

## ANALYSIS OF THE CONTENT OF COMMUNICATION MESSAGES BY TIKTOK VIDEO CONTENT ON VINA MULIANA'S ACCOUNT IN ENTERING THE WORLD OF WORK

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DOI : <https://doi.org/10.21107/pamator.v16i2.19648>

Manuscript received 6<sup>th</sup> April 2023, Revised 30<sup>th</sup> April 2023, Published 27<sup>th</sup> May 2023

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### Abstract

Vina Muliana, the owner of the TikTok account @vmuliana, discusses the world of work, whether it's discussing tips on applying for a job or personal branding. The purpose of this research is to analyze the content of the message and find out what communication techniques he uses in the process of delivering the message content that he uploads in video content on his TikTok account with the @vmuliana account. This research method uses qualitative methods with descriptive explanations. The data used in this study refers to the focus on video content uploaded to the @vmuliana account; the last video documentation that was examined was the video on Saturday, March 18, 2023. Video documentation for uploaded content will be taken following the theme of the discussion of the communication techniques used so that it has a more straightforward explanation and has the effectiveness of the explanations and examples carried out in the uploaded video content. References from Discourse Analysis assist instruments in message content analysis research. It can be seen that the TikTok account @vmuliana uses four communication strategy techniques that aim to make the message she conveys in the delivery process easy to understand and acceptable to the public. The four communication strategy techniques are redundancy (repetition), canalizing, informative, educative, persuasive, and coercive. The explanation has been explained along with the sentences she uses following the communication strategy techniques she uses to deliver the message.

**Keywords:** Analysis, Communication Engineering, Tiktok, The World of Work

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### INTRODUCTION

Communication is one of the activities in which human activities are carried out almost every time to convey information or messages to be related. The message conveyed usually contains information or something else.

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So this communication activity is carried out between two or more people. For the delivery of the message to be understood by the interlocutor or the communicant (the person receiving the message), the communicator (the person giving the message) must carry out a process of delivering easy communication techniques to understand both in language and communication techniques that are appropriate to the process of delivering the message.<sup>1</sup>

Along with the development of the era, communication can also be done directly; many communication tools speed up the delivery of messages with sophisticated technology, even though the communicator and communicant do not meet each other. At first, it was done by telephone, and the internet can make humans carry out communication activities not only by telephone but through social media they have.<sup>2</sup> Social media makes it easy and fast for us to communicate, and the features provided are not only interpersonal communication but mass communication and other types of communication. It has far-reaching effects, and people of all ages (within reason) can participate in and benefit from using social media. The positive and negative impacts of social media presence are significant. If you are not wise in using social media, it will negatively impact the user.

For the positive use of social media, there are also many kinds, one of which is being able to create personal branding. By creating personal branding on social media, more people will know who we are because anyone can see without limitations. Montoya and Vandehey say, "taking control of how other people perceive you before they come into direct contact with you." Mobray, on the other hand, says that personal branding is "the ability to deliberately use attributes that demonstrate your capability to manage the expectations one will receive from an encounter with you." This social media is one of the places to spread the formation of identity character. According to Ascharisa (2018), accounts on social media can serve as a platform for creating personal brands that are widely accessible.<sup>3</sup>

Marisqa Debora from the MarkPlus Institute suggests that determining one's PDB (Positioning, Differentiation, Branding) is the first step in crafting a successful social media persona. As a group, PDB drives each member's reputation and career. Positioning is the definition of how you want others to think of you. When a person can differentiate herself from the competition, his position is said to be well-defined. A person's reputation

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<sup>1</sup> Tomi Hendra and Peri Musliadi, 'Prinsip Dan Unsur-Unsur Komunikasi Dalam Prespektif Al-Quran', *Wardah*, 20.2 (2019), 12–31 <<https://doi.org/10.19109/wardah.v20i2.4546>>.

<sup>2</sup> Regina Rivan Sobang, Endang Werdiningsih, and Khoirul Efendiy, 'Penggunaan Emoticon Whatsapp Bagi Mahasiswa Sumba Tengah Di Universitas Wisnuwardhana Malang', *Penelitian & Pengkajian Ilmiah Mahasiswa (JPPIM)*, 1.2 (2020), 79–89 <<http://jppim.wisnuwardhana.ac.id/index.php/jppim/article/view/63>>.

