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**THE INFLUENCE OF EXPOSURE TO @VINA MULIANA'S TIKTOK  
CONTENT ON THE LEVEL OF JOB SEARCHING KNOWLEDGE IN FINAL  
LEVEL STUDENTS OF SATYA WACANA CHRISTIAN UNIVERSITY**

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**Abstract**

Social media is an easy tool in this modern era where individuals and groups can quickly get information through pictures and videos containing the latest news or information regarding disasters, politics, education or work. Internet media is a medium that all levels of society can reach. With the internet, people can easily access what they want to know. Of the many social media that are frequently used, TikTok is one of the social networks and video platforms with the most fans from 2016 until now. TikTok is an application with many exciting features that interest people in watching every video displayed. In this journal, the author discusses the influence of exposure to @Vina Muliana's TikTok content where this research aims to determine the effect of exposure to @Vina Muliana's TikTok content on the level of job search knowledge among final-year students at Satya Wacana Christian University. Method: This research uses quantitative research. The sampling technique in this research used purposive sampling technique. Based on the research results, there is a strong influence between exposure to TikTok content and the level of job search knowledge among final students at Satya Wacana Christian University, with a figure of 0.714 or 0.714%. From all the results, @Vina Muliana's TikTok content greatly influences job search knowledge among final-year students at Satya Wacana Christian University.

**Keywords:** Influence, Content, TikTok.

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**Introduction**

The development of technology in everyday life first began from easy processes in everyday life up to the level of satisfaction man from personality and formed social, the magnitude of development increasing era fast bring Lots impact on life public so that every individual interested For utilize and use at each technological development with various benefits that can be obtained easily such as information communication, education and entertainment. Communication is understood as the introduction and reception message that ranges from three people or more until the intended message can be understandable (Mulyana, 2023).

Social media moment: This is very easy to access. Social media makes exchanging information through video images and idea sharing easier for individuals or groups. Internet interaction and use of the internet are prevalent among people. Hence, society is elementary to get information and communication (Habibi, 2018). Social media become one of the most needed alternatives by society (Kusumawardani & Hanggoro, 2018). With the breadth of information and available knowledge found on social media, social media users are also free to look for information on their needs. The internet can be accessible to all of society, and it does not limit Whom you can use; many teenagers seek and find it. Most teenagers use the internet to search for their identity, know who they are, and want to become what they are (Kosasih, 2019).

*TikTok* is social access with Chinese video *social media* introduced in September 2016. *TikTok* has become a popular application that is downloaded and used (Ferira, 2022). *TikTok* has surpassed other trending social media platforms: *YouTube*, *WhatsApp*, *Facebook*, *Messenger*, and *Instagram*. This *TikTok media* Is famous among children, young and adolescents (dwi Wijaya,

2020). *TikTok* is an application with many features, and every *user* can make and *share* videos of short duration.

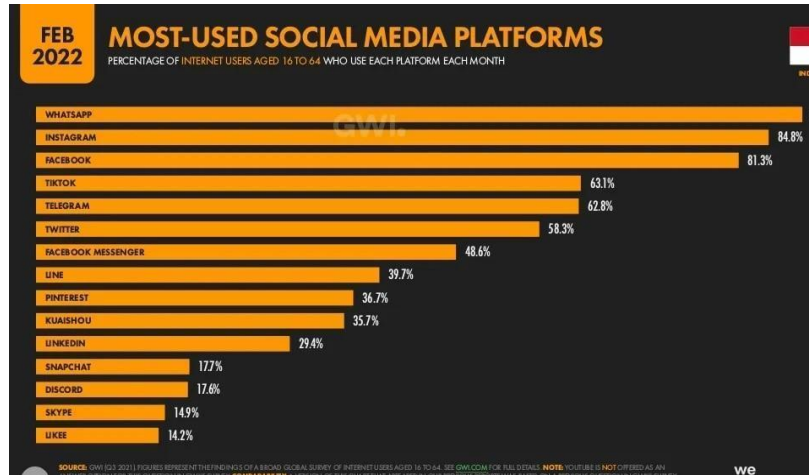


Figure 1 shows the most frequently used social media.

