

# The Role of Teachers in Improving Creative Learning Models for Z Generation

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## The Role of Teachers in Improving Creative Learning Models for Z Generation

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### 7 Authors' contributions:

This work was carried out in collaboration between both authors. Author FKW designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Author FNM managed the analyses of the study and approved the final manuscript. Both authors read and approved the final manuscript.

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### ABSTRACT

**Aims:** The development of an increasingly rapid world requires educational institutions to continue to improve. For Generation Z who are accustomed to living side by side with technology, of course, they also expect the world of education to be able to apply technology in the learning process. Therefore, teachers are expected to create an innovative learning process by utilizing technology as a learning medium.

**Place and Duration of Study:** The research subjects were school teachers in North Sangatta District, East Kutai Regency as many as 4 people spread from several schools. The data was obtained analyzed qualitatively and described in descriptive form.

**Methodology:** Qualitative data was collected through interviews and observations. Research subjects were individuals who provided information about questions posed by researchers.

**Results:** The results of this study indicate that teachers as educators have duties and responsibilities as movers and facilitators as well as guiding and directing students to achieve learning objectives. One way that teachers can do this is by applying creative learning methods for generation z. With methods that are made varied, teachers should also provide interesting learning models, one of which is by providing learning materials using audiovisual media.

**Conclusion:** The professionalism of a teacher is one of the keys to the success of the learning process. A teacher must understand the duties and responsibilities as an educator. Teachers who

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understand their role as educators will always guide, direct, motivate, and become facilitators the learning process. Although during the learning process must be student-centered, the teacher has a big role in determining the learning method that suits the needs of students.

*Keywords: Teacher; z generation; creative; learning methods.*

## 1. INTRODUCTION

The world that is increasingly advancing requires teachers as educators in schools to be familiar with technology. Generation z is a young generation who is very familiar with and close to technology. They were born when information and technology become a part of life and internet access had become a global culture [1]. Therefore, the advancement of technology and the proficiency of students in using the internet also affects the values they live, their views, and also their life goals. The use of technology is increasingly felt when this country is hit by a pandemic so that the learning process must be done online. This of course requires a teacher to be able to master technology as a learning medium. According to Sudjana's view in [2] a teacher is expected to be able to design the learning process, manage and implement the learning process, and evaluate the progress of the learning process. Teachers as educators have the task of ensuring that the whole series of learning can be carried out properly by utilizing technological advances but still strive so that learning objectives can be met.

Schools are one of the educational institutions that are trusted to prepare future generations. The development of technology from time to time has changed, requiring teachers to be skilled in providing learning materials. Generation Z, who is familiar with technology, forces educators to be able to use information technology as a creative model. Not only using technology, but teachers must also collaborate with learning media by incorporating character values that are lived in schools [1]. In addition, the role of a teacher also contributes to the success of education. Teachers have many opportunities to train children's creativity. Teachers as educators have the duty to continue to determine learning goals and objectives, help shape student character, choose suitable learning methods and strategies, and also become role models for students [3]. Thus, the teacher is responsible for evaluating the assignments, behavior, and attitudes of students. The teacher as a facilitator helps students find and develop themselves, the process of developing student creativity the

teacher must also be a factor that supports and motivates students to achieve the expected goals.

The problems of online learning are often debated because many think that online learning is only a concept, as a technical tool, not yet a way of thinking and as a learning paradigm. In fact, online learning is not a shortcut when learning must be done online. Online learning should also be pursued properly in order to encourage student creativity, produce a work, and hone students' thinking skills [4]. In line with this view Aidah, [5] said that increasingly advanced technological developments currently demand online learning as a way to improve the quality of education with the support of information technology so that education in Indonesia has increased entering the industrial revolution 4.0.

Changes in the learning system tried out online are certainly a new thing for the world of education. The expertise of teachers and students in using learning technology is an absolute requirement for carrying out online learning [6] (J Simarmata et al., 2020). For Generation Z, of course, this is not a serious problem because most of them already live side by side with learning technology. However, what needs special attention is that the learning methods applied by schools can apply learning technology well but still prioritize the expected learning objectives.

