DIGITALIZATION OF MUSICAL ARTS LEARNING IN RUANGGURU

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Abstract: *This research aims to describe the form and role of digitalization of music arts learning carried out by Ruangguru. A qualitative approach was taken as the approach used in this research. The data used is primary and secondary data in the form of interview and product presentation materials. The analysis was carried out using qualitative descriptive analysis and after that conclusions were drawn. The results of this research show that the form of digitalization of music art learning carried out by Ruangguru is that students can choose their own music teacher, can determine their learning schedule and determine the music art topics that will be discussed. Apart from that, Ruangguru also combines features for booking music classes, learning video calls and learning recordings in one centralized application and website. In the learning process, the material is divided into three levels, namely beginner, intermediate and advanced. Each level has different learning material. The higher the level, the more difficult the material becomes. However, the material has been made sequentially so that it is easy for students to understand. The role of digitalization of music arts learning at Ruangguru is that it can offer flexibility and learning is carried out centered on one Ruangguru application. Apart from that, learning can also run more focused and according to students' needs. Students can absorb learning material more easily because the material is divided into three levels with different levels of ability and difficulty.*

Keywords: *digitalization, learning, musical arts, Ruangguru*

1. INTRODUCTION

In the current era of modernization, there are so many changes and advances in technology that make it easier and more helpful for humans to support their activities. One of the most pronounced impacts of modernization is digitalization in various fields ranging from economics, social politics, and education.

According to Ellyzabeth Sukmawati (2022: 92) Digitalization is a bridge to move the wheels of education. With the emergence of a new era, which is called the digitalization era, this digital era continues to run fast and cannot be stopped by humans. Digital education is essentially learning that involves the creative use of digital technology tools in the teaching and learning process, which is usually called technology-enhanced learning (TEL) or e-learning.

In the world of education today, a lot of learning has used digitalization technology in order to facilitate the learning system, starting from the use of computers, smartphones, projector screens in teaching and learning activities. Then also with the existence of learning modules that are made more interesting and interactive by making interactive videos and packaging the material in an attractive way, making it easier for students to understand the existing material. Apart from that, currently there are lots of online-based tutoring emerging and combining offline and online, where this tutoring offers learning that involves digitalization which makes learning methods more interesting and easier to understand. One of the largest online-based tutoring currently in Indonesia is Ruangguru.

Ruangguru or PT Ruang Raya Indonesia is a limited liability company currently operating in the field of non-formal education which was established based on the laws in force in Indonesia and Ruangguru has obtained a Non-formal Education Unit Establishment Permit and Training Course Institution Operational Permit with Number 3/A.5a/31.74 .01/-1,851,332/2018.

Ruangguru was founded in 2014 by two of the nation's best sons, namely Belva Devara and Iman Usman, both of whom are two people who are very focused on the field of education. Belva Devara is recorded as having completed her Masters studies at 2 of the world's largest campuses, namely Stanford University and Harvard University, while Iman Usman is recorded as having graduated with his Masters at the 2 best campuses in the world, namely Columbia University and Harvard University. After graduating from college, both of them were determined to advance education in Indonesia by establishing the Ruangguru tutoring platform. Both of them also managed to enter the ranks of successful entrepreneurs under 30 years through Forbes 30 under 30 for the consumer technology sector in Asia. In 2019, they received an award as an Emerging Entrepreneur from Ernst & Young.

Ruangguru is currently the largest technology-based tutoring company in Indonesia. Ruangguru currently has more than 22,000,000 users and accommodates 300,000 teachers who offer tutoring services in more than 100 subject areas available on the Ruangguru platform.

Ruangguru provides and develops various technology-based tutoring services, such as subscription learning videos, private tutoring marketplaces, virtual class services, online exam platforms, and other educational content that can be accessed via the Ruangguru website and application platform. Apart from that, Ruangguru has also been trusted to partner with 32 (out of 34) Provincial Governments and 326 City and Regency Governments in Indonesia. Ruangguru has also won a number of awards at home and abroad, including UNICEF Innovation to Watch, Google Launchpad Accelerator, ITU Global Industry Award, Solver of MIT, and the Atlassian Prize.

Ruangguru's mission is to provide and expand access to quality education through technology for all students, anytime and

anywhere. Ruangguru always believes that education is the right of every human being. Ruangguru also believes that education is the ladder to a much better and more advanced future. Therefore, Ruangguru aims to provide educational services and learning materials from Indonesia's best teachers, which can be accessed by all students anywhere throughout Indonesia at affordable costs.

Ruangguru also aims to improve the quality of teachers in Indonesia by creating jobs and additional income for teachers in Indonesia. Ruangguru believes that by increasing the quality of teachers, the quality and quality of education in Indonesia will also be better.