<sup>3</sup> Ascharisa Mettasatya Afrilia, 'Personal Branding Remaja Di Era Digital', *Mediator: Jurnal Komunikasi*, 11.1 (2018), 20–30 <<https://doi.org/10.29313/mediator.v11i1.3626>>.

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and professional identity will be reflected in their PDB as it is built in the minds of others.<sup>4</sup>

In today's situation, where it isn't easy to find work, personal branding is an alternative to make it easier to find work in the future. Some people are also prone to developing future anxiety, as suggested by the work of Stern, Maddie, and Bert, who argue that long-term changes in individual psychological behavior (thinking, feeling, and acting) cannot be attributed to social conditions alone.<sup>5</sup>

The form of anxiety that is felt by oneself can be changed with self-improvement activities to become self-qualified in special terms or terms of skills, such as the content of a TikTok content creator who has an account in the name of Vina Muliana, where she started her career during the 2020 covid pandemic. She did this. After all, she only wanted to help the community because, during the pandemic, many people were experiencing job difficulties, and she had experienced something like that. So she took the initiative to provide solutions through content on his TikTok account about the world of career and work.

While the social media platform TikTok has been around for some time, Chinese company ByteDance released a short video app called Douyin in September 2016. Douyin grew to 100 million users and 1 billion daily video views in its first year. Douyin has expanded beyond China to a more upscale TikTok nickname as its popularity has skyrocketed. However, many users in Indonesia started using the TikTok app during the pandemic in 2020 yesterday.

The Chinese music video and social media platform TikTok debuted the same year, in September 2016. Users can create their impromptu music videos with this app. TikTok had 45.8 million downloads in the first quarter of 2018, making it the most popular app of the year. Fatimah Kartini Bohang claims this figure is much higher than other well-known applications such as YouTube, WhatsApp, Facebook Messenger, and Instagram. In Indonesia, the millennial generation, who are still in school or also called Generation Z, make up the majority of TikTok users.<sup>6</sup>

Over time, from year to year, the development of the TikTok application itself is bearing fruit. So far in 2022, many content creators have published their content, so many are interested. This can be used as a form that TikTok does not limit what content will be published to the audience or loyal users of TikTok. People's thoughts about the TikTok application have also changed over time.

In the past four years, the TikTok application has only been used as entertainment or

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<sup>4</sup> Franzia Elda, 'Personal Branding Melalui Media Sosial', in *Seminar Nasional Pakar Ke 1 Buku 2*, 2018, pp. 15–20 <<https://doi.org/10.25105/pakar.v0i0.2690>>.

<sup>5</sup> Mahbub Nadziri, 'Kecemasan Menghadapi Dunia Kerja Pada Mahasiswa Akhir Dengan Jurusan Yang Diprediksi Sulit Mendapat Pekerjaan' (University of Muhammadiyah Malang, 2018) <<https://eprints.umm.ac.id/42323/>>.

<sup>6</sup> Lira Hayu Afdetis Mana, 'Respon Siswa Terhadap Aplikasi Tiktok Sebagai Media Pembelajaran Bahasa Indonesia', *JIRA: Jurnal Inovasi Dan Riset Akademik*, 2.4 (2021), 428–29 <<https://doi.org/10.47387/jira.v2i4.107>>.

as a lip-sing dance application, which is less desirable and underestimated. However, for now, TikTok has changed for the better and is filled with more creative content creators, namely in the field of education (education), tips and tricks, sketches, product use tutorials, hashtag challenges, dance challenges, duplicating popular content, discussing the latest topics, a day in my life (our daily life), working with influencers, product unboxing or product reviews, and actually, there are many others.

For content in the field of education, one of the content creators is the @vmuliana account which is very inspiring. The work of Vina Muliana was awarded the "Best of Learning and Education at the 2022 Indonesia Tiktok Awards"; this is the result of her work starting in 2020. Various types of research on the influence of Vina Muliana's content on followers are very influential in careers. This is explained by Rieki and Rummyeni (2022), who, after conducting their research, concluded that it could be said that Vina Muliana's various contents contain information including tips for the world of work or the career world that is needed is very helpful and fulfilled with the contents of the content creator @vmuliana's message with moderate percentage results.<sup>7</sup>

Apart from that, other studies still discuss its influence in Karens and Dwi (2022), who concluded their research analysis that the results of the simple linear regression test indicated that the content of TikTok @vmuliana had a significant effect on respondents' knowledge of the world of careers in their career process, indicating a significant influence between the two. This study's findings support the S.O.R. theory that listeners can respond to communicators' messages and change their behavior according to what they have learned about the career development process. This results in an overall success rate of 73.1 percent.<sup>8</sup>

Sources from many studies say that the messages of TikTok video content on the @vmuliana account significantly impact followers and the public who need this information, and are very clear and can be presented too. So the purpose of this study is to analyze the forms of communication and what communication techniques are used by Vina Muliana in conveying the contents of communication messages in each of her TikTok video content on the @vmuliana account. Concise TikTok videos make the audience more interested in brief but clear information.