Creativity and innovation are skills that can be developed and will increase if consistently applied [7]. In order for the online learning process to continue as expected, teachers must continue to strive for creative learning methods to be provided online. The following is one of the learning methods that can be chosen by the teacher during the learning process, namely; discussion method, discovery method, demonstration method, recitation method, and problem solving method. Basically, success of the implementation of this method is determined by the way the teacher delivers when teaching in class and the good response of the students during the lesson [8]. During the learning process

some of these methods can be varied in order to create a new atmosphere in the classroom. This learning method can also be collaborated with various learning models through the learning media provided. In online learning, the systems and applications used in online learning include the internet, whatsapp, google classroom, zoom, google meet, webex and other systems and applications. The learning method is a method used by educators in order to achieve the desired learning objectives, with the learning method usually will make it easier for students to understand the material provided [9].

Statement of the Minister of Education and Culture Nadiem Makarim in [10] said the teacher's task was noble and also difficult. In the national education system, teachers are tasked with shaping the nation's future but sometimes too much regulation is given to help. Teachers must know that in the real world the ability to work and collaborate determines a child's success, not just the ability to memorize. Teachers want every student to be inspired but sometimes teachers have limited ability to invite children to explore and innovate. Situations that sometimes make teachers feel intimidated and even uncomfortable during the learning process even though the teacher has a strong enough influence to guide and guide students during the learning process. Moreover, the characteristics of generation z students who tend to dislike conventional learning make teachers have to be good at applying learning methods that are tailored to the needs of these students. Currently, many teachers focus on individual abilities to become teachers rather than professionals as teachers who are more superior [11]. Therefore, teachers must understand that the professional ability of a teacher affects the learning process in the classroom. The figure of a good teacher is certainly not easy because the teacher has an important role as a determinant of scenarios in the learning process, making learning more lively and adapted to the characteristics of students so that it is expected to be right on target.

Technological advances in today's era certainly have positive and negative impacts. If used properly, the technology is very helpful for students during the learning process and also helps students in obtaining information/knowledge that will strengthen their ideas. In fact, what was found in the field was the tendency of students to use technology excessively and often disrupted the student's

study time. Generation z who was born with a situation where the internet is very easy to access sometimes gives birth to the character of students who are easily bored if the learning situation is monotonous. During the learning process sometimes it is found that not a few students are reluctant to ask the teacher even though they do not understand the material presented. This can be caused by students' disinterest in learning materials so that they are more passive when in class [12]. This phenomenon sometimes makes it difficult for teachers to choose and determine the right learning method and according to the needs of students because of the lack of interaction between the teacher and the student.

The uniqueness of Generation Z is that they have expertise in multitasking, namely doing several activities simultaneously. They usually don't like long processes and prefer something instant, for example in quick decision making. The internet is a technology with many sources of information that can be considered by students to make decisions. The learning process for generation z children will be difficult if the teacher still applies the past style, namely the sit-hear-note-memorize (DDCH) method. Along with the progress of the times, teachers must leave the old ways of learning in order to successfully guide Generation Z to face the future. An innovative learning process is needed for generation z children because they have different thinking concepts. Generation Z's environment does not only exist in the real world, but also in the virtual world [13]. Therefore, generation z children can be given learning methods that hone their imagination skills.

Before teaching in class, it is better if the teacher first understands the characteristics of the students they are facing. If the teacher is able to understand the characteristics of students, it will be easier for the teacher to determine a learning model that is fun for students. This is not without reason, considering that teachers must realize that Generation Z students are very close to technological sophistication. Most of Generation Z has a tendency to be impatient, wanting to solve problems using instant methods because they are used to communicating, solving problems through a fast-paced and practical virtual world. Some of this generation are less skilled in verbal communication which can lead to being indifferent to the surrounding environment. Especially with technological advances, they are used to everything that is practical [14].

Research conducted [15] stated that the average child today prefers to play at home rather than having to play with peers. 52% of children choose home as their favorite place because at home children will easily access the internet and use information technology. Often the presentation of the internet display is indeed more interesting than playing and socializing with other people. Another 18% said that they enjoyed playing in the park or in the field and another 1% said that they enjoyed playing at school. From this study, it is also said that only 1% percent of children are happy when studying at school. This is certainly not without reason, sometimes if the learning process is not presented with an interesting method it will seem boring. So, if the teacher is not good at applying interesting and creative learning methods, students will feel less comfortable when studying at school, let alone still using traditional learning.

