



The Effectiveness of TikTok Tutorials in Enhancing Makeup Instruction through the Modeling Method: A Study of University Students in Central Java

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ABSTRACT

The integration of social media in learning is an important strategy to address the challenges of the digital generation who prefer visual, fast, and interactive learning. This study examines the effectiveness of using TikTok tutorials combined with conventional modeling methods in teaching Javanese Bridal Makeup for students of the Regional Language and Literature Education Study Program at PGRI Semarang University. Challenges faced include low learning motivation, limited visualization techniques in traditional methods, and a gap in approaches between digital natives and conventional teaching systems. This research is based on the Social Learning theory (Bandura), the Technology Acceptance Model (Davis), and the Multimedia Learning Theory (Mayer), which together explain how technology integration can improve the effectiveness of practical learning. Using a quasi-experimental design, this study involved 15 students divided into two groups: an experimental (hybrid method) and a control (conventional method). The research instruments included a practice test, a motivation questionnaire, and interaction observations over five weeks. The results showed that the experimental group obtained a higher practice score (87.4) than the control group (73.6), with statistical significance ($p < 0.05$). In addition, learning motivation increased by 42.3% and the engagement level reached 91.2% in the experimental group. These findings confirm that the combination of TikTok tutorials and conventional modeling methods.

Keywords: learning, Javanese bridal makeup, digital, TikTok

Introduction

The digital era has brought a wave of extraordinary changes in every aspect of life, including the realm of education, (Riska Aini Putri, 2023). Students who experience learning with technological advances, as digital natives, (Chastanti et al., 2017). Is a generation born and raised in the digital era, where technology has become an integral part of life and has a different way of thinking, interacting, and learning than previous generations, (Chan & Lee, 2023). For digital natives, technology has gone beyond its function as an assistive tool and has merged into an integral part of their identity and daily routine, (Smith et al., 2020). This is no longer something external but a natural extension of their abilities and habits.

The challenge in today's education world is how to accommodate the learning preferences of this generation, especially in practical learning (Cilliers, 2017). For example, in the Javanese Bridal Makeup course in the Regional Language and Literature Education Study Program, FPBS, Universitas PGRI Semarang. In reality, student enthusiasm for traditional makeup lessons tends to decline (Romadhona et al., 2025). Many of them feel that conventional teaching methods are less interesting and outdated in today's digital era (Esteve-gonzález, 2016). The limitations in visualizing makeup steps through traditional methods also make learning feel less effective. Although currently students can search for tutorials on social media such as TikTok, TikTok has become one of the most popular social media platforms for sharing short videos (Rahmawati & Anwar, 2022). TikTok is also listed as a favorite application with a total of more than 56 million downloads throughout February 2021 (Nur Zahra et al., 2023). However, mentoring is necessary because independent practice is often difficult without direct guidance or more structured explanations (Picauly, 2024). TikTok itself actually has great potential as a learning medium, as it offers concise, clear, repeatable, and easily accessible visual content, making it ideal for learning skills like makeup.

Integrating tutorials on social media platforms like TikTok into learning offers lecturers and students the opportunity to create a more interactive and relevant learning experience (Kamal, 2025). Collaboration between conventional methods and digital media is expected to not only overcome the limitations of each method but also increase motivation and learning effectiveness (Hanif et al., 2019). This will make it easier for students to understand, practice, and develop makeup skills according to current needs.

Based on this background, this study formulates three main problems, namely how effective the use of TikTok tutorials in improving students' practical competencies in learning make-up. Make-up, especially Bridal Make-up, is one of the courses taught by the Regional Language and Literature Education at PGRI Semarang University. The course studies how to apply Javanese bridal make-up as a provision for graduate skills and in accordance with the vision and mission of the Study Program, the course contains Study Materials and the meaning contained in

bridal make-up, (Fitri & Wahyuningsih, 2019) . One of the objectives of this study is how social media integration can affect student learning motivation, as well as how the effectiveness comparison between hybrid learning methods (combining TikTok tutorials and conventional modeling) with conventional methods. This study also aims to evaluate the effect of using TikTok tutorials on improving practical competencies, measure the impact of social media integration on learning motivation, and analyze the comparative effectiveness of the two methods, where the expected benefits are theoretical contributions to the development of literature, providing practical guidance for lecturers in making-up learning, while improving the quality of learning that is more relevant for digital generation students.

