

## Research Article

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# Analysis of the Impact of Technological Development and Community Culture on Teachers' Teaching Methods at Ecayo Yamaha Music School

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**Abstract:** *Ecayo Yamaha Music School is the largest music school in Lampung with international competence. Based on the passion and commitment to provide professional and quality music learning, this music school focuses on providing a fun and high standard music learning experience. Nowadays, we have entered an era where technology is developing very rapidly. The rapid development of technology has become the main driver of change in all aspects of human life, especially in the educational aspect. In this era of globalization, technological advances not only influence the industrial and economic fields, but also have a significant impact on people's thought patterns, social interactions and paradigms of cultural life. The researcher made initial observations and there were problems, namely the monotonous way of teaching because the teachers only followed the curriculum, there was a lack of variety in learning methods, such as not really caring about methods that suited the students, learning methods such as being given material, giving examples, and practicing and repeating. That way, students will feel bored and have difficulty understanding the material. The aim of the researcher is to analyze the impact of technological developments and societal culture on the way teachers teach at Ecayo Yamaha Music School. In this study, qualitative methods were used, the reviewer collected data using an interview system. The results of the analysis show that technological developments and societal culture have an impact on the way teachers teach.*

**Keywords:** *technological developments, community culture, teachers, schools*

## Introduction

Nowadays, we have entered an era where technology is developing very rapidly. The rapid development of technology has become the main driver of change in all aspects of human life, especially in the educational aspect. In the era of globalization, technological advances not only influence the industrial and economic fields, but also have a significant impact on people's thought patterns, social interactions and paradigms of cultural life. (Palupi et al., 2023) said it was possible for mechanization to occur in almost all areas due to technological advances. Technology is also a new way of uniting the digital, real world and life sciences in an essential way that will bring about changes in human interaction and lifestyle.

Technological advances that also have a very striking influence on education are information and communication technology. Everything can be accessed via the internet with devices such as cellphones, TVs, laptops, etc. Therefore, the current era is also called the digital era. In the midst of an increasingly rapid flow of information and changing expectations, this can influence students' perceptions of teachers both in the way they teach and the knowledge they provide.

In an era where technology is increasingly integrating itself into everyday life, teachers at Ecayo Yamaha Music School have an increasingly challenging task in accommodating these changes. Along with this, shifts in culture and society's mindset in viewing music are also important factors that influence teachers' teaching strategies. Therefore, an in-depth analysis of how teachers at Ecayo Yamaha Music School respond to these changes is very important in efforts to understand the dynamics of music education in the context of the digital era and an ever-changing culture.

The researcher made initial observations and there were problems, namely the monotonous way of teaching because the teachers only followed the curriculum, there was a lack of variety in learning methods, such as not really caring about methods that suited the students, learning methods were like being given material, giving examples, and practicing and it was repetitive. That way, students will feel bored and have difficulty understanding the material.

This introduction is a relevant starting point in understanding the importance of analyzing the impact of technological developments and changes in societal culture on the teaching approaches taken by teachers in music education institutions. So, the aim of the researcher is to analyze the impact of technological developments and societal culture on the way teachers teach at Ecayo Yamaha Music School

## Literature Review

### Understanding Human Resources Management

Human resource management takes place in activities that include recruitment of human resources, planning functions, analysis of human resources, benefits and compensation, equalization of employment opportunities, security and safety, fitness, and worker-employee relations.(Nour Halisa, 2020).HRM is needed to increase the effectiveness of human resources in an organization. Its function is to provide companies with effective work units. To achieve this goal, research on individuality management will show how organizations should obtain, use, raise, improve and maintain employees with the right number and suitability.(M. Magdalena & Wulandari, 2022).According to(Dunan et al., 2020)Human resource management is a capacity in the form of assets that is also useful as a provision for a business group that can be implemented into real capacity in corporate and non-corporate forms to create the presence of a company or organization.Therefore, HRM has a very important role because its scope is very broad and affects the business as a whole.

### Understanding Technological Development

Technology is scientific methods, applied science, and tools that develop from era to era. Until now, technology has had a huge influence on aspects of human life.(Dharmawan et al., 2017)states that technological sophistication represents a variety of technologies that are used, whereas information sophistication is based on the character of its application portfolio.(Vrontis et al., 2022)said the development and widespread application of Artificial Intelligence (AI) and other breakthrough technologies is accelerating, interactions between companies, employees and customers are changing fundamentally and the automation of the administrative components of HRM activities is becoming more intense.The presence of new technology in the form of the internet brings modifications and has an influence on the social, cultural, economic and even political situations of society(Rachman, 2017).