17 Teachers as educators are obliged to assist students in the process of achieving educational goals. The teacher should have a developed personality, be able to master science, be proficient in operating technology, have the talent to increase student interest, and develop his profession as a teacher [16]. Therefore, teachers must multiply their potential by 25 creasing their competence and performance. The teacher has the main task of guiding, helping, directing students towards the process of maturity. The teacher's performance concerns all activities that include activities and learning processes carried out by a teacher in carrying out noble tasks. Teacher professionalism can be seen from the results of teacher performance which is influenced by the competencies possessed by 35 teacher. In view [17] conveyed that to support teacher performance in the online-based learning process, schools are required to train and guide teachers to have the following competencies which are some of the main competency development of teachers. Teachers also involve parents as very supportive companions during the online learning process [18]. In this case, both teachers and parents can be good partners to educate students according to their needs during this pandemic.

Teacher competence requires a teacher to master science as a material for teaching and learning activities, master teaching materials, know about student characteristics, knowledge about philosophy and educational goals, knowledge about effective teaching models and

methods, master learning technology and knowledge about assessment [19]. In addition, learning media is also important while supporting the learning process. The teacher as a facilitator provides opportunities for students to express their ideas because the internet has shaped their perspective a lot and teachers should provide a place for students to express their ideas. Generation z teenagers will not feel comfortable sitting for long listening to explanations from teachers who teach in a one-way method. The teacher facilitates students to channel their creativity and generates self-confidence. Students need to be continuously motivated to be diligent and focused when given tasks and responsibilities. Learning activities in schools that are in accordance with the characteristics of students will be one of the determinants of the success of Generation Z to succeed in society [20]. In fact, in the portrait of everyday education, there are several mistakes that teachers make in carrying out their duties and obligations as a teacher, namely, taking shortcuts in learning by providing material, ignoring differences, feeling the smartest, not being fair to all students and forcing students' rights 8 n acquiring learning. On the other hand, the teacher must be able to provide constructive encouragement to students in improving student learning activities and developing students' social attitudes, forming an atmosphere of learning activities that are harmonious, respecting religious differences and teaching students to be tolerant, and the teacher instilling in students as well. mutual respect for fellow friends and for teachers and other school members [21]. Therefore, the re 32 rcher raised this issue in order to know and understand the role of the teacher in implementing the learning model for generation z. The researcher also wants to provide an overview of the peculiarities of Generation Z who are very proficient in using technology so that they can provide an overview to teachers regarding creative learning methods that suit student needs.

## 2. METHODOLOGY

5 This study uses a qualitative meth 5. Qualitative method is a method that seeks to understand and interpret an event related to human behavior in certain situations according to the researcher's own view. Research that uses qualitative research aims to understand the object being studied in depth and 5 rried out in a natural situation and as it is. Qualitative methods are also more based on phenomenological properties that prioritize appreciation [22].

Qualitative data collection techniques through interviews and observations. Research subjects are individuals who provide information about questions posed by researchers. The research subjects were school teachers in North Sangatta District, East Kutai Regency as many as 4 people spread from several schools. The data that has been obtained will be analyzed qualitatively and described in descriptive form. The data analysis technique used in this research is to use steps, namely Data Collection, Data Reduction, Data Display, Verification and Confirmation of Conclusions [22]. Data analysis was carried out with the help of software Atlas.ti version 8. According to Mahmudah [23] analysis software is the answer to the challenges of today's researchers to facilitate research procedures, especially when reducing data and making concept maps.

### 3. RESULTS AND DISCUSSION

Researchers conducted interviews with teachers who were in East Kutai Regency, precisely in the North Sangatta District. This interview aimed at finding out how the role of the teacher in determining creative learning methods for generation Z students. In the results of the interview with Ms. MV, it was found that the creative learning method involves more students learning, the teacher serving only as a facilitator. Students were more active because the learning is more contextual. Teachers also use a more varied learning model. The learning method is that were used include discovery learning, PBL, and PjBL depending on the material. The teachers gave opportunity to the child to appear and then the teacher gives conclusions or corrects when something goes wrong during the explanation. Students are enthusiastic in the learning process if they use videos that are usually taken from YouTube or made themselves. In fact, today's children think more critically if we still use the old method, namely the lecture method, children will feel lazy and even busy themselves in the back of the class. Especially during a pandemic like now, teachers apply regulations to stay on cam and turn on the microphone during the learning process so that the atmosphere is like in class. Creative learning is usually done with PBL, PjBL, picture and picture, numbered heads. Teachers who prepare materials to support their creative learning methods and students in the learning process will gain knowledge from the learning methods that have been applied.