Ruangguru always believes that technology makes it easier for students to access quality learning materials. Wherever they are, Ruangguru can help students' learning process without the limitations of space and time. Ruangguru also believes that technology can help students, teachers and parents carry out their activities more effectively and efficiently.

The learning method used by Ruangguru is the e-learning method. According to Ellyzabeth Sukmawati (2022: 100) e-learning is a learning method that can be done online, namely in the form of video calls or providing learning material in digital form. That way, teaching and learning activities can be carried out remotely. Apart from that, students can also access teaching materials anywhere and anytime.

According to Riyan Hidayatullah (2023:10) online music distance learning continues to increase throughout the world, in fact its development is accelerating exponentially. This means that music educators and music education institutions must follow current online learning trends and continue to develop the programs that are already available.

There are 4 types of music lessons that can be chosen at Ruangguru, namely vocal, piano, violin and guitar. The field of musical arts lessons at Ruangguru combines musical arts with digital learning through the features of the Ruangguru application and the SLMS Ruangguru website so that it can make it easier for students to carry out the musical arts learning process.

A stable and fast internet network also has a big influence on the smoothness of the online music teaching and learning process at Ruangguru. Currently, the internet network in Indonesia has not been spread stably throughout Indonesia. However, in urban areas the network tends to be stable and smooth for the online teaching and learning process, but in rural areas it is still not stable. This is a challenge for Indonesia to continue to develop the internet network in Indonesia, one of which is to support online-based learning.

Ellyzabeth Sukmawati, et al (2022) have conducted research on digitalization as the development of learning models and obtained the results that today's digitalization has made major changes in various fields, one of which is learning development. Digitalization can strengthen the achievement of competencies in developing

digitalized learning, namely by aligning concrete forms of visualization in learning. So that it can encourage intelligence and potential, build creativity, increase the wealth of knowledge & information, means of communication & interaction, indicators of children's personality. And can develop children's imagination. However, this research has not specifically dissected the real form of digitalization applied to one specific object and does not look specifically at the point of view of learning the art of music.

Riyan Hidayatullah (2023) has conducted research on online music learning and obtained results that the implementation of online music learning is not completely perfect because it is still in the process of finding the ideal form. With the presence of technology, the digital literacy gap can be closed because access is so easy now. Everyone has access to the internet and social media which offers a wealth of music information. Online learning can be done anywhere and at any time, this is an advantage but can also be a problem without an adequate understanding of digital pedagogy. In the digital era, studying the substance is very necessary while being able to operate various learning support equipment. Because a variety of music information is available online and requires accuracy and skill to access it, increasing your ability to use the internet is very necessary. However, this research also does not take certain specific objects so that the conclusions obtained are still too general and broad.

Based on relevant previous research, no one has specifically examined a digital education platform in implementing the form and standardization of digitalization, so it is interesting to conduct further research on the digitalization of music arts learning in Ruangguru.

The formulation of the problem in this research is first, what is the form of digitalization in music arts learning at Ruangguru? Second, what is the role of digitalization in learning the art of music at Ruangguru?

The aim of this research is to describe the form and role of digitalization of music arts learning in Ruangguru. The benefit of research for the world of education and musical arts is as a reference for new methods that can be applied to learning in the world of musical arts through advances in technology and digitalization. For readers, it is hoped that this research can be used as a source of information and reference about the form and role of digitalization in learning the art of music.

2. METHOD

This research uses a qualitative approach method. According to Jusuf Soewadji (2012:51), qualitative research is research that produces discoveries that cannot be achieved or obtained using statistical procedures or other methods of qualification (measurement).

This type of qualitative research is not used to look for influences or relationships between variables, but to gain an in-depth understanding of a phenomenon, so that a theory can be obtained. According to Nursapia Harahap (2020:123) Qualitative research is

research used to examine the condition of natural objects, where the researcher is the key instrument.

Ruangguru is the main topic and object of this research. Data was collected through primary data in the form of interviews with students studying music at Ruangguru named Dzaki, as well as secondary data that has been processed in the form of product presentation materials. According to Husein Umar (2005:42), secondary data is primary data that has been further processed and presented either by the primary data collector or by another party, for example in the form of tables or diagrams. The results of interviews and product presentation materials became primary data and secondary data which became the main source of information processed in this research. The author conducted direct interviews and obtained data and material directly from Ruangguru.

In this research, the type of research analysis used is qualitative descriptive analysis. Qualitative descriptive analysis means describing and explaining the materials and materials obtained. Here the author describes the form and role of digitalization in music learning at Ruangguru. The data obtained is then described and analyzed to then obtain conclusions from the analysis that has been carried out which answers the problem formulation that has been determined.

