Developing Children's Creativity Through the TikTok Social Media Platform

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ABSTRACT: Stimulating children's creativity through social media is important by utilizing platforms that are relevant to their interests and daily interactions. This research aims to determine the benefits of using smartphone technology in stimulating creativity in early childhood through exploratory whipping activities. With the increasing adoption of technology into various aspects of life, including early childhood education, it is important to understand its positive and negative impacts. This research method uses a qualitative approach with a case study approach and focused observation on group B children at RA Al-Islam Petabumi, Seberida District, Indragiri Hulu Regency, Riau Province who are involved in TikTok exploration activities using smartphones. Data collection was carried out through direct observation, interviews, and field notes. This research shows that the use of smartphone technology, especially through applications such as TikTok, can trigger creativity in young children. By taking part in various creative content and challenges on TikTok, children can engage in a process of self-exploration that allows them to develop their creative skills. This shows that social media can be an effective tool for stimulating imagination and innovation in young children.

Keywords: early childhood education, creativity, social media TikTok

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1 INTRODUCTION

In an era where digital technology is increasingly sinking into life daily use of social media has become a part not inseparable from the lives of many individuals, including children (Solehudin, 2023). One of the social media platforms that has become very popular among children and teenagers is TikTok. With innovative features and creative content, TikTok has become the place for children To express themselves, share their work art, and interact with fellow users in a way (Literat & Kligler-Vilenchik, 2023). The impact of TikTok on the creativity of children has become the subject of study. TikTok has been acknowledged as a possible platform for students to express creativity in a way free, so increases experience online (Ramdani et al., 2021). The research has explored the role of TikTok in promoting religious values, such as preaching, and highlighting its effectiveness in this aspect (Supratman et al., 2022).

TikTok's influence on trust in self-teenagers and the results show impact significant positive in increasing prices among self-teenagers (Adawiyah, 2020). TikTok has also acknowledged his contribution to various aspects development of children including religious and moral values, skills motor physical, ability cognitive, mastery of language, and development of social-emotional and talented art (Munasti et al., 2022). Additionally, TikTok integration in deep environment education has shown potency in increasing motivation and results study students, a lesson like change social and cultural aspects at school base (Anisa et al., 2022). This platform is also known to promote digital literacy during the COVID-19 pandemic to reduce the impact negative use of TikTok (Rahardaya & Irwansyah, 2021). The variety of TikTok's impact on creativity, education, religious values, beliefs of self, and development of child confirm its versatility as a tool For various objectives (Montag et al., 2021). Although thereby exploring TikTok's potential is deeply growing creativity among children through an approach to innovative education still is a viable field For research and explored more carry on (Ansari & Khan, 2020).

In context, the development of creativity child becomes the focus main study. Creativity is the ability to generate new ideas and think outside existing boundaries There is Ability This plays a role important in the development child as well as helps them explore the world, express themselves, and solve problems in innovative ways. Study This will expand understanding of How the use of TikTok can influence the ability of creative children, as well the implications facing development in a way whole. Thus, research can give valuable insight to parents, educators, and practitioners in optimizing the use of social media as a tool for facilitating the development of creativity of children.

Use deep smartphone technology context This becomes new for stimulating aspect creativity of children through the utilization of digital media, especially flogs (vlogs on social media platforms), as a tool for exploration and expression of self for children early. Study This is intended to know How the use of the social media platform TikTok influences the development of creativity child and how the role of teachers and parents in utilizing TikTok as a tool for developing creativity in children in the environment education at RA Al-Islam in Petala Bumi Village, District Seberida, Regency Indragiri

Hulu, Province Riau. Through careful observation and analysis, the research aims to understand in a way more How the use of the social media platform TikTok can influence the development of creativity in children.

2 THEORETICAL STUDY

2.1 *Development of Children's Creativity*

In today's digital era, children grow up surrounded by a variety of traditional and new technologies (Hill et al., 2016). These technologies are increasingly integrated into their daily lives, presenting challenges and opportunities for children's development. Research has shown that engaging children in activities that involve creating digital content, such as creating games, can provide significant educational benefits (Kafai & Burke, 2015). By allowing children to actively participate in digital media development, they not only improve their technology skills but also foster creativity and learning. Several studies have emphasized the importance of understanding how children interact with digital media in their homes (Given et al., 2016). Observing children's use of technology provides insight into their information-seeking behavior and how they interact with digital content. In addition, research has highlighted the role of parents in guiding children's media use, especially considering the increasing presence of digital media in children's lives (Guntarto & Sevrina, 2018).