Technology and digital media play an increasingly important role in today's education world (Dei, 2024) . This can be seen from the various theories underlying the use of platforms such as TikTok in practical learning such as Javanese Bridal Makeup. In this context, the Technology Acceptance Model (TAM) introduced by Davis (1989) in (Ilmi et al., 2020) is important. Davis emphasizes that user acceptance of technology is strongly influenced by perceived usefulness and perceived ease of use. This model is very relevant to analyzing how students actively accept and utilize TikTok tutorials as learning resources, because the usefulness and ease of use of the platform are the main keys in attracting their interest in independent learning (Culdaz, 2024) .

In line with this, the Multimedia Learning Theory developed by Richard Mayer states that the learning process will be more effective if information is delivered in a multimedia format, such as a combination of text, images, audio, and video (Richard E. Mayer, 2006) . TikTok, with its short video format presenting makeup instructions, complete with audio and visual explanations, aligns with the principles of this theory. The integration of verbal and visual components helps students understand the material better because both information processing pathways in their brains are activated simultaneously.

This integration of modern learning does not neglect cultural aspects. Javanese bridal makeup theory emphasizes the importance of understanding aesthetics, symbolism, and specific techniques that reflect the richness of Javanese culture (Mulyana, 2021) . Each element of bridal makeup contains profound philosophical meaning, so learning about Javanese bridal makeup emphasizes not only practical skills but also the accompanying cultural meanings (Ridwan Misbahuddin et al., 2024) .

In the digital era, TikTok's presence as a social media platform has also given rise to new approaches to digital communication. TikTok's Digital Communication Theory highlights the platform's unique characteristics, such as short-form videos, algorithms that personalize content, and interactive features like visual effects and music (Hayatunlupus, 2025) . All of these features not only influence how information is presented and received by users but also create new engagement patterns, where user interaction and participation are central to

today's digital learning.

Thus, the combination of technology acceptance, multimedia learning theory, the cultural richness of Javanese bridal makeup, and the dynamics of digital communication, especially through platforms like TikTok, together provide a strong foundation for developing more relevant, effective, and meaningful learning for the younger generation in the digital era.

Methods

This study used a quasi-experimental design (Valentelyte et al., 2022) . A pretest-posttest control group approach was used to compare the effectiveness of the hybrid learning method (Zakaria et al., 2022) . Comparison of bridal makeup tutorials on TikTok and conventional modeling of Javanese Bridal Makeup learning in class with conventional modeling methods only. The sample consisted of 15 students of the Regional Language and Literature Education Study Program at PGRI Semarang University who were taking the Javanese Bridal Makeup course, divided into two groups: experimental (8 students) and control (7 students). The independent variable was the use of TikTok tutorials, while the dependent variables included practical competence, learning motivation, and student engagement levels. The research instruments included makeup practice tests, learning motivation questionnaires, and engagement observations measured before and after treatment for 5 weeks. Data were analyzed using descriptive statistical tests, t-tests for group comparisons, and correlation tests to examine the

relationship between variables in this study.

