ABSTRACT

PACKAGING EDUCATIONAL MESSAGES ON TIKTOK CONTENT (Quantitative Content Analysis on @Shadirafirdausi's Tiktok Account for the Period February 2023–March 2024)

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Education is a process of empowering individuals to become independent, creative learners and able to adapt to rapid changes in global society. Educational messages are information or content delivered with the aim of providing certain knowledge, skills or attitudes to individuals or groups. This message is usually prepared systematically and delivered through various media to achieve educational goals. This research aims to determine the packaging of skills learning educational messages on @Shadirafirdausi's TikTok account. The research method in this research is quantitative using a post positivism paradigm. Because this paradigm wants to look at research as interconnected steps. In this research, the measuring tools used are the nature of the message, the theme of the message, the form of content, and the type of content. The results of this research found that the TikTok account belonging to @Shadirafirdausi had the largest message presentation category by showing the content of the message. The largest category of message characteristics is informatif, then based on the largest message theme, namely home displays, then based on the largest form of content, namely the form of combination content, and the last category, namely the largest type of content, is the type of inspirational content.

Keywords: *Educational Message, Message Nature, Message Theme, Content Form, Content Type.*