### Understanding Community Culture

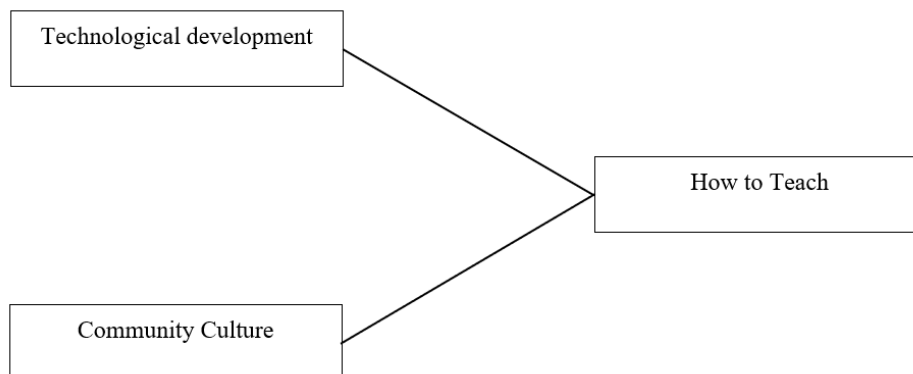
In every level of society there is culture. Culture is a way of human life that has become a habit, developed, and is shared by a group of people and inherited from generation to generation. According to(Azizah, 2020)Culture is a comprehensive, complex, abstract and broad design of life. Culture produces profitable behavior that is easy to understand. Meanwhile, according to(Syakhriani & Kamil, 2022)culture is a design of basic assumptions that is obtained and determined by a certain group due to studying and controlling the problems of adjustment from outside and integration from within, those who have worked by meeting standards will be taken into account appropriately, therefore new participants are given instruction as an impressed method, reasonable, and carried out appropriately in relation to the problem.(Rukiati & Maturidi, 2021), states that habit is the process of narrowing response tendencies by using repeated stimuli, so that a new character design emerges that is relatively permanent and spontaneous.

### Understanding how to teach

How to teach is the method used by teachers when giving lessons to students during the teaching and learning process (Hamid, 2019). Whereas (Idawati, 2022) said that a learning method is an arrangement or example that is used as a guideline in organizing homeroom teacher teaching and learning activities or teaching and learning activities in instructional exercises as well as to determine learning tools including films, books, educational plans, PCs, etc. According to (Alpadery et al., 2020), Efforts to produce effective learning are the teacher's role in teaching activities. Effective means precise and fast. Exactly, namely making an impression, making an impression on every student's heart, students have the incentive to carry out positive change activities without any orders from other people (their own desires). Fast means according to the learning plan that has been decided based on the determined teaching direction. According to (I. Magdalena et al., 2021) A learning model is a framework of thought that describes an orderly method for organizing the learning experiences of pupils and students in order to achieve selected learning targets and is useful as a guide for planners of teaching and learning activities as well as teaching staff when designing and carrying out learning activities. (Kalsum Nasution, 2017) states that a learning method is a plan or design that is used as a guide to plan learning activities in class or tutorial learning.

### conceptual framework

Based on these descriptions and explanations, this research has determined that the variables reviewed are related to the analysis of the impact of technological developments and community culture on the way teachers teach at Ecayo Yamaha Music School. This research can be described through a conceptual framework as follows:



**Figure 1. Conceptual Framework**

### Method

In this study, qualitative methods were used. The data accumulation method used in this research is by asking a number of questions to the resource person with the hope that the resource person will provide information related to the questions.

The use of qualitative methods is because in the research the aim of the researcher is to analyze the impact of technological developments and societal culture on the way teachers teach at Ecayo Yamaha Music School by testing in the form of words based on facts that occur based on the information obtained so that the theme of this research is " "Analysis of the Impact of Technological Developments and Community Culture on the Teaching Method of Teachers at Ecayo Yamaha Music School."

In this study, the reviewer collected data using an interview system. An interview is a conversation in the form of verbal questions and answers between two or more people or also called between a source and an interviewer. Interviews were conducted with three teachers who teach at Ecayo Yamaha Music School.

The teacher chosen as the informant is the teacher who has the largest number of students and also has more than one instrument, also covering all segments at Ecayo Yamaha Music School.

## Results and Discussion

Ecayo Yamaha Music School is the largest music school in Lampung with international competence. The owner of this music school is Mr Andi. Ecayo Yamaha Music School is located at Chandra Department Store and Jalan Sultan Agung Number 15-16, Sepang Jaya, Kec. Kedaton, Bandar Lampung City, Lampung 35128. Based on the passion and commitment to provide professional and quality music learning, this music school focuses on providing a fun and high standard music learning experience. With international competence and a comfortable place to study, this music school is the main choice for Lampung people who want to deepen their knowledge of music.

Ecayo Yamaha Music School offers various types of courses. Based on age, the types of courses are divided into two, namely for children and young adults. For children, Yamaha has three characteristics of an education system, namely Timely Education, Group Lessons, and Emphasis on Creativity, where these three characteristics aim to enable a child to express his creativity through composition and performance. The program for children is much more thorough and careful because Yamaha adapts to the mental and physical conditions of young children in general. This is proven by the classification of courses based on age, each age has its own course category. Meanwhile, for teenagers and adults, courses are like music schools in general.

Ecayo Yamaha Music School offers many musical instrument courses, ranging from drums, electric guitar, acoustic guitar, electric bass, classical piano, pop piano, vocals and violin. Apart from that, Ecayo also provides internationally certified teaching staff. The teacher recruitment system in Ecayo is very good. For those who want to teach at Ecayo, prospective teachers must take an exam at the Yamaha Music School Indonesia center located in Jakarta. The exam follows Yamaha standards, therefore, the teachers at Ecayo are internationally certified with a Yamaha Japan license.

