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I-RoLE 2023

INTERNATIONAL CONFERENCE OF RESEARCH ON LANGUAGE EDUCATION 2023

EMBRACING CHANGE: EMANCIPATING THE LANDSCAPE OF RESEARCH IN LINGUISTIC, LANGUAGE AND LITERATURE

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PIANO PLEASURE COURSE

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ABSTRACT:

Piano Pleasure Course is an online platform that provides lessons to the public in creative ways. The content was created to capture the attention of those who are eager to invest their time in learning how to play piano. Unlike physical classes, the online teaching method's main purpose is to give lessons that are allowed to be referred to in the audience's free time and no cost is charged for consultation and learning. The enthusiasm of students in many offline courses fades away over time. Christians (2022) found that online courses have shown a 25%−60% rise in student retention rates due to the development of interesting multimedia material, greater flexibility in how people consume the curriculum, and fewer instances of classes interfering with other obligations. The outcome of this project will allow me to expand my skills and conduct my own private tutoring lessons where the author will be a personal teacher to any student's doorstep, this service can also expand up to the idea of launching a music academy. After an appropriate amount of research through surveys and online references it has come to my attention that there are many people regardless of gender and age that have great intentions in taking piano lessons however, they are faced with various restrictions including time and finances. Therefore, the author believes this online learning platform would contribute to ensuring the intended audience to gain satisfaction in pursuing piano.

Keywords: Piano, Education, Music, Fun, TikTok

1. INTRODUCTION

Piano Pleasure Course is an online platform on TikTok that shares tutorials from introduction to piano to learning how to play songs. Piano just so happens to be one of the most highly requested instruments to learn. According to Myriad Music School and Dance Academy (n.d.), it is likely that a pianist or composer will respond that the piano's extraordinary tonal range and adaptability are the reasons it is referred to as the King of Instruments due to the whole range of tones and notes present in all other orchestral instruments is covered by the piano. The TikTok account and content posted was created by myself. The idea was inspired after taking into consideration the use of my skills and knowledge for a good cause.

Private face to face lessons have always been proven effective in education however costly and not flexible in time. With my online teaching platform, learners could easily receive education right in their own comfortable homes. An individual can simply sign up for piano lessons at any music institution however some have trouble with transport and have a hard time adjusting their daily schedule to fit in the fixed class times given by music schools. This is where the author decided to create an online platform that allows people to learn without cost and in their own flexible time. This TikTok account is known as Piano Pleasure Course and has been

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operating since 3rd December 2022. The author wishes to share her knowledge and skills to those who seek to learn and play piano passionately.

The name of the project was derived from the theme of the overall project base which is the concept of content creation. As the creator of the content, in this matter, the audience of the social media is exploring the world of music combined with going on a journey of education filled with satisfaction in joining more of a program. Hence, the name "Piano Pleasure Course" was created as the official name of my project. The approach in delivering the lessons in the video were focused on being casual and fun to capture the essence of the project and its goal of an educational content page to the public.

1.1. Project Objective / Purpose

The aim of this project is to create piano tutorials videos of selected beginners' music pieces by famous music composers which allows the content to be more trusted and interesting. While the actual practical lessons carry on, it is important to also expand the importance and benefits of learning a musical instrument, in this case, the advantages of learning piano. Another aim for this particular project is to give introductions in piano and allow the public to determine if piano is truly what they are interested in without any cost and they are able to learn at their own pace and time. This project also was aimed to create new experiences such as building a TikTok page to publish the content of my project, collect responses and data through a survey and explore designing my own personal logo.

1.2. Entrepreneurial Opportunities

The most impactful matter in the world is wisdom. Hence, any educational content of any project has the potential to become a money-income to an individual. An investment in knowledge pays the best interest (Ruth, 2020).

According to the latest data collected by TikTok, the project page has gained a total of 35 followers for the past 30 days from its first establishment on the application. Next, a total of 6 posts were uploaded as the overall project content. This can be proven by the earliest posts of the TikTok page that had managed to receive over 300 views by the public (TikTok users) in total. Moreover, the posts had also more than 100 profile visits to the page from both the followers and non-followers of the account. As we can see that from time to time of the postings of the project content, there is an increase of exposure of the page to the public, especially to the non-followers of the account page.

