ENHANCING CREATIVITY BASED ON LOCAL POTENTIAL THROUGH TIKTOK SOCIAL MEDIA FOR STUDENTS AT MADRASAH ALIYAH KARYA MADANI, WEST BANDUNG REGENCY
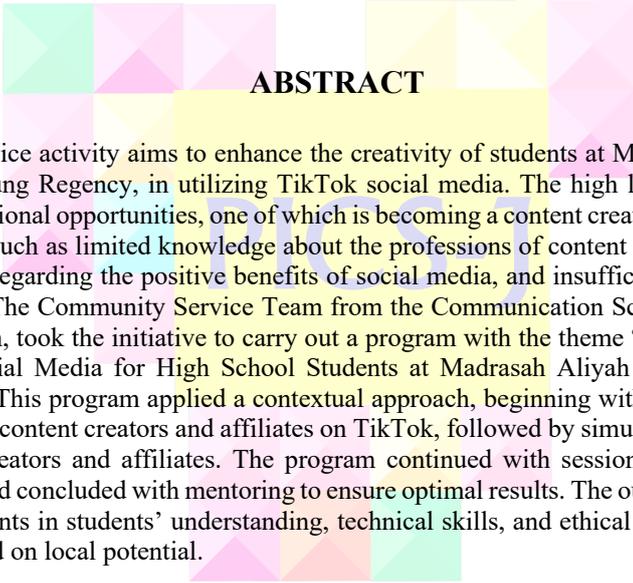
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ABSTRACT

This community service activity aims to enhance the creativity of students at Madrasah Aliyah Karya Madani, West Bandung Regency, in utilizing TikTok social media. The high level of internet usage opens up new professional opportunities, one of which is becoming a content creator. However, students still face challenges such as limited knowledge about the professions of content creators and affiliates, a lack of awareness regarding the positive benefits of social media, and insufficient technical skills in content production. The Community Service Team from the Communication Science Study Program, Universitas Pasundan, took the initiative to carry out a program with the theme "Enhancing Creativity through TikTok Social Media for High School Students at Madrasah Aliyah Karya Madani, West Bandung Regency." This program applied a contextual approach, beginning with educational sessions on the professions of content creators and affiliates on TikTok, followed by simulations and training on becoming content creators and affiliates. The program continued with sessions on how to produce content on TikTok and concluded with mentoring to ensure optimal results. The outcomes of the activity indicated improvements in students' understanding, technical skills, and ethical awareness in creating TikTok content based on local potential.

Keywords: Training, Content Creator, TikTok, High School Students

A. Introduction

The digital era has brought significant changes in various aspects of human life, including education. The rapid development of technology and access to information provides students with opportunities to learn beyond conventional boundaries. However, this transformation also requires a shift in educational approaches, particularly in fostering creativity and adaptability to the changing times. Creativity has become one of the essential skills to prepare the younger generation to face the dynamic challenges of the future (Robinson, 2011).

Digital technology offers great opportunities for students to explore, share ideas, and collaborate. One of the most influential social media platforms is TikTok. This platform provides space for young people to express their ideas through short videos with diverse themes, ranging from entertainment and education to local culture. Creative features such as filters, music, and visual effects make it easier for students to produce unique content. Research indicates that students' use of social media can

strengthen their intrinsic motivation, which in turn enhances creativity and academic engagement (Gulzara et al., 2022; earlier studies, 2020).

The challenges on the TikTok platform also encourage users to think creatively in producing engaging content. Anisti, Mutiah, and Arieva (2024) found that TikTok significantly fosters creativity among university students by providing space for creative expression. Other studies have also shown that TikTok use positively contributes to improving digital literacy and communication skills (Leong et al., 2021). Digital literacy involves the ability to understand, evaluate, and utilize information effectively in the digital environment (Hobbs, 2010). For students, digital literacy is crucial in filtering information, maintaining media ethics, and using digital platforms for creative and productive purposes. Thus, TikTok can function not only as a source of entertainment but also as a medium for learning and developing 21st-century skills (Trilling & Fadel, 2009).

According to Escamilla-Fajardo et al. (2021) and Liu (2023), TikTok can increase students' learning motivation due to its engaging presentation, while also fostering creativity and intrinsic motivation. Muttaqien and Candra (2025) emphasized that media convergence through platforms such as Instagram, TikTok, and YouTube is a crucial strategy for reaching audiences in the era of digitalization. This highlights the need for students to be guided in using social media productively, rather than solely for passive entertainment. Nevertheless, the use of TikTok among students at Madrasah Aliyah Karya Madani, West Bandung Regency, remains largely limited, as many have not yet recognized its potential as a medium for learning or as an entry point to opportunities in the creative economy.

