Education Strategy As Business: Talktune Short Course In Learning German For Beginners

Heliconia Putri Firdaus[1] *; Claresta Faustina Fedora[2]; Indah Mayangsari[3] ; Pradypta Nurziyah Prameswari[4]

[1] State University of Malang, Indonesia, heliconiaputri@yahoo.com
[2] State University of Malang, Indonesia, claresta.fedora.2202416@students.um.ac.id
[3] State University of Malang, Indonesia, indah.mayangsari.2202416@students.um.ac.id
[4] State University of Malang, Indonesia, pradypta.nurziyah.2202416@students.um.ac.id

Corresponding author:
E-mail:
heliconiaputri@yahoo.com

Abstract
MOOC (Massive Online Open Course) is a flexible and accessible form of online learning, allowing learners to choose their own learning time. Online short courses, such as TalkTune, offer comprehensive German language teaching, with video lessons presented in a short and fun way. The platform caters to various levels of German proficiency, from beginners to B1 level classes. The basic level of competence in German is at *Niveau* A1-A2, while advanced competence is at *Niveau* B1-B2. TalkTune also offers an opportunity for individuals to earn additional income by becoming a material provider. With an estimated 900% growth in online courses since 2000, TalkTune can capitalize on this trend and provide instructors with a platform to share their knowledge and skills, potentially increasing their visibility and earning potential. With its efficient scalability, TalkTune can support a large number of users and courses, allowing it to expand quickly and adapt to changing market dynamics.
.

Keywords: *MOOC, Online course, German language , TalkTune Course*

.

Introduction

A short course is a learning program presented with combined content or training in a specific skill and conducted in a short period. Short courses are a practical form of formal courses available at educational institutions and offer classes focused on areas of interest. The duration of a short course is usually about a week or a month, but online short courses do not have a specific time range or are flexible so that learners can determine their learning time. Short Course itself is a form of Massive Online Open Course (MOOC) (Sukirman et al., 2022). Brouns et al. (2014) said that Massive Open Online Course is an online course designed for many participants that can be accessed globally and flexibly, and offers a full online class experience. To develop MOOC content, it is necessary to form a lesson plan (RPP) as shown in Figure 1.

Currently, many online short course platforms have emerged such as Udemy, SkillShare, and Coursera (Tanış et al., 2022). A previous survey examined the student demographics of MOOCs on the online learning platform Coursera. Coursera is a platform that offers courses, degrees, certification programs, and tutorials in a teaching topic (Lubis et al., 2020). Not only Coursera, but Indonesia also often uses the Udemy platform which currently has more than 200 thousand users, 30 teachers, and 100 topics that are available in Indonesian. Based

on the data, 29.5% of students are in the age range of 18 to 25 years old. While 30.3% are in the age range of 26 to 34 years old (Adriyanto et al., 2021).

Therefore, we designed a short course platform or website called TalkTune that offers comprehensive German language teaching. The video lessons are presented in a short and fun way with the aim that students will be motivated to carry out the learning and complete the class with satisfactory achievement. In the TalkTune program, there will be various levels of German classes ranging from beginners to B1 level classes (B1 *Niveau*). Quoted from the Goethe-Institut website, it is stated that the basic level of competence in German is at *Niveau* A1-A2, then for the advanced level of competence is at *Niveau* B1-B2, while for high competence is at *Niveau* C1-C2. Not only that, TalkTune also opens a platform for anyone who needs additional income by becoming a material provider. This additional income can be accessed through individuals, users do not have to be registered with a particular institution to utilize this feature.
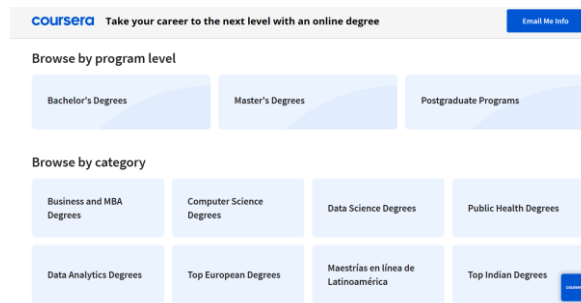
The Talktune platform was created to utilize technological advancements in the field of education and give individuals the opportunity to earn additional income by offering their services as tutors or material providers.