Digital games have been recognized as a tool that can increase children's creativity and support their learning (Ott & Pozzi, 2012). By utilizing digital platforms, children can explore their creative potential and develop critical thinking skills. In addition, the integration of digital storytelling technology and augmented reality has been recognized as a means of stimulating children's creativity (Kisno et al., 2022). This innovative approach not only enriches children's learning experience but also encourages their imaginative and cognitive development. Early childhood creativity development refers to efforts to facilitate and stimulate creative expression, imagination and discovery in children ranging in age from infancy to around 6 or 7 years of age. This involves a series of strategies and interventions aimed at expanding and strengthening their creative abilities from an early age (Prasanti & Aisha, 2023). The importance of developing creativity at this stage is because at this time, children's brains are developing rapidly, and they have the natural ability to observe, imitate and explore the world around them (Lestari et al., 2022) by facilitating the development of creativity, children can develop various important skills such as problem solving, and independence.

The development of children's creativity includes various aspects that contribute to developing their imaginative and innovative abilities. emphasizes the importance of fostering creativity in education, highlighting creativity as an important skill that must be developed in various elements of education (Fakhriyani, 2016). This opinion is further supported by, who discusses the use of scientific learning methods in early childhood education to increase creativity in the kindergarten environment (Marwiyati &

Istiningsih, 2020). Moreover, the focus is on integrating creativity development strategies in early childhood education through techniques such as observation, interviews and documentation (Astuti & Aziz, 2019). Explored the effectiveness of using Lego games to enhance children's creativity and skills, providing a strong foundation for understanding the valuable role of such games in educational contexts (Sinaga & Sinambela, 2023).

Exploring qualitative analysis of the development of early childhood creativity through arts activities, emphasizing the importance of data validity through method triangulation (Setiawan et al., 2022). Furthermore, investigating the impact of corn husk crafts on the creativity of children aged 5-6 years, highlights the need to improve facilities and teaching methods to foster creativity effectively (Husnaini & Yaswinda, 2022). The environment also has a large role in fostering children's creativity, as evidenced by research which found that the surrounding environment greatly influences the development of creativity in early childhood (Mayar et al., 2022). Strategies such as the use of audio-visual media, as discussed by can be a creative outlet for children, although challenges related to school facilities can hinder full artistic development (Muslikhah & Pamungkas, 2022).

2.2 *TikTok Social Media Platform*

The influence of digital media on children can become tool powerful learning If used in a way precise and directed. The necessity supervision and selection appropriate content For ensure experience positive for children (Antara & Dewantara, 2022). This matter shows that use of digital media in context learning need a careful and planned approach for ensure the benefits for development children. For understand the reaction in children towards social media like TikTok and Flog, is important for consider impact various factor to development social and emotional they. Study show that pattern upbringing and pattern foster parents role important in form character and skills social child small (Latifah, 2020).

Parental involvement in the process of learning and creation environment social is very important for develop empathy, creativity, and skills social in children age early (Mardliyah et al., 2020). The influence connection peers and games traditional to Skills social and emotional child mention importance interaction social in development they (Ramadhani & Fauziah, 2020). Additionally use learning based brain and games educational, like puzzle proven impact positive to development cognitive and creativity child small (Ariani et al., 2022). However, it's important For consider potency impact negative specific media, such as online games, against development social and emotional child small (Thaharah & Mayar, 2022). Impact digital literacy towards behavior social child small too have researched, shows exists significant influence to interaction social they (Drupadi et al., 2022). Using method learning innovative media, such as video media and flashcards, are proven increase ability read beginnings and skills cognitive child age early (Kurniasih, 2022; Israwati et al., 2022). By general several study has mention that with using the social media platform TikTok can help develop ability social and emotional child.

Technology new digital mobile own a number of profit for combine them in arrangement education (Wolfe et al., 2020). Interesting application features like animation, audio, graphics colorful, highlighted text can Stimulates children's visuals, senses auditory, kinesthetic, and tactile and provide bait come back quick (Neumann, 2020). Integration digital technology in children's learning is required for help increase effectiveness , efficiency and student attraction in the learning process, because That then the teacher as architect main in education sued own sufficient competence so that capable utilize digital technology in learning. In Minister of Education and Culture Regulation 16 of 2007 it is stated that teachers must own four competence that is pedagogic, professional, personality and social competencies. As for competence in digital literacy is part from deep pedagogic competence meaning capable utilize technology for interest learning . Digital technology has bring changes in nature and space scope education and becoming guide system education worldwide for adopt integrated strategies and policies through technology information (Timotheou et al., 2022).