## RESEARCH METHODS

In this study, a qualitative descriptive method was used. The following points illustrate the value of qualitative research: (1) define the phenomenon under study; (2) provide an interpretation of the phenomenon; and (3) provide an explanation of the observed phenomenon (explaining the object). A detailed, detailed and systematic explanation may be needed when the phenomena that appear on the scene are not

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<sup>7</sup> Rieke Eva Kusumaningtyas and Rummyeni, 'Pengaruh Content Creator TikTok @vmuliana Terhadap Pemenuhan Kebutuhan Informasi Seputar Dunia Kerja Di Kalangan Followers', *KOLONI: Jurnal Multidisiplin Ilmu*, 1.3 (2022), 900–907 <<https://doi.org/10.31004/koloni.v1i3.136>>.

<sup>8</sup> Karens Sabrina Purnasari and Dwi Prasetyo, 'Pengaruh Terpaan Akun Tiktok @Vmuliana Terhadap Pengetahuan Tentang Dunia Karir Untuk Followers', *DIGICOM: Jurnal Komunikasi Dan Media*, 2.4 (2022), 68–80 <<https://doi.org/10.37826/digicom.v2i4.384>>.

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following their original intent and become the core of the problem.<sup>9</sup>

From the explanation of the three main things above, the researcher carried out a data collection technique in video documentation to use the content understanding of the three main points conveyed. The goal is to be explained descriptively and has an easy understanding in examining the parts that only use documentation media. In that case, the researcher will summarize as best he can to get clear and structured results.

The research subject for taking documentation is from social media TikTok in the form of videos on the TikTok account @vmuliana; this is one of the content creators in terms of educator content which discusses starting from personal branding issues, discussing the world of work starting from writing C.V.s, interview tips, helping people with problems getting work and many others. Meanwhile, taking the object is analyzing the forms of communication and what communication techniques are used by Vina Muliana in conveying the contents of communication messages in each of her TikTok video content on the @vmuliana account.

The instrument in the message content analysis research is assisted by references from Discourse Analysis, according to Pawito. Discourse analysis is a discussion or method which aims to examine something that means a method aimed at studying discourse that already exists in messages textually and contextually. Discourse analysis is also one of the stages of semiotic analysis and further developments in text mastery later.<sup>10</sup>

## RESULT AND DISCUSSION

Wimmer and Dominick argue that the purposes of content analysis include: 1) to describe the information conveyed in communication; 2) to test the hypothesis about the characteristics of the message; 3) to compare media content with the real world; 4) estimate the media's image of certain groups in society; 5) support studies on the impact of media on society; and 6) content analysis is mainly used to describe the content of communications and support research on media effects.<sup>11</sup>

Based on the results of the analysis of the contents of the messages that have been carried out by researchers on videos uploaded by the TikTok @vmuliana account, there are types of communication that she uses in conveying messages in his content and what communication techniques are available so that people are assisted by the video content that she does.

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<sup>9</sup> Muhammad Rijal Fadli, 'Memahami Desain Metode Penelitian Kualitatif', *Humanika*, 21.1 (2021), 33–54 <<https://doi.org/10.21831/hum.v21i1.38075>>.

<sup>10</sup> Jumal Ahmad, 'Desain Penelitian Analisis Isi (Content Analysis)', *Research Gate*, 5.9 (2018), 1–20 <[https://www.researchgate.net/profile/Jumal-Ahmad/publication/325965331\\_Desain\\_Penelitian\\_Analisis\\_Isi\\_Content\\_Analysis/links/5b305090a6fdcc8506cb8b21/Desain-Penelitian-Analisis-Isi-Content-Analysis.pdf](https://www.researchgate.net/profile/Jumal-Ahmad/publication/325965331_Desain_Penelitian_Analisis_Isi_Content_Analysis/links/5b305090a6fdcc8506cb8b21/Desain-Penelitian-Analisis-Isi-Content-Analysis.pdf)>.