Piano Pleasure Course's TikTok page managed to reach a total of 33 followers in the last 30 days of the postings. Moreover, the page had also been identified to be in reach with the audience from the perspective of the uploaded content. The TikTok page has managed to make a number of impressions to the platform which shows the potential in the growth of publicity to the members of the society, in this case, the eager piano learners.
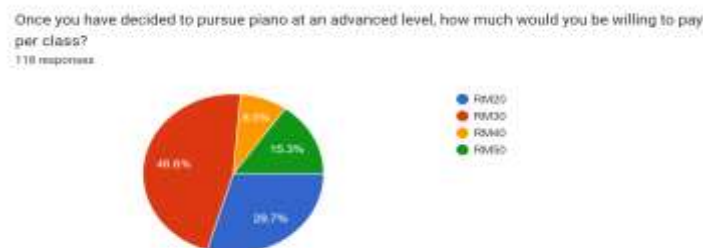

Figure 1. Percentage of the respondents who would pay for personal piano classes following the respective amount.

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Based on the audience Piano Pleasure Course has managed to gain and from the data collected from the survey, the author believes it is safe to say the piano learners who want to venture into a more advanced level of piano will continue to follow her content. From there, the author is able to expand her skills and knowledge of teaching piano by conducting private tutoring lessons. This service will allow her to gain income due to personal lessons given to any individual's doorstep. That particular student will be charged a certain amount for each class. From here, there is another opportunity in starting a music academy where qualified music instructors will be assembled in providing any musical education to those who are more invested to pursue further in their musical lessons.

2. METHODOLOGY

2.1   Market research survey

This analysis applied a quantitative research methodology by using Google Form Surveys. This has helped enhance the idea of this project to the public's perception of the method in receiving the education, which is an online approach. The author was able to visualise and improve the created content to ensure the author was able to reach the public's satisfaction. The online survey consists of 9 questions which are;

1) The gender
2) The age range
3) Do you think owning the skill of playing a musical instrument is beneficial in life?
4) If given the opportunity, would you learn how to play the piano?
5) What is the main reason you have not started taking piano lessons?
6) Would you be interested if I published piano tutorials for beginners on TikTok for free?
7) Apart from piano, what musical instrument would you be interested to learn?
8) Once you have decided to pursue piano at an advanced level, how much would you be willing to pay per class?
9) Why would piano tutorials for beginners on TikTok be more convenient than signing up for piano classes immediately?

2.2   Online research

Throughout the project, online research was to be made about how beneficial the project idea outcome is. According to scientific research by Classic fM (2018), musical instruction can improve brain structure and function. For those who begin early, it can also enhance long-term memory and result in improved brain growth. It is proven that 9 out of 10 children would want to learn to play an instrument even though they are unaware of the advantages of learning it. Allen (2021) states that 45% of kids wanted to learn how to play the guitar, 36% wanted to learn how to play the piano, and 75% wanted to pick up an orchestral instrument, according to research conducted by the UK government and the London Philharmonic Orchestra.

2.3   Costing

Piano Pleasure Course project reports that it is a zero evident costing as the project was executed on available platforms to any users, specifically TikTok as the publicity and content publication of the project platform, whereas the application of Canva is utilised as the digital illustration platform of the finalised storyboard. On a side note, both TikTok and Canva have

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features that offer both complementary and paid services to their users however the author was able to make use of the complementary assets. Next, the website of Google Form was used as the platform for the feedback survey of the project as it offers features that are easy to navigate in the collection of the data analysis from the respondents of the survey. In conclusion, the project is a zero-based budget project which makes it an efficient rate on the cost-benefit analysis in the project outcome.

3. RESULTS AND DISCUSSION

To discover the target audience's demographics, including age range, gender, opinion on how beneficial music instruments contribute in our lives, and restrictions in investing in learning piano, a market research study was conducted. A total of 118 respondents have allocated their time, as a result, the data collected was enough to support the author's project.
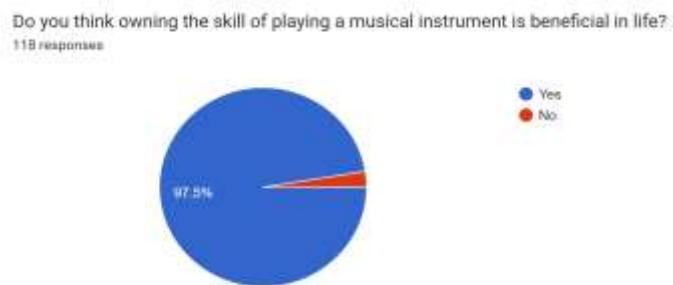