Data collection was obtained from independent interviews as well as from Ruangguru's Field Education Consultant team and also from Kenny as the main person responsible for Ruangguru's private class types at Ruangguru's head office. Researchers also made observations by trying out the steps for the process of ordering music learning classes directly on the Ruangguru application.

The limitations of this research are only limited to researching the forms of digitalization on the SLMS Ruangguru website and the Ruangguru application. This research also focuses on learning the art of vocal music which is intended for the public.

The validation technique used in this research uses the source triangulation technique. According to Feny Rita Fiantika (2022:61) Triangulation is a technique that combines various existing data collection techniques and data sources. If researchers collect data using triangulation, then the researcher is actually collecting data while also checking the credibility of the various data collection techniques. The data obtained is also more complete, consistent and certain. The researcher carried out a source triangulation technique by validating the main source of research, namely the results of interviews with Ruangguru students and product presentation materials to the person in charge of Ruangguru, a type of private class at the head office and after confirmation the data was declared valid. Apart from that, the researcher also tried out the steps for learning the art of music on Ruangguru on the Ruangguru application and the SLMS Ruangguru website.

3. RESULTS AND DISCUSSION

Ruangguru with private learning is one of Ruangguru's products where in this type of product students can be accompanied specifically by a private teacher. The advantage of this Ruangguru product compared to other products is that the learning process is carried out exclusively with the best teachers who have been

adapted to the needs of students, before the teaching and learning process is carried out you can discuss the learning plan that will be carried out with a private teacher, national and international curricula are available, academic and non-academic subjects . Music arts subjects are also available in this type of product. This class is open to the public and after the lesson is finished the recording results can be played anytime and anywhere. Every week the master teacher will provide a learning report and progress during the student's learning process.

For musical arts subjects, there are four lessons, namely vocals, piano, violin and guitar, which are available for all levels, beginner, intermediate and advanced. Music arts classes are intended for the general public. For the type of Ruangguru with its own private classes, there are online and offline ones. If online learning can be done remotely via the Ruangguru application and the SLMS feature on the Ruangguru website, offline learning can be done at the nearest Brain Academy branch location.

The current situation is that when learning is done online, it is usually done via the Zoom application, WhatsApp video or Google Meet, where the learning session is carried out outside Ruangguru's own application so it is not centralized, and when you want to record the class in progress you have to use a third party application. Therefore, Ruangguru is innovating product digitalization by presenting SLMS/SCMS + meet.ruangguru for online learning applications carried out by Ruangguru. The advantage of SLMS/SCMS is that the video call sessions (learning sessions) are carried out on Ruangguru's own SLMS meet website so it is more centralized, students only need to access one website and application belonging to Ruangguru and learning video calls can also be recorded directly on SLSM directly, no need. using third party applications. This SLMS is a digital product from Ruangguru designed to support virtual teaching and learning activities for teachers and students. To be able to access SLMS, students must purchase a private Ruangguru subscription package online on the Ruangguru application. After purchasing the subscription package, students will get SLMS access sent via WhatsApp or email.

One of the main advantages of digitalizing music learning from Ruangguru products via the Ruangguru application/website is that before the teaching and learning process takes place, students can choose their desired learning preferences starting from the subject or level they want. When discussing music lessons, student can choose vocals, guitar, violin or piano from beginner, intermediate to advanced levels. After that, Ruangguru will sort all available music teacher lists according to the student's learning preferences from those with the most study sessions in the past and the fewest number of future sessions.

Students can also view the complete profile of a music teacher to assess whether or not they are suitable to be a teacher according to the learning preferences they have chosen. This can make it easier for students to make decisions about which teacher is suitable and chosen to be their teacher based on the difficulty of the material, learning style and personal preferences. Apart from that, students can also choose music teachers based on male or female gender.

In the Ruangguru application feature, students can also

choose their own music learning schedule according to what the student wants. So it feels more flexible and adjusts to students' free time. The learning schedule is determined a maximum of 3 days before the music learning session takes place. This will make the learning schedule seem flexible but still structured so as to maximize the learning process.

The main advantage of the digitalization carried out by Ruangguru is that students can also determine the music learning topics they want to discuss in the learning session. So students are really given the freedom to learn music so that the learning outcomes are truly in line with what the students want. Teachers can also have sufficient time to prepare material on music learning topics that students want because it is listed from the start when students order their classes on the Ruangguru application.

After students have booked a class, students wait for confirmation from the selected music teacher. At this time, students can also cancel the schedule that has been ordered if they want to change the schedule that has been submitted, because once the schedule has been confirmed by the music teacher, the schedule cannot be cancelled.

After that, 15 minutes before the session starts, a join session button will appear to enter the music learning class via video call. After that, students just click on join the session and will automatically join the teacher they have chosen and start the process of teaching and learning the art of music online via the SLMS Ruangguru website directly.