Research by Zaini and Dewi, (2017) emphasizes importance appropriate use of learning media for education child age early, highlighting necessity adapt stimulation development with stage growth individual child This matter in line with importance consider appropriate content and activities with age when integrate social media platforms like TikTok and Vlog to in education child age early. Significant changes in early childhood education and care (ECEC) internationally and in Australia, highlighting the evolving landscape of early childhood education (Suryana & Hijriani, 2021). This context provides an opportunity to explore innovative approaches, including the potential integration of social media platforms such as TikTok and Vlog to enhance early childhood learning experiences.

3 METHOD

Study This is type study with Use type study studies quality with approach studies cases in children age done early at Al-Islam Kindergarten in Petala Bumi Village, District Seberida Regency Upper Indragiri Province Riau. Data collection is carried out through a Questionnaire child filled out in a way independent or with full parental assistance questions about the frequency of TikTok usage, types of content enjoyed, and questions related to creativity and imagination. Interviews with parents are done in a way stare advance or online. The interview involved questions related to parental supervision of TikTok use, perceptions about the impact of TikTok content on creativity children, and the strategies applied to facilitate creativity child. Analysis thematic done to explore findings from parent interviews and get an outlook about the perception of TikTok's influence. Data analysis was carried out with the use of analysis regression or hypothesis testing, to identify the connection between the use of the TikTok digital platform and with enhancement of children's creativity.

Activity learning carried out at Al-Islam Kindergarten Petalabumi District Seberida Indragiri Hulu Regency Riau Province as follows usually started with making something planning activity learning, namely guidelines learning daily for educators about What will

give and how technical its implementation including determining the type of digital media used in learning. From the results observations and documentation obtained in the field see how teachers prepare planning to learn good draft nor the equipment needed or the type of digital media that will be used and most liked by children that make activity learning more effective as in Table 1.

Table 1. Instrument and Procedure of Learning TikTok with Smartphone

| Types of TikTok | Activity Exploration TikTok | |
	Media used	Learning Techniques
Exploration Get to know animals	*Smartphones*	Teacher searches and explains about experience children via laptop or *smartphones*
Exploration Plants	*Smartphones*	The teacher searches and explains about experience children via laptop or *Smartphones*
Exploration Environment Around	*Smartphones*	Teacher searches and explains about experience children via laptop or *Smartphones*

Table 1 describes How efforts made by the teacher in stimulating creativity in his children do various purposeful things mainly is make children feel bored and happy low learning at school. Combination learning Where Study No is only done in the classroom but also outside class, on the page at school, in the field in the garden, and others are expected can make a child own Lots later imagination directed so that can produce creativity.

4 RESULT AND DISCUSSION

4.1 *Results*

The results experiment shows that the utilization of technology smartphones in context activity can become an effective tool in stimulating creativity in children age early. However, it is necessary to note that management time and the involvement of parents are important in optimizing the benefits of the use technology. Children in general often borrowing their parents' smartphones Then directed to using their parents' smartphones For recording, environment, and observing plants, animals, and various kinds kind of animals the results are discussed inside the class with the use of digital media assistance, the teacher directs and provides explanations about things found outside class, the teacher's explanation is supported with several educational videos discussing topic results exploration in the field or outside class.

Table 2. Table of Experimental Results Group B Smartphone

| No | Experiment Results Group B Smartphone Use | |
	Type of activity	Results
1	Increased Active Participation	Children involved in activity explorative use of technology smartphones show enhanced participation in activity creative. They tend more enthusiastic and enthusiastic about exploring the features technology provides.
2	Enhancement Problem-Solving Ability	Found enhancement significant in children's problem-solving abilities age early involved in activity explorative. Using smartphones delivers challenges and situations stimulating new thinking and creative and solutions innovative.

No	Experiment Results Group B Smartphone Use	
	Type of activity	Results
3	Involvement Parent	The parent reports a level of high involvement in activity explorative together with the child using a smartphone. Involvement This can add a strong connection between parents and children while developing and facilitating creativity.
4	Impact Positive on Ability Communication	Children show the development of better communication skills, including the expression of their creative ideas through digital media. The use of smartphone technology encourages them to convey ideas in more diverse ways.

As in Figure 1 How activity children match right what was found outside coincidental class children were directed to observe and collect parts of plant coconut palm oil, and then the teacher explained through articles and content available on the internet about the benefit of plant palm oil, here it is where are digital media used? limitations teacher's knowledge can minimized with information provided by the internet or YouTube. YouTube gives convenience for people who need it will information audio-visually, even every user YouTube Can share videos with everyone around the world through uploaded videos to YouTube (Maharani & Budiarti, 2022).

