

PKM Increasing Creativity and Economy in the Production of Digital Storytelling Videos on Social Media Platforms at the Kindergarten Teacher Activity Center (PKG) Biringkanaya District, Makassar

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Abstract. *PKM to improve the creativity of teachers of the Cluster Activity Center (PKG) of Biringkanaya District, Makassar City will be an alternative for teachers in fulfilling the improvement of professionalism as educators in providing creative and innovative learning with the method of using social media. The technological tools applied in this PKM are the website which is the domain of PKG Kec. Biringkanaya and the YouTube link of PKG Kec. Biringkanaya. The website and YouTube of PKG Kec. Biringkanaya will help the cluster activity center in developing its activities in education management, increasing teacher creativity, and making this social media a place for self-development as well as income for PKG Kec. Biringkanaya in producing visual works on social media. This PKM is carried out in five stages of implementation, namely the first socialization, training to improve teacher creativity in making digital videos using the Canva and Capcut applications, training in using the PKG Kec. Biringkanaya website, mentoring stage, stage of implementing appropriate technology, and evaluation and sustainability stage. With this PKM activity, PKG Kec. partners. Biringkanaya has enthusiasm and commitment in increasing creativity and seeking income from the visual works of partners that are applied in social media, websites, and YouTube partners. This activity is the result of community service funded by the Directorate General of Higher Education, Ministry of Education and Culture of the Republic of Indonesia as the recipient of the Second Phase of Community Service Program Funding for the 2024 Fiscal Year.*

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INTRODUCTION

Being a teacher is a very special job because it requires many skills that must be possessed in guiding the next generation. Teachers are not only limited to the classroom. They are also involved in extracurricular activities, oversee social change in the school environment, and are involved in community initiatives. Teachers become agents of change who encourage students to

get involved in social activities, volunteer, and contribute positively to society (Dewi et al., 2023; Yasin et al., 2024; Jamilah, 2019; Rohmah et al., 2023; Dan & Yada, 2023). A PAUD teacher is required to have complete competencies, namely a set of attitudes, knowledge and skills that must be internalized and mastered in addition to being possessed by a teacher (Kecamatan et al., 2019; Arfandi, 2020; Berliana & Andarini, 2023; Fiberianti et al., 2023; Julia et al., 2020).

As done by the association of Kindergarten teachers in Biringkanaya District, Makassar City, which is gathered in the Teacher Activity Center (PKG) organization in Biringkanaya District, Makassar City. PKG in Biringkanaya District, Makassar City aims to develop the potential of teachers in Biringkanaya District, Makassar City. With various activities they do, such as holding training on the Merdeka Curriculum Platform (Visi & Misi – PKG Makassar, n.d.).



Figure 1. Documentation of PKG Activities in Biringkanaya District, Makassar City, 2024.



Figure 2. Conditions of Monthly Meetings Attended by Kindergartens in Biringkanaya District, Makassar City.

The Teacher Activity Center (PKG) of Biringkanaya District in Figure 2. carries out various activities by sharing knowledge through routine meetings every month. However, these routine activities are less than optimal because these activities are not accompanied by several resource persons or experts in their fields, sharing experiences and knowledge that they do with fellow teachers in Biringkanaya District. Some of the obstacles faced by PKG Kec. Biringkanaya with the lack of human resources who are experts in their fields on each problem presented at routine PKG meetings, PKG activities that are only made into meeting agendas for the current situation of teacher needs (Lathifah, 2016; Wijaya & Hidayat, 2022; Budiati, 2018).



Figure 3. Teacher Takes Video Recording of Learning Using a Mobile Phone Manually.

Based on the results of the PKM Team survey, Activity Figure 3 obstacles faced by PKG teachers in Biringkanaya District are the lack of creativity of PKG teachers in Biringkanaya District in developing their knowledge both in the field of teaching and in socialization in PKG activities in Biringkanaya District. Lack of teacher motivation to carry out activities that develop teacher competence because of funding constraints that only rely on contributions from each school for PKG activities in Biringkanaya District, which is also difficult to collect by all schools that contribute to PKG in Biringkanaya District.

The PKM activity of making digital storytelling videos provides training to PKG teachers in Biringkanaya District to create storytelling videos where the videos that will be made by PKG in Biringkanaya District are digital videos made from several applications such as Canva and Capcut. Later, the digital videos that have been recorded by teachers in Biringkanaya District will be the result of the teachers' creative work in supporting PKG activities that result in self-development and institutional development in supporting PAUD digitalization learning in today's digital era (Vashetina et al., 2022; Asmuni, 2023).

