

THE INFLUENCE OF EXPOSURE TO THE EDUCATIONAL CONTENT OF THE TIKTOK ACCOUNT @vmuliana ON THE INFORMATION NEEDS FOR CAREER PREPARATION OF GENERATION Z FOLLOWERS (CASE STUDY OF IBNU CHALDUN UNIVERSITY STUDENTS, JAKARTA)

By

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ABSTRACT

The unemployment rate among generation Z in Indonesia is relatively high, especially in the 15-24 year old age group (16.42%) and 25 -29 year olds (3.08%), indicating significant challenges in entering the job market even though this generation is known to be adaptive to technology. Based on data from the Engineering Career Center (ECC), lack of career preparation education is one of the main causes, such as lack of self-confidence during interviews, difficulty recognizing one's potential, and lack of information about the world of work. On the other hand, TikTok is used by creators such as @vmuliana (Vina Muliana) to deliver career education content. This research aims to analyze the influence of exposure to the educational content of the TikTok @vmuliana account on fulfilling Generation Z's career preparation information needs among students at Ibnu Chaldun University, Jakarta. This quantitative research uses a non-probability sampling technique, purposive sampling, with 50 respondents who meet certain criteria. The t test results showed a positive and significant effect ($p = 0.000 < 0.05$), with a coefficient of determination of 61.1%. The findings support the S-O-R theory and media exposure theory, and confirm the potential of social media as an effective career education tool for the younger generation.

Keywords: Generation Z; TikTok; Media Exposure; Career Preparation; Information Needs.

PENGARUH TERPAAN KONTEN EDUKASI AKUN TIKTOK @vmuliana TERHADAP KEBUTUHAN INFORMASI PERSIAPAN KARIER PENGIKUT GENERASI Z (STUDI KASUS MAHASISWA UNIVERSITAS IBNU CHALDUN JAKARTA)

ABSTRAK

Tingkat pengangguran di kalangan Generasi Z di Indonesia relatif tinggi, terutama pada kelompok usia 15-24 tahun (16,42%) dan 25-29 tahun (3,08%), menunjukkan tantangan yang signifikan dalam memasuki pasar kerja meskipun generasi ini dikenal adaptif terhadap teknologi. Berdasarkan data dari Engineering Career Center (ECC), kurangnya pendidikan persiapan karir merupakan salah satu penyebab utama, seperti kurangnya kepercayaan diri saat wawancara, kesulitan mengenali potensi diri, dan kurangnya informasi tentang dunia kerja. Di sisi lain, TikTok digunakan oleh kreator seperti @vmuliana (Vina Muliana) untuk menyajikan konten pendidikan karir. Penelitian ini bertujuan untuk menganalisis pengaruh paparan terhadap konten pendidikan akun TikTok @vmuliana terhadap pemenuhan

kebutuhan informasi persiapan karier Generasi Z di kalangan mahasiswa Universitas Ibnu Chaldun, Jakarta. Penelitian kuantitatif ini menggunakan teknik sampling non-probabilitas, sampling purposif, dengan 50 responden yang memenuhi kriteria tertentu. Hasil uji t menunjukkan efek positif dan signifikan ($p = 0.000 < 0.05$), dengan koefisien determinasi sebesar 61,1%. Temuan ini mendukung teori S-O-R dan teori paparan media, serta mengonfirmasi potensi media sosial sebagai alat pendidikan karier yang efektif bagi generasi muda.

Kata kunci: *Generasi Z; TikTok; Paparan Media; Persiapan Karier; Kebutuhan Informasi.*

INTRODUCTION

The development of digital technology has changed the way people access information, especially through social media. Based on the APJII survey quoted by (Haryanto, 2024), the internet penetration rate in Indonesia reached 79.5% with 221 million internet users. One social media that is quite popular is TikTok, which according to the We Are Social report quoted by (Annur, C, 2024), is used by 73.5% of Indonesian internet users, outperforming other platforms such as X (formerly Twitter). Indonesia is also recorded as the country with the largest number of TikTok users in the world, namely around 157.6 million (Statista, 2024), with the dominance of the generation Z group.

Generation Z, born between 1995 and 2010, is known to be adaptive to technology and uses social media as the main source of information (Goodstats, 2024). However, based on the Millennials and Generation Z survey – Making Mental Health at Work a Priority by Deloitte, it shows that 50% of this generation experiences pressure regarding their career future. (in Riska, H & Khasanah, 2023). This is confirmed by data (Central Statistics Agency, 2024) which records that the highest unemployment rate is in the 15-24 year age group, which is also included in generation Z.

