Analysis of Audience Reception to TikTok Content @Vmuliana as an Educational Media in the Career Field

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Abstract

This research aims to find out how the audience accepts the analysis of the TikTok account @vmuliana regarding career education content. Then it is divided into three meaning positions, namely Dominance, Negotiation and Opposition using the Reception approach theory according to Stuart Hall. The informants in this research were followers and non-followers of the TikTok account @vmuliana to get the audience's meaning after watching the educational content. This research uses qualitative research methods, collecting data through in-depth interviews with six informants who are active audiences who have watched educational content from Vina Muliana. The results of this research show that TikTok social media users give different meanings to the messages conveyed by the media according to the informant's point of view. Dominant Hegemony Position Category, namely the informant agrees that Vina Muliana's educational content provides a lot of information and is very useful in the career field. Negotiation Position Category, namely informants who benefit from the content but also have different views. Opposition category, namely informants who think the content is too focused on general methods that many people already know.

Keywords: reception analysis, @vinamuliana, tiktok, educational content

INTRODUCTION

The rapid development of technology is made for the purpose of helping humans in life. The rise of people who have experienced addiction to playing mobile phones results in dependence due to the existence of the internet network and audiences develop it into practical solutions to make information exchange more convenient using the internet (Chintya & Haninda, 2020). Organizationally, communication that is launched has various rules that become standard rules. Thus communication that is launched will be more likely to be predictable, or in other words that communication launched in an organizational context is a process in building a relationship that reduces uncertainty because of the structured and orderly and stable nature that allows it to be predictable (Firdaus et al., 2021). In organizations, communication that is launched will affect the coordination relationship among the members of the organization. If the communication that is launched goes not well, then the working relationship of the members of the organization also takes place poorly which ultimately affects the performance of the organization (Apriani et al., 2021).

Furthermore, the media is one of the containers in delivering information and messages. Media serves to convey information, educate, entertain and exercise social control (Sahputra, 2021). Son (2022) Note that social media is something that can facilitate people's lives in a variety of ways. Social media for today's society is highly glorified. This means that users can easily get all the information they need online, anytime and anywhere. On one social media can be a tool to improve the way students think in interacting and communicating even in finding love and social lifestyle (Kusuma, 2020). But ethical issues also arise along with the increasingly massive use of social media (Hapsari Wijayanti et al., 2022).

At the moment the TikTok application is one of the most popular social media for the audience (Chintya & Haninda, 2020). The TikTok application is an application with a duration of 60-180 seconds in which it has various supporting features. TikTok appeared in Indonesia in 2018. TikTok social media is considered a new media and has the potential to be a means that can provide information, shape human personality, foster positive abilities, and allow people to work according to their fields and talents.

The TikTok application has recently gained popularity among celebrities, public figures, to the general public who have joined and followed the trend by using this application. There are many content creators on TikTok who produce interesting content in the form of fun, entertaining, and informative content (Kesuma &; Tamburian, 2021). TikTok content creator named @vmuliana who works in an agency, namely State-Owned Enterprises (BUMN), often creates content about various ways to apply for jobs. It is known that Vina Andhani Muliana works in Mining Industry Indonesia which is a BUMN Holding Mining Industry which oversees as many as five industrial companies engaged in mining in Indonesia. More than 5 million people have followed TikTok users *@vmuliana* This is in his personal account.

In the midst of many TikTok content creators with various "genres" that each creator chooses according to their interests and abilities. Vina herself, the focus of career content she made was talking about SOEs, along with tips and how to enter (Rahmavati, 2022). Vina in addition to uploading content about career tips at SOEs, she also always uploads content about tips when applying for jobs; starting from making a CV to the interview process. He conveys information to the audience in an interesting and easy to understand way, no wonder his video is viral and gets a lot of positive responses. This confirms that social media such as TikTok can also provide educational benefits (Fanaqi et al., 2022).

As one form of new media, TikTok social media is considered to have the potential to be a means that can add information, can shape a person's personality, train and develop positive abilities, and allow people to work in accordance with their fields of expertise (Hawari, 2019). Although deviant content such as sexuality on social media can cause unrest (Cheril &; Princess, 2022), but video-based educational media is currently a public element in information guidelines (Fanaqi et al., 2022). This application supports educational videos to be interesting because there are effects, visuals, and other features. As a result, the use of video-based educational media is more effective in disseminating knowledge.

Many unemployed people do not pass the job application sometimes because of the lack of attractiveness of a CV or stopping at the interview stage, therefore a content creator with an account name @vmuliana share career tips from the CV making stage to the interview. Reporting from the website of the Central Statistics Agency (BPS) released on November 7, 2022, the open unemployment rate in Indonesia as of August 2022 is 5.86%, which means that there are 8.42 million people unemployed in Indonesia. This number increases compared to February 2022 with 8.40 million people. Open unemployment is defined as a workforce that does not have a job even though it has looked for work optimally, while the existing jobs are not suitable for the education they have or because they are lazy to find a job (Wulandari et al., 2020).

