

## ABSTRACT

### **THE DEPICTION OF CAREER EDUCATION MESSAGES THROUGH CONTENT ON TIKTOK (Qualitative Content Analysis in @vmuliana and @theonlybuyo Accounts for the Period of July 2023 – December 2023)**

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Consuming information has become an essential need to obtain accurate knowledge. Career education, in particular, is very important nowadays as the job market continues to evolve and competition becomes increasingly fierce. Therefore, comprehensive, engaging, and easily understandable career education content is needed. The presence of TikTok accounts @vmuliana and @theonlybuyo as channels for disseminating career education facilitates public access to knowledge. This research aims not to compare but to analyze the depiction of career education messages through the content on TikTok @vmuliana and @theonlybuyo from July to December 2023 using content analysis. This study uses a descriptive qualitative approach and tests the reliability of the coding sheet using Holsti's formula, resulting in a reliability score of 91%. The findings of the study reveal similarities between @vmuliana and @theonlybuyo in message sidedness, order of presentation, message appeal, and message content on TikTok. Both accounts predominantly use two-sided messages, primacy order of presentation, rational appeal, and informative messages. The main difference lies in the target audience: @vmuliana focuses on the theme of Job Information at 38% for fresh graduates, while Bu Yo focuses on the theme of job terms at 32.56% for employees developing their careers.

**Keywords:** Messages, Career Education, Vina Muliana, Yova Beltz, TikTok

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