According to the Engineering Career Center (ECC), one of the factors causing this condition is a lack of career preparation education, as quoted in (Ariestianie, 2019). This condition is an opportunity for educational content creators like Vina Muliana through her TikTok account @vmuliana. With more than 9.4 million followers, his content provides information about careers such as job interview tips, creating a CV, tutorials on using LinkedIn, and even job vacancies. This information is conveyed in an interesting and easy to understand way, so it has the potential to influence the fulfillment of the career preparation information needs of followers, especially generation Z.

Based on initial observations of 37 students at Ibnu Chaldun University Jakarta with an age range of 18 – 25 years, it was found that 30 of them had TikTok accounts, had seen educational content from the @vmuliana account, and had information needs related to career preparation. However, even though they have been exposed to this content, it cannot be ascertained whether this exposure has an impact on fulfilling their career information needs. These findings indicate that there is a gap for further research regarding the extent to which educational content on TikTok can influence the career preparation process among students.

Information needs are defined as conditions when someone needs information to solve the problem they are facing (Nugroho, 2009). The S-O-R theory explains that communication is an interaction process that involves reactions and actions. This theory states that certain words, nonverbal cues, and symbols can trigger other people's reactions in certain ways. This reaction can be positive or negative. (Yasir, 2019). In this context, the S-O-R (Stimulus-Organism – Response) theory is used to explain whether career education content from the TikTok account @vmuliana as a stimulus can influence the need for career preparation information as a response from the generation Z audience. Previous research has examined the influence of social media content on audience behavior, but this research is unique because it uses S-O-R theory specifically to look at the relationship between exposure to career education content and the information needs of Ibnu Chaldun University students in Jakarta as research subjects.

Therefore, this research aims to find out whether exposure to TikTok educational content from the @vmuliana account has an effect on fulfilling the career preparation information needs of generation Z students at Ibnu Chaldun University, Jakarta. Practically, it is hoped that the results of this research will provide insight for educational content creators, educational institutions and students to be more effective in optimizing the use of social media as a means of education for the younger generation.

LITERATURE REVIEW

1. Media Exposure

Exposure, or what is also known as exposure, refers to the activity of seeing, hearing and

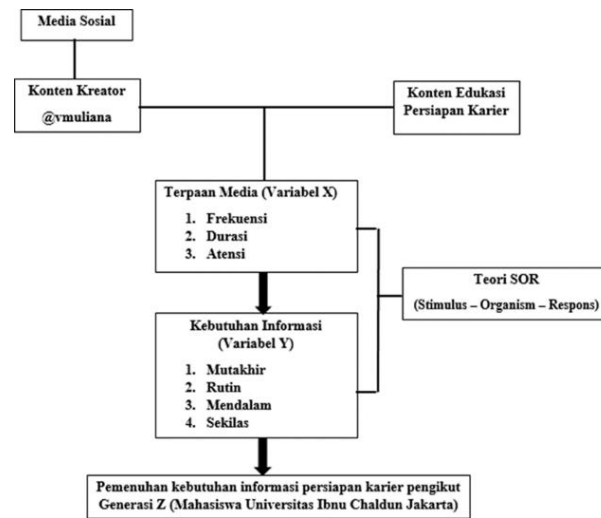
reading messages from the media, including experience and attention to the message, which can take place at the individual or group level. (Ardianto, 2014) If a person receives sufficient and continuous information over a certain period, this can influence behavior change. (Yusup, M., Subekti, 2010). These changes include aspects of attitudes, thought patterns, preferences and individual tastes that are influenced by media content. (Panuju, 2019)

In this research, the concept of media exposure is measured using indicators proposed by Rosengren in (Rakhmat, 2009), which include three main dimensions, namely frequency, referring to how often a person uses media and accesses the content presented; duration, describing how long individuals spend using media and consuming the information displayed; and attention, which shows the level of attention or how much focus a person gives when using the media or absorbing the message conveyed. In this research, the information needs used refer to the indicators proposed by (Guha, 1978), which divides them into four types of approaches, namely the current needs approach which emphasizes the importance of access to the latest information on an ongoing basis. This approach encourages users to actively search for the latest information to maintain the relevance of knowledge, support decision making, and increase understanding of certain issues.

2. Information Needs

According to (Basuki, 2004), information needs are a drive within a person to obtain the knowledge or data needed to support certain activities, such as work, research, education, spiritual satisfaction, and other aspects.