The results of the interview on the teacher's role in improving creative learning methods for generation Z, according to Ms. MG, obtained information that creative learning methods are learning methods that can be accessed via the internet. Teachers have a role in the learning process so that children can be active, can learn independently, and can explore the creativity of children given by the teacher. Although the learning process is child-center, the teacher cannot escape the responsibility to the child during the learning process, the teacher must continue to guide the child. Children are invited to be interactive because children will get the material while the teacher is only limited to providing material, accompanying, and guiding children. During this pandemic, teachers should also communicate with parents to guide children during the learning process at home. There are many characteristics of students and cannot be generalized, there are students who are active and happy when doing learning with creative learning models, there are also students who are mediocre, some still like to play and so on. Creative learning models can provoke students to focus more. Because today's children are more active during the learning process. Today's children are sophisticated and smart in operating technology such as cellphones. Showing videos taken on YouTube, some made by yourself, some from YouTube. Children by themselves can form their own personality with their technological abilities, but the teacher still accompanies the children. During the pandemic, parents have a role in supervising, guiding and directing children so that the learning process continues because the situation is far from the teacher's supervision, so parents have a more role to play. Parents must be able to guide children while teachers only give assignments and are done by children with the help of parents.

The results of interviews related to the role of teachers in improving creative learning methods for Generation Z with Ms. YU obtained information that creative learning methods are determined by the way the teacher conveys learning so as not to watch and not only by one method. The teacher in the learning process has an important role because it is the teacher who will bring and manage the scenario of the learning methods that will be used by the teacher in the classroom. The teacher is the one who guides and regulates the learning process because the teacher supervises, guides, and directs. The teacher continues to monitor

because every learning process is certainly under the control of the teacher. The pandemic situation requires teachers to make changes to the learning process. Teachers must also be proficient in using IT and understand online learning models. Learning is done with google meet and assignments through google classroom. Assignments are also adapted to current conditions, for example project assignments are not carried out outside the home and are adapted to the current situation. The teacher must make observations to determine the characteristics of students so that they can adapt to the learning methods that will be given. Teachers must know the characteristics of students, understand that children tend to like moving media and children like creative learning models, are more familiar with illustrations, and also audiovisual media. The world of children is indeed different from the past because they like creative things and we have to enter through a creative approach, that's why we must approach children first so that they are right on target so that children must like the learning process. Children are sometimes moody and easily bored. Therefore, their motivation becomes motivated by this creative learning method. The learning process is carried out by means of audiovisual and varied. The teacher must also ensure that the material delivered must match the chosen learning method and also be adapted to the characteristics of the students

The results of interviews related to the teacher's role in improving creative learning methods for generation z with Mrs. EY obtained information that creative learning can be pursued if we as teachers can teach or instill the learning material that we will bring. Sometimes the learning methods are monotonous and the task of a teacher is to change the question and answer learning into something that the child can learn from the teacher. The teacher's role is not only as a material provider, so the teacher also guides children to have an interest in participating in learning. Teachers have an important role in creating creative learning for students. The teacher makes and determines the learning method and then it is directed to the students. The teacher must have many strategies because it will deal with children. The teacher must deal with it when the child starts to feel tired and bored, especially during sleepy hours. The learning methods applied must also be varied. They are invited to create a class group pattern or learn from outside the classroom. Sometimes there are things that go well and those that don't

go well because when the teacher displays learning using media in the form of videos, usually the children will easily make a fuss about asking questions even though the video has not finished showing. The children are very enthusiastic about asking questions and the teacher must be smart in conditioning the class. Children are more active because it is interesting that something moves, children now prefer something visual. Today's children are more technologically sophisticated. They not only want to be heard but also can implement and do. However, apart from technology, we invite them to experience learning directly related to everyday life. The audiovisual learning model is more about themselves so that they are not bored, not only the teacher but they are enthusiastic when they are linked and take part. The learning model uses YouTube videos or makes your own. This learning model will invite children to be creative, not only teachers but indeed we as teachers must know the characteristics of students because not all learning models are appropriate if applied in a class because the reality in the field is sometimes different. The teacher must master a model that will be applied in the classroom and then given to the children.

