



## The Use of King Kevin TikTok Videos for Short Story Writing Learning at SMPN 7 Jambi City

Desmarleni Putri<sup>1\*</sup>, Hary Soedarto Harjono<sup>2</sup>, Rahmawati<sup>3</sup>

<sup>123</sup>Prodi Pendidikan Bahasa dan Sastra Indonesia, Universitas Jambi, Jambi, Indonesia

\*E-mail: [desmarleniputri8@gmail.com](mailto:desmarleniputri8@gmail.com)

### ABSTRACT

This study aims to describe the use of TikTok videos from King Kevin's account for students' short story writing learning. This study used a qualitative method with a case study approach conducted in the even semester of the 2023/2024 academic year. The population of this study was 38 students of class VIII C at SMP Negeri 7 Jambi City who participated in short story writing learning using TikTok videos from King Kevin's account. The sample consisted of 29 students selected using a purposive sampling technique. Research data were collected using observation guidelines, interview guidelines, and test instruments. Data analysis techniques used data reduction, data presentation, and conclusion drawing. The results of the study showed that the use of TikTok videos in learning to write short stories went well and it can be said that the learning process and atmosphere were achieved well. From the procedures carried out, it was in accordance with the lesson plan and teaching modules that had been prepared by the teacher before starting the lesson. From the learning process and the results of students' short story writing exercises, using TikTok videos from King Kevin's account was considered very good for students in learning to write short stories, as evidenced by the students' enthusiasm and concentration in carrying out the learning process and the results of their exercises. The average score of class VIII C students is 85.59 and is in the very good category and more than half of the students, namely 62.07%, are in the very good category.

*Keywords : King Kevin, TikTok video, short story, writing*

## Pemanfaatan Video TikTok Akun King Kevin untuk Pembelajaran Menulis Cerpen di SMPN 7 Kota Jambi

### ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan pemanfaatan video TikTok akun King Kevin untuk pembelajaran menulis cerita pendek siswa. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus yang dilaksanakan pada semester genap tahun ajaran 2023/2024. Populasi penelitian ini adalah 38 siswa kelas VIII C di SMP Negeri 7 Kota Jambi yang mengikuti pembelajaran menulis cerita pendek menggunakan media video TikTok akun King Kevin. Sampel berjumlah 33 siswa yang dipilih menggunakan teknik *purposive sampling*. Data penelitian dikumpulkan menggunakan pedoman observasi, pedoman wawancara, dan instrumen tes. Teknik analisis data menggunakan reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian diperoleh, pemanfaatan media video TikTok dalam pembelajaran menulis cerita pendek berjalan dengan baik dan bisa dikatakan proses dan suasana pembelajaran tercapai dengan baik. Dari prosedur yang dijalankan sudah sesuai dengan RPP dan modul ajar yang telah disiapkan oleh guru sebelum memulai pembelajaran. Dari proses pembelajaran dan hasil latihan menulis cerita pendek siswa. Dengan menggunakan media video TikTok akun KingKevin dinilai sangat bagus untuk siswa dalam pembelajaran menulis cerita pendek dibuktikan dari antusias dan konsentrasi siswa dalam melaksanakan proses pembelajaran dan hasil latihannya. Rata-rata nilai siswa kelas VIII C adalah 85.59 dan berada pada kategori baik sekali dan lebih dari setengah jumlah siswa yaitu 62.07% berada dalam kategori baik sekali.

*Kata kunci : video TikTok, akun KingKevin, menulis, cerpen*

Submitted  
19/12/2025

Accepted  
23/01/2026

Published  
25/01/2026

Citation	Putri, D., Harjono, H. S., & Rahmawati, R. (2026). The Use of King Kevin TikTok Videos for Short Story Writing Learning at SMPN 7 Jambi City. <i>Jurnal Pembelajaran Bahasa dan Sastra, Volume 5, Nomor 1, Januari 2026, 209-216. DOI: <a href="https://doi.org/10.55909/jpbs.v5i1.1089">https://doi.org/10.55909/jpbs.v5i1.1089</a></i>
----------	--