The rapid growth of online courses is one of the factors why the TalkTune platform is necessary. It is estimated that since 2000, the growth has reached 900% to date. By entering this market, TalkTune can capitalize on this trend as an important player in the online course space. Not only that, TalkTune is also a provider for instructors or teachers to share their knowledge and skills, potentially increasing their visibility and earning potential. This can be particularly beneficial for those who may not have access to traditional teaching opportunities or who require more flexible terms. With its efficient scalability, TalkTune can support a large number of users and courses. This will allow the platform to expand quickly and adapt to changing market dynamics.

Figure 1. Example of a lesson plan to be implemented

Rencana Pelaksanaan Pembelajaran	
Course	Bahasa Jerman
Kelas	Beginner Class
Materi Prasyarat	Video
Materi/Topik	German for Beginner
Sub topik	German Alphabet, Numbers, Introduction
Tujuan Pembelajaran	Melalui personalized learning, siswa diharapkan mampu : Mengidentifikasi, mengucapkan, dan memahami abjad dalam bahasa Jerman dan angka dalam bahasa Jerman serta dapat memperkenalkan diri dan orang lain secara sederhana menggunakan kalimat dalam bahasa Jerman.
KD	3.1
	4.1
KI	
Indikator Pencapaian Kompetensi	
Media	Video
Bahan	Laptop/Smartphone
Waktu	1,5 Jam
Assessment	Quiz Online

Figure 2. Class Program on "Coursera" MOOC

Methods

Website Design Process

The website design began in March, starting with the layout and functions of the website. Features implemented at this time included the availability of themes and subscription plans. Once the website model has been designed, proceed with acquiring a domain and hosting for the website. The hosting for the website is located in the United States. In April last year, the domain experienced technical issues but will be functional again from May this year. The functionality for buying and selling is currently under maintenance, so it is temporarily inaccessible. The website's payment system uses a payment gateway that requires SSL (Secure Socket Layer) to ensure secure transactions for consumers. The Payment Gateway serves to explain the payment details and verify the hash value sent by the seller. If a match is found, the Payment Gateway assumes that the buyer and seller have reached an agreement on the purchase. One of the additional functions of the Payment Gateway is to validate the transaction according to the policies set by the credit card issuer. The development will proceed according to the initial design, where individuals can engage in the purchase and sale of materials to generate cash.

We use System Development Life Cycle (SDLC) as our software development methodology. System Development Life Cycle (SDLC) is a comprehensive technique used for the development of information systems (Hartini, 2022). The Software Development Life Cycle (SDLC) consists of several phases, including planning, analysis, design, implementation, and system maintenance. The Waterfall technique is a commonly used paradigm in the development of information systems or software within the SDLC framework. This approach consists of the following stages (Kahfi et al., 2023):

1. Requirements Analysis and Definition
    The determination of the services, limitations, and objectives of the system is based on the results of consultations with users. These results are then defined in detail and serve as the system specification. The definition is detailed and serves as a comprehensive system definition.
2. System and Software Design
    The system design step involves the allocation of system requirements for hardware and software through the creation of a comprehensive system architecture. The software is developed by designing the entire system architecture. Software design entails the identification and description of fundamental system abstractions in the software, as well as their interconnections.
3. Execution and Unit Testing

.

During this phase, the software design is implemented as a sequence of programs or program units. Testing includes the process of confirming that each component meets predefined standards.

4. Integration and System Testing refers to the process of combining the individual components or modules of a software system and testing them as a whole to ensure that they function correctly and interact seamlessly with each other.

   The separate components of the program or programs are integrated and evaluated as a whole system to ensure their conformance to the software specifications. Upon completion of the testing phase, the program can be immediately provided to the customer.

5. Execution and Maintenance

   This stage is the longest stage. The system is successfully implemented and actively used. Maintenance includes fixing problems not identified in the previous stages, improving the implementation of system components, and enhancing system services in response to emerging requirements.

   TalkTune will implement measures such as enhanced technical assistance, the creation of more comprehensive learning materials, partnerships with key stakeholders, improved learner engagement and feedback, and frequent technological upgrades to address the potential risks it faces.

