INNOVATION SOCIAL NETWORK COURSES AND CREATIVE CONTENT TEAM METHODS USING TEACHING THROUGH UGTV STREAMING AT GUNADARMA UNIVERSITY

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Abstract

Learning innovation during a pandemic is a must to make it easier for students to better understand courses taught online. The purpose of this study was to find out the innovations made by Gunadarma University in one of its courses, namely "Social Networking and Creative Content" using the team teaching method which was broadcast via UGTV streaming. The method used by the author in this writing is qualitative. Data collection techniques used in this writing are library research and field studies, namely field observations and interviews. There were key informants in this study, namely the team teaching coordinator and teaching lecturers for the "Social Networking and Creative Content" course, as well as several additional informants, namely the UGTV team and Communication Science students. The theory used by researchers in this research is the Diffusion of Innovation theory. The results of this study reveal that lectures using the team teaching method in the "Social Networking and Creative Content" course which are broadcast via UGTV streaming make it very easy for students because of easy access, can be reached anywhere and anytime. Lectures using the team teaching method provide new knowledge to students which is very useful when entering the world of work.

Keywords:
Learning Inovation, Team Teaching, Broadcast Media, UGTV, Social Networking and Creative Content
INTRODUCTION

Education is an improvement process and must be lived by the community from an early age. According to Laska in (Knight, 2009) education is defined as an activity that is deliberately carried out by learners or other people who control the learning situation to obtain the desired learning goals. The role of education in developing creativity and knowledge is an important factor in improving people’s welfare. In education, effective learning activities will affect the success of students in the learning process.

The development of science and technology from year to year has become a separate basis for the implementation of education with the aim of learning effectiveness and efficiency can be achieved properly. In the field of education itself the term online learning appears as a form of learning pattern in the information technology era as it is today. Online is an abbreviation of "on the network" as a substitute for the word online which is often used in connection with internet technology. According to Molinda (2005), cited by Arizona (2020: 66), online learning is a form of distance learning or training by utilizing telecommunication and information technology, for example the internet. Online learning is learning that is carried out without face to face and is carried out online through platforms that are already available in social networks. This online learning system is assisted by several applications, such as Google Classroom, Google Meet, and Zoom.

The emergence of the internet and social media makes it easier for anyone to do one’s work or daily activities. According to Ahmadi and Hermawan (2013: 68), the Internet is a global communication network communication that connects all computers in the world even though they have different operating systems and machines. With the internet today, the delivery of messages delivered remotely is fast and efficient.

Currently, one of the learning methods used at school and university levels is team teaching. Team teaching is a way of learning that involves more than one teacher in the learning process of students. The definition explained by Martiningsih (2007) that, the team teaching learning method is a teaching method in which there are more than one educator, each of whom has a task. The application of the team teaching method is an effort to help educators manage good learning.

Gunadarma University is one of the tertiary institutions that applies the team teaching method in learning at every level. Gunadarma University organizes a team teaching flagship course program as a form of implementation to facilitate students taking courses in other study programs at Gunadarma University colleges. One of the subjects in the team teaching learning method at Gunadarma University is Social Networking and Creative Content.

The implementation of the team teaching learning method at Gunadarma University is carried out online or online. Submission of material by lecturers is carried out via live streaming which can be accessed on the UGTV website. Currently Gunadarma University already has its own television station called UGTV as a form of innovation to educate the nation’s generation. UGTV was established on June 12 2006, in establishing it Gunadarma University tried to work together with the Indonesian Broadcasting Commission in order to develop UGTV into a better Education community broadcast TV. The use of UGTV as a distance learning medium for Gunadarma University students is implemented in several excellent programs such as Literacy Team Teaching, which is a learning program for superior subjects studied by more than one study program.

Live streaming is a live broadcast that is broadcast to many people (viewers) at the same time as the original incident, via a communication medium (network) either connected by cable or wireless. As stated by Juhlin (in Rein and Venturini, 2018) states that live video streaming can be described as the ability to broadcast video to audiences from long distances. During team teaching lectures, students must watch live streaming to get material delivered by lecturers. Until
now, there have been 13 videos for the course material "Social Networking and Creative Content" with a total audience of 500 to 2 thousand viewers (https://www.youtube.com/c/ugtvofficial).

This team teaching-based learning method aims to improve the quality of the learning process, to achieve this success there must be new developments or innovations in the process. In addition, the team teaching method also aims to facilitate students or students in the learning process. In learning communication that is carried out using this method, of course there are many obstacles faced both from the teacher/lecturer as educators and from students/students. The existence of new learning methods, one of which is team teaching, can make this method a place or forum to increase collaboration between educators.

In this study, there was one of the journals from previous research from Prihantoro et al with the title "Implementation of Team Teaching Learning through the Collaboration of Zoom Cloud Meeting and Live Broadcasting Technology during the Covid-19 Pandemic". Gunadarma University innovates by using the team teaching learning method which is broadcast via zoom cloud meetings and live broadcasts on UGTV. Through these two platforms, team teaching lecture material is distributed to students. The material presented is prepared by a combination of several lecturers which can be called Team Teaching, where learning is delivered by more than one lecturer or teacher according to their respective roles and responsibilities.