Publisher  
Raja Zulkarnain Education Foundation

## INTRODUCTION

Education is an internal process. It encourages changes in students that enable them to function effectively in society, with the goal of influencing them to adapt as effectively as possible to their environment (Hamalik, 2004). The most important aspect of education is the learning process. Planning or design is fundamental to the term "learning," as it refers to efforts to educate students. Therefore, during learning, children do not interact with the teacher solely as a learning resource; rather, they interact with the teacher as a group of learning resources used to achieve specific learning objectives. The term "system" encompasses a fairly broad concept. Humans, organizations, cars, the solar system, and many more are examples of systems (Djamaluddin, 2019).

To facilitate effective learning, educators and students must have a dialogic relationship that focuses on the student's learning process itself, not on the instructor's instructions (Suryosubroto, 1997). A learning process will be considered successful if these components are present in the learning process. A teacher should be able to use creative learning methods and media to ensure interactive learning.

Each student will be engaged in the learning process by using engaging teaching methods and media. If teaching strategies and materials are consistently boring and dull, students will become disinterested and pay less attention to what they are learning. Choosing educational materials that are engaging and relevant to the subject matter will help students better understand the information. One of the difficulties students experience in language skills is writing. One writing lesson that students must master is writing short stories. For students, writing short stories remains a challenging experience, especially when developing their own ideas (Amalia et al., 2021).

Writing short stories is not just about generating ideas or concepts; it is also about writing, which requires time (Puspita, 2017). Furthermore, writing short stories is a written expression of ideas or concepts by telling a story about a problem and

the solutions used by the characters in a concise, concise, and clear manner (Hasanudin et al., 2022). According to Dewi et al. (2021), videos on social media, particularly from the TikTok app, are a popular learning medium. Many young people, especially those in school, are captivated by the excitement of this medium. Students learn by searching for content due to their excitement using the TikTok social media platform.

TikTok is a widely used application as a learning medium, much of which is in the form of videos. The excitement of this medium has captured the attention of many young people, especially those of school age. Students' enthusiasm for TikTok has led them to learn to search, create, and express their ideas in creating content, from simple video tutorials to educational content (Juwita & Sabardila, 2019).

The TikTok account named King Kevin was created by Samuel Kevin, the Director and founder of PT Semua Karena Anugrah, also known as Planet Gadget. Planet Gadget is a company engaged in the retail of mobile telecommunications devices, such as cellphones, laptops, tablets, and accessories. King Kevin's journey to becoming the successful person he is today was not a short or easy one. Since the age of 12, King Kevin has been a migrant child and a laborer. This is what prompted King Kevin to share stories of kindness on his TikTok account. With over 2 million followers, the account features educational content presented in short dramas and performed by several actors. The visuals and videos are highly engaging for TikTok users, featuring humor, motivation, and sharing content.

King Kevin's journey to becoming a successful entrepreneur and TikTok content creator was not easy. From his youth, he had to work hard to survive, ultimately only graduating from elementary school. He went from being a laborer and being treated unfairly by others to now being a CEO. King Kevin's TikTok account was created during the COVID-19 pandemic, when many entrepreneurs experienced a lack of income and many went bankrupt. King Kevin also felt the impact, experi-

encing a lower income than usual. He took the initiative to create entertaining video content on his TikTok. He didn't expect his videos to gain attention from other TikTok users. To this day, King Kevin and his team continue to regularly upload videos that are incredibly inspiring and educational to viewers.

The stories King Kevin creates on his TikTok account are largely based on his own personal experiences and the remarkable experiences of others. They are concise yet convey a powerful message and impact. The overall message conveyed is that every human being, whether living individually or in groups, whether they know each other or not, must help one another and defend the truth in the best possible way. And there's an even more important point, as stated in King Kevin's TikTok bio, "Respect your parents as you respect your future." Regardless of your future success, never stop respecting and loving your parents.