The learning material on the art of vocal music at Ruangguru is divided into three levels. The first level is beginner or novice. At this level students focus on learning about scales, namely do re mi and practicing them correctly, understanding the high and low tones. The teacher gives an example correctly and then the students practice repeatedly until they are completely correct and understand the scales.

The second level is the intermediate level. At this level students are taught more about articulation in singing, how the mouth forms in each articulation when singing. Apart from that, students are also taught how to relax their mouths before singing and vocal practice.

The third level is the advanced level. At this level, the material provided is direct song dissection practice. So students can decide what song they want to dissect. Then the teacher will correct each intonation, pitch accuracy and articulation of the song being sung. The intonation and twists sung by students must be precise and correct.

One learning session conduct for 90 minutes. The art of music learning material at Ruangguru is very flexible because there are no standard standards from Ruangguru regarding the material that must be delivered to students in each session, but rather the material provided is based directly on the teacher and the topic requests that the students want. After the learning session ends, within 1 x 24 hours students will receive a recording of their class. Then the teacher also provides notes on student learning outcomes. Apart from that, discussion material and attachments, if any, are also attached.

After that, students are required to provide grades and

ratings for the music teacher selected as their future teacher portfolio. Ratings are given to students based on the learning experiences they have had with the teacher. Ratings are in the form of stars from 1 to 5 stars. There are also reviews that can be written descriptively of the learning experience that has taken place.

Looking at the form of digitalization of music art learning at Ruangguru, which can choose its own music teacher based on the preferences and profile of each music teacher, can determine the learning schedule according to free time and determine the music art topics that will be discussed during the next class, then the role of digitalization of music art learning in Ruangguru is able to offer flexibility and make it easier for students to support a more optimal learning process.

All elements of flexibility offered only need to be done in one step to order classes via the Ruangguru application directly. This is what differentiates the music learning process that does not use digitalization from those that use digitalization, which is clearly a faster process. Students are also immediately offered teacher options and schedules that have been set in the Ruangguru application without waiting any longer.

Another role of digitizing music art learning in Ruangguru is that all learning processes are carried out centrally in one application and website so that students will find it easier to access. Because the class booking process, learning video calls and learning recordings are centralized on the Ruangguru application and website. Apart from that, students can also study more focusedly according to their needs, because before class, students can determine for themselves the topic of material they want to discuss according to each student's abilities and each student's wishes for the material they want to study.

Apart from that, in the learning process, the role of students is that they can absorb the learning material more easily because the material is divided into three levels with different levels of ability and difficulty. Learning material becomes more coherent and structured, so that understanding is more tiered and can be studied one by one as a whole.

4. CONCLUSION

From the descriptive analysis and description that has been described, it can be concluded that:

1. The form of digitalization of music art learning carried out by Ruangguru is that students can choose their own music teacher based on the preferences and profile of each music teacher, can determine their learning schedule and determine the music art topics that will be discussed during the class later in one step of ordering classes via the Ruangguru application . Apart from that, Ruangguru also combines features for ordering music classes, learning video calls and learning recordings in one centralized application, namely the Ruangguru application. In the learning process, the material is divided into three levels, namely beginner, then intermediate, and advanced or advanced level. Each level has different learning material. The higher the level, the more difficult the material becomes. However, the material has been made sequentially so that it is easy for students to

understand.

2. The role of digitalization of music arts learning in Ruangguru is that it can offer flexibility and learning can be done centered on one Ruangguru application, making it easier for students to access. Learning can also run more focused and according to students' needs because students can determine for themselves the topic of discussion of the music material they want to discuss. Apart from that, in the learning process, the role of students is that they can absorb the learning material more easily because the material is divided into three levels with different levels of ability and difficulty.

For suggestions that can be given, Firstly, for the development of musical arts learning at Ruangguru, it is possible to provide more types of musical arts subjects that can be taken at Ruangguru, not limited to vocals, piano, violin and guitar. But you can open music arts classes for other musical instruments, for example drums, bass and so on.

Then for learning the art of music at Ruangguru, it would be good if in the future Ruangguru still has music art learning modules at each level, it does not give teachers complete freedom to determine their own materials and teaching materials at each level. So there is still standardization of music art material in Ruangguru which can be an initial guide for teachers in teaching music art at Ruangguru. Apart from that, it can also continue to innovate to add features to music learning at Ruangguru, such as being able to add the main skills and strengths and weaknesses of each music teacher at Ruangguru and display them on the teacher profile, so that students can get a more detailed picture of each teacher. music is available for teachers to choose according to the preferences and needs of each student.

Second, future researchers can carry out research on digitalization of music learning on other research objects, so that there will be more research on the importance of digitalization in music learning in the future.

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