



LEVERAGING NANO-LEARNING INTO FASHION DESIGN CLASSROOM: TIKTOK FOR FASHION VIDEOS

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Abstrak

Pembelajaran Nano-learning, bagian dari makro learning, terdiri dari sebagian kecil informasi dari video singkat (sekitar 60 detik), menarik perhatian dalam bidang pendidikan. Tiktok, sebuah platform sosial media yang terkenal dengan video singkatnya, menawarkan kombinasi integrasi dari nano-learning melalui tiktok dalam pembelajaran fashion design. Studi ini meneliti tentang potensi penggunaan tiktok dalam penyampaian konten pembelajaran fashion desain yang menarik dan tepat. Menggunakan pendekatan kualitatif, studi ini melibatkan 20 siswa yang mengikuti pembelajaran Nano-learning menggunakan tiktok, tujuan dari studi ini adalah meneliti tentang dampak nano-learning dengan tiktok dalam meningkatkan pemahaman siswa tentang konsep fashion design. Siswa menyatakan pendapatnya mengenai persepsi mereka tentang implementasi nano-learning dengan tiktok dan dampaknya terhadap pembelajaran secara umum. Hasil dari studi ini adalah nano-learning melalui tiktok adalah pendekatan pembelajaran yang menjanjikan secara general. Siswa berpendapat bahwa video pendek yang mereka buat, membuat konten menjadi lebih menarik dan meningkatkan pemahaman mereka mengenai konsep fashion design yang mereka pelajari. Siswa juga menyatakan bahwa Penerapan nano-learning Membuat mereka lebih kreatif dan lebih memahami konten pembelajaran. Namun studi ini juga meneliti hambatan yang dihadapi dalam pembelajaran nano-learning, seperti informasi yang terlalu banyak, dan perlu berhati-hati dalam memilih konten yang sesuai. Secara garis besar, dalam studi ini disimpulkan bahwa potensi pembelajaran nano-learning melalui tiktok dapat menjadi salah satu pendekatan pembelajaran fashion design yang menarik. Dengan memanfaatkan kepopuleran sosial media dan format yang menarik, educator dapat memaksimalkan pengalaman pembelajaran yang efektif yang dapat memfasilitasi kebutuhan siswa terhadap lingkungan belajar yang lebih baik.

Kata kunci : *Nano-learning; Fashion Design, Tiktok.*

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Abstract

Nano-learning, a part of macro learning, involves small bursts of information into small video (approximately 60 seconds) has gained traction in educational matters. Tiktok, a social media platform known for short form videos, offer an excellent combination to integrate nano-learning into the fashion design classroom. This study explores the potentials of using Tiktok to deliver fashion design content in the classroom in a concise and engaging manner in education. Through a Descriptive Qualitative approach, involving an interview with 20 students who involve in Nano- learning, this study investigates the impact of Nano-learning with tiktok in enhancing students' understanding of fashion design concepts. Participants were asked to examine their perception about the implementation of nano-learning with tiktok, and its impact to the education in general. Finding suggests that Tiktok Nano-learning is a promising tool for fashion design education in general. Students reported that the short- form video format that they made, made the content more accessible and engaging and enhance their understanding of fashion design concepts. They also appreciated the fact that the implementation of Nano-learning made them more creative and understand the content more. However the study also identified challenges, such as the potential for information overload, and the need for careful curation in the collection of the content. Overall the study demonstrated the potential of Tiktok Nano-learning to revolutionize fashion design education in summary. Leveraging the platform popularity and engaging format, educators can maximize the effective learning experiences that cate to the needs of the students for better classroom environment.

Keywords: *Nano-learning; Fashion Design, Tiktok.*

I. Introduction

Social Media Application play a crucial role in the popularity if short-form video content, it's really easy for people to record and share brief videos, which can be saved or shared online. This convenience, is one of many reason of the integration of such platform into the classroom, since its easiness and familiarity to the students develop. Social media platforms are digital tools that allow people to create and share content online (Khlaif, Z. N., 2021). They provide a space for users to connect, communicate, and collaborate within online communities. These platforms foster a culture of openness and sharing, encouraging users to learn from each other and develop new skills. By connecting people with similar interests, social media can accelerate the exchange of knowledge and ideas.