## METHOD

This research uses qualitative research because it focuses on a deeper understanding, description, and complexity of social realities. According to Hassan et al. (2020) and Razak (2017) qualitative research examines community life, history, behavior, organizational function, social activities, and other aspects. This approach is often chosen because researchers' experience shows it is effective in uncovering and understanding hidden aspects of a phenomenon that may be difficult to understand in depth. This research uses a case study approach. Case studies are a type of qualitative research where researchers describe research results and attempt to obtain a comprehensive picture of a situation (Sugiyono, 2017).

This research was conducted at SMP Negeri 7, Jambi City, from March 2 to April 2, 2024, using data collection techniques including observation, interviews, and document study on the use of TikTok in Indonesian language lessons, focusing on short story writing. The researchers conducted this research in class VIII C, collaborating with

the Indonesian language teacher, and involving 33 students.

Relevant primary data in this study are data obtained directly from the field or from original sources, also known as original or new data. This data source was obtained through observations and interviews with the Indonesian language teacher of Class VIII C and students regarding the use of the King Kevin video for short story writing lessons at SMP Negeri 7, Jambi City. Secondary data, on the other hand, is available or written. Secondary data comes from books, scientific magazines, personal documents, official documents, archives, and other sources.

## RESULTS

### 1. Implementing Short Story Writing Learning Using TikTok

The learning process was carried out following a learning module prepared by the teacher before the activity began. Throughout this activity, the researcher continuously observed the teacher's learning process. The teacher's learning was structured in a teaching module, encompassing introductory activities, core activities, and closing activities.

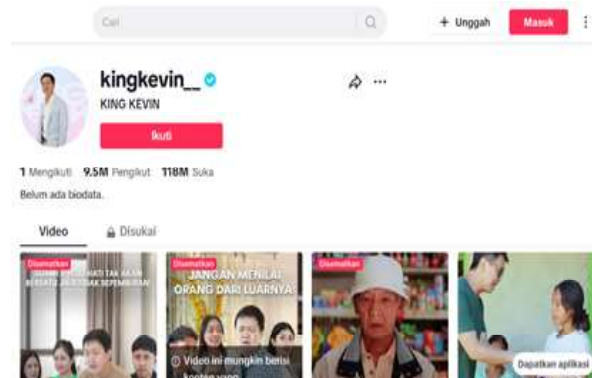


Figure 1  
KingKevin Account TikTok

In the initial phase, the teacher entered the classroom of Class VIII C at 11:30 a.m. with books, a laptop, and a projector. The greeting was then

repeated by the students, led by the class leader, who greeted the teacher and prayed to begin the lesson. After the prayer,

In the core phase, the teacher conducted an apperception activity, reviewing the learning experience from the previous meeting. Several students actively answered the questions posed by the teacher, but several students did not raise their hands, claiming they had forgotten or knew but were too embarrassed to answer. After the question-and-answer session, the teacher conveyed the learning objectives for short story writing. The teacher briefly explained short story writing before showing a TikTok video from the account KingKevin, which would later serve as a learning tool for students in short story writing. After the video was played and projected using a projector, the teacher instructed students to observe, pay attention, and pay attention to the plot, setting, characters, morals, themes, and other external elements of the video. Throughout the video, students were observed paying close attention to each step of the story. The teacher showed a King Kevin video entitled "Doing Good Always Brings Good Results."

In the next stage, students assigned to write a short story appeared very focused and enthusiastic in expressing the new ideas they gained from the previous King Kevin video into short stories. Researchers also observed the teacher assisting students in writing their short stories.



Figure 2  
Suasana Belajar Menulis Cerita Pendek

#### a) Follow-up Stage

In this stage, the teacher holds a discussion with the students and then evaluates the learning that has been implemented. After the teacher gives students an assignment or exercise to create a short story from a TikTok video that has been shown to the class, the teacher will ask whether this learning model is enjoyable or boring. As a closing activity, the teacher will assign homework to write a short story with a title and theme chosen by the students, including all the elements of a short story. This is done to help students better understand how to write a short story.