However, the number of unemployed people in Indonesia has decreased compared to last year. In Indonesia, there are 9.1 million unemployed people as of August 2021. The Open Unemployment Rate or TPT in Indonesia was measured at 5.86% in August 2022 when compared to the 143.72 million people in the labor force. When compared to February 2022, which was 5.83% at that time, this figure increased by 0.03%. Some additional labor forces are unemployed because not all of them are taken advantage of by the job market. On the one hand, the economic expansion has created jobs for 4.25 million people, while on the other hand, 3.57 million people have been added to the labor force.

The author discusses the use of TikTok social media related to the results of the explanation above, namely wanting to know how the reception of a content that certainly produces different views by each person. Desiana et al., (2022) Underlining that the meaning of the message conveyed is also influenced by the form of verbal and non-verbal communication launched by the communicator. Researchers are interested in studying the content of accounts submitted by @vmuliana which will certainly get different views from each audience. Through this research, it is to examine how audiences perceive and receive media messages given by Vina Muliana with content related to educational media in the career field.

RESEARCH METHODOLOGY

This study used qualitative research methods with reception analysis theory. Qualitative research is an approach that is oriented towards a phenomenon or symptom that applies naturally. Therefore this research has a fundamental nature and type of field research (Abdussamad, 2021). While reception analysis in research to see and understand the response, acceptance, attitude and meaning formed by the audience to a work. This reception analysis has the basic assumption that the audience is an active audience. aims to understand in depth and explain systematically about the use of the TikTok application as a medium of information in education. This method is an understanding of the audience in interpreting a media text they see and is related to experiences in everyday life (From April 2009 to 2009).

Reception analysis can be seen by how the audience can interpret a message in different ways. It is used to determine the response, see the acceptance, meaning, and attitude obtained from the audience as an audience who watches a content from the media. Therefore, it has been explained by Stuart Hall that, the message that has been conveyed by the media will go through three possibilities, namely: the position of *dominant, negotiated*, and *oppositional hegemony*.

RESULTS AND DISCUSSION

In reception analysis, it is understood that contextual factors influence the way audiences see or read media, such as movies or television shows. This analysis is a special part of public studies that conducts an in-depth study of the actual process by which media discourse assumes that discourse practices and audience culture as well as reception analysis emerged in the 1970s with Morley as the proponent. With this theory it tries to understand the meaning and relationship between content and mass, media and audience. In this study the audience is seen as an active interpreter, stating that the text and its receiver are complementary elements of an object of investigation hence discussing aspects of communication that are discursive and social (Aminudin, 2018).

Through reception analysis will provide a meaning for understanding a text in print media, electronic media, and cyber media (internet), how to understand the character of media texts read by the public (From April 2009 to 2009). Reception analysis can also be seen as a situation where the media is delivering the message, while the audience is the receiver. It can be said that this is a method through the study of the audience, by positioning the audience as an active subject to produce a meaning. Focus on the analysis of this reception on the content of the media message as well as the audience. That audiences can interpret media influenced by their cultural background. In addition, it is also important to understand that two-way communication is an important factor for effective communication (Harahap et al., 2021).

Reception Analysis is also the eating of media text which consists of *encoding* and *decoding* processes. The *encoding process* is the initial process that contains concepts and meanings. Uploading educational content about careers on TikTok social media can be said to be encoding. While the decoding process is a process in which the audience or audience understands and interprets the message conveyed by the creator of the message. Informants who have been selected based on

several categories are part of the message recipient or *decoding*.

McQuail (1997) in Anugerah et al., (2020) further elaborates on the analysis of Stuart Hall's reception by dividing it into three parts, namely: *accepting* (*dominant*), *negotiated* and *oppositional*. *Dominant code*: that the media message conveyed dominates the audience. This means that the message conveyed by the media is received by the audience positively. *Negotiated code*: that the negotiated code makes the audience make its own adaptation based on a situation that occurs. The position of the audience can accept or reject but for a certain reason. *Oppositional code*: that the media message conveyed is received by the audience by carrying out a meaning that rejects and rejects it.*Decode* in the opposite way. The meaning conveyed by the media, rejected or not accepted by the audience (Eds and Sweets, 2019).

This study conducted interviews with informants as data sources. Informant reception varies, placing the viewer or reader in the context of various factors that influence the audience. Audiences are active participants in interpreting the messages or texts they read, hear and see according to cultural context. Thus, researchers tried to draw conclusions from the answers of all informants after seeing career education video content on TikTok accounts @vmuliana which were grouped under Stuart Hall's Reception Analysis theory to find out the audience category (Nalfsari & Malau, 2021).

After conducting an interview process with 6 (six) informants, researchers obtained different results for the reception of career education video content on @vmuliana TikTok account. This research found that the reception of viewers who watch career education video content on TikTok accounts @vmuliana varies greatly. The results showed that there were 2 (two) dominant meanings, 3 (three) negotiation meanings and 1 (one) opposition meaning. From the results of the study it was found that:

Dominant Hegemony Position

Dominant hegemony is explained as a situation in which the media conveys a message while the audience receives it. The message conveyed by the media by chance is also liked by the audience. For the dominant hegemonic position over career education-related content on @vmuliana TikTok account, there are two informants who have a harmonious understanding and agree with what is conveyed in Vina Muliana's video.