Unemployment is always the main problem everyone faces (Rianda, 2020). A large number of unemployed is defined as a result of a lack of proper education, fear, and worry, which triggers the emergence of no belief in yourself (Yunita & Amini, 2014). Generally, people feel inferior to the background behind them and need help Socializing in the career world. Building relationships with people is complex, and working with teams and adapting to self and technological developments is challenging. Students can be seen commenting on Content *TikTok* @Vina Muliana. Several students need clarification about their *positions* and where they will work. Lots of organizational experience during college but still need to get a job, do not have confidence because they graduated from a little-known campus and never joined any organization in college and need clarification about finding a job, which can be applied to positions different from majors. According to Sadono Sukirno (1994), unemployment is when someone in the workforce is interested in looking for work. However, the person still needs to find a job. Unemployment is triggered by the ability of someone who wants to work but is not suited to their field.

(Purnasari & Prasetyo, 2022), Problems regarding looking for work or in the world of work need to be socialized in the final student environment. A person's achievement is a process after completing education. Development of somebody is progress or to position someone who owns during Work (Lilawati, 2020). Knowledge from looking for work is a provision For preparing moments in this world of Work (Nastiti et al., 2021). Starting with the initial stage of applying for a job correctly, a person looking for work can face situations in the prospective workplace and be able to apply ideas to overcome problems encountered in the world of work. Importance: Before plunging into the world of work or career, you must master and understand the world of work, create a CV and interview guidelines and work in a team or company where you are placed. Students' knowledge of their work is only seen at one point. Namely, the major in which you study. Where there are only a few alternatives in choosing a job, level students tend not to be confident about getting a job, and this is because students lack information about jobs in their field or major, their interests and competencies when they graduate and will Work Where (Jatmika & Linda, 2017). There are also frequent problems found in students, as they need clarification in planning their careers. A career is defined as a person's incompetence in determining work and, ultimately, delays their careers.



Figure 2 Student comments



Figure 3 Student comments

Vina Muliana is a *TikTok* content creator and an employee at *BUMN*. Vina Muliana first started her journey on *TikTok*. She was motivated when she saw many people sharing videos on *TikTok* who had difficulties starting activities during the enhancement of *COVID-19*. The increase in *COVID-19* has triggered most people to carry out all *work-from-home* activities such as online learning, work and other activities that must be carried out online. After the New Normal system and the vaccine were inaugurated, schools and other offline activities were carried out. The impact of the *COVID-19* pandemic has made it difficult for some people to socialize with people around them, such as organizations, causing a loss of self-confidence., more closure, confusion in looking for work, and even job loss. Such cases can occur because they are used to doing school, working online and other activities alone; some people find it difficult to express themselves when they have to work together with other people, and all activities and activities are carried out offline or face to face. Then Vina Muliana started creating Content regarding tips for applying for jobs, making CVs and the process of applying for jobs, and uploading content packaged very interestingly and easy to understand; unexpectedly, the Content is in great demand by people on *TikTok*, with a lot of audience interest in its Content about the world of work. Vina Muliana started making Content and others; yes provides Public Speaking Tips and often also answers comments on netizens who are having difficulties and need clarification about job prospects according to their major, as well as providing information regarding companies opening job vacancies. At the 2021 *TikTok* Awards Indonesia, Vina Muliana won the Best Of Learning and Deductions

category. Education is defined as all matters, or phenomena, regarding the occurrence of a change in a behavioural process outlook, teaching and training.

According to McLuhan, the influence of the media on society is very large. Media Covers all action in public (Musfialdy et al., 2020). Changing public behaviour individually and in groups due to developments in communication media technology is one piece of evidence development theory existing media effects until This (Ihsani & Febriyanti, 2021). The *Hypodermic Needle Theory* is a delivery process. According to the mass media, one direction has influence in a way that is direct, fast, and more right at the audience. This theory is often called the decay theory because the needle theory states that neither message nor information can be directed by will communication. *Hypodermic*, or what is usually called decay theory, predicts very, very general effects of mass communication on all audiences. As for assumptions from theory, this is what I said: that mass media appropriately, not slowly, has a significant influence on audiences; mass media can also be understood to be superior and exciting. The public is defined as a collection of the same community, active because whatever the media publishes is mandatorily acquired and becomes culture-new in life.