The teacher teaches the material to students using TikTok videos. The content is delivered using a projector to display TikTok videos explaining short stories to illustrate the material. Students pay close attention to the videos. The TikTok video containing the short story is shown first. After watching the video, students can consider the plot and purpose of the video.

The teacher then assigns students to write a short story based on the video shown. The goal is to assess students' learning outcomes through their short story writing practice. It is easier for students to begin writing assignments when they use TikTok video content. Students will find it easier to write their ideas in narrative text after watching this TikTok video. It's been proven that students complete the assignments given by the teacher easily and quickly, enabling them to achieve their learning objectives.

## 2. Short Story Writing Test Results

Below are the table showing the results of the short story writing test for 29 out of 33 students in grade VIII C. Therefore, during the study, four students were absent that day.



Table 1  
 Summary of Students' Short Story Writing Results

No.	Sample Code	Rated aspect				Total Score	Point	Category
		KI	KU	KD	KE			
1	ES	100	100	100	100	400	100	very good
2	KNA	100	100	100	100	100	100	very good
3	NNMA	100	100	100	100	400	100	very good
4	RVAP	100	100	100	100	400	100	very good
5	OBP	100	100	92	100	392	98	very good
6	AZ	100	95	95	98	388	97	very good
7	CR	100	95	90	95	380	95	very good
8	KZ	100	95	90	95	380	95	very good
9	NHH	95	95	95	95	380	95	very good
10	YHN	100	98	90	97	380	95	very good
11	IN	95	90	90	99	376	94	very good
12	ANI	95	88	95	90	368	92	very good
13	HCS	95	88	90	95	368	92	very good
14	BRT	95	85	95	90	360	90	very good
15	JNAA	95	90	85	90	360	90	very good
16	SLR	95	90	85	90	360	90	very good
17	ADF	90	92	85	85	352	88	very good
18	PA	90	92	85	85	352	88	very good
19	DRS	90	85	80	90	340	85	good
20	CAF	85	80	75	80	320	80	good
21	DS	90	75	80	75	320	80	good
22	JKZ	85	80	75	80	320	80	good
23	ST	85	85	75	75	320	80	good
24	RSH	85	80	70	77	312	78	good
25	AB	70	65	65	70	280	70	enough
26	ATA	75	65	60	65	280	70	enough
27	DA	65	55	60	60	240	60	enough
28	RS	60	50	45	45	200	50	not enough
29	W	55	50	45	50	200	50	not enough
Total							2482	
Mean							85,59	very good

Table 2  
Number of Achievements and Short Story  
Writing Categories

No	Range Point	Number of Sample	Category
1	86-100	18	very good
2	76-85	6	good
3	56-75	3	enough
4	10-55	2	not enough

Based on the data provided, it can be concluded that the average score of class VIII C students in short story writing is in the excellent category, with a range of 86 to 100. The test results show an average score of 85.59, which also falls into the excellent category. The table shows that 18 students, or approximately 62.07%, achieved the excellent category with scores between 86 and 100. Furthermore, 6 students, or approximately 20.69%, fell into the good category with scores between 76 and 85. Three students, or approximately 10.34%, fell into the fair category with scores between 56 and 75, and two students, or approximately 6.9%, fell into the poor category with scores between 10 and 55.

After completing the core activities and students completing the assignments given by the teacher, for the closing activity, the teacher will convey a summary of the day's learning to students. This summary is delivered to enhance students' understanding of the material they have learned. Based on the learning process and the results of the students' short story writing exercises, it can be concluded that the learning aspect of using KingKevin's TikTok video media is considered very effective for students in learning to write short stories, as evidenced by the students' enthusiasm and concentration during the learning process and the results of their exercises.

## DISCUSSION

### 1. Definition of Writing

Essentially, learning a language means learning to communicate, so students must master four

language skills: listening, speaking, reading, and writing. Among these skills, writing plays a crucial role in life. This is because writing not only serves as a means of conveying ideas or communicating through writing, but also serves as a medium for self-actualization, releasing emotional stress, building self-confidence, and serving as a vehicle for creativity and recreation. Learning to write will be more meaningful if students are given ample opportunities to practice and are facilitated with a platform to publish their written works (Idham, 2017).