<sup>11</sup> Gusti Yasser Arafat, 'Membongkar Isi Pesan Dan Media Dengan Content Analysis', *Alhadharah: Jurnal Ilmu Dakwah*, 17.33 (2018), 32–48 <<https://doi.org/10.18592/alhadharah.v17i33.2370>>.

In uploading video content on his own TikTok @vmuliana account, she uses a lot of techniques and types of communication to carry out the process of conveying clear messages. Convey the message herself; she is already an expert in public speaking, which she is good at, so he also knows the audience and knows the problems, and then automatically, she also knows and determines what goals she is doing after conveying the message with the communication method she uses. Not only that, but the goal is to provide education and information needed by followers on social media, Tiktok, or people who need information about careers and the world of work. In this case, his communication strategy techniques include redundancy (repetition), canalizing, informative, educative, persuasive, and coercive techniques.<sup>12</sup>

## **Communication Engineering Strategy in the Process of Delivering Messages**

### **1. Redundancy Technique (Repetition)**

This is one of the techniques for repeating messages that are carried out; using this technique can influence the thinking of the listener (communicant) and give more attention to the response that will be carried out.<sup>13</sup>

The sentence "personal branding" continues to be a repetition stage; this is useful to attract the audience's attention to discuss personal branding. In this video, which is only 42 seconds long, she can convey the opening, content, and closing clearly and concisely. The word personal branding is repeated in each of the three parts.

This is one of the redundancy (repetition) techniques that she does with the repetition of sentence stages. Making the audience or listeners become the focus in one sentence discussed, namely "personal branding". Only with three main points in "personal discussion": yourself, differentiation, and lived. Making the public understand more and more what is needed to build "personal branding", not only that she also understands using the concept before conveying the message she is aiming at. This video discussing "Personal Branding" was uploaded on March 13, 2023, with a short duration of only 42 seconds.

### **2. Canalizing Technique**

The Canalizing technique is one of the ways to understand and examine how the group's condition is towards the audience or individual, whether this group is very influential in terms of things or conditions in the form of communication.<sup>14</sup> If you already know the source of the problem, you will be sure to find a solution to solve the problem.

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<sup>12</sup> Arifin Anwar, *Strategi Komunikasi: Sebuah Pengantar Ringkas* (Bandung: Armico, 1994) <[https://opac.fitk.uinjkt.ac.id/index.php?p=show\\_detail&id=8776](https://opac.fitk.uinjkt.ac.id/index.php?p=show_detail&id=8776)>.

<sup>13</sup> Nuke Aliyya Tama, Sulistyawati Murdiningrum, and Sri Rahayu, 'Strategi Komunikasi Interpersonal Media Instagram@ Dinkesdki Dalam Meningkatkan Kesadaran Masyarakat Selama Pandemi Covid-19', *Jurnal Mahasiswa BK An-Nur: Berbeda, Bermakna, Mulia*, 8.1 (2022), 79–86 <<https://doi.org/10.31602/jmbkan.v8i1.6554>>.

<sup>14</sup> Bayu Prasetyo Nugroho and Nuriyati Samatan, 'Strategi Komunikasi Pemasaran Toko@ Xstyle. Id Pada Masa Pandemi Covid-19', *Jurnal PIKMA: Publikasi Ilmu Komunikasi Media Dan Cinema*, 4.1 (2021), 40–48 <<https://doi.org/10.24076/pikma.v4i1.595>>.

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So that's where the communicant will readily accept the achievement of messages.

“*Bantu Netizen dapat Kerja*” is a list of videos that discuss the problems faced by a group where the problem is "the problem of difficulty getting a job". This is one of the group's characteristics that is very influential to the audience and others. In this video list, it is clear that the achievement of messages can be easily conveyed because it is already known for understanding and researching problems, facilitating the process of delivering messages to solve problems.

The uploaded video listed “*Bantu Netizen dapat Kerjaan*” totaled 11 videos, and the last video content was uploaded on June 13, 2022. Video upload This content is created by continuing videos that contain audiences who are having trouble getting jobs, finding problems, and providing solutions on what steps should be taken. In the video list “*Bantu Netizen dapat Kerjaan*” this is one of the canalizing communication techniques which starts with researching and understanding the problems of a group so that after understanding it, that's where the achievement of messages will be easier to process and more structured.

### **3. Informative Techniques**

Informative is a form of message, the purpose of which is to influence the public to provide insight to get a solution. That is, the solution is based on strong evidence that can be independently verified, whether done in one explanation or another.