Other research regarding the team teaching method was also carried out by Ahmad Zainul Fikri and his fellow students at the University of Muhammadiyah Jakarta in 2019 regarding "Analysis of the Application of the Team Teaching Method in Class 3 SD STKIP Muhammadiyah Bangka Belitung". From this research it can be concluded that the stages of implementing the team teaching method are applied as follows: The planning stage, includes: the teacher team shares tasks in preparing lesson plans, the teacher team prepares learning media and methods, the team understands the content of the material and the division of roles and tasks of the teacher team before learning begins.

The stages of its implementation include: the process of early learning activities starting with morning motivational activities, Dhuha prayers in congregation, reading and writing the Koran, conditioning early class learning together, making presentations, and conveying an outline of learning material to students. The process of closing activities is conducting questions and answers with students and giving assignments. Evaluation, includes: evaluation of teachers and students. So based on the description above, the researcher is interested in conducting research on "Learning Innovation in Social Networking and Creative Content Courses Using the Team Teaching Method Through Streaming UGTV at Gunadarma University".

**RESEARCH METHODS**

This research method uses qualitative research methods. Qualitative research methods are research used to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, and people individually or in groups. (Sukmadinata, 2009). This study uses the Constructivism paradigm which assumes that the truth of a social reality can be seen as a result of social construction, and the truth of a social reality is relative.

Research subjects are parties that are used as sources in a study. The subjects in this study were team teaching managers, UGTV managers, teaching lecturers, and team teaching students at Gunadarma University. The object of research is what is to be examined in a study. The object of this research is learning innovation for Digital Citizenship courses using the team teaching method through UGTV streaming at Gunadarma University.

The type of data obtained is divided into two, namely primary data and secondary data. Primary data obtained through interviews and observation. Interviews are an important data collection tool in research involving humans as subjects in relation to the reality or research
symptoms (Pawito, 2007: 132). Interviews were submitted to the team teaching coordinator, lecturers of the "Social Networking and Creative Content" course, UGTV production managers, and students of the Faculty of Communication Sciences. Observations were made to track systematically and directly communication symptoms related to social, political and cultural issues of society (Pawito, 2007: 111).

The observation method was chosen because the author can directly monitor the video streaming of learning using the team teaching method on the UGTV website or through the official UGTV YouTube. While secondary data obtained from literature studies and documentation studies. Secondary data was obtained by researchers through either documents or monitoring through library research. Collection of data and theory in research collected through books, scientific journals, mass media, leaflets, publication materials in the library as research support and also data in the form of recordings or notes found at the research location (Sugiyono, 2014: 309 -326).

Documentation technique is a technique of tracing written materials or other data in an institution. Documents are records of events that have already occurred. Documents in the form of writing, pictures, news, newspapers, articles, and photographs. Document study is a tool for using observation and interview methods in qualitative research (Sugiyono 2009:240).

This study uses the interactive analysis model Miles and Huberman cited by Idrus (2009: 147), this analysis model consists of three main things, namely: Data reduction, namely the process of selecting data, classifying, directing, removing unnecessary and organizing data in such a way form to the verification conclusion. Presentation of data, all data obtained, both in the form of interviews, documentation and so on will be analyzed in accordance with the theory previously described. Drawing conclusions, is the activity of describing the object as a whole from the object being examined in the process of drawing conclusions based on combining information arranged in an appropriate form in presenting data.

RESULTS AND DISCUSSION

Based on research that has been carried out by researchers, namely regarding learning innovation in the course "Social Networking and Creative Content" using the team teaching method which is broadcast via UGTV streaming at Gunadarma University. Researchers get research results that are in accordance with the formulation of the problem that researchers write in this study, namely as follows:

Team Teaching Lecture Planning Stage at Gunadarma University

All previous team teaching lecture activities had been prepared very carefully. In the early stages, namely planning for the institution to form a team, one of which contains teaching lecturers for team teaching lectures. The selected lecturers are in accordance with their qualifications or abilities in their respective fields, and are directly appointed by the institution. So that the institution provides direction to the lecturers on what team teaching lecture policies are like.

The selected lecturers are gathered together to discuss the design of the material to be conveyed. In addition, the lecturers were also assigned to find internal and external sources. Internal sources are sources from within the Gunadarma University campus, internal sources can be lecturers from other study programs that are in accordance with the needs of lecture material. For external sources, namely sources or experts from outside Gunadarma University.

According to one of the team teaching lecturers for the Social Networking and Creative Content course, Ahmad Fatoni, the material delivered was not only from the teaching lecturers, but the lecturers also involved experts in accordance with the specified courses. One of the team teaching lecturers for the "Social Networking and Creative Content" course said that inviting
external experts or from outside Gunadarma University would be even better. Because for the "Social Networking" course itself there are still few internal experts who discuss the material. Therefore, by inviting external experts, it can add broader insights for Gunadarma University students and teaching lecturers.