Social networks have become an integral part of our daily lives, serving as a primary means of communication and information sharing. In recent years, these platforms have also emerged as valuable tools for education, educators are increasingly utilizing social networks to share educational content, engage with learners, and deliver innovative courses (Anumanthan, S, 2022). One notable example is TikTok, a popular social media app known for its short-form video content. TikTok's ability to deliver discrete learning units in a concise format aligns well with the

principles of microlearning, making it an attractive option for learners with limited attention spans, in leveraging TikTok's features, educators can create engaging and visually appealing learning experiences that resonate with a younger generation of learners who are more accustomed to consuming information through social media.

TikTok, a popular social media platform, has gained a strong following among young people born after 1996, known as Generation Z (Khlaif, Z. N., 2021). This app offers a unique way for teens to explore complex subjects like math, physics, and chemistry through creative and engaging videos, by presenting these topics in a fun and visually appealing format, TikTok can help make learning more accessible and enjoyable for young students. TikTok, more than just a video-sharing app, can be a powerful tool for nano-learning (Fahey, J.,2015). its unique features and user-generated content make it an ideal platform for designing and supporting collaborative learning strategies. Community-based learning can thrive on TikTok where Users can learn from each other by co-designing and sharing knowledge. This interactive approach fosters a sense of community and encourages active participation and also Nano-content design can be enhanced by using design principles and the "learning by design" approach.

By understanding how learners interact with content, creators can develop more effective and engaging nano-learning activities. TikTok's short-form video format is perfect for packaging nano-learning activities, while Videos can be 15 to 60 seconds long, derived from user-generated content. This format keeps learners engaged and focused and also advanced TikTok features like facial filters, text overlays, and voice syncing offer endless possibilities for creating engaging nano-learning activities. Short videos, unscored quizzes, and flashcards can all be incorporated into the platform, thus by leveraging TikTok's features and fostering a collaborative learning environment, creators can develop more engaging and effective nano-learning content. This approach can attract learners of all ages and make learning a fun and enjoyable experience.

TikTok, while a popular social media platform can have both positive and negative implications in educational settings, it's crucial to focus on the positive aspects and integrate them into modern teaching methods, by applying the principles of instructional design and nano-learning, educators can use TikTok to deliver engaging and effective lessons (Zhang, X., Wu, Y.,2019). Short, digestible content can be used to teach new concepts and skills, while interactive elements can foster student engagement. Overall, TikTok can be a valuable tool for education when used thoughtfully and strategically by focusing on the positive aspects and adapting them to modern teaching approaches, educators can create a more engaging and effective learning environment.

Several Studies related to the theme were conducted to emphasize on the importance and possibilities in implementing nano-learning in fashion design matters. In a study (Mariappan, L., 2024) it can be concluded that Data suggests that TikTok

can be a highly effective and engaging tool for teaching grammar. Its short-form video format and ability to incorporate visual elements make it ideal for delivering bite-sized lessons by creating engaging content with visual demonstrations, interactive challenges, and relevant examples, teachers can effectively teach grammar concepts. Regularly posting content and interacting with the TikTok community can also enhance student participation and create a sense of belonging., while TikTok offers many benefits, it's important to be mindful of potential challenges and ensure the platform is accessible to all students. Supplementing TikTok lessons with additional resources and exercises can help reinforce learning and address individual needs. Overall, TikTok can be a valuable tool for teaching grammar by leveraging its unique features and addressing potential challenges, educators can create engaging and effective learning experiences for their students. Another study revealed that Nano-learning is a personalized approach to education that uses technology to deliver small, digestible pieces of information. It encourages students to take control of their learning by planning, monitoring, and regulating their own progress TikTok, a platform for short videos, can be used to create engaging and effective nano-learning content (Radzitskaya, Y, 2024).

II Methodology

This study uses a descriptive qualitative approach as a research design. Descriptive qualitative research is a method that focuses on understanding a phenomenon by describing its characteristics and qualities (Kim, H.,2017). This type of research is often used in fields like healthcare, social sciences, and education to explore complex experiences and gain insights without focusing on cause-and-effect relationships (Stenberg, K, 2022).

This research aims to provide a detailed understanding of students' experiences with nano-learning using TikTok in a fashion design context, a descriptive design was chosen to gather direct information from 20 students who have already used TikTok for learning. The study involves students who have participated in nano-learning activities using TikTok and have created short fashion design videos. Interview and documentation were used to collect data on students' perceptions of nano-learning with TikTok in the fashion design educational setting. While In exploring students' perspectives, this research seeks to shed light on the potential benefits and challenges of using TikTok as a tool for nano-learning in fashion design education.