The main obstacles faced by students include a lack of technical skills, ranging from camera operation and narrative development to editing processes. Moreover, students do not yet have a comprehensive understanding of the profession of content creators and affiliates, including the ethical responsibilities involved in content creation. In fact, the profession of content creator has rapidly developed as part of the creative industry. Content creators are not only able to produce entertainment but can also collaborate with brands or act as affiliates who generate income through product promotion. A study by Influencer Marketing Hub (2022) reported that the content creator industry continues to grow, with TikTok emerging as one of the main platforms. This provides significant opportunities for the younger generation to build digital portfolios, expand networks, and even generate income.

However, these opportunities also come with challenges. Uncontrolled social media use can potentially lead to negative impacts such as addiction, exposure to inappropriate content, and even mental health issues. Therefore, a structured program is necessary to help students use TikTok wisely and productively. Parents and teachers also play an important role in providing guidance and supervision.

The program "Enhancing Creativity through TikTok Social Media" conducted at Madrasah Aliyah Karya Madani was designed as a solution to these problems. The

program focuses on three key aspects: digital literacy, technical skills in content creation, and awareness of the professions of content creators and affiliates. Through training, simulations, and mentoring, students are expected to utilize TikTok not only for entertainment but also as a medium for learning, creativity, and building opportunities in the creative economy.

With this program, students gain an understanding of positive social media use and the ability to produce creative works that are relevant to local potential. For educational institutions, this activity strengthens the school's image as an innovative and responsive institution toward technological development. Effective education in the digital era is education that not only emphasizes academic aspects but also develops creativity, skills, as well as critical and adaptive attitudes among students in facing change.

B. Method of Implementation

The implementation method of this community service activity was designed to address the needs of students at Madrasah Aliyah Karya Madani, West Bandung Regency, in enhancing creativity based on local potential through the use of TikTok social media. In general, the activity was carried out in three main stages, namely briefing, assistance, and facilitation:

1. Briefing Method

The initial stage involved delivering introductory material on the professions of content creators and affiliates on TikTok. The material included an understanding of digital literacy, strategies for transforming local potential into content ideas, and ethics in using social media. Students were guided to recognize opportunities in developing local culture, environment, and daily activities in West Bandung Regency into valuable creative content. In addition, students were presented with examples of educational and entertainment TikTok content relevant to digital trends, thereby fostering critical thinking skills as well as creative ideas suited to audience characteristics.

2. Assistance Method (Mentoring)

This stage focused on hands-on practice in content creation. The community service team provided technical guidance ranging from writing short scripts, planning storyboards, filming techniques, to simple video editing using TikTok's built-in features. The mentoring also included simulations of content creation based on local potential, such as traditional culinary practices, cultural arts, or community activities. Through this stage, students not only acquired technical knowledge but were also encouraged to develop an awareness that local potential can serve as a creative resource with broad appeal.

3. Facilitation Method

In the final stage, the PKM team facilitated students in uploading their content to the TikTok accounts they had created. This facilitation included documentation as well as a means of monitoring the skills learned. The team provided evaluations related to aesthetic aspects, message clarity, and overall content appeal. Moreover, facilitation involved training on engagement strategies such as hashtag selection, audience interaction, and optimal posting schedules. The goal was to equip students with the ability

to manage their content sustainably and to understand TikTok's algorithmic dynamics in expanding audience reach.

Through these three stages, the community service activity is expected to provide both theoretical understanding and practical skills oriented toward the utilization of local potential. This approach aligns with efforts to encourage students to become more creative, adaptive, and productive in utilizing social media as a medium of expression as well as an opportunity within the creative economy sector.

C. Result and Discussion

The community service activity with the theme of enhancing the capacity of content creators was carried out at Madrasah Aliyah Karya Madani, West Bandung Regency. The activity began with an opening session and an orientation, facilitated directly by the implementation team from the Communication Science Study Program, Faculty of Social and Political Sciences, Universitas Pasundan. This opening session served as an important first step as it introduced the main objectives of the program, namely to equip students with digital literacy, ethical awareness in media use, and basic skills in creating creative content for social media.