According to Tarigan (Angie et al., 2017), writing is a language skill used to communicate indirectly, not face-to-face, with others. Writing is a productive and expressive activity. According to (Septiaji, 2019), writing means pouring out thoughts into written form or telling something to others through writing. Writing can also be interpreted as an expression or expression of feelings poured into written form. Meanwhile, according to Akhdiah (Septiaji, 2019), writing is a language that uses writing as its medium. The writing itself consists of a series of meaningful letters with all the completeness of written symbols such as spelling and punctuation. Tarigan (2008) states that writing is a painting of symbols in the form of a language picture that can be understood by someone. Another thing is also conveyed by Sigit (2013) writing can be interpreted as a form of discovery of ideas that are put forward to communicate ideas in the form of a writing activity. Based on the opinions of the experts mentioned above, writing is the activity of expressing thoughts and feelings in written form, using symbols, language, or other written symbols. Furthermore, writing can be defined as a productive and expressive activity.

### 2. Understanding the TikTok Application

TikTok users can create 15-second videos using music, filters, and other artistic tools. Chinese startup ByteDance is the creator of this application; they previously released Douyin, a short-form video app. Douyin reached 100 million users and one billion daily video views in just one year. Due



to its immense popularity, Douyin was encouraged to expand outside of China under the name TikTok. (Adawiyah & Putri, 2020).

On the social media application TikTok, a wealth of video content is easily created according to the creator's wishes and ideas. On this application, people don't just watch and imitate; many people create videos with their own creativity. They can share and present to the public a variety of videos, including educational videos, tutorials, and even showcase their own talents. This app not only discusses dance videos, tutorials, lip-syncs, and other content, but also includes a wealth of useful content, such as learning tips and tricks, and challenges provided by other users, such as hosting collaborations, singing duets, poetry reading collaborations, and so on (Juwita and Sabardila, 2019).

### 3. King Kevin's TikTok Account

King Kevin's TikTok account is one of TikTok's audio-visual social media platforms. King Kevin uses the TikTok app as a medium to disseminate entertaining, educational and inspiring content, packaged into short stories or videos featuring several actors. King Kevin's TikTok account currently has 7.4 million followers and has earned a blue tick from TikTok. King Kevin created this TikTok account and fills it with content like this with the aim of ensuring viewers learn the most from the stories he shares. King Kevin is a nickname that has stuck with him. His real name is Samuel Kevin, and he owns a company called PT Semua Karena Anugrah, better known as Planet Gadget, which now has 20 Mega Stores.

King Kevin's journey to becoming a successful entrepreneur and TikTok content creator was not easy. In his youth, he had to work hard to survive, ultimately only graduating from elementary school. He went from being a laborer and being treated badly by others to now being a CEO.

### CONCLUSION

The use of TikTok video media in learning to write short stories has been successful, and it can

be said that the learning process and atmosphere are well-established. The procedures followed were in accordance with the lesson plan and teaching modules prepared by the teacher before the lesson began.

Based on the learning process and the results of the students' short story writing exercises, it can be concluded that the learning aspect of using KingKevin's TikTok video media was considered very effective for students in learning short stories, as evidenced by their enthusiasm and concentration in the learning process and the results of their exercises. The average score of VIII C students was 85.59, as previously explained, in the "very good" category, with more than half of the students (62.07%) in the "very good" category. This clearly indicates that using KingKevin's TikTok video media is very helpful in improving students' short story writing skills.

Indonesian language teachers are advised to actively utilize social media platforms like TikTok as a learning tool relevant to students' current situation. Selecting educational content from accounts like KingKevin has been shown to increase students' motivation, focus, and learning outcomes in short story writing. Students are expected to utilize video-based learning media optimally, not only for entertainment but also as a means to gain inspiration and develop creative ideas in writing. Schools should support the provision of digital-based learning facilities, such as projectors and a stable internet connection, to make learning using TikTok videos more effective and enjoyable. For future researchers, it is recommended to conduct further research with a broader range of subjects or on other language skills, such as speaking or reading, to assess the effectiveness of TikTok in various aspects of Indonesian language learning.