4 Based on the results of observations made by researchers to teachers through students while doing the online learning process. Observations were made in a student's house named BG, and information was obtained that the teacher started the learning process by praying first. The teacher appoints one of the students to lead the prayer. The students I observed looked scared when the teacher pointed the students to pray. The teacher starts the learning process by asking students about last week's lesson. During the learning process, the teacher invites students to discuss last week's lesson. In fact, most of the students were just silent, no one started the discussion. There are even some students who left from learning. Researchers are also confused about why many leave when the teacher has asked whether the learning is due to the network or because they are afraid of being appointed by the teacher. The researcher asked the students, it turned out that there were indeed some children who were afraid and chose to leave the lesson. After being provoked by the teacher, finally one or two children presented their arguments. Then, the teacher invites students to open the material book for today. During the learning process, the teacher starts learning with the material in the book. The learning process is

not required to be on camera so researchers cannot ensure that all students are ready to take part in learning and open books. The child who was observed by this researcher opened the book and followed the lesson well. The lesson ends with an assignment by the teacher. The student who was the observation researcher explained that almost every week the teacher gave assignments, whether it was assignments from textbooks, group assignments, or project assignments. During the learning process, many students went in and out of google meet for networking reasons, some when the teacher called the student didn't answer. The teacher tried to call but still no answer. The teacher with a rather high tone gives advice to students to keep following the learning process even though it is virtual. The students were just silent and said "yes ma'am". The learning process is shorter because the teacher gives students the freedom to study independently at home. The teacher again appointed one of the students to lead the closing prayer.

4 Based on the results of observations made by researchers to teachers through students while doing the online learning process. Observations were made at a student's house named AY. It was obtained information that the learning process began with the prayer of the designated student who happened to be ready and started the prayer well. Then, there were one or two students who just entered the google meet. The teacher advises students to study diligently at home because the school exams are approaching. The teacher starts the learning process by asking students about last week's lesson. In fact, most of the students were just silent, no one started the discussion. After being provoked by the teacher, finally one or two children presented their arguments. The learning process is not like two-way communication because the teacher has tried to be interactive but the students are mostly passive and don't even want to make a sound when the teacher asks. The teacher invites all students in zoom to open the book and discuss together. Some cooperative students answered and others were silent. In addition, they are not required to be on cam, so the teacher cannot see if all the children are really following the lesson well. The teacher also tries to greet students but not a few do not respond, most likely the network is bad or they are not really listening. Teachers who have started to notice that some students are not actively trying to change learning methods by relating daily life, telling ancient legends, showing

learning support videos. Incidentally the teacher has a YouTube account and students are asked to learn through videos that match today's learning. The teacher gives assignments to students by doing assignments on the textbook. When giving assignments to students, they do not give any comments. The teacher assumes that all students have understood the given task. The researcher tried to interview one of the children to ask questions, and he said that he was actually confused by the task he was given but did not want to ask because he was afraid, embarrassed, lazy and preferred to ask my fellow friends. In fact, not necessarily other friends also understand the task. The lesson was closed with an absence and a closing prayer. The learning process is shorter because the teacher gives students the freedom to study independently at home.

4 Based on the results of observations made by researchers to teachers through students while doing the online learning process. Observations were made in one of the students' houses named TD. Information was obtained that the teacher started the lesson by asking the students to remember and imagine the image of the eagle and the red and white flag. Students are given about 3 minutes to imagine and remember the picture of the eagle and the red and white flag. When they have finished imagining, one of the teachers invites students to express feelings or things that first come to the minds of students when they are invited to imagine. In the discussion process, it was seen that only a few students were active in providing responses, one of which I was observing was a student who was very active in asking and responding. The teacher relates the lesson to everyday life. The teacher invites students to name places where the symbol of the eagle and the red and white flag is often found. The teacher is fishing by giving several answers, then followed by students who answer. The teacher gives group assignment to students and they are chosen randomly. The teacher gives the task to the students to make a video singing the song "Indonesia Raya". Active students volunteer to be group leaders who are expected to be the movers of group members. After the students understood and understood the task given, the learning process was closed with a prayer led by one of the students.

