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Analyzing Social Media as Career Education Source : Case in Tiktok Account @vmuliana

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Abstract

Social media can be used by communities for a variety of needs, one of which is a means of employment. TikTok is one of the social media that currently abounds in search of information about career. The TikTok account owned by Vina Muliana, @vmuliana introduced education carrier that could help his followers to find job. The study uses the Stuart Hall's reception theory aimed at analyzing the followers' reception and the effects of the content education career of TikTok account @vmuliana as dominant hegemonic position, negotiated position, dan oppositional position. The result of this study indicates that followers have receptions and differing effects on career education content on @vmuliana's video feature, like and comments, and the hashtag on TikTok. There are twenty-two decoding messages dominant hegemonic, two negotiated position, and three oppositional positions. The majority of the informers responded favourably to content on @vmuliana's TikTok account since the informants were helped by the information given from their experience. In general, the informant agrees with the video content on TikTok @vmuliana's account is very informative and helpful, but some consider it not to be impacted on a career. Informants as followers to TikTok account @vmuliana consider that there is a less appropriate feature in some of the content it contains.

Keywords: Reception Analysis, Career Education, TikTok, @vmuliana.

INTRODUCTION

The human need for information led to the development of technology and the internet gave birth to a medium that able to fulfil human interests. Social

media is described by Rulli (2015) as a medium from the internet that allows users to interact, work together, share information, and communicate with other users in the form of virtual social ties. One of the social media that is currently widely used is TikTok. TikTok social media can be utilized by its users to create video content and share it on a wider social network. Kusuma & Oktavianti (2020) revealed that the features contained in TikTok can provide satisfaction and are entertaining for its users. This fun experience is what causes TikTok to become popular and much in demand by the public.

Furthermore, according to Fauzan (in Polim & Sometimes, 2021) explained that currently social media has a very positive and significant effect on job search. TikTok's social media does not only contain entertainment content, but also various informational content, one of which is about careers. Apart from that, TikTok can also be said to be a media or career development application. You can see a lot of content creators sharing their content regarding guides or tips for applying for jobs. By watching informative content on TikTok, people feel helped and get the information they are looking for. Seeing this, it is evident that the influence of social media is very beneficial for society. Apart from that, Fauzan's opinion that social media has a positive effect is true and in accordance with the reality of what is happening.

Based on a recent study, there is a research that TikTok gives its users confidence through comments, content and entertainment in the application. Apart from entertainment, TikTok is also considered a source of insight, especially in education (Hasny et al., 2021). Reportal Digital data shows that TikTok has 109.9 million users aged 18 and over in Indonesia in early 2023 (Kemp, 2023).

According to Fitri et al. (2018) social media has a positive influence, so that information can be easily obtained, and it is also significant for job search. Onplatform In TikTok, there are several accounts that discuss job search, such as @junarasunyi and @ezahazami. This account is considered very influential for Tiktok users who are looking for information and tips in the career world.

One account that contains educational content is the TikTok @vmuliana account. The content delivered by the @vmuliana account is in the form of education about the career world. At the 2021 TikTok Awards, the @vmuliana account was awarded as Best Learning and Education (Kusumaningtyas & Rummyeni, 2022). Content created by Vina Muliana can provide benefits regarding the world of work, where various tips on getting a job are provided. The account is very eyed by TikTok users, which according to Stephanie (in Kusumaningtyas & Rummyeni, 2022) TikTok users are dominated by teenagers aged 14-24 years. This age is included in the criteria of productive age who have entered working age. The @vinauliana account is considered very useful, this can be seen from the comments on each content.

Several previous studies on audience reception have been conducted in various contexts. Hidayat et al. (2023) conducted research to find out how the public's reception of the @raymondchins account regarding financial education. The results of the research in this article are three audience positions according to reception theory, the first position is dominant where there are audiences who think that the videos provided are good and can be applied to life, the second is a negotiating position where audiences understand the importance of financial education, but to arrive at a position like the one in the video requires several

considerations, the third position is the opposition, for this position the researcher did not find anything about it, because according to the results of the interviews that financial literacy is a basic need.