### ACKNOWLEDGMENTS

The author would like to express his gratitude to all sources and relevant parties who took the time to provide valuable information, which contributed to the successful completion of this article.

## REFERENCES

- Adawiyah, D. P. R. (2020). Pengaruh Penggunaan Aplikasi Tiktok terhadap Kepercayaan Diri Remaja di Kabupaten Sampang. *Jurnal Komunikasi*, 14(2), 135-148.
- Amalia, R., Ramly, R., & Aziz, A. (2021). Pengaruh Penggunaan Media Video Kartun terhadap Keterampilan Menulis Cerpen Siswa Kelas IX SMP. *INDONESIA: Jurnal Pembelajaran Bahasa dan Sastra Indonesia* 1(2), 81-88. doi: 10.26858/indonesia.v1i2.13909.
- Angie, L. B., Syambasril, S., & Ramdani, D. (2017). Peningkatan Kemampuan Menulis Teks Prosedur Menggunakan Teknik 3M Pada Siswa SMPN 3 Sungai Betung. *Bahasa* 6(2), 1-14. DOI: <https://doi.org/10.26418/jppk.v8i10.37197>
- Djamaluddin, D. (2019). *Belajar Dan Pembelajaran*. Editor: C. K. L. Center. Yogyakarta.
- Hamalik, O. (2004). *Psikologi Belajar Dan Mengajar*. Bandung: Sinar Baru Algensindo.
- Hasanudin, C., Fitrianiingsih, A., Setiana, L. N. ., Jayanti, R., Pratiwi, B., & Priyantoko, P. (2022). Pendampingan Siswa SMP MBS Al-Amin Bojonegoro dalam Menulis Cerita Pendek dengan Menggunakan Metode Project-Based Learning. *AMMA: Jurnal Pengabdian Masyarakat*, 1(03), 133-140. Retrieved from <https://journal.mediapublikasi.id/index.php/amma/article/view/126>
- Hassan, M. (2020). *Metode Penelitian Kualitatif*. Makassar: Tahta Media Grup.
- Khalik, I. (2017). Peningkatan Kemampuan Menulis Cerita Pendek Sebagai Terapi Ekspresif terhadap Emosi pada Peserta Didik Kelas XI MAN 3 Kota Jambi. *Jurnal Literasi Sosiologi*, 6(2), 1-13.
- Juwita, N. P. R., & Sabardila, A. (2019). Pena: Jurnal Pendidikan Bahasa Dan Sastra. *Pena: Jurnal Pendidikan Bahasa dan Sastra*, 9(1), 66-84.
- Puspita, P. (2017). Hubungan Kemampuan Berpikir Kreatif dengan Kemampuan Menulis Cerpen (Studi Korelasional pada Siswa SMA Negeri 39 Jakarta) Pendahuluan Tinjauan Pustaka. *Jurnal SAP*, 1(3), 249-58.
- Razak, A. (2017). *Menggapai Mixed Methods Bidang Pembelajaran Bahasa Indonesia*. Pekanbaru: Ababil Press.
- Septiaji, S. (2019). *Kreatif dan Produktif Berbahasa Indonesia untuk Perguruan Tinggi*. Bandung: Yrama Widya.
- Sigit, S. (2013). Upaya Meningkatkan Kemampuan Menulis Puisi Bebas Melalui Model Kooperatif Learning Tipe Bertukar Pasangan dengan Media Audiovisual pada Siswa Kelas VIII F SMP Muhammadiyah Purwokerto Tahun Ajaran 2012/2013. Universitas Muhammadiyah Purwokerto.
- Sugiyono, S. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Suryosubroto. (1997). *Proses Belajar Mengajar Di Sekolah*. edited by R. Cipta. Jakarta.
- Tarigan, H. G. (2008). *Menulis Sebagai Suatu Keterampilan Bahasa*. Bandung: Angkasa.