Based on the results of observations made by researchers to teachers while doing the online learning process. Observations were made at the



place where EG's mother taught and information was obtained that during the learning process the teacher did not conduct virtual meetings so it was only an assignment through google classroom. Two students also did direct learning in class. During the learning process, there are several teachers' children who come to school when their parents teach. These students will usually be taught directly by the teacher in class. The learning process is very relaxed, students are given assignments to do but sometimes they play outside the classroom. The teacher also looks very relaxed, sometimes they are cool to chat with fellow teachers and I even saw the teacher playing games on the cellphone. I can't say whether it was recess or not, but the learning hours were not over yet. The teacher gives assignments through google classroom so the teacher monitors the children through the cellphone. Based on the results of the interview with the teacher, he said that the google meet was held approximately once a month or

according to mutual agreement with the child. So, all discussions are carried out through google classroom or WA. The teacher closed the lesson and two students who took part in the lesson went home. Teachers and students tidy up the classrooms used for learning and the teacher also fills out a list of activities carried out throughout the day.

One of the parties who have a major contribution in improving creative learning for students, especially generation z is the teacher. Teacher professionalism in teaching is certainly one of the determinants of success during the learning process. As a teacher, it is necessary to pay attention to the roles and tasks carried out, the creative learning model chosen is adjusted to the characteristics of students so that it can have a good impact on students. As will be explained by several experts regarding the professionalism of a teacher that affects the creative learning model for generation z students.



Fig. 1. Output of the analysis using atlas.ti versi 8

The teacher acts as a facilitator during the learning process. Students are invited to think critically and find information so that it causes changes in attitudes and behavior. The teacher as a mentor is tasked with bringing students to maturity. The teacher as a liaison between students in the future and their lives [24]. Therefore, the learning process should be linked to the lives of students so that children are trained to contribute to society. The teacher as the main driver has an important role during the learning process by seeking to create conducive and optimal learning so that it can become an educational goal. The same thing was conveyed in the Minister of Education and Culture which explained that the principle of learning consisted of several points, namely, interactive, holistic, integrative, scientific, contextual, thematic, thematic, and student-centered. Therefore, during the learning process, teachers must understand and utilize their competencies to realize creative and innovative learning so that they can ignite the enthusiasm and motivation of students [25]. Based on the results of data analysis, it was found that the teacher has the task and role to guide and direct students and create creative learning models to help children think critically and be more motivated to seek information. The teacher as a motivator is tasked with creating a learning process that can ignite the enthusiasm of students when participating in the learning process.

Teachers should be able to design learning models to be more fun, according to the needs; developments of the times. Generation z students who are familiar with technology require teachers to use technology as a learning medium. Therefore, it is necessary to deliver a creative learning model in accordance with the character of generation z siswa students [26]. According to the 2013 curriculum, there are two learning models that can help facilitate the learning process, including; Problem Based Learning Model and Project Based Learning Model. Learning Problem Based Learning is a learning approach model that seeks to apply a problem that occurs in the real world. This learning emphasizes more on the cognitive aspects of students and the learning process is student-centered. Learning (Project Based Learning PjBL) is a learning method that uses projects/activities as media. Students carry out exploration, assessment, interpretation, synthesis, and information to produce various forms of learning outcomes [27]. Based on the results of data analysis, it was found that

teachers must also be able to adapt to the situation and character of students, one of which is in the process of choosing a creative learning model. Most students like the learning model through audiovisual which can be collaborated with problem based learning and project based learning. One of the important parts in the application of creative learning models is that it is always strived to be associated with children's lives so that it is relevant and easily understood by students.

Creative and innovative learning methods should be carried out by teachers in an effort to produce creative students [28]. The success of teachers in teaching is seen from the success of students that it is said that great teachers are teachers who can provide role models for their students. The quality of learning is seen from the activities of students when studying and the creativity that can be done by students after participating in learning [29]. During the learning process in today's era, it certainly cannot be separated from the sound element because usually through this element it will be easier to explain a concept in learning. Visual elements will usually make it easier for students to understand various concepts related to the five senses, can add insight to real learning material, can also provoke children to focus. Learning media can be used to support the learning process in the classroom. Usually teachers will use audiovisual media in the form of recorded videos, videos on the internet, films, sound animations and other audiovisual media [30]. Based on the results of data analysis, it was found that teachers must have good professionalism in determining creative learning models that are adapted to the times of students in generation z. Generation z students who tend to like learning methods with moving media will prefer audiovisuals to conventional learning. Teachers must be skilled in conditioning classroom situations and make decisions about the learning model used.