Routine activities carried out by PKG teachers provide the potential for discipline and harmony between teachers throughout Biringkanaya District, Makassar City, with the creation of storytelling videos, teachers can channel their knowledge in the agendas of each routine PKG meeting. Scheduling and arranging a team of creators in making storytelling videos will clarify the positive activities that will be carried out by PKG teachers and motivation in producing creative, innovative, and modern digital learning works

METHODS

This activity was carried out in August-December 2024 in Biringkanaya District, Makassar City. This activity was carried out at the Multipurpose Building of the Sudiang Hajj Dormitory, Musdalifah Hall, where the Partner in this PKM activity was the PKG Biringkanaya District, Makassar City. The stages of the implementation method carried out in the Storytelling Video Production Training Using Applications and Training in Using Websites, Youtube and Social Media are as follows:

In this implementation method, there are stages of activities that will be carried out, such as: Socialization Stage, in this stage PKM will involve partners in conveying to members of the PKG institution in Biringkanaya District that they will collaborate in making and producing digital videos, namely digital storytelling videos that will be carried out by each PKG member or Kindergarten teachers in Biringkanaya District. Training Stage, in the training stage it is divided into 2 training activities, namely the first training, training in making digital storytelling videos using the Canva and Capcut applications. The second training activity is training in using websites, YouTube accounts, and social media accounts, where websites and YouTube accounts, and social media accounts will be given to partners as appropriate technology that can be used by partners

as a medium for increasing partner creativity and marketing digital video production results as income or income for partners.



Figure 4. Documentation of Training Activities for Making Storytelling Video Production Using Applications



Figure 5. Documentation of Training Activities for Using PKG Partner Websites, YouTube and Social Media.

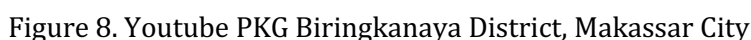
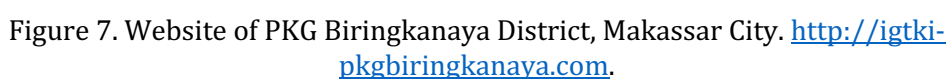
Technology Implementation Stage, in this stage it is expected that partners can utilize the usefulness of digital technology, namely websites, YouTube accounts and social media accounts in the use of teaching in schools and outside schools, providing expertise in promoting the work of kindergarten teachers on social media platforms, websites and YouTube. The technology implementation stage will be carried out by providing knowledge and assistance to partners regarding techniques, applications, and applications in publishing the results of their digitalization work into social media platforms to make them look attractive and creative.



Figure 6. Implementation of Digital Media Technology, Namely Websites, YouTube and Other Social Media

Mentoring and Evaluation Stage, this stage will be carried out after carrying out the implementation stage of providing knowledge/information. The mentoring and evaluation stage is carried out to review the sustainability of digital learning video production, namely digital storytelling videos that can be productive activities for partner institutions. This PKM activity will be reviewed until it creates a digital video product that can be understood and applied in schools

Program Sustainability Stage, this stage is an important stage in each stage. By reviewing the sustainability of this program, the ability and creativity of partners can be known after gaining knowledge from the PKM that will be provided, this stage will control the progress of subsequent activities that can be used as the main activity at every routine meeting of the institution in order to get income from the work of teachers and income of institutions as partners.



RESULTS AND DISCUSSION

Socialization Stages

Training Stages

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Makassar City. This training takes the theme of using applications in digital video editing and is ready to produce digital videos into partner websites, partner YouTube, and several partner social media which was attended by 54 participants from representatives of TK/KB/PAUD Biringkanaya District. The second day of training on the theme of using websites, social media applications, YouTube, and digital security.

Several training activities made participants very enthusiastic in participating in the training:

Table 1. Training Activities

| Training Materials | Results Obtained |
|---|---|
| Digital video production using Canva, Capcut, and video editing applications. | Partners and participants are able to create digital videos using the Canva, Capcut, and video editing applications. Partners are able to take pictures using the shooting technique and process them into edited digital videos. |
| Use of Websites, Youtube, and Social Media. | Partners and participants are able to fill and manage partner websites, partner YouTube, and other social media, as a forum for partners to explore their video activities/production on partner social media. |



Figure 9. Storytelling Video Production Training Using Applications



Figure 10. Training on the Use of the PKG Website in Biringkanaya District, Makassar City
Partner participation in this PKM activity is by compiling scenarios or stories that can be

used as digital videos, namely video storytelling, from the results of observations and knowledge of Biringkanaya District teachers who can assist in compiling story ideas for making video storytelling (Julianingsih & Krisnawati, 2019).

Partners also activate their membership to participate in comprehensive mentoring so that the process of providing knowledge and mentoring can be implemented properly and successfully according to the objectives of this PKM activity (Julianingsih & Krisnawati, 2019). Partners enter into a cooperation agreement in terms of producing digital storytelling video works that are promoted to social media platforms on an ongoing basis. Partners will be the main actors in making video storytelling products by making digital videos for each kindergarten institution and uploading them to YouTube, websites, and partner social media

CONCLUSION

This community service is a form of providing knowledge to PKG partners in Biringkanaya District in producing professional digital videos so that they can be marketed or shared into appropriate technology. This PKM activity is increasing creativity in producing digital videos using the Canva, Capcut, and Videomaker applications, as well as marketing the results of PKG partner activities in Biringkanaya District on the PKG website, PKG Youtube account and social media. Where this activity will make partners independent in carrying out learning activities in producing digital videos and developing their PKG website and social media in Biringkanaya District institutionally.

SUGGESTION

This Community Service creates a community that works as PAUD/TK/KB teachers in Biringkanaya District, Makassar City, who are able to become professional teachers, understand the digital world, and produce their digital works into social media that have the potential to encourage economic growth and become a source of additional income for partners. The PKM Team hopes that partners will always maintain and care for appropriate technological tools, namely partner website and YouTube social media as a medium for socialization and introduction of partner institutions in social media.

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