Figure 2. Percentage of the respondents who agree and disagree on how owning the skill of playing a musical instrument is beneficial.
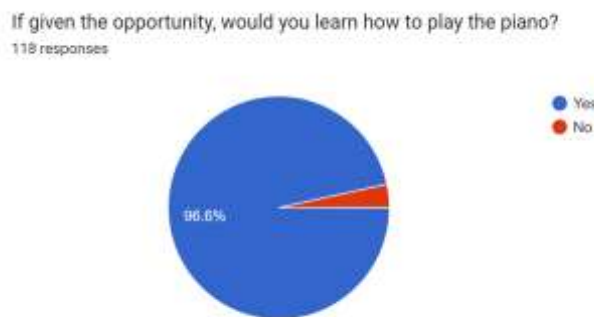

Figure 3. Percentage of respondents who would take the opportunity to learn piano.
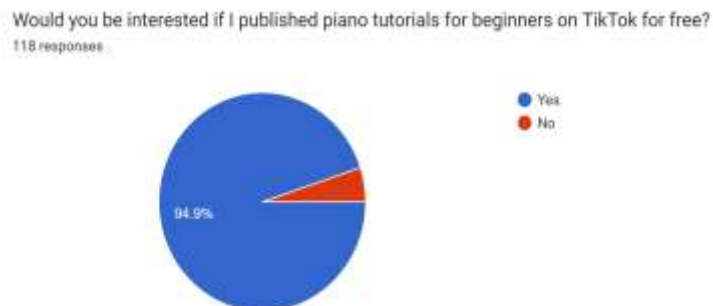

Figure 4. Percentage of respondents who would follow the author's piano tutorials for beginners on TikTok for free
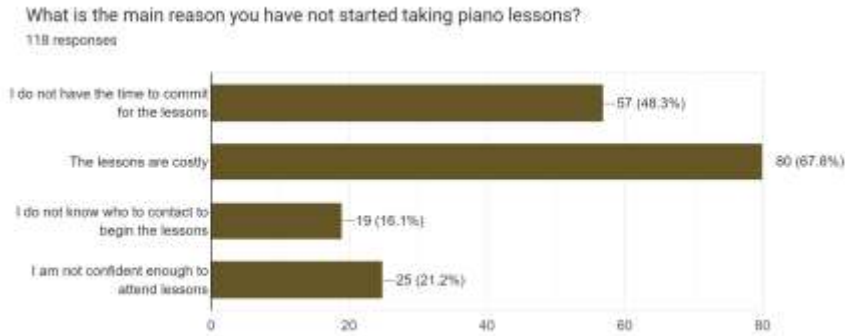
What is the main reason you have not started taking piano lessons?
118 responses

Figure 5. Percentage of reasons each respondent has not start taking piano lessons

4. CONCLUSION

To summarise, the Piano Pleasure Course project has received staggering positive responses from the public, TikTok users based on the inserted data from the feedback survey and the online platform's insight tool feature. The aim and its objectives were critically planned out based on the research and details of the project content all in all before the official conducting on the publication of the project via social media application, TikTok. The ability to create music or play a musical instrument, in this case, piano, can be a part of the identity in oneself and society, thus conducting this project in order to preserve and educate the public, regardless what age one is on the topic of how there are no limitations in obtaining a skill are one of the many alternatives in further enhancing and uplifting creativity, language and content creation among the people and the community of e-creators.

Despite it being the first individual project at a diploma student level course, there were many valuable lessons learned during the project's execution time as an e-creator in a professional context. First, the project's pre-execution planning. People, especially students, underestimate the value of management because some of them do not inculcate themselves in understanding the fundamentals of project planning and time management, which is one of the most important soft skills to be prepared as an effective student and future employee in the professional world. The author was able to push and discover for own's self that being critical of the project's management and drafting is a talent that should be continually improved in both a professional and personal situation.

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The author wishes to also dedicate this project to my devoted parents and dear family members, especially my mother, Aria Yasmin Binti Abd Karim, for her never-ending love and care, supporting me financially and mentally in gaining skills and for being patient with her busy schedule and commitment to me as her daughter. The author hopes that she will be able to successfully achieve the goals of the overall project.

To the beloved Madam Suhaili Binti Mohd Yusof and the rest of the Akademi Pengajian Bahasa lecturers, thank you for the guidance and for being instructors to me throughout the course in the previous semesters as a student under their wings. In addition, The author wants to appreciate my lifelong friends for being my travel companions and most supportive audience throughout my journey. The author will never overlook how much your assistance and that of the others helped me to successfully complete this project.

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