From the interviews, it was found that informants who were followers of Vina Muliana, namely Karin (informant 4) and Sonia (informant 6) entered the category of Dominant Hegemony, where they fully accepted Vina Muliana's content and made the content as a reference and were inspired to apply the content of Vina's content on her TikTok account.

Based on the answers given by Karin, this informant indicated that he received the message conveyed in Vina Muliana's content. He argues that the message is positive and gives them more information. The informant also expressed an intention to use Vina Muliana's account as a source of exercise if they decide to switch from their current job. In addition, informants have been following Vina Muliana's account for a long time, indicating that they have long supported and accepted her content.

Furthermore, to the answer given by Sonia as informant 6 stated that she stated that she followed the advice given by Vina Muliana during an interview at a convenience store and she also saw her as an expert in the field. The informant also noted that this was the right way to understand and prepare for the upcoming world of work.

Thus, the answers of both informants reflected the dominant hegemonic attitude. They fully accept and reinforce the view that Vina Muliana's content is a very useful source of information in the career field. They do not doubt the effectiveness or quality of such content and consider it the main source of reference and guidance in their preparation for the world of work.

Negotiation Position

The informant, who was in a negotiating position, received only part of the message conveyed by Vina Muliana in her content regarding certain matters according to their respective

views. Other informants expressed their disapproval according to the circumstances or conditions experienced by each informant.

Informant 1, namely Raihan, admitted that Vina Muliana's content could be considered as an educational medium in the career field, which expressed recognition of the concept of education in that context. However, they also explained that their personal meaning is more likely to see the content as a means to increase young people's enthusiasm, motivation, and expectations in finding a job. This reflects a more flexible approach to interpretation, where informants try to combine between positive messages from Vina Muliana's content in the context of motivation and passion, rather than just more traditional career education.

In addition, informants also expressed their hope that the content produced by Vina Muliana remained focused on the career field and taught how workers can survive and increase productivity and love for their work. This suggests that informants view the content as potential in career education, albeit with a broader and flexible approach.

Furthermore, informant 3, Anggi, reflects a critical attitude and understanding that Vina Muliana's content is an enhancer of insights and references, not the only reference that is taken for granted. He acknowledges that the content has limitations and cannot cover all situations that may be encountered in the job search. In this case, the informant realized that it still took personal effort to develop oneself in other ways that may not be covered by the content of the account.

Not much different from the opinions of the two previous informants, Alfariz (informant 5) had the same opinion, that he accepted that Vina Muliana's content provided new and useful information for them and others, as can be seen from the positive comments in the video. However, he also pointed out that Vina Muliana's content is not really needed for them personally in the context of the world of work they are currently in, because they feel they can work without relying on the content. This reflects the view that Vina Muliana's TikTok content may be more useful to others or perhaps to those who are in different career situations.

In this case, it is the answers of the three informants that reflect a negotiating attitude because they benefit from the content, but also compensate for it with an understanding of its limitations and the importance of broader self-development.

Opposition Position

Another way that audiences *decode* media messages is by "opposition". This condition applies when a critical audience changes the message or code coming from the media into another message or code that is alternative. This is because audiences reject the meaning of the message conveyed by the media and replace it with their own meaning for a topic conveyed by the media (Morissan. 2014).

In this study, informants in opposition positions had an understanding that was contrary to the message conveyed by Vina Muliana. Informants understand the meaning of the message conveyed, but they counter it based on personal experience and views to the contrary. Using personal experiences as well as mass media references and interactions with family and friends, informants interpret the content of Vina Muliana's career education videos.

Informant 2's answer can be interpreted as an "opposition" position in the analysis of the reception to Vina Muliana's TikTok content as an educational medium in the career field. This informant categorically rejected the view that Vina Muliana's content could be considered an effective educational medium in the career field. He pointed out that the content was too broad and not in-depth enough to provide significant assistance in career development. The informant also noted that the content focused on common tips that people already know, which gave a skeptical view of the level of novelty or professionalism of the content.

Thus, the informant's answer reflects an "oppositional" position as they oppose the view that Vina Muliana's TikTok content is a useful educational resource in the career field. They have a critical view of the content and judge that the career requires a more serious and in-depth approach than that offered by the content.

CONCLUSION

From the analysis that has been done, it was found that informants are divided into three positions when prescribing or accepting TikTok content @vmuliana as an educational medium in the career field, namely the dominant position, negotiation position, and opposition position. The Dominant Position is a position where the informant agrees that Vina Muliana's educational content is a content that provides a lot of information and is very useful in the career field. Those in this position consider the content to be the primary source of reference and guidance in their preparation for the world of work. The Negotiation position is also a majority position where informants agree that there is useful information from Vina Muliana's career education content, but informants with diverse experience and knowledge in the career world may have different views on the content that has been presented by Vina Muliana. The Opposition position is one in which the informant refuses or disagrees and the informant criticizes Vina Muliana's content for being too focused on common ways that many people already know.

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