This need arises when there is a gap between the knowledge that an individual already has and the information that is still needed. Awareness of this deficiency encourages individuals to search for and interact with various sources of relevant information to fill the gaps in their knowledge (Kuhlthau, 1991). Fulfillment of this information encourages individuals to interact or communicate with various sources of relevant information. (Yusup, M., Subekti, 2010) focuses on providing information quickly and specifically, where information systems are required to provide answers that are accurate and can be used immediately.



Meanwhile, the exhaustive needs approach shows a high dependence on accurate, specific and comprehensive information. The information needed must be in-depth to be able to support complex analysis and make the right decisions. Finally, there is the catching up need approach which emphasizes searching for information in a concise form, but still provides a comprehensive and easy to understand picture. This approach is relevant for users who need short but still meaningful and contextual information.

RESEARCH METHODS

This research was conducted at Ibnu Chaldun University, Pulo Gadung District, East Jakarta. The descriptive method is applied in this study through a quantitative approach. This research involves two variables, namely the independent variable (X) for exposure to the educational content of the TikTok account @vmuliana, while the dependent variable (Y) is for the career preparation information needs of Generation Z followers.

The population in this study were all active students of the Undergraduate Program (S-1) at Ibnu Chaldun University, Jakarta. Based on data from the Academic and Student Affairs Administration Bureau (BAAK) in the Even Semester of the 2024/2025 Academic Year, the number of active students was recorded at 3,817 people. With such a large population, it is not possible for this research to examine every member. Therefore, the sampling technique used was non-probability sampling with a purposive sampling method. Sample selection was

carried out by considering certain criteria, namely students at Ibnu Chaldun University Jakarta from Generation Z who follow the TikTok account @vmuliana and have information needs related to career preparation.

The independent variable in this research, namely exposure to educational content on the TikTok account @vmuliana, was measured through three media exposure factors, namely frequency, attention and duration. Meanwhile, the dependent variable in the form of career preparation information needs is measured based on indicators of the need for up-to-date, routine, in-depth and at-a-glance information. Data was collected using a closed questionnaire based on a Likert scale. This research instrument was prepared in the form of statement items accompanied by answer choices with five scales, namely Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS), and Strongly Disagree (STS).

Before the questionnaire was distributed to the main respondents, validity and reliability testing was carried out on the initial 30 respondents to ensure that the research instrument was able to measure variables accurately and consistently. After the statements in the questionnaire were declared valid and reliable, the instrument was then distributed again to 78 respondents. Of this number, 50 respondents met the research criteria and the data will be analyzed further. The data obtained then goes through statistical testing stages, including a normality test to determine the distribution of the data, a linearity test to ensure the relationship between the independent variable and the dependent variable is linear, and hypothesis testing which includes the t test and the coefficient of determination (R²) test to measure how much influence the independent variable has on the dependent variable. The entire statistical calculation process in this research was carried out with the help of SPSS version 25 software.

RESULTS AND DISCUSSION

RESULTS

Before the research instrument was used on the main respondents, validity and reliability tests were first carried out on the 30 initial respondents. The results of the validity test show that the calculated r value for the eight statement items for variable X (media

exposure) is greater than the table r value of 0.3610 so that all statement items for variable X (media exposure) are valid. The same applies to variable Y (information needs) where all items meet the validity criteria.

Furthermore, the results of the reliability test on 16 valid statement items showed that the Cronbach Alpha value for variable X (media exposure) was 0.879, while variable Y (information needs) was 0.894. These two values are higher than the minimum limit of 0.60 so it can be interpreted that both variables have a high level of reliability. After the instrument was declared valid and reliable, the questionnaire was distributed online via Google Form to students at Ibnu Chaldun University Jakarta using social media Instagram and Whatsapp in the period 17 March-21 April 2025. The number of respondents who filled out the questionnaire was 73 people, but after the screening process based on research criteria, only 50 respondents were declared suitable for further analysis. A total of 23 respondents did not meet one or more criteria and were therefore not included in the next analysis stage.

Respondent characteristics analyzed include gender, semester and faculty. Based on gender, there were 17 male respondents (34%) and 33 female respondents (66%), so the majority of respondents were women. Based on semester, the largest number of respondents came from semesters 7-8 (44%) and semesters 5-6 (40%), while from semesters 3-4 it was 12% and semesters 1-2 it was 4%. This shows that final year students participate more in research, as well as indicating greater interest in the career preparation content shared by the @vmuliana account. Based on faculty, the largest number of respondents came from the Faculty of Communication Sciences (30%), followed by the Faculty of Social and Political Sciences (26%), Faculty of Islamic Religious Education (18%), Faculty of Economics (10%), and Faculty of Law (10%). Respondents from the Faculty of Pharmacy amounted to 4% and the Faculty of Agrotechnology amounted to 2%. This variation shows that interest in TikTok educational content reaches various study programs, although in different proportions.