Savira & Zuhri (2022) conduct research to find out how the audience gets reception of content contentreview skincare uploaded on the Tik Tok account @drichardlee. The results of this study are that some audiences think that the content provided can bring down other people's efforts, because there is a mention of the brand in the video, and the delivery in the video is considered too frontal. However, on the other hand the content provided is also considered to provide education to the relevant communityskincare containing hazardous materials. Another study conducted by Milatishofa et al. (2021) who conducted research to study and find out more about receptionfollowers Tara Basro in interpreting Tara Basri's upload which contains aboutbody positivity. This research found that the uploaded content is a form of gratitude or appreciation for what God has given by accepting any body shape and skin color.

Based on the description of the background above, the problem can be formulated, namely how the receptionfollowers @vmuliana TikTok account for career education content. So from the application of Stuart Hall's reception theory, this study aims to analyze and find out how the reception isfollowers and the impact of career education content onfollowers through the @vmuliana TikTok account.

METHOD

The method used in this research is a qualitative research method with a descriptive nature that seeks to describe a number of variables related to the problem and unit studied (Samsu, 2017). Qualitative research methods that aim to achieve a deep understanding of how people feel in the process of their lives, give meaning; and describes how people interpret their experiences (Sugiyono & Lestari, 2021). The qualitative research method used was interviews with three informants who were followers tiktok account @vmuliana. Subjects and objects in qualitative research are referred to a social situation or social situations where it is stated as an object of research that you want to observe in depth such as activities (activity) people (actors) which is in place (place) certain (Sugiyono & Lestari, 2021). Data collection techniques in this study were interviews and documentation. An interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed in a particular topic (Sugiyono, 2016). Meanwhile, documentation is a record of events that have been passed, which can be in the form of writing, pictures, or someone's work of art (Sugiyono & Lestari, 2021). In this study the documents used were screenshots during the interview process.

RESULT AND DISCUSSION

1. Result

Research data shows that the informants have different interpretations of the content provided by the @vmuliana account. The

research data was obtained after conducting in-depth interviews and focused on nine points, as follows:

- 1) Opinion of the informant regarding the video of the TikTok account @vmuliana on the informant's career.
- 2) Opinion of informants regarding the video of the TikTok account @vmuliana as a medium for seeking information.
- 3) Informants' opinions regarding @vmuliana's TikTok videos help you plan and make decisions regarding your job search.
- 4) Opinion of informants regarding roleslike andcomment on the upload of the TikTok account @vmuliana can be an understanding of the informant's career.
- 5) Informants' opinions on roleslike andcomment on the TikTok account @vmuliana is useful in finding information.
- 6) Opinion of informants againstlike andcomment on the TikTok account @vmuliana influenced informants in planning and making decisions about their careers.
- 7) Opinion of informants regarding roleshashtag on the TikTok account @vmuliana in the world of the career that is lived.
- 8) Informant's opinion about hashtag which is used in uploading the TikTok @vmuliana account in searching for information.
- 9) Informants' opinions on roleshashtag in uploading the Tiktok account @vmuliana to the plans and decisions of informants in the career world.

There are 22 decoding messages dominant hegemonic, 2 negotiated position, and 3 oppositional position presented in the following table:

Table 1. *Decoding informant of @vmuliana's TikTok content*

Question Focus	Report 1	Report 2	Report 3
Opinion of the informant regarding the video of the TikTok account @vmuliana on the informant's career.	<i>Dominant</i>	<i>Dominant</i>	<i>Negotiated</i>
Opinion of informants regarding the video of the TikTok account @vmuliana as a medium for seeking information.	<i>Dominant</i>	<i>Dominant</i>	<i>Negotiated</i>
Informants' opinions regarding @vmuliana's TikTok videos help you plan and make decisions regarding your job search.	<i>Dominant</i>	<i>Dominant</i>	<i>Dominant</i>
Opinion of informants regarding roleslike andcomment on the upload of the TikTok account @vmuliana can be an understanding of the informant's career.	<i>Dominant</i>	<i>Dominant</i>	<i>Dominant</i>
Informants' opinions on roleslike andcomment on the TikTok account @vmuliana is useful in finding information.	<i>Dominant</i>	<i>Dominant</i>	<i>Dominant</i>
Opinion of informants againstlike andcomment on the TikTok account @vmuliana influenced informants in planning and making decisions about their careers.	<i>Dominant</i>	<i>Dominant</i>	<i>Dominant</i>
Opinion of informants regarding roleshashtag on the TikTok account @vmuliana in the world of the career that is lived.	<i>Dominant</i>	<i>Dominant</i>	<i>Oppositional</i>
Informant's opinion about hashtag which is used in uploading the TikTok @vmuliana account in searching for information.	<i>Dominant</i>	<i>Dominant</i>	<i>Oppositional</i>

Informants' opinions on roleshashtag in uploading the Tiktok account @vmuliana to the plans and decisions of informants in the career world.	Dominant	Dominant	Oppositional
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Source: Processed by researchers

Based on research, the first and second informants felt that the video content of the @vmuliana account helped the informant's career. The content shared by the account was informative for informants, because the content of the account was helpful for informants when making applications such as cover letters and CVs to apply for jobs.