“*Cara Membedakan Lowongan Pekerjaan Asli dan Palsu*” is one of the video content she uploaded in the form of informative techniques. Besides presenting examples of fake vacancies, she also provides solutions; the opening of the video usually begins with the words "stop", “*awas*”, “*hati-hati*”, and “*jangan sampai ketipu*” so that the audience knows and focuses on the content of the video This article discusses the differences between real and fake job vacancies. Then in the usual video content section, she discusses the characteristics of counterfeit vacancies, and in closing, he provides solutions to avoid getting stuck with fake job vacancies.

There are 4 examples of videos that discuss this, namely the video on December 27, 2022, the video on June 6, 2022, the video on September 22, 2022, and the last one is in the video on September 25, 2022. The informative techniques in these 4 video examples are beneficial for audiences. In addition to providing a fake example according to existing data and in the closing section, it also provides a solution. This includes presenting informative communication techniques in terms of explanation or can be said as information.

### **4. Educational Techniques**

Attempts to show and convince listeners or readers of the truth of a general statement, whether true or false. Education means educating in which there are ideas and solutions as information media. The facts provided in education become the truth to change the audience's minds with appropriate facts and circumstances.<sup>15</sup>

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<sup>15</sup> Tama, Murdiningrum, and Rahayu.

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The contents of the content messages on the @vmuliana account are all contents of messages discussing education. In the contents of the message in the video content that she uploads, she does not only discuss career matters, of course, he also provides other educational content as stated in the video list on his account, namely “*bantu Review CV Netizen*”, “*Tips Masuk BUMN*”, “*Vinu Tanya Vina*”, “*Tutorial LinkedIn*”, “*Bantu Netizen dapat Kerja*”, “*Tips Bikin CV*”, “*Serba-Serbi Magang*”, “*Nulis CV Macem 2 Profesi*”, “*Interview BUMN Bahasa Inggris*”, “*Contekan Interview*”, “*Ngelamar Kerja SMA/SMK*”.

The content of the content message is almost all educative media that contains education with facts that are felt by the audience in the current situation. With information like this and clear, concise, and concise education, it will make audiences who are knowledgeable about the world of careers and work more aware of how the initial stages of getting to know the world of careers and work.

## **5. Persuasive Techniques**

Persuasion can be interpreted as "persuade"; persuading ordinary audiences is easier to accept messages than coercion. In the context of persuading itself, there are two influential things: thoughts and feelings. Suggesting, also called persuading, depends on the communicator's skill in communicating to the audience so that they are influenced according to the existing data and facts.<sup>16</sup>

“*4 skill yang penting dan sangat dicari di tahun 2023*” in the video content with that title is one of the examples of "persuade" or persuasive techniques. Even though she doesn't use persuasive words in the video, with the title she made at the beginning, the audience is excited and wants to have the skills mentioned in the four points in the contents of the video message. Four points, namely, data analysis, project management, digital marketing, and sales and communication.

Everyone who has seen the video will immediately understand and capture the understanding of the content of the message conveyed. Moreover, the title that starts at the video's opening alone has influenced the audience with strong suggestions. Mainly if it is associated with the difficulty of finding a job nowadays, the central fact is that you have to have the needed and not marketable skills. The video with the title “*4 skill yang penting dan sangat cari di tahun 2023*” is a video that was uploaded on January 7, 2023, and has been watched by 566 thousand viewers with 55 thousand video likes.

Analysis of message content in the form of communication techniques in each video content of the @vmuliana account has the five communication techniques described above. Starting from redundancy (repetition) techniques, canalizing, informative, educative, and persuasive. Each video already has the right communication technique following what will be discussed. So that it has the right analysis of the contents of the message, and the process of conveying the message is easy and can be understood by the public. The importance of communication techniques in the communication process is to get fruitful feedback from listeners (communicants).

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<sup>16</sup> Nugroho and Samatan.



## Relationship between Islamic Communication and Content Message Content @vmuliana

Islamic communication, according to Hefni, has a primary source that is very potential to be explored to build and develop Islamic Communication Studies. These sources are the Al-Quran and Sunnah.<sup>17</sup> Even though they are not united, the contents of the science of Islamic communication, both understanding and explanation, have been summarized and arranged in such a way in the Al-Quran. So, even though different authors explain many meanings in the science of Islamic communication, the primary source of Islamic communication is the Al-Quran.