Figure 3. Diagram of the Waterfall Methodology
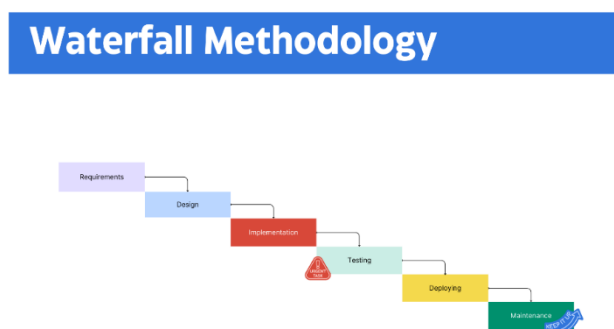
Results

The following are the results obtained from designing and developing a website:

1. Needs Analysis and Definition

   Steve McConell in his book "Rapid Development" discusses the obstacles that users may face in gathering needs, such as not knowing what they want or not having a clear understanding of their needs.

   At this stage, results have been obtained in the form of what features are needed, limitations, and the main purpose of establishing the TalkTune platform, which is to utilize technological advances in the field of education and provide opportunities for individuals to earn additional income by offering their services as tutors or material providers (Janjanam et al., 2021).

2. System and Software Design

   At this stage, the results obtained are in the form of accessible user interface design, program design, and data design. System design helps system developers to determine the appropriate hardware and helps in determining the overall system

structure. Data structure, software architecture, interface representation, and procedural details (algorithms) are the main areas of concern in this process. The result of this step is a document known as software requirements. Programmers will use this document to carry out their system creation tasks (Gómez Reynoso et al., 2013).

3. Execution and Testing

   In mid-April we attempted to release a prototype of the platform, but there was an error in one of the features so we had to make improvements and recheck the entire platform. The results showed that it took additional time to launch due to the complexity of the system. Currently, we are still trying to develop the platform in accordance with the initial goals and design.

4. System Integration and Testing

   In this process, the results show that some features can run according to the system design, but there are still some features that are still not available due to limited funds and time so that the platform has not achieved the desired goals. However, the platform is still published along with improvements and development.

5. Execution and Development

   The result of this stage is the mass publication of the platform and regular development. The TalkTune platform can be found on Google easily but still lacks features because it is under maintenance.

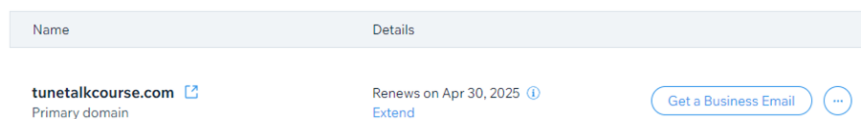Figure 4. Evidence of Domain and Website Ownership

Figure 5. TalkTune's Platform Dashboard

Discussion

Development and Consumer Interest in Online Education

The quick expansion of online courses has greatly influenced the education industry. Online courses have grown by an estimated 900% since 2000, and are now a crucial component of contemporary education. By offering a wide range of courses, platforms such as Coursera, Udemy, and SkillShare have benefited from this trend and now serve millions of learners globally. These platforms have demonstrated the significant need, particularly

.

among adults looking to reskill or upskill in a variety of sectors, for accessible and flexible learning opportunities.

TalkTune's Role in the Online Education Ecosystem

To differentiate itself in this rapidly expanding sector, TalkTune offers full German language teaching through clear and interesting video classes. By concentrating on language acquisition, TalkTune fills a need gap in a particular market. Scalability and adaptability are critical features for any online learning platform hoping to take a sizable portion of the market, and they are made possible by the platform's architecture.

Utilization of Technology and Its Difficulties

There are several technological factors to take into account when developing and maintaining the TalkTune platform. The development of the platform was conducted in an organized manner using the System Development Life Cycle (SDLC) methodology, which guaranteed meticulous planning, analysis, design, implementation, and maintenance. However, difficulties with the domain's technical aspects and the intricacy of the system's features caused delays in the development process, ultimately delaying the debut.

The platform's dedication to guaranteeing user security and confidence is demonstrated by the implementation of a payment gateway to enable safe transactions. Considering the growing worries about data privacy and safe online transactions, this functionality is essential.