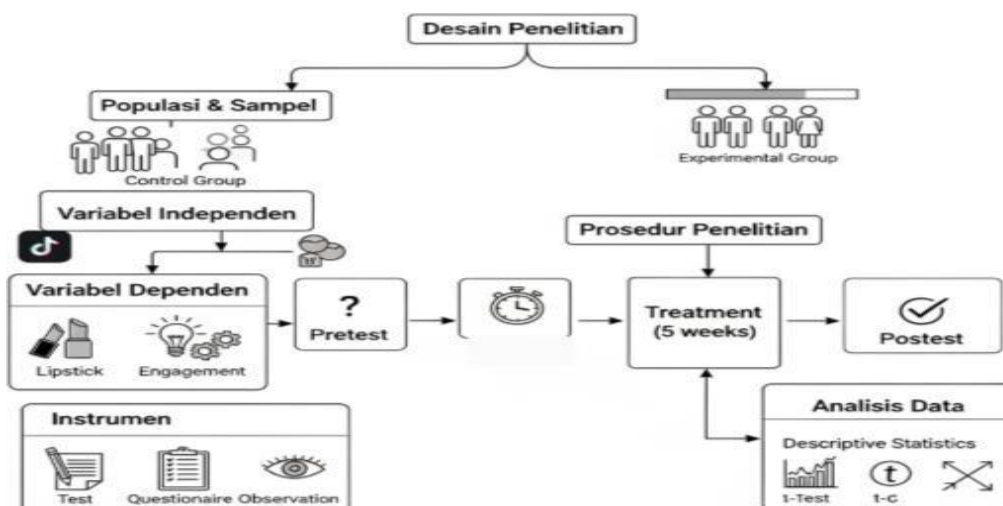


Table 1. Research Design Overview

Results and Discussion

Research Results, the improvement of practical makeup competency, the results of the study showed that there was a significant difference in makeup practice scores between the experimental group and the control group. The experimental group that received learning with the hybrid method of TikTok tutorials and modeling methods) achieved an average score of 87.4, while the control group that received learning with the conventional modeling method only achieved an average score of 73.6. The results of the t-test showed a p value <0.05, which means this difference is statistically significant. Increased Learning Motivation The learning motivation questionnaire data showed a significant increase in the experimental group. Student learning motivation increased by 42.3% after being given learning with the hybrid method. The control group also showed an increase in motivation, but in a smaller amount, namely 18.7%. The level of student engagement from observations during 5 weeks of learning showed that the level of student engagement in the experimental group reached 91.2%. This engagement was measured based on activeness in discussions, attendance, and participation in practice. The control group had a lower level of engagement, namely 67.8%. Discussion :

Effectiveness of TikTok Tutorials in Improving Practical Competence Comparison Table of Makeup Practice Scores between Experimental and Control Groups

Group	Number of Samples	Pretest Score (Mean)	Posttest Score (Mean)	Score Improvement	p-value
Experiment	8	65.2	87.4	22.2	<0.05
Control	7	62.8	73.6	10.8	

- The results of the study indicate that the integration of TikTok tutorials

with conventional modeling methods significantly improves students' practical competence in makeup. This is in accordance with the predictions of Multimedia Learning Theory which states that multimedia learning can improve understanding and practical skills, (Richard E. Mayer, 2006) . TikTok tutorials present visual content with practical steps allowing students to understand makeup techniques more easily and can be repeated at any time.

Social Learning Theory, (Yusuf, 2023) , also supports this finding where students learn through observing and modeling behavior displayed in TikTok tutorials. TikTok's advantage in presenting short and easily accessible content allows students to learn makeup techniques repeatedly without experiencing boredom. The Effect of Social Media Integration on Learning Motivation is a comparison of the increase in learning motivation between the experimental group and the control group. Number of samples Initial motivation score Final motivation score Increase (%) P value Experiment 8 68.5 97.6 42.3% <0.05 Control 7 65.9 78.2 18.7%. The significant increase in learning motivation in the experimental group indicates that social media integration such as TikTok can increase students' interest and enthusiasm for learning. This is in accordance with the Technology Acceptance Model (TAM) which states that social media that is easily accessible and considered useful will be well received by students, (Rauniar et al., 2014) . TikTok tutorials that present interesting content and suit the preferences of digital native students make learning makeup feel more relevant and enjoyable. Furthermore, TikTok's characteristics, which allow for interaction and content creation, also contribute to increased motivation. Students are not merely passive recipients of information but can actively participate in learning through the platform's interactive features.