Media plays a significant role in someone's moment to choose Content, a person's freedom to choose how they will be most satisfied and able to benefit from a medium; there is an effect back to the media yourself, how? Somebody determines the suitable media as needed himself. The can-see Content in the account *TikTok @Vina Muliana* also contains Content that can fulfil a person's needs in seeking information and knowledge. From *followers and comments* on the videos, he has seen considerable netizen confusion and curiosity about knowledge that can influence him so that he is encouraged to achieve his goals. Contents from account *Vina Muliana's TikTok* also received an award at the *2021 RCTI TikTok Awards* on Content that is interesting and valuable on *TikTok*. To find out if this affects the level of knowledge of Student-related Content *TikTok @ Vina Muliana*.

In this research, researchers chose UKSW students. UKSW is a university located in the Salatiga Semarang district. Student is race Intellectually; students must have maturity-related optimal careers because when students graduate, They can dodge from choice work and consider and predict work later that will be processed in their career in a long time. \_ A warrior middle go through career. During education, I want to know that The student body is vast, and students also need Information education in the world of work, like humans in general need Knowledge and Information on careers. Especially for students, at the end, think about where and how you will work and get a job, as well as tips for making a CV and interviewing to meet student goals.

Researchers chose final-year students from Satya Wacana Christian University (Modouw & Nugroho, 2021). Because of the information shared from the contents, *TikTok @Vina Muliana* will be needed to improve the quality of work so that employment needs can be met later. Researchers want to see whether there is an influence between exposure to *TikTok @Vina Muliana's* educational Content regarding the world of work and the level of knowledge of final-year students at Satya Wacana Christian University. So from That, the writer wants to research related Influence Content Educational *TikTok @Vina Muliana* about the World of Work among Final Year Students at Satya Wacana Christian University.

According to the discussion on so objective from the study, This is Know Influence Exposure Content *TikTok @Vina Muliana* Regarding Knowledge Level Look for Work for Final Year Students at Satya Wacana Christian University. There are practical benefits of providing education related to the world of work for SWCU final-year students on the *@Vina Muliana TikTok account* and being able to provide information for final-year students at Satya Wacana Christian University in the Content. *TikTok @Vina Maulana* .

### Research methods

The method used in this research is Quantitative. The quantitative approach is an approach because it is carried out by generating research data using static calculations. Approach quantitative in test variables As for in research, i.e. variable X Content *TikTok* and Y Knowledge Level. Then, the relationship between the research object and the variables listed is sought. Reliability and validation are mandatory provisions, among other things, to be fulfilled with the use approach. This caused all elements used \_ to become decider research level. *Sugiyono*

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(2018:13) states that quantitative research is procedure study-based, including knowledge or concrete data. Statistics of this research are that the values will be calculated to formulate data for test calculations related to the problems encountered \_ Then, a problem, among others, will be used to describe, explain, and draw conclusions. The sampling technique used is Puposive Sampling. In the determination size sample, the researcher used the formula Sovlin, which obtained results from many samples totalling 286 people.

**Results and Discussion**

The number of *respondents* was final year students at Satya Wacana Christian University, among others \_ *who participated* in research with a total of 286 respondents. Variable exposure content in study This includes the length of time exposed to Content and sources of information, the length of time exposed to Content is a person's length of time accessing media, mainly To get information about work.

**Table 1 Length of Exposure to Content**

Exposure Time (per day)	Frequency	%
Less than 10 minutes	226	79 %
8 minutes	13	4.5 %
6 minutes	23	8 %
4 minutes	24	8.5 %
Total	286	100 %

Source: data processed

The research results in the table above show that the maximum media exposure time is less than 10 minutes. The number of respondents who accessed it in less than 10 minutes was 226 people, or 79%. This study also showed that 24 people had the least access to *TikTok* content to get information about work. So, the results of this study indicate that most respondents are active in accessing *TikTok*.