"From myself, including helping, right, because of Ms. Vina's background, what's up, right? It's already trusted, the point is, then the content is also informative, right? It's only for us as consumers, the meaning is to consume the video, it's like we just have to adjust it to ourselves. So overall so far, the content has helped because the two overings when I registered as an intern, everything works" (Informant 1, 11 May 2023).

"Regarding my career, from me personally I was greatly helped by the existence of this account because, Thank God I was already working, now before work I definitely had to make a job application letter and so on, I did a few before submitting an application letter, I had time to see references from the account how to make the right cover letter, how to make the right CV, and so on." (Informant 2, 13 May 2023).

Meanwhile, the third informant said that the video content on the @vmuliana account was not to look for public information or job vacancies, but information regarding references on how to answer questions. interview High Resource (HR).

"So far I haven't followed the @vmuliana account for a long time. By looking at the @vmuliana account, I'm trying to apply how to

answer interviews from the perspective of High Resource (HR) wishes." (Informant 3, 17 May 2023).

Furthermore, the first and second informants also indicated the dominant hegemonic position regarding the video of the TikTok account @vmuliana as a medium for finding information. They said that the account was very informative in providing information, TikTok is also a platform that contains this information, one of which is the account @vmuliana.

"Fulfilling it because the content, Ms. Vina, when I was looking for it, immediately made sense, like what match I needed, it seemed that it matched what I needed, I immediately found it, after watching it, I immediately got a picture, right? during the interview, how about when I want to send my cv application, how about the big picture of the composition of the cv, so the content that I need is there, appropriate" (Informant 1, 11 May 2023).

"In my opinion, this account is very informative in providing information, because at this time it's not just us looking for information not only through Google, because there are several platforms where we can find sources of information, one of which is TikTok and there are also many content creators who make information. that is one of them Vina Muliana." (Informant 2, 13 May 2023).

Then, the difference in the position of meaning of the third informant after seeing @vmuliana's TikTok video content, said that the account was not looking for information about job vacancies, but tips for answering questions. High Resource (HR).

"As far as following the account is not to look for public information or job vacancies, but information regarding references on how to answer High Resource (HR) interview questions." (Informant 3, 17 May 2023).

The first and second informants show the dominant hegemonic position regarding the role of hashtag which is used in uploading the TikTok @vmuliana account in the world of the career he is living. They argue that the role of hashtag is influential since it can be searched by keywords, as well as hashtag can also be seen based on things being trending at that time.

"Emm, it's influential, because hashtags are based on keywords, so if I'm looking for a career, it's automatically related, where my career continues to work on tutorials or whatever, it can help direct the content, Ms. Vina." (Informant 1, 11 May 2023).

"Personally, I am actually the person who has never seen the hashtag written in the post, but the hashtag is very important for everyone, not just most, why is it important because the hashtag characterizes what was hype at that time." (Informant 2, 13 May 2023).

Meanwhile, the third informant had a receptional opposition.

Informant three explained that the role of hashtags on the @vmuliana account was less effective because the use of hashtags was not in accordance with what should be applied. There is video content that does not match the hashtag used, so according to him the use of hashtags is less effective.

"In my opinion, the role of the hashtag on the @vmuliana account is less effective. Hashtags should be used as keywords to search for something on social media. Sometimes in some accounts the use of hashtags is not in accordance with what should be applied. For example, there is "#InterviewHRD" but some videos have different hashtags so the use of hashtags is less effective." (Informant 3, 17 May 2023).

The first and second informants admitted that it would be helpful to have hashtag features in content to find further information or similar content. Hashtags are felt to be very influential because finding information makes it easier to get the expected content.

"Yes, it helps, right? For example, hashtags can be used, for example, if we forget to be hashtags, they can just be keywords. For example, if I need to search for a company, just look for the hashtag, Ms. Vina, later the content can appear, so it is very influential." (Informant 1, 11 May 2023).