Impact and Accessibility of Education

The goal of TalkTune's approach to teaching German language classes through brief and entertaining video sessions is to increase student enthusiasm and engagement. This approach is consistent with modern educational practices that prioritize engaging and interactive learning opportunities. TalkTune makes language learning accessible to a wider audience by providing courses ranging from beginning to B1 level.

Possibilities to Generate Revenue

TalkTune offers a unique feature that allows users to become material providers and get extra revenue. In addition to helping the students, this methodology builds a community of contributors who may exchange knowledge. By enabling everyone to participate and profit monetarily, regardless of institutional ties, this feature democratizes education.

Prospects for the Future and Scalability

The potential for expansion of TalkTune is substantial, considering the growing dependence on online learning systems. Because of its efficient scalability, the platform can support a high volume of users and courses and can quickly adjust to changes in the market. Future developments will strengthen TalkTune's position in the online learning industry, including improved technical support, more thorough course content, and strategic alliances.

Conclusion

The TalkTune platform is an example of a progressive approach to language learning, taking use of the expansion of online education and technical developments to offer accessible, flexible, and interesting instruction. TalkTune is positioned to have a major influence on the online education industry by resolving the issues that arose during development and consistently enhancing its features. The platform offers a scalable and sustainable solution for the future of learning, differentiating itself from traditional educational models by focusing on both providing high-quality education and chances for content creators to generate income.

Acknowledgments or Notes

The following individuals and organizations have our deepest thanks for their vital assistance and contributions to our project:

1. Frau Desti Nur Aini - For offering her time, direction, and supportive atmosphere required for this project's progress.
2. For their unwavering dedication, wisdom, and cooperation throughout the project, Heliconia Putri Firdaus, Claresta Faustina Fedora, Indah Mayangsari, and Pradypta Nurziyah Prameswari are specially acknowledged.

We also value the helpful criticism we received from the academic and professional communities since it has greatly influenced how this project has turned out in the end. We are grateful for everyone's steadfast support and dedication.

References

Adriyanto, A. R., Santosa, I., Syarief, A., & Irfansyah. (2021). Design and multimedia learning principles on mooc indonesiax. *Cakrawala Pendidikan*, *40*(1), 92–106. https://doi.org/10.21831/cp.v40i1.34699

Desain, W., Absensi, D., & Pembayaran, H. (n.d.). *METODE SISTEM DEVELOPMENT LIFE CYCLE UNTUK*. http://journal.aptikomkepri.org/index.php/JDDAT59JURNALDESAINDANANALISISTEKNOLOGI

Gómez Reynoso, J. M., Olfman, L., Ryan, T., & Horan, T. (2013). An information systems design theory for an Expert System for Training. *Journal of Database Management*, *24*(3), 31–50. https://doi.org/10.4018/jdm.2013070103

Janjanam, D., Ganesh, B., & Manjunatha, L. (2021). Design of an expert system architecture: An overview. *Journal of Physics: Conference Series*, *1767*(1). https://doi.org/10.1088/1742-6596/1767/1/012036

Kahfi, A. H., Hasan, M., & Fazriansyah, A. (2023). KLIK: Kajian Ilmiah Informatika dan Komputer Perancangan Program Pembayaran Administrasi Sekolah Berbasis Website Menggunakan Metode Waterfall. *Media Online)*, *3*(6), 1063–1069. https://doi.org/10.30865/klik.v3i6.801

Lubis, A. H., Zulkarnain, S., Idrus, S., & Rashid, S. A. (2020). The Exposure Of MOOC Usage In Indonesia. *Article in International Journal of Scientific & Technology Research*, *9*, 2. www.ijstr.org

Sukirman, D., Setiawan, B., & Riyana, C. (2022). Development of Massive Open Online Courses (MOOC) Content to Improve Indonesian Teachers' Pedagogical Competence: MOOC Technology Instructional Process. *Academic Journal of Interdisciplinary Studies*, *11*(6), 255–270. https://doi.org/10.36941/ajis-2022-0166

Tanış, H., Akçay, A., Yılmaz, N., Yiğit, M. F., & Tüzün, H. (2022). How usable is Coursera? A usability analysis through eye-tracking and authentic tasks. *Participatory Educational Research*, *9*(4), 379–395. https://doi.org/10.17275/per.22.96.9.4