A Semi-structured interview provide a balance between structured and unstructured interviews. Unlike structured interviews with rigid question sets, semi-structured interviews allow for flexibility, enabling researchers to explore topics in more depth, this approach fosters natural conversations and allows for a deeper understanding of the research subject. The documentation in this study played a crucial role in capturing the implementation and outcomes of the educational intervention. Lesson plans provided a detailed outline of the instructional activities, objectives, and resources used, also TikTok pages served as a digital record of student-created content, showcasing their engagement with the learning materials and their ability to apply the concepts learned. Project products, such as presentations, models, or essays, demonstrated students' understanding and mastery of the subject

matter, together, these forms of documentation provided a comprehensive picture of the educational process, allowing for analysis and evaluation in this study.

III. Findings and Discussion

Research Findings and Discussion

TikTok Sewing Tutorials: A Happy and Challenging Experience for Nano-learning

In this study, it is revealed that 61% of students are excited about creating TikTok videos as assignments. While the process can be time-consuming, students find it a rewarding experience.

P1 "it makes me excited to do the learning, and it's also challenging project" (Excerpt 1)

This project offers several benefits, including personal branding opportunities and the ability to share their sewing knowledge with others. For beginner sewers, the tutorial videos provide valuable guidance and step-by-step instructions. Even experienced sewers can benefit from refreshing their skills through these concise video tutorials. Students are enthusiastic about using a popular platform like TikTok, which allows them to reach a wider audience.

However, 49 % students revealed that creating TikTok sewing tutorials also presents challenges.

P9 "the video making is quite challenging because we have choose important information to summarize in such short video" (Excerpt 2)

The limited time format requires students to simplify complex sewing techniques. This can be daunting, as they must find creative ways to convey information clearly and concisely. The challenge of making sewing techniques understandable to a general audience can be particularly difficult. Students must strike a balance between technical accuracy and visual appeal. Despite these challenges, the project encourages students to think critically and creatively about how to present sewing techniques in an engaging and understandable manner. By developing their skills in video production and content creation, students are not only learning about sewing but also gaining valuable transferable skills that can be applied to other areas of their lives.

A Nano-learning with tiktok: A continuous features exploration

In this study 49% of students find video editing to be a particularly enjoyable aspect of their learning experience. This enthusiasm stems from the creative freedom and problem-solving opportunities those video editing offers.

P3 "the video editing part is the most exciting experience in doing Nano-learning with tiktok" (Excerpt 3)

Some students appreciate the technical aspects of video editing, such as cutting, trimming, and adding transitions. They enjoy the process of transforming raw footage into a polished final product. While 31 % Others find fulfillment in developing the concept and storyline for their videos. This involves brainstorming ideas, writing scripts, and planning the overall structure of the video.

Many students also relish the opportunity to upload their videos to platforms like TikTok. This allows them to share their work with a wider audience and receive feedback from peers. Additionally, uploading videos can be a motivating factor, as students feel a sense of accomplishment and pride in showcasing their creations. Perhaps most importantly, students enjoy the creative exploration that video editing involves. 20 % students felt that with tiktok video making, they have the chance to experiment with different effects, music, materials, visuals, and concepts to create visually appealing and informative videos. This process fosters creativity, problem-solving, and critical thinking skills.

Student's difficulties in choosing appropriate information in Nano-learning

In this study, it is found that while 39% of students felt comfortable creating short videos for assignments on TikTok, 61% still struggled with the creative process. The students who found the task relatively easy often attributed their success to the guidance provided by their teachers.

P5 "Teacher guide me to make the video and providing me with detailed information about what to display in the video" (Excerpt 4)

Many teachers offered specific materials and information to highlight in the videos, providing a clear framework for the students to follow. Additionally, the availability of numerous inspirational videos served as valuable references, offering examples of effective storytelling and visual techniques.

However, for the majority of students, creating a creative and engaging short video proved to be a challenge. The limited time constraints and the need to condense information into a concise format presented significant hurdles. Many students struggled to come up with original ideas and found it difficult to translate their thoughts into visually appealing and impactful content. Additionally, some students lacked experience with video editing and found the technical aspects of the task to be daunting

Challenges in making tiktok video for Nano-learning

This study revealed that 57% of students encountered difficulties when creating TikTok videos for learning. One of the primary challenges cited was the incompatibility of their smartphones with the video editing software or features required for the assignment.

