional methods. This shows that TikTok is also effective in various subjects.

The advantage of using TikTok media in learning is its ease of access by teachers and students. This media is interesting, not boring, and is able to create a pleasant learning atmosphere, both inside and outside the classroom. In addition, students become more focused, happy, and show significant improvements in learning outcomes.

However, there are several disadvantages in using TikTok as a learning medium. The video making process takes a relatively long time. In addition, when an error occurs in the editing process, not all content can be re-edited easily. However, these shortcomings can still be tolerated when compared to the benefits obtained from its use in learning.

Overall, the results of this study indicate that TikTok social media can be an alternative innovative and effective learning media in improving student learning outcomes, especially in basketball dribbling skills. With proper utilization, TikTok is not only a medium for entertainment, but can also be used as an educational medium that encourages active involvement and enthusiasm for learning for students.

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