The ability to think critically is the result of a teacher's professionalism in conditioning the class, providing a learning model that is in accordance with the characteristics of students. The teacher acts as a mediator, facilitator, and motivator who helps students in the learning process [31]. Teachers as educators are obliged to assist students in the process of achieving educational goals. Therefore, the teacher should have a developed personality, be able to master science, be proficient in operating technology, have the talent to increase student interest, and

develop his profession as a teacher (Setiana, n.d.). The current learning situation also requires teachers to survey and observe the form of the learning process that is suitable for students. Not only that, the teacher must also understand the characteristics of students so that they can relate learning to the characteristics of these students. Based on the results of data analysis, it was found that the professionalism of a teacher can improve students' critical thinking skills, students are more motivated to learn and students are more diligent and independent during the learning process. The skills of a teacher and understanding in detail about the duties and roles of a teacher will help students easily think critically.

Teacher competence, especially during the pandemic, demands to always develop existing competencies because teachers are trained to be able to create a professional atmosphere in carrying out their duties and obligations as educators [23]. This can certainly be an assessment of teacher performance during a pandemic because even during a pandemic, the learning process must be strived to run as much as possible [17]. Therefore, all efforts are made by the teacher to continue to carry out learning well, one of which is by determining creative learning methods for students. Based on the results of data analysis, it was found that teachers must have the ability to guide and direct students during the learning process. The teacher should also make observations to confirm the classroom situation and determine the learning model that is in accordance with the characteristics of the students being taught.

Based on the theories collected from several articles and supporting journals, it can be said that a teacher should improve professionalism during the learning process. The professionalism of a teacher can make the learning atmosphere more lively. By understanding the characteristics of students, teachers determine appropriate learning methods and also create learning models that can stimulate children to be actively involved during the learning process. For students of Generation Z, creative learning methods and models must be continuously pursued because students at this time are very close to technology, so a teacher must be good at keeping up with the times but still stick to some principles. If the teacher is good at mastering the learning process, it will have a positive impact on students, one of which is that students become critical and motivated during

the learning process. Strategies in learning for Generation Z, as found from the analysis, are important for teachers to be able to take advantage of technology [32] and digital thinking. This will be more able to generate student motivation than just textual. Likewise with the learning model, it will be more interesting if it is not monotonous. Such as using games as part of the learning process and assessment of learning outcomes. Likewise related to other multimedia that can be utilized.

#### 4. CONCLUSION

The professionalism of a teacher is one of the keys to the success of the learning process. A teacher must understand the duties and responsibilities as an educator. Teachers who understand their role as educators will always guide, direct, motivate, and become facilitators during the learning process. Although during the learning process it must be student-centered, the teacher has a big role in determining the learning method that suits the needs of students. Teachers also have to adapt to the character of the students being taught, for generation z who live side by side with technology it will be very difficult to accept learning with monotonous methods. Therefore, teachers are also required to be good at using IT in order to collaborate learning with technological advances in today's era. A teacher is expected to be able to design the learning process, manage and implement the learning process, and evaluate the progress of the learning process. Therefore, teachers as educators have a duty so that the whole series of learning can be carried out properly by utilizing technological advances but still striving so that learning objectives can be met. One of the efforts that teachers can do is to apply creative learning methods for generation z. Learning methods that are applied in various ways, one of which is using audiovisual media will also provoke students' enthusiasm. Generation Z who is no stranger to technology requires educators to be able to continuously improve by utilizing information technology as a creative learning method. Not only using technology but teachers must also collaborate with learning media by incorporating character values that are lived in schools.

#### DISCLAIMER

The products used for this research are commonly and predominantly use products in our area of research and country. There is absolutely

no conflict of interest between the authors and producers of the products because we do not intend to use these products as an avenue for any litigation but for the advancement of knowledge. Also, the research was not funded by the producing company rather it was funded by personal efforts of the authors.

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### COMPETING INTERESTS

Authors have declared that no competing interests exist.

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