"In my view, hashtags are actually a way to make it easier for us to find information, for example the post, giving the hashtag for example #recruitmentBUMN, so from that we can find out, just click on the hashtag for more information." (Informant 2, 13 May 2023).

The third informant expressed differences of opinion with two other informants. The third informant considered that hashtag on the account does not meet, because there is hashtag which is not related to the uploaded video.

"The use of hashtags on the @vmuliana account is deemed inadequate, because there are hashtags that are not related to the video being presented. Perhaps it is felt that the purpose of the content creator itself is by using various hashtags to be able to reach all fronts, both just looking for information about the world of work." (Informant 3, 17 May 2023).

On features hashtag to determine plans and decisions in the career field, the first and second informants assume that from hashtag, informants will get moderate information hype or viral at that. So that the information obtained can be a reference for determining informant decisions.

"Because before, I felt that I didn't really see what the hype was at that time, but I think for now and in the future hashtags are very important. From the hashtag, I can know what the hype is about and we can immediately know what information we will get." (Informant 2, 13 May 2023).

While the third informant showed the reception oppositional regarding the roles of hashtag on the upload of the TikTok account

@vmuliana regarding career plans and decisions in the world of his career. According to him, the role of hashtag less effective but the information he needs is useful for his career to date.

"The role of the hashtag is not very effective, but finding the information I need through the @vmuliana account can be useful for my current career." (Informant 3, 17 May 2023).

2. Discussion

Reception analysis is a science or analytical method to find out and study how audiences accept a phenomenon. In interpreting media content or text, audiences are influenced by their culture and personal experiences (Haqiqi et al., 2023). The reception process can be seen in the premises of Stuart Hall's Encoding-Decoding model, where it is the basis of reception analysis. In Stuart Hall's theory, similar phenomena or events can be interpreted or interpreted by audiences differently and give more than one meaning to these phenomena. Stuart Hall provides a further explanation of the process of meaning that there are three views given by the audience in responding to what is obtained in the media, including dominant hegemonic, negotiated, and oppositional. (Supriyatman & Nugroho, 2019)

Based on the research results, found twenty two dominant hegemonic positions, in this position the informant has a positive interpretation of the educational content in the @vmuliana TikTok account. This position is a view where the meaning of the communicant is in line with the message conveyed by the communicator in the media used. Informants consider that the content in the account is very informative, the

content shared helps in the informant's career life. The content in the account is also considered to provide various career education, such as answering questions during an interview with HRD, making a good and correct CV or cover letter.

Next, there is the negotiated position where the audience's view of the meaning conveyed by the communicator can be similar or reject in a different sense to what is conveyed by the communicator. In this position there are two opinions that fall into negotiated. Informants consider that the uploaded content has not had an impact on the career they are pursuing. However, in this case, the informant has applied some of the content he feels is needed.

Third oppositional position is a view that is held by different audiences and rejects what is given by the communicator, this is based on experience or culture so that there is irrelevance. In the third position, there are three opinions included in the position oppositional. The informant considered that there were several features that were deemed inappropriate in some of the uploaded content. Informants feel that hashtag still not suitable in some uploads, since hashtag that is placed on the account is different from the discussion that is uploaded.

CONCLUSION

The majority of informants give positive response to the content of the @vmuliana TikTok account since the informants felt helped by the videos of the @vmuliana account content in accordance with what the informants were looking

for and needed. In general, by viewing and following the tips from the videos of the account @vmuliana the informant succeeded and got what he wanted. Moreover, the TikTok account @vmuliana has a blue tick indicating that her followers have more than 1 million followers. In addition, @vmuliana also received an award from the TikTok Awards as an educational creator content. So the video content of the @vmuliana account is undoubtedly being used as Career Education. But informant 3 as a TikTok account audience @vmuliana considers that the hashtag feature has no effect and is less effective when searching for videos of @vmuliana's content. But informant 3 still felt helped by the video content @vmuliana for Career Education.

This research is useful to help TikTok users in finding information on tips about Career Education. The content on the TikTok account @vmuliana is career education content such as how to make the right CV (Curriculum Vitae), how to answer HR interviews to qualify and be accepted for a job, as well as various other content. With these @vmuliana contents, many audiences or @vmuliana TikTok followers are helped around Career Education. However, for further research, if you want to research the same thing as this study, you should use Instagram social media. Because Instagram can reach a wider audience, and the Instagram application is used first than TikTok.

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