Comparison of Learning Effectiveness between Hybrid Method and Conventional Method. Comparison of engagement levels between experimental and control groups Number of samples Engagement level Engagement criteria P-value Experiment 8 91.2% Very High <0.05 Control 7 67.8% Sufficient. The results of the study indicate that the hybrid method between TikTok tutorials and modeling methods is significantly more effective than conventional modeling methods alone in improving students' practical competence, learning motivation, and engagement levels. The table below shows:

Aspect	Group	Sample Size	Initial Score (Mean)	Final Score (Mean)	Increase / %	Criteria / Notes	p-value
Practical Makeup Competence	Experimental	8	65.2	87.4	22.2 points	Significant improvement	< 0.05
	Control	7	62.8	73.6	10.8 points		-
Learning Motivation	Experimental	8	68.5	97.6	42.3%	Significant improvement	< 0.05
	Control	7	65.9	78.2	18.7%		-
Engagement Level	Experimental	8	-	91.2%	-	Very High	< 0.05
	Control	7	-	67.8%	-	Moderate	-

Table 2: Student Engagement Level

The table above shows that integrating TikTok tutorials with conventional modeling methods significantly improved students' practical makeup competency, learning motivation, and engagement levels compared to conventional modeling alone. This finding is supported by theories of multimedia learning, social learning, and the technology acceptance model, which explain the advantages of social media like TikTok in practical learning processes.

This study revealed that learning with a hybrid method, namely a combination of TikTok tutorials and conventional modeling methods, was able to significantly improve students' practical competence in makeup compared to the modeling method alone. The experimental group achieved an average practical score of 87.4, while the control group only recorded 73.6 ($p < 0.05$). Furthermore, students' learning motivation in the experimental group increased by 42.3%, significantly higher than the control group's 18.7%. The level of student engagement or involvement during learning also showed a striking difference, with the experimental group reaching 91.2%, while the control group only recorded 67.8%.

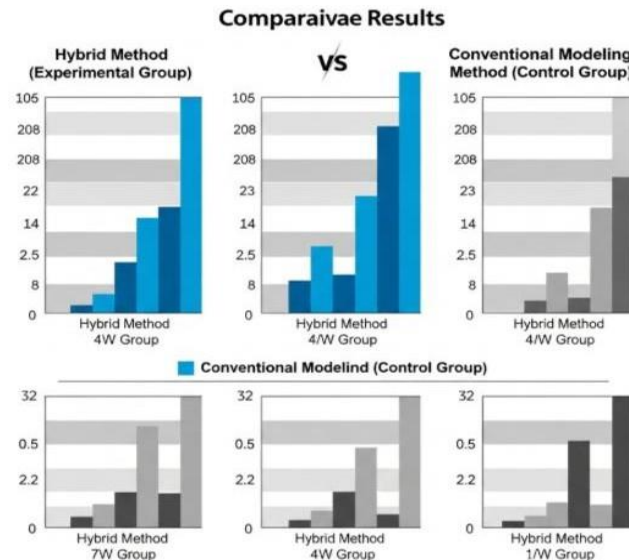


Table 3: TikTok Tutorial Effectiveness

This research shows that hybrid learning combining TikTok tutorials with conventional modeling significantly outperformed traditional methods alone. The experimental group achieved higher practical scores (87.4 vs 73.6, $p < 0.05$), greater motivation increases (42.3% vs 18.7%), and superior engagement levels (91.2% vs 67.8%), demonstrating the effectiveness of integrating social media tutorials in makeup education.

The combination of visual and practical power provided by TikTok tutorials aligns with the principles of Multimedia Learning Theory (Mayer, 2001), which emphasizes the importance of combining verbal and visual information for effective learning. This is also supported by Social Learning Theory, which suggests that students learn through observing and imitating behaviors in instructional videos. Meanwhile, increased learning motivation aligns with the Technology Acceptance Model (Davis, 1989), which asserts that users will accept technology favorably if it is perceived as useful and easy to use.

This hybrid method successfully overcomes the shortcomings of both traditional and digital methods by providing clear visualization of steps and opportunities for hands-on practice. The practical implication is that lecturers can adopt social media platforms like TikTok to revitalize traditional makeup lessons while still respecting Javanese cultural values.

Conclusion

Based on the research results, it can be concluded that the integration of TikTok tutorials with conventional modeling methods can significantly improve

students' practical competence, learning motivation, and level of engagement in learning make-up; this hybrid method is proven to be more effective than traditional methods, so that the use of social media in the context of practical learning is a relevant innovative solution and can improve the quality of the learning process in the digital era.

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