After compiling the material together, the lecturers at the planning stage also made quizzes totaling 20 questions which students would work on as an evaluation stage. Later the quizzes that have been made will be uploaded via vclass which can be accessed only by Gunadarma University students. Students can take the quiz after attending the team teaching lecture "Social Networking and Creative Content" with a predetermined schedule, which is every Monday.

The content that will be broadcast in team teaching lectures has been determined by the teaching lecturers themselves, so the role of UGTV in team teaching lectures is only to facilitate. And the material prepared can be in the form of video or powerpoint, in accordance with the rundown that has been made by the teaching lecturer for the segment for displaying the material which has been determined by himself. For timing the duration of team teaching lectures has been determined by the team teaching coordinator team.

The Implementation of Team Teaching Lectures Stage at Gunadarma University

In practice, team teaching lectures at Gunadarma University are broadcast via UGTV digital television. UGTV can be accessed via channel 32 UHF for the Jabodetabek area, while outside these areas it can be via the website, official YouTube, and mobile apps. Or students can also access via vclass in which there is already a link that is directly connected to the video of team teaching material delivery. In addition, the available material is provided in two forms, namely video and pdf.

Students who take part in team teaching lectures can watch the video material provided in advance. Then if there is material that students do not understand, they can play back the video. After that, students can work on quizzes or questions that have been provided in their respective vclasses. The team teaching lectures held at Gunadarma University make it very easy for students, because it is very practical for students to take these lectures anywhere.

The process of delivering the material presented has been going well, both according to the lecturers and students. Team teaching lecturers, especially in the "Social Networking and Creative Content" course, feel that they have maximized their delivery of material and are quite complete. By inviting external sources or the best experts according to the criteria, it can increase knowledge about the material being discussed and can be useful for students in the world of work later. Students who receive material from team teaching lectures in the "Social Networking and Creative Content" course feel that this course can add insight. As well as the delivery of material in the form of videos that are very easy to understand, very detailed, and can be played repeatedly if there is indeed material that cannot be understood.

Team Teaching Lecture Evaluation Stage at Gunadarma University

The last stage in lectures using the team teaching method is the evaluation stage. In this final stage, students who take part in team teaching lectures for the "Social Networking and Creative Content" course conduct an evaluation by working on questions or quizzes that have been made by the teaching lecturers. A quiz consisting of 20 questions is provided in the vclass facility which can be accessed by each student. And to find out whether students can receive the material presented properly, according to the team teaching coordinator, Dr. Karmilasari, can be seen from the quizzes that were done in vclass. Evaluation is not only carried out by students but also by lecturers.
Usually, at the end of the team teaching lecture shooting activities, the teaching lecturers who have just delivered the material evaluate what things are lacking during the lecture. Apart from that, it also evaluates the invited experts whether it is necessary to add other experts in order to get better quality content. Teaching lecturers are gathered together to provide feedback to institutions or policy makers to provide input so that team teaching lectures in the next period can be improved. Evaluation activities are usually carried out at the end of the semester, and more intensely at the beginning of the semester.

**Utilization of UGTV as a Media Lecture Broadcasting Team Teaching**

It is undeniable that today's media and learning resources must intersect with the use of information and communication technology, because digitalization has penetrated education which makes it inevitable that technology must be included in the learning process. One of the innovations that must develop in education is in the field of media and learning resources. Gunadarma University is an institution that utilizes digital technology in the lecture process. The use of the team teaching learning method which is then broadcast via digital TV owned by Gunadarma University, namely UGTV.

With the existence of UGTV, it has an important role in team teaching lectures, namely being able to reach students who are anywhere. UGTV’s coverage area is in Jabodetabek, while those outside this area can access it via the website, YouTube official, or mobile apps. UGTV is the first digital television owned by a private party, namely Gunadarma University. The existence of UGTV can facilitate Gunadarma University students in participating in lecture activities, one of which is lectures using the team teaching method. In this case Gunadarma University greatly utilizes digital technology that exists at this time. This can be an example for other institutions to be able to utilize digital technology in the education sector.

**CONCLUSIONS**

Based on the results of the research that has been carried out, it is known that lectures using the team teaching method in the “Social Networking and Creative Content” course use two methods, namely synchronous and asynchronous. In the synchronous method, team teaching lectures are broadcast live or recorded via UGTV.

Students can directly visit the UGTV website (ugtv.co.id) or the official UGTV YouTube to take part in lectures. UGTV has an important role in implementing team teaching lectures at Gunadarma University, because through UGTV it can reach students wherever they are. Students can also replay the show if there is material that cannot be understood. Then in the asynchronous method of team teaching lectures through v-class media in which there is lecture material "Social Networking and Creative Content" in pdf form, YouTube link for the Literacy Team Teaching event, and quizzes.

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