In the Al-Quran, it has been explained that several Qaulan or sayings must be carried out by the communicator so that the communicant continues to understand and receive the message conveyed through the process of obtaining the message carried out. The Qur'an contains five kinds of sayings, or qaulan: qaulan sadida, qaulan ma'rufa, qaulan layyinan, qaulan maisuran, and ahsanu qaulan.

These five types of Qaulan or sayings that have been explained in the Al-Qur'an itself are included in the context of conveying the contents of the message carried out by Vina Muliana on the @vmuliana account in providing information and discussing education about the world of work, the world of career, and also personal branding. This is also the reason why Vina Muliana's many fans have been proven in the number of followers on her TikTok account, which totals 6.8 million followers, and 727 thousand followers on Instagram.

### 1. Qaulan Ma'rufa (Good words)

Good words that a communicator does in conveying a message aim to achieve the goal of the message. We can interpret it ourselves that the audience can receive these good words with an understanding that they already know. The words of Qaulan Ma'rufa himself use polite language in which the contents of every message conveyed do not use foul language and do not use harsh satire. As well as the contents of the message in the conversation must have significant benefits for the good of public problems. One of the verses of the Qur'an that provides context for Qaulan Ma'rifa reads as follows:

وَلَا تُؤْتُوا السُّفَهَاءَ أَمْوَالَكُمُ الَّتِي جَعَلَ اللَّهُ لَكُمْ قِيَمًا وَارْزُقُوهُمْ فِيهَا وَاكْسُوهُمْ وَقُولُوا لَهُمْ قَوْلًا مَعْرُوفًا

*"Dan janganlah kamu serahkan kepada orang yang belum sempurna akalnya, harta (mereka yang ada dalam kekuasaan) kamu yang dijadikan Allah sebagai pokok kehidupan. Berilah mereka belanja dan pakaian (dari hasil harta itu) dan ucapkanlah kepada mereka perkataan yang baik." (QS. An-Nisa' 4: Ayat 5)*

Good words have been made in each of the video content using language that is not too stiff but uses language that is very easy for audiences who see and hear to understand. In the video, she uploaded to TikTok on March 19, 2023, in which comments asked, *"ka, gimana si caranya biar bisa ngomong lancar dangan belibet saat presentasi"*.

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<sup>17</sup> Harjani Hefni, 'Perkembangan Ilmu Komunikasi Islam', *Jurnal Komunikasi Islam*, 4.2 (2014), 326–343 <<http://jki.uinsby.ac.id/index.php/jki/article/download/50/44>>.

The question is explained in a video; her answer is not just an answer. Still, she uses an explanation summarized into a few tips using language and words as comfortably as possible. At the beginning of the video, she says, “*ini aku jelasin tips dan triknya, sambil kamu temeni aku siap-siap ya*”. Good words can be words that are pleasing to the ear so that many focus on the contents of the message; if you have heard the good words at the beginning of the video, after that, she explains each of the tips points that she has summarized first. In this video, she uses the "voice-over" technique where she only explains through an existing explanatory script and is recorded and then inserted into an existing video.

## 2. Qaulan Sadidan (firm and true words)

It is the basic principle to communicate in a way that is clear, informative, and assertive in speech and is not convoluted in conveying or rambling.

يَا أَيُّهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ وَفُولُوا قَوْلًا سَدِيدًا

"Wahai orang-orang yang beriman! Bertakwalah kamu kepada Allah dan ucapkanlah perkataan yang benar." (QS. Al-Ahzab 33: Ayat 70)

Honest, informative, firm, and straightforward is typical of the video content on the @vmuliana account, where almost every message in the video that she uploads does not take a long time. Previously, the TikTok video feature was only one minute long. With the development of the TikTok feature, TikTok provides new features for a longer duration.

Videos with the theme of "tips" are usually summarized with the main points packed in no more than two minutes. The average duration is around 30 seconds, not even one minute. This proves that the content of the message she packs in video form is honest based on experience and data, informative, firm, and simple. She uses good communication in conveying the message.

## 3. Qaulan Layyinan (meek words)

In persuasive techniques, persuasive techniques are included in gentle words. In this case, it is certain to persuade using soft speech and not harsh.