**Validity test**

At stage First moment, explain *statistics* among others obtained in the study For carrying out Validity and Reliability tests on data units from the research. Count results from distributed statements. Instrument validity analysis is used to search the height precision and thoroughness moment do measurement with its function

**Table 2 Validity Test Variable X**

Variable	Statement	Account	Table	Information
<b>TikTok Content Exposure (X)</b>	PX1	0.500	0.361	<b>Valid</b>
	PX2	0.891		
	PX3	0.880		
	PX4	0.810		
	PX5	0.824		
	PX6	0.890		
	PX7	0.936		
	PX8	0.876		
	PX9	0.893		
	PX10	0.459		
	PX11	0.396		
	PX12	0.369		

Source: processed

Based on the Validity test results on 12 statement items in the results questionnaire Influence Exposure Content, *TikTok* is known to mark Rcount more big from Rtable, with results Rcount more big of 0.361, then can conclude all the data declared valid.

**Table 3 Validity Test Y variable**

Variable	Statement	Account	Table	Information
Knowledge Level (Y)	PY 1	0.856	0.361	Valid
	PY2	0.899		
	PY3	0.825		
	PY4	0.836		
	PY5	0.862		
	PY6	0.937		

source: processed

Based on the validity test on variable Y using 6 statement items in the questionnaire calculation, it is known that the calculated R-value is more significant than the R table. with  $R_{count} > R_{table}$ . Together, the amount  $R_{count}$  exceeds large 0.361. So, all the data obtained is declared valid.

**Reliability Test**

Reliability test applied: To see if research data is reliable or can be used in testing, look for a reliability details statement using Cronbach's Alpha Technique. Reliability test results in order one by one variable Can seen in the table as follows:

**Table 4 Reliability Test for Variable**

NO.	Variable	Cronbach's Alpha	Table	Information
1	TikTok Content Exposure (X1)	0.929	0.361	Reliable
2	Knowledge Level (Y)	0.931		Reliable

source: processed

According to the results of tests obtained above, then taken invention processing, there is research data spelt out reliable Between the *TikTok* content variables and the level of knowledge, this finding is proven based on the values in the table above. *Reliable*.

**Normality test**

The normality test is rare and must determine whether the data obtained is classified as normal, regular, or abnormal. Data that is usually or almost customarily distributed is a good regression model. Using the Kolmogorov-Smirnov *Test* is used to test normality by performing *SPSS* on the data obtained as follows:

**Table 5 Normality Test**

<i>One-Sample Kolmogorov-Smirnov Test</i>		<i>Unstandardized Residuals</i>	
<i>N</i>		30	
<i>Normal Parameters<sup>a, b</sup></i>	<i>Mean</i>	.0000000	
	<i>Std. Deviation</i>	2.11396603	
<i>Most Extreme Differences</i>	<i>Absolute</i>	.118	
	<i>Positive</i>	.068	
	<i>Negative</i>	-.118	
<i>Statistical Tests</i>		.118	
<i>Asymp. Sig. (2-tailed)<sup>c</sup></i>		.200 <sup>d</sup>	
<i>Monte Carlo Sig. (2-tailed)<sup>e</sup></i>	<i>Sig.</i>	.343	
	<i>99% Confidence Interval</i>	<i>Lower Bound</i>	.331
		<i>Upper Bound</i>	.356

*a. Test distribution is Normal.*

*b. Calculated from data.*

*c. Lilliefors Significance Correction.*

*d. This is a lower bound of the true significance.*

*e. Lilliefors' method is based on 10000 Monte Carlo samples with a starting seed 2000000.*

source: processed

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According to the amount of normality data processing with the use of the formula, *Kolmogorov-Smirnov* concluded that These results spelt out Significant from results obtained amounting to 0.356 can say all independent and related variables leads > 0.05 then stated that the data is usually distributed.

**Correlation Test**

The processing data obtained in the table above stated that there is a significant correlation between the *TikTok* content variable and Job Search Knowledge Level with facts from the *Sig Coefficient* = 0.001 < 0.05 and the Correlation Coefficient of 0.845.