Pictures 1. Opening and Orientation Session of Community Service on Enhancing Creativity Based on Local Potential through TikTok Social Media

In the initial session, the team explained that the development of digital technology has transformed the way people communicate and has created new professional opportunities, including the role of content creators. Therefore, students at the madrasah need to be directed so that they are able to become active participants in the digital ecosystem rather than merely passive consumers. This explanation became the foundation for participants to understand the relevance of the program to the needs of their generation.

The activity continued with a welcoming speech from the Principal of Madrasah Aliyah Karya Madani, Mr. Ery Suhaery, S.Pd.I, which also marked institutional support for the program. In his remarks, he expressed appreciation for the initiative of this community service program as it is highly relevant to the challenges faced by Generation Z, who interact with social media on a daily basis but have not yet fully understood digital ethics or the professional opportunities available within it.

Picture 2. Welcoming Speech from the Principal of Madrasah Aliyah Karya Madani to the PKM Communication Science Team, Universitas Pasundan

He emphasized that this training should not only stop at knowledge but also result in tangible skills in the form of digital portfolios that can serve as future assets for the students. Furthermore, the integration of local and religious values into content creation was highlighted as an important aspect to ensure that the creativity produced remains beneficial and has a positive impact on the surrounding community. The principal's presence provided strong moral support for the students to actively participate in the entire series of activities.

Following the opening, the program proceeded to the core activity, namely the general class session. In this session, the presenters H. Ersyad Muttaqien, M. Fazri Candra, and the team delivered the material systematically. The presentation was conducted using an interactive approach, so that students were not only listening but also actively engaged in discussion. The material presented included an introduction to the profession of content creators, ethics in social media use, the potential of digital media to support the creative economy,

as well as the stages of content production, ranging from pre-production, production, to post-production.

Pictures 3. Presentation of Material by the PKM Team in the General Class Session

During this session, the speakers emphasized the importance of consistency and creativity in producing content. Students were encouraged to understand that creating content is not merely about gaining popularity but also about delivering messages, values, and meaningful contributions to society. Additionally, students were introduced to practical techniques such

as the use of background music, the selection of local themes, and strategies to increase audience engagement on the TikTok platform.

The atmosphere became more dynamic during the question-and-answer session. Students showed high enthusiasm by raising various questions regarding content strategies, how the TikTok algorithm works, and techniques for building personal branding. The discussion was lively as students began to realize that being a content creator requires responsibility, creativity, and clear objectives.

Gambar 4. Students Actively Participating in an Enthusiastic Q&A Session

This active participation served as an indicator that the training method was successful in stimulating curiosity as well as building students' confidence to explore the digital world. Students also began to generate content ideas based on local potential, such as religious activities, regional culture, and promotion of the surrounding environment. These ideas demonstrated that the training was able to broaden their perspectives and encourage students to integrate local identity into digital content.

As a closing activity, the program concluded with games that the students participated in with great enthusiasm. This activity served as a means of entertainment and helped strengthen the bonds between the PKM team, the school, and the students.

This shared experience marked the success of the program in fostering harmonious and sustainable relationships between the university and its partner school. It is hoped that this collaboration will not end with this PKM activity alone but will continue to develop into further training sessions or other forms of collaboration.

The community service program at Madrasah Aliyah Karya Madani has successfully provided students with meaningful learning experiences. This activity not only addressed the partner's issues regarding low digital literacy and limited creative content skills but also opened new opportunities for students to view social media as a medium for self-development and career advancement. With the active participation of students and the full support of the school, this program became a concrete step in preparing a young generation that is creative, productive, and responsible in the digital era.

D. Conclusion

The community service program with the theme "Enhancing Creativity Based on Local Potential through TikTok Social Media for Students at Madrasah Aliyah Karya Madani, West Bandung Regency" has had a positive impact on improving students' capacity as prospective content creators.

Through a series of activities including material delivery, hands-on practice, and mentoring, students gained fundamental knowledge of digital literacy, creative strategies, and ethics in utilizing social media. As a result, students were not only able to produce engaging content but also began to understand the importance of embedding positive values in the works they created. Local potential such as culture, culinary traditions, and community activities became a source of inspiration in producing meaningful creative content.

This program demonstrates that TikTok can be utilized both as an educational tool and as a medium to promote local identity. Moreover, it emphasizes the importance of collaboration between higher education institutions and schools in equipping students with skills aligned with the demands of the digital era. With better understanding, students are expected to use social media wisely and productively, thereby benefiting not only themselves but also their surrounding communities.

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