Based on the results of descriptive statistical analysis, it is known that the average score for the media exposure variable (X) is 32.08, while the information needs variable (Y) has an average of 33.48. The median and mode values for both variables are relatively close to the average value, which shows that the data distribution tends to be normal. The standard deviation of each variable is 4.06 (X) and 4.88 (Y). This indicates that there are variations in answers between respondents, especially in the information needs variable (Y) which has a

slightly larger data spread. In general, these findings only involves one independent variable (X), namely media exposure, and one dependent variable (Y), namely information needs. With simple linear regression, you can find out the direction of influence of variable X on variable Y and how much contribution it makes.

Table 1.
 Partial Significance Results (t Test)

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.291	3.503		.939	.352
	Terpaan Media	.941	.108	.782	8.685	.000

a. Dependent Variable: Kebutuhan Informasi

Based on the results of simple linear regression analysis, the following regression equation is obtained:

$$Y = a + bx$$

$$Y = 3.291 + 0.941 (X)$$

From this equation it can be interpreted that the constant value (a) of 3.291 indicates that if there is no media exposure ($X = 0$), then the information need (Y) is at a figure indicating that students have a relatively high level of media exposure and information needs.

The results of the normality test carried out using the Kolmogorov-Smirnov test showed a significance value of $0.200 > 0.05$. Thus, it can be concluded that the data is normally distributed and meets the assumptions of parametric statistical tests.

Furthermore, the results of the linearity test show that the significance value in the deviation from linearity line is $0.634 > 0.05$, so it can be interpreted that there is no significant deviation from the linear relationship pattern. Thus, the relationship between variable X and variable Y in this study meets the linearity assumption.

After the data was declared to meet the assumptions of normality and linearity, the research then used simple linear regression analysis. This analysis was chosen because of research 3,291. Meanwhile, the regression coefficient (b) value of 0.941 shows that every one

unit increase in media exposure score (X) will increase information needs (Y) by 0.941 units. In other words, the higher the frequency, duration and attention of students towards TikTok @vmuliana's educational content, the higher their need for information regarding career preparation. To test the significance of this relationship, a t test was carried out with the following hypothesis:

H₀ (null hypothesis): there is no significant influence between media exposure and information needs.

H_a (Alternative hypothesis): there is a significant influence between media exposure and information needs.

The decision making criteria are:

If the significance value is <0.05 then H₀ is rejected and H_a is accepted.

If the significance value is ≥ 0.05 then H₀ is accepted and H_a is rejected.

It can be concluded that media exposure, especially the educational context of TikTok @vmuliana, makes a significant contribution to the information needs of students at Ibnu Chaldun University, Jakarta.

Table 2.
Coefficient of Determination Test Results (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782 ^a	.611	.603	3.079

a. Predictors: (Constant), Terpaan Media

DISCUSSION

Based on the research results, it can be concluded that media exposure from Vina Muliana's TikTok account (@vmuliana) has a positive and significant effect on the information needs of Ibnu Chaldun University students in Jakarta who are included in Generation Z. The exposure to educational content received by students, both in terms of frequency, duration and attention,

Based on the results of the t test, a significance value of 0.000 <0.05 was obtained, so

that H_0 was rejected and H_a was accepted. This shows that there is a significant influence between media exposure and information needs. A positive regression coefficient also indicates that the influence is positive, namely that the higher the media exposure received, the higher the respondent's perceived need for information.

Next, to determine the extent to which the independent variable is able to explain variations in the dependent variable, a coefficient of determination (R^2) test is carried out. Based on the calculation results, the R Square value is 0.611 or 61.1%. This value shows that the media exposure variable is able to explain 61.1% of the variation in information needs, while the remaining 38.9% is influenced by other factors outside this research, such as access to information and educational institutions (for example campus career guidance), peer influence, personal interests, educational background, and use of other digital platforms such as YouTube and LinkedIn. Thus, Thus, it has been proven to be able to increase their need for information, especially regarding career preparation.

This finding is in line with the stimulus-organism-response (S-O-R) theory and media exposure theory which emphasizes that the intensity of media exposure can influence audience behavior and needs. Research data also shows that TikTok, especially the @vmuliana account, is not only positioned as an entertainment medium, but is also used as a relevant and significant educational tool for students in facing the world of work.

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