فَقُولَا لَهُ قَوْلًا لَّيِّنًا لَعَلَّهُ يَتَذَكَّرُ أَوْ يَحْتَشَى

"maka berbicaralah kamu berdua kepadanya (Fir'aun) dengan kata-kata yang lemah lembut, mudah-mudahan dia sadar atau takut." (QS. Ta-Ha 20: Ayat 44)

Gentle words are speech acts of communication that are carried out. Examples of directive forms of speech act advise for advisory sentences; it is better to use the words should, should, and should. Here's the sentence “*dan tutup dengan terima kasih selamat mencoba*”.<sup>18</sup> These gentle words have been proven to be accompanied by a video, but

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<sup>18</sup> Gina Raehani, Oding Supriadi, and Hendra Setiawan, ‘Analisis Tindak Tutur Direktif Pada Akun Tik Tok @Vmuliana Dan Relevansinya Sebagai Penyusunan Handout’, *Jurnal Ilmiah Wahana Pendidikan*, 8.23 (2022), 153–60 <<https://doi.org/10.5281/zenodo.7388422>>.

more specifically, they are in the video, which was uploaded on May 15, 2021. The uploaded video is themed with message content about tips for writing a job application letter.

#### 4. Qaulan Maisuran (proper words)

In this context, what is meant by "appropriate speech" are words that must be spoken to the public, including language, content, and method of conveying messages, all of which must be easily digested, understood, and understood. Because the more audiences who hear it, the more appropriate it is to become a role model for the public or audiences who see and observe it. The word Qaulan Maysuran is only mentioned once in Al-Quran Al-Israa' verse 28, namely:

وَأَمَّا تَعْرِضُ عَنْهُمْ أَيُّعَاءَ رَحْمَةٍ مِنْ رَبِّكَ تَرْجُوهَا فَقُلْ لَهُمْ قَوْلًا مَيْسُورًا

*"Dan jika engkau berpaling dari mereka untuk memperoleh rahmat dari Tuhanmu yang engkau harapkan, maka katakanlah kepada mereka ucapan yang lemah lembut."*

Appropriate words should be mandatory for content creators because many audiences will undoubtedly see them. It would be better to use appropriate words so the viewing audience will know what positive sides can be taken from the videos we upload as the message's content. In this case, this applies to message content on the @vmuliana account because it is inevitable that one of the content creators in the field of education uses appropriate and educative words. It can be seen from the style of language itself that it builds someone's innovativeness in her.

One example is in the video, uploaded on March 17, 2023, with the sentence, *"Nah loh kalau ditanya gitu jawab gimana ya"* This is an excellent sentence to compare a good question to. Sentences with elements of inviting and telling what should be done.

#### 5. Ahsanu Qaulan (best words)

Ahsanu qaulan, or the best said word. Allah says in the letter Fushshilat verse 33:

وَمَنْ أَحْسَنُ قَوْلًا مِمَّنْ دَعَا إِلَى اللَّهِ وَعَمِلَ صَالِحًا وَقَالَ إِنَّنِي مِنَ الْمُسْلِمِينَ

*"Dan siapakah yang lebih baik perkataannya daripada orang yang menyeru kepada Allah dan mengerjakan kebajikan dan berkata, Sungguh, aku termasuk orang-orang muslim (yang berserah diri)?" (QS. Fussilat 41: Ayat 33)*

For the best of all words, this should be able to be described by the listener. The best words are in each word and the sentence's meaning. Which sentence means advising, inviting, and persuading around to a better one. One example is in the video uploaded on March 13, 2023.

The sentence that was thrown was, *"pengalaman ini bukan berartipengalaman kerja kok, kamu bisa ceritain pengalaman kegiatan kamu ketika kamu kuliah"*. In this case, the sentence's meaning gives more meaning to the solution to a problem. Now the sentence *"tapi kalau kamu ga aktif kuliah juga gapapa, kamu bisa bilang..."* means advice and solutions, which she suggests it's better to say, *"ketika kuliah saya pernah*

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*mengerjakan project A*". In compiling the meaning of this sentence, we get the best words with many meanings.

### **Assessment of Effective Communication Aspects in Each Video Content**

Conveying messages requires aspects that must be known after carrying out communication strategy techniques. This is the primary sequence of management to get the communication goals set before the delivery process. Communication strategy techniques and communication aspects aim to deliver more effective messages. To develop efficient communication, it is necessary to evaluate various aspects of the media. Since the method may change from time to time depending on the situation and conditions, this communication strategy must achieve the desired result of how the actual operation should be carried out.<sup>19</sup> The following explains the analysis of @vmuliana's TikTok video content.

