

**PENGARUH PENGGUNAAN MEDIA SOSIAL
TIKTOK @VMULIANA TERHADAP PEMENUHAN
KEBUTUHAN INFORMASI TENTANG KARIER
(Survei pada *Followers* @vmuliana)**

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ABSTRAK

Kemunculan media baru menciptakan fenomena media sosial sebagai sumber informasi. Salah satu contohnya adalah media sosial populer TikTok sebagai sumber informasi termasuk informasi tentang karier. Di samping itu, realitas pendidikan formal yang tidak senantiasa memberikan informasi karier mengakibatkan individu harus mencari informasi secara mandiri dengan menonton tayangan akun TikTok @vmuliana ataupun bertanya melalui kolom komentar. Tujuan penelitian untuk mengkaji pengaruh penggunaan media sosial TikTok @vmuliana terhadap pemenuhan kebutuhan informasi tentang karier, serta pengaruh intensitas penggunaan media sosial TikTok @vmuliana dan isi pesan media sosial TikTok @vmuliana terhadap pemenuhan kebutuhan informasi tentang karier dengan menggunakan teori *Uses and Gratification*. Teori *Uses and Gratification* didasari oleh empat hal, yakni anteseden, motif, penggunaan media, dan efek. Metode penelitian yang digunakan kuantitatif eksplanatif dengan survei dalam bentuk kuesioner Google Form dengan 100 responden dari *followers* akun TikTok @vmuliana. Teknik pengambilan sampel dilakukan dengan *simple random sampling*. Hasil dari penelitian ditemukan nilai F hitung sebesar 191,680 lebih besar dari nilai F tabel sebesar 3,94, maka dapat diartikan bahwa terdapat pengaruh antara penggunaan media sosial TikTok @vmuliana secara simultan terhadap pemenuhan kebutuhan informasi tentang karier. Berdasarkan uji T ditemukan hasil T hitung sebesar 13,845 pada penggunaan media, 4,186 pada intensitas penggunaan media, dan 14,276 pada isi pesan media. Ketiga T hitung tersebut lebih besar daripada T Tabel, yakni sebesar 1,985. Berdasarkan hasil penelitian disimpulkan bahwa terdapat pengaruh yang signifikan terkait penggunaan media sosial TikTok @vmuliana, intensitas penggunaan media sosial TikTok @vmuliana, dan isi pesan media sosial TikTok @vmuliana terhadap pemenuhan kebutuhan informasi tentang karier pada *followers*.

Kata Kunci: Penggunaan Media, Kebutuhan Informasi, Teori *Uses and Gratification*, TikTok

**THE EFFECT OF THE USE OF SOCIAL MEDIA TIKTOK @VMULIANA
ON THE FULFILLMENT OF CAREER INFORMATION NEEDS
(Survey of Followers on TikTok Account @vmuliana)**

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ABSTRACT

The emergence of new media has created the phenomenon of social media as a source of information. One example is the popular social media site TikTok, which is a source of information, including career information. In addition, the reality of formal education that does not always provide career information results in individuals having to seek information independently by watching impressions of @vmuliana's TikTok account or asking questions through the comments column. The purpose of the study was to examine the effect of using TikTok @vmuliana social media on fulfilling information needs about careers, as well as the effect of the intensity of using TikTok @vmuliana social media and the content of TikTok @vmuliana social media messages on fulfilling information needs about careers, using Uses and Gratification theory. Uses and Gratification theory is based on four things: antecedents, motives, media use, and effects. The research method used was explanatory-quantitative, with a survey in the form of a Google Form questionnaire with 100 respondents from followers of the @vmuliana TikTok account. The sampling technique was carried out by simple random sampling. The results of the study found that the calculated F value of 191.680 is greater than the F table value of 3.94, indicating that there is an influence between the use of TikTok and @vmuliana social media simultaneously on fulfilling information needs about careers. Based on the T test, it was found that the T count was 13.845 for media usage, 4.186 for intensity of media usage, and 14.276 for the content of media messages. The three T counts are greater than the T table, which is 1.985. Based on the results of the study, it is concluded that there is a significant influence related to the use of TikTok @vmuliana social media, the intensity of using TikTok @vmuliana social media, and the content of TikTok @vmuliana social media messages on fulfilling information needs about careers among followers.

Keywords: *Media Use, Information Needs, Uses and Gratification Theory, TikTok*