Figure1. Activity Children's Digital Exploration

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Figure 2. Children's Exploration Activities in The School Environment

Use smartphone cameras makes it possible group for catch moments creative in a way instant. Application editing pictures and videos on smartphones possible exploration creativity in change and modify results catch. Using application online collaboration makes it possible for member groups to work the same way efficiently, share ideas, and

deliver bait comeback one each other. Cloud-based platforms can used for saving and sharing project creative. Important to remember that the results experiment can vary depending on the goals, methods, and creativity of each group. Evaluation and reflection to experience the use of smartphones in context exploration creativity is also a step important for upgrading the process to the front.

4.2 *Discussion*

The utilization of technology cell phones in stimulating creativity child age early through activity has attention in educating children early. Studies show that integration technology, such as smartphones can become a powerful tool in supporting various aspects grow a flower child (Rusdawati, 2019). So that allows the developing literacy child (Dewi & Sugito, 2022). The engagement of active children in activity digital storytelling has been identified as a means For growing creativity in children's age early (Kisno et al., 2022). Using technology cell phones clever For stimulate creativity child small through activity is increasing topic interest in the education child age early. Riwu and Barus (2023) and emphasizes the importance of parental rules in the use of smartphones children age early and emphasize the importance know the right smartphone child at the right time, directing them to positive and fun content, providing limited use, and accompanying the children during the use of cell phones. This matter underlines the importance of the role of parents in guiding and organizing exposure to technology in children, in tune with exploration activity creativity facilitated by technology cell phones.

Hardiyanti (2020) discusses application activity art specifically art painting to stimulate creativity child 5-6 years old. This study emphasizes the importance of play as a fundamental component in life child improve imagination and creativity. This matter is in line with the draft activity exploratory because the activity highlights the importance involve children in growth activities creativity and expression of self. Integration of activities art with technology cell phones can give a receptacle for children to explore creativity they with ways new and innovative, so the more support potency technology cell phones clever in stimulate creativity children. The utilization of technology cell phones is clever in stimulating creativity child small through activities explorative covers the role of important parental regulation and integration activity artistic for push creativity. Outlook This contributes to understanding How technology cell phones can utilized to facilitate experience exploratory and creative for children in context education child age early.

Exploration strategy designed to produce an exploratory study of digital literacy and new uses of technology to support literacy-based print. Search potential included studies about the use of various technologies like device soft education, toys computerized, generic programs such as PowerPoint, digital and network environments, technology mobile, and similar technology, like toy cell phones. The identified studies, however, are all based on application-based computers and represent a very narrow range. However, more focus is on the usage of technology new by children, so studies about practitioner perception or use of available technology. With thereby children become motivated to

use smartphones. Smartphones as part of digital technology can be a stimulus for game imagination, like game physiques based on characters and narratives encountered in video games or virtual worlds (Marsh et al., 2015). It means that children need to be faced with problems of citizenship and engagement at an age to give time and resources Power to educators in a way that effectively increases the trend of students Becoming members of the public and competent and contributing adults (Blevins et al., 2014).

But teachers and parents must accompany and direct, always help them elaborate on what is written on the screen to make them understand and comprehend various types of applications. An approach guided by parents, guardians, teachers, and peers will help children in learning, and form collaboration so that capable increase quality learning for children. But it's appropriate to observe is that the Application is tool pedagogical new, and therefore must subject to norms and systems in learning, control, and caution as teachers architect learning and supported by parents in understanding digital media is a precondition an appropriate must There is before implemented in learning child age early. Draft room class intelligent is environment learn that technical integrate technology intelligent and clever analytical facilitate room collaborative For pedagogy enhanced learning in a way social and thought level tall For optimizing presentation content, access easy to source learning, interactivity teaching, and learning, as well as layout and management class (Alfoudari et al., 2021).

In practice, Smart Class can do this by designing the environment, integrating systems and device technology as well as utilizing several feature application education that has been available via smartphone or other digital devices. Class intelligence is a class that has to be equipped device technology network like 4G or 5G so audio and video transmission without experiencing interference, yes done learning in a way interactive activities then uploaded via the website (Alelaiwi et al., 2015). This matter is caused Because early use of digital media education is needed to increase their experience child in Study. Apart from that, the role of digital technology will also assist with administration and communication processes (Aditya et al., 2021). The atmosphere of study can more growing and active. In addition, technology in very fast learning media develops with their respective qualities and capacities (Magdalena et al., 2021). Parents can role active in learning in a way interaction without meeting with teachers (Fajriati et al., 2022) and understand How online behavior can impact positive and negative in other people and the world in general (Hunt, 2023).