In learning activities, Ecayo also gives gradual tests to its students, namely tests for class promotion. The number of tests will be carried out several times depending on the type of instrument. If the student passes the final level exam, then the student's music school is finished and the student is invited to stop. Every student who passes the exam stage gets a pass certificate licensed by Yamaha Japan and signed directly by the Yamaha owner. This certificate can be useful if students who have passed the final stage want to become teachers at Ecayo Yamaha Music School. However, prospective teachers must still take tests according to the Yamaha Music School recruitment system.

The costs for music classes provided by Ecayo Yamaha Music School vary greatly. The fees are differentiated according to the type of class chosen because Ecayo Yamaha Music School provides many types of classes, resulting in various course fees at Ecayo Yamaha Music School. The cost of music classes offered by Yamaha starts from 550 thousand to 700 thousand. The price given is very in line with the quality of Ecayo Yamaha Music School. The module used by Ecayo Yamaha School is made by the Yamaha Music Foundation Japan. This aims to enable children to really learn music while enjoying creative musical activities.

Based on the results of interviews conducted with teachers from Ecayo Yamaha Music School, it was found that students' trust in the teaching given by teachers was disrupted due to developments in information technology. Nowadays, there are many kinds of learning and delivery of music material on the internet with various forms of information such as videos, articles, and so on. With easy access to the internet, many students are increasing their learning through online media. In fact, this can be a positive point for a student's musical development because that way he will get more and more material and practice his musical skills.

However, this can also have a negative impact because some students actually trust online tutorials whose content creators are not even certified more than the teachers themselves.

A teacher, institution or even content creator has their own learning methods and routes. Some of the students mentioned above tend to want to follow the module or tutorial learning route *on line*. Meanwhile, Ecayo already has a curriculum module designed by the Yamaha Music Foundation Japan. Apart from that, there are also many content creators who provide tutorials only based on their experience of playing music, not because they really understand music theory. This becomes a distraction for students and teachers because there are incorrect teachings that are absorbed by students so that teachers have to work extra, namely correcting wrong understanding first and then conveying correct music theory according to the modules used by Ecayo Yamaha Music School.

Current technological advances open up new opportunities for Ecayo Yamaha Music School. This is proven by Ecayo opening online classes. E-learning is defined as a teaching and learning process that utilizes information communication technology in it (Redaputri et al., 2021). Actually, Ecayo already has vision which is good for following technological developments and changes in society's culture which is increasingly attached to gadgets. However, this resolution raises new problems. If the class is online, it means the meeting is held online via *video calls* or video conferencing application. That way, the smoothness of the signal and the quality of the device will also improve. *mic* on devices is very influential because the learning method is practical.

In a vocal course, for example, the teacher must listen to the maturity of the voice, voice register, and correct technique in singing. Meanwhile, in general the mic embedded in the device is of inadequate quality if used for professionals. So, the resulting sound will be different from the original. This makes it difficult for teachers to determine students' deficiencies and provide appropriate evaluations.

Many of the Ecayo Yamaha Music School students are still at a young age. Generally they are given access to surf the internet by their parents. So much data can be accessed by them, so all types of data are absorbed by children. Because they are still young, they cannot yet differentiate between good things and bad things. According to Ecayo's teacher, there are some students who like to use harsh words and are less than ethical during the course. It is Ecayo's duty to educate students through teaching staff because basically, the business form of Ecayo Yamaha Music School is a school, where school is part of education and education is not just values and numbers, but also ethics and morals. If we only focus on certain aspects, we will only produce results in the short term. However, if we pay attention to all related aspects, then we will get big results in the long term.

On the other hand, Ecayo Yamaha Music School has never provided seminars on how to deal with technological developments and changes in societal culture within the scope of teaching. Teachers at Ecayo Yamaha Music School can be guaranteed to have quality in music. However, it cannot be guaranteed that they have the ability and knowledge to educate and teach children. In that case, we need to be able to understand the child's psychology, mentality and personality. To be able to understand this, knowledge is needed about guiding and educating children in a good and correct way.

## Closing

### Conclusion

Based on the results of the study on "Analysis of the Impact of Technological Development and Community Culture on the Teaching Method of Teachers at Ecayo Yamaha Music School" the researcher will present the conclusions of the scientific report carried out, namely that the development of technology and community culture has its own impact which causes teachers to have to follow the new culture. by being proactive in the use of today's technology. By proactively keeping up with current developments, it can help teachers to teach students with more relevant and varied methods. Technological developments

have a positive impact, the positive thing is that it makes it easier for teachers to teach because they can provide material via devices and there is a lot of musical material on digital media that teachers can give to students as learning references.

### Suggestion

According to the conclusions that have been outlined, the researcher will also put forward theoretical and practical suggestions, as follows:

1. As an object, Ecayo Yamaha Music School should be proactive in responding to technological and cultural developments in society.
2. For readers, it is hoped that this study can be a reference for future reviewers, especially regarding the impact of technological developments and societal culture so that this discussion can be even better.

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