#### **1. Identify communication goals**

In this case, the TikTok account @vmuliana has known the goals of the communication that she is doing or can say, followers. The problem of the communication target is the initial stage that is carried out. Like Vina Muliana's estimate, she thought she wanted to help with community problems during the difficulty of finding a job during the last Covid period.

#### **2. Selection of communication media**

In media selection, this is a form of container to convey the communication process that will be carried out. The forms of communication media are very diverse, and the number is also very large. For the media itself, it starts with oral media, which is carried out directly and is still classified as a beginner and continues to develop into an increasingly sophisticated era with the use of the internet and has applications that are primarily used now as a medium of communication, both interpersonal communication and mass communication that all audiences can see. And to achieve the goal of an exemplary communication process, you must also choose the appropriate media for the delivery process.

In the case of the @vmuliana account, why did she choose the communication media on the TikTok application, at the beginning, she played the TikTok application during the covid pandemic, she saw lots of cases of people being laid off or terminated work, and the difficulty of finding jobs for beginners. So from there, she feels that the communication medium she chose, namely the TikTok application, is very suitable to be used as a communication medium following the existing problems.

#### **3. Examining the results of the problem message or objectives that result in specific and detailed discussions. Regarding reviewing the message, you must decide what technique will be used. Communication techniques carried out on the @vmuliana account use communication strategy techniques that have been used in every TikTok**

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<sup>19</sup> Yossita Wisman, 'Komunikasi Efektif Dalam Dunia Pendidikan', *Jurnal Nomosleca*, 3.2 (2017), 646–54 <<https://doi.org/10.26905/nomosleca.v3i2.2039>>.

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video content. The communication techniques used are redundancy (repetition), canalizing, informative, educative, and persuasive.

4. The role of the communicator is the main role in the process of conveying the message; how does a communicator have an appeal, in terms of communication, the appearance and content of the message are structured and can be more easily made into an attraction, namely by making it distinctive from the communicator. In the @vmuliana account, she can make her mark as a communicator in the field of content creator for the field of education around the world of career, the world of work, and one's personal branding.

To achieve effective communication, five things need to be considered: namely, Respect, Empathy, Audible, Clarity, and Humble. As explained below:

1. Respect, when we criticize someone, remember to do it with full respect and to respect someone.
2. Empathy is a state that requires understanding, and understanding starts from each other's condition and especially the state of the communicant so that no rejection is said by the communicant when the message delivery process takes place.
3. Audible meaning that the person communicating can expect a positive response from the person receiving the message.
4. Clarity there is a more open discussion without anything being hidden so that it builds more trust and confidence in receiving the message that has been conveyed.
5. Humble, having the nature of being easy to get along with people, and being able to get closer is one form of a communicator's efforts in conveying messages, both in terms of language and treatment.

## **CONCLUSION**

Based on the research results described with descriptive qualitative methods in the previous section. So it can be concluded that the TikTok @vmuliana account on behalf of Vina Muliana is one of the accounts involved in educational content. Which one with a short, concise, clear explanation and an easy-to-digest delivery.

The ease of conveying the contents of the message itself is none other than because the communication technique he uses follows the communication strategy with the right discussion objectives. The strategic communication technique that she uses in the content she uploads uses five techniques, namely redundancy (repetition), canalizing, informative, educative, and persuasive techniques. Unsurprisingly, followers on the TikTok application, which she uses as an educational medium, have reached as many as 6.8 million people. In addition, she also received an award from the TikTok application.

The TikTok application media has been more developed because of the many creative content creators with many discussions. For content creators in the field of education, there are a lot of them. Therefore, more and more TikTok accounts also provide education about the world of career and personal branding. The owner of the TikTok @vmuliana account should better understand the new problems that are felt by the public regarding the world of work, career, and personal branding in creating educational content so that it attracts more audience attention, especially freshmen graduating from college who need jobs and are still unfamiliar with the world of careers and work.

After researching message content analysis, the suggestions given by researchers for the @vmuliana TikTok account must be able to maintain the existence of their account by constantly uploading educational videos on TikTok. What's more, issues around personal branding are getting tighter and needed for the future or now. Vina Muliana, as the owner of the @vmuliana account, should continuously be updated and creative to discuss problems that are often experienced or problems that can be seen by the public who have specific problems in the world of work. The researcher also hopes that future research that has the same object will pay more attention to the variables so that they are more complex and diverse regarding the same object.

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