Children's access to mobile digital devices has increased fast in two years especially after the world experienced the changing COVID-19 pandemic over habits, Rapid change in various types is no exception in the world of learning Where communication has created an environment where parents and educators' children young find self, they in a context that does not know, which is very demanding practice new daily. They must get used to themselves with trend new, discovered technology easy mobile and accessible and how support makes it interesting and available for children (Laidlaw et al., 2019). Parents and teachers need to practice new everyday life and decisions to overcome very

easy technology accessed via the smartphone that offers several very interesting applications for children. Researchers agree that the majority of advertised children's applications have no educational and basic value whatever the results of relevant studies (Livingstone et al., 2014). The implementation of literacy programs family has been acknowledged as one of the means for increasing the ability to introduce letter children to children early (Amini, 2022). Although digital tools can give opportunity Valuable , important learning For focus on the creative process than only emphasize the product end (Sundqvist, 2019). The integration technology in education science child age early has identified as trend growing research, which emphasizes importance overcome trend methodological in the field This (Aktaş, 2022).

The application of online learning and the use of digital platforms are important in guarding sustainability education. This matter causes necessary approaches to teaching creative use of technology, such as Zoom Meeting and Google Classroom, for sync system learning and looking after the development of character child (Azizah et al., 2021). Besides, the pandemic has highlighted the necessity activity activity-creative parenting, in which the focus is involving children in fun activities To prevent boredom and stimulate creativity (Anisyah et al., 2021). Technology integration of cell phones stimulates the creativity of children through activities that have significant potential in the early education child age (Budiarti & Yasmin, 2023). However, it's important to consider the role of parents in arranging the use of cell phones, the balance between the creative process and the product end, and well growing trend in the integration of technology in the early education child age.

Although most acknowledged that the obstacles faced by teachers at RA Al-Islam Peta-labumi are also very influential activity learning, minimal digital facilities and devices, access to the internet network is very limited and the human resources for teachers are also limited and classified as very minimalist, this can understandably remember the average age of teachers is also high over 45 years old, even matter this also happens not only in Indonesia. Even in countries that are classified as technology proceeds like China as mentioned by Luo et al., (2021) child teachers are early in China yet Enough Ready to optimize the integration of digital tools to room class them and can play a role in developing competent technology. This matter of course properly becomes attention remember that an educator must understand principles and influencing variables utility digital technology in the learning process. Utilization of technology in education is a must to consider various factors, one of them is the existing critical window of opportunity throughout childhood (Aisyah et al., 2023).

High creativity and imagination are also possible to give rise to trust strong self in children (Solehudin et al., 2023). Trust self-relate tightly to the Skills of a social and emotional child, so the variable truest self can make be-come predictions and information will form stimulation provided (Sitorus, 2023). However need for study more exploration in the field, that takes into consideration How deeply digital practices arrange education relates to another dimension of learning a child, for more understanding of How

technology new and available contribute to the literacy of children in Education. This shows that the theory actor-network can offer a method for making draft involvement children age early with new ways. Study This shows that the use of deep smartphone technology activity can in a way positively influence and improve creativity Children age early. Interaction with application educational and content creative on smartphone unlock room new for children to develop ideas, imagination, and skills creative they.

The involvement of parents and educators is very important in guiding children during the use of technology smartphones. Their role as helpful facilitators child understands and maximize the benefits positive from activity with a smartphone, while still guarding balance with offline activities. Currently, it is also necessary to arrange limitations on the use of smartphones in children's age early. Control to type content accessed by the child and duration of use become factors crucial in ensuring a safe and supportive experience in developing a positive child. Overall, the utilization of deep smartphone technology context needs a balanced approach, noticing aspects of the positive while still managing risk the potential. Parents, educators, and makers of policy need to work the same to create a supportive environment for developed holistic children.

5 CONCLUSION

The use of TikTok has the potential to influence the development of creativity in children. Active children tend to use TikTok more expressive and possessively more imaginative broad and creative. Types of TikTok content directly influence the ability child to think creatively and generate new ideas. Parents and Teachers at Al-Islam Kindergarten in Petala Bumi Village, District Seberida, Regency Indragiri Hulu, Province Riau, have an important role in guiding and supervising children's use of TikTok. They must ensure that consumed content children desire and facilitate values strengthening activities and creativity of children outside the digital world. The right approach from parents and teachers at Al Islam Kindergarten, this platform can utilized as a tool for effective education for stimulating creativity child good in the environment school, and family.

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