**Table 6 Correlation Test**

<i>Correlations</i>			
		<i>Religiosity</i>	<i>Aggressiveness</i>
<i>Religiosity</i>	<i>Pearson Correlation</i>	1	,845 **
	<i>Sig. (2-tailed)</i>		<.001
	<i>N</i>	286	286
<i>Aggressive ness</i>	<i>Pearson Correlation</i>	,845 **	1
	<i>Sig. (2-tailed)</i>	<.001	
	<i>N</i>	286	286

\*\**. Correlation is significant at the 0.01 level (2-tailed).*

source: processed

Based on the test table above, the results show a significant correlation between the *TikTok* content variable and the level of job search knowledge, as evidenced by the *Sig coefficient* = 0.001 < 0.05 and coefficient correlation of 0.845.

**Linear Regression Test Simple**

*Regression analysis* examines what influence causes Variable X, independent of Variable Y, which has dependent properties. *Linear regression* test results are obtained as follows:

**Table 7 Simple Linear Regression test**

<i>Coefficients<sup>a</sup></i>						
Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	<i>(Constant)</i>	1,521	,692		2,197	,029
	<i>TikTok Content</i>	,460	.017	,845	26,640	<.001

source: processed

Based on the table above, equality *Linear regression* can formulated as follows:

$$\text{Knowledge} = 1.521 + 0.460 * \text{TikTok Content}$$

So we get :

1. If the overall variable free is constant or 0, then knowledge own Coefficient amounting to 1,521
2. For every one-unit increase in the *TikTok content variable*, knowledge increases by 0.460
- 3.

**Personal T Test**

With know is there happen significant influence The independent variable The influence is very significant, based on data processing, the explanation is expressed in the results of data processing as follows:

**Table 8 Partial T Test**

<b>Personal Test Table Q</b>						
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
<i>1</i>	<i>(Constant)</i>	1,521	,692		2,197	,029
	TikTok Content	,460	,017	,845	26,640	<.001

source: processed

Obtained from the results calculations, you can conclude that there is a significant influence of *TikTok content* on the level of job search knowledge among final year students at Satya Discourse Christian University, as stated seen from sig coefficient = 0.001 < 0.05

**Coefficient of Determination Test**

*Coefficient Determination (R<sup>2</sup>)* with objective To see the result of how correctly the independent variable (X) describes the related variable (Y). When coefficient determination approaches one, it states that independent variables influence the dependent variable.

**Table 9 Determination Test**

<i>Mode</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	,845 <sup>a</sup>	,714	,713	1,487

source: processed

It can be concluded from the results of processing the data above that the existence of independent variables used in the research produced an influence of as much as 71.4%; this data confirmed Mel. The r-square coefficient is 0.714. Study This show that, in particular, the Effect of Exposure to TikTockmVina Muliana Content has a positive influence on the Level of Searching Knowledge Work for Final Year Students at Satya Wacana Christian University using a Tcalculated Value as many as 26,640 as well The significance of 0.001 is an R square value of 0.714, indicating that the influence of exposure to *TikTok content* (X) has an influence of 71% on the variable level of job search knowledge in final year students at Satya Wacana Christian University (Y). In comparison, there are also 29% that have yet to be found; other variables influence it no researcher research on research This.

**Conclusion**

Obtained by the results of research conducted by researchers regarding the influence of exposure to Vina Muliana's *TikTok content* on the level of job search knowledge among final-year students at Satya Wacana Christian University, the following conclusions can be drawn: H1 is accepted, seen from the results of the t-test calculation which obtained a value of T = 26,640, which is meaning Tcount > Ttable (26,640 > 1968) using Significant 0.001 < 0.05 then we get the Effect of Exposure to @Vina Muliana's *Tiktok Content* on the Level of Job Searching Knowledge of Final Year Students at Satya Wacana Christian University. With R Square (R2) Variable results Influence Exposure Content *TikTok* (X) Has influence amounting to 71% against Knowledge Level Variable Look for Work (Y).

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