P7 "My phone features is limited to support video editing sometimes and fast video process" (Excerpt 5)

This technical limitation hindered their ability to produce high-quality videos and often led to frustration.

Another common issue was 43% students experience the need to capture multiple takes of the video.

P6 "One video is not enough, I need to take more than video and choose the good one" (Excerpt 6)

This process could be time-consuming and sometimes resulted in technical glitches or inconsistencies. Additionally, students often struggled to explain complex material clearly and concisely within the short time constraints of TikTok videos. The limited platform length required them to condense information and simplify explanations, which could be challenging for certain topics.

TikTok Nano-learning: A Powerful Tool for Understanding

100 % students revealed that unanimously, all participants felt that creating TikTok videos as part of their learning process significantly enhanced their understanding of course material.

P4 "this video making make me understand more about the material given" (Excerpt7)

The consensus was that the process of simplifying complex concepts into short, digestible videos forced them to delve deeper into the material and gain a more comprehensive grasp. By breaking down information into smaller, more manageable chunks, students were able to focus on key points and avoid feeling overwhelmed. This Nano-learning approach allowed them to actively engage with the material and make connections between different concepts. Additionally, the need to present information in a visually appealing and engaging manner encouraged students to think critically about how to best communicate their ideas.

Overall, the experience of creating TikTok videos served as a valuable tool for reinforcing learning and promoting a deeper understanding of the subject matter. The students' unanimous endorsement of this approach highlights the effectiveness of Nano-learning through TikTok as a supplementary learning strategy.

Student Preferences for Nano-learning: Longer Videos vs. TikTok short video

This study explored students preferences for Nano-learning formats, comparing longer video tutorials to shorter TikTok videos. The results revealed a clear preference for shorter videos, with 83% of students finding longer video tutorials to be more complex and difficult to follow.

P1 "shorter video with tiktok is preferable, it's more challenging, and it's require more creativity" (Excerpt8)

Students perceived TikTok videos as more challenging due to the need to convey information clearly and concisely in a limited timeframe. To keep viewers engaged, students had to employ creative editing techniques and ensure a fast-paced and visually appealing presentation. This required careful planning and execution, as even minor distractions could lead to a loss of interest. While longer video tutorials provided more in-depth explanations, students often found them to be less engaging and more time-consuming. The shorter format of TikTok videos allowed students to consume information at their own pace and easily revisit specific sections as needed. Additionally, the social nature of TikTok provided opportunities for interaction and engagement with other learners.

IV. Conclusion

The integration of technology into education has revolutionized the way students learn and engage with course material. In recent years, social media platforms have emerged as valuable tools for educational purposes, one such platform, TikTok, has gained significant traction among students and educators alike. This study delves into students' experiences with TikTok as a learning tool, exploring their perceptions, challenges, and benefits.

One of the key findings of this study is the positive reception TikTok has received among students. A significant majority expressed excitement about creating TikTok videos as assignments, while the process can be time-consuming, students often find it a rewarding experience. This enthusiasm can be attributed to the creative freedom and problem-solving opportunities that TikTok offers. The platform encourages students to experiment with different formats, styles, and editing techniques, fostering a sense of ownership and engagement in their learning.

However, the study also highlights the challenges that students face when using TikTok for educational purposes, a significant portion of students reported difficulties in creating TikTok sewing tutorials. These challenges often stem from technical limitations, such as incompatibility between smartphones and video editing software, additionally, the creative process of crafting engaging and informative TikTok videos can be daunting for some students.

Despite these challenges, the study reveals that TikTok can be a highly effective tool for enhancing student learning, the creative process involved in creating TikTok videos can stimulate critical thinking, problem-solving, and communication skills. Moreover, the platform's short-form video format aligns well with the principles of nano-learning, which emphasizes the delivery of information in small, digestible chunks. The study also explores students' preferences for different nano-learning formats. When comparing longer video tutorials to shorter TikTok videos, students overwhelmingly preferred the latter. This preference can be attributed to the shorter videos' ability to maintain focus and engagement. Longer tutorials, on the other hand, can be perceived as more complex and difficult to follow.

In conclusion, this study demonstrates the potential of TikTok as a valuable educational tool. While there are challenges associated with its use, the benefits in

terms of student engagement, creativity, and understanding of course material outweigh the drawbacks. By leveraging TikTok's unique features and addressing the identified challenges, educators can create innovative and effective learning experiences for their students.

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