

The Effect Of Educational Content From The Tiktok Account @Koharurealtv On Followers' Interest In Seeking Educational Information

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Abstract

This study aims to determine the effect of exposure to content from the TikTok account @koharurealtv on followers' interest in obtaining educational information. This study employs a quantitative method with a positivist approach using a survey. The study population consists of all followers of the TikTok account @koharurealtv, while the sample was determined using probability sampling with the Slovin formula. Data collection was conducted through the distribution of a questionnaire using a Likert scale. The independent variable is exposure to educational content, measured through the dimensions of frequency, duration, and attention to the content, while the dependent variable is interest in seeking educational information, which includes curiosity, desire, attention, and actions to seek further information. The results indicate that exposure to educational content on the TikTok account @koharurealtv has a positive and significant effect on followers' interest in seeking educational information. The higher the intensity of educational content exposure received, the greater the followers' interest in seeking, accessing, and utilizing educational information from various sources. These findings reinforce TikTok's role as a digital communication medium that serves not only as a source of entertainment but also as a medium for education and the improvement of information literacy among users.

Keywords: Influence; Media exposure; Educational content; Interest in seeking information; TikTok

1. Introduction

Advances in digital technology have propelled social media to become one of the primary platforms for the dissemination of information, social interaction, and the formation of public opinion. Digital transformation in Indonesia is a strategic step toward building a digital society through collaboration among the government, industry, academia, and the public. In this context, the Indonesian government is committed to accelerating digitization across various sectors as part of efforts to improve the quality of human resources and support the realization of the Indonesia Emas 2045 Vision.

On the other hand, Indonesia is currently experiencing a demographic dividend characterized by a population dominated by people of working age. This situation presents a strategic opportunity to enhance national competitiveness and drive sustainable economic growth. However, this potential can only be fully realized if accompanied by improvements in human resource capacity, particularly in the mastery of information and communication technology (ICT) and digital skills relevant to technological advancements.

Improving the public's digital competencies is a key factor in facing increasingly fierce global competition. Digital literacy encompasses not only the ability to access and utilize technology, but also the ability to think critically, evaluate information, communicate ethically, and create productive digital content. With these competencies, the working-age generation is expected to be able to adapt to technological changes while contributing to the development of the national digital economy.

This transformation is marked by the increasing use of social media as one of the primary platforms enabling the rapid, widespread, interactive, and real-time dissemination of information. Social media has become the mainstream channel through which the public fulfills their need for information quickly, broadly, and interactively. Social media not only serves as a means of consuming information but also provides a space for every individual to actively participate in the production, distribution, and exchange of information, thereby transforming society from mere recipients of information into both producers and disseminators of information (Kaplan & Haenlein, 2010). This means that the public is not passive but has become active consumers.

One of the social media platforms experiencing rapid growth is TikTok. TikTok is a short-form video app that allows users to create and share creative and interactive content. According to the February 2025 edition of the We Are Social report, WhatsApp is the most widely used social media app in Indonesia. This survey did not include YouTube as an answer option, so user data for it is not available. Overall, We Are Social recorded 143 million unique social media users in Indonesia as of January 2025. This figure represents 50.2% of the total national population.



Figure 1. Social Media User Data in Indonesia
 Source: We Are Social 2025

In Indonesia, the use of the social media platform TikTok has experienced rapid growth in recent years. According to a DataReportal report (2025), the number of TikTok users in Indonesia has reached approximately 108 million, making it one of the social media platforms with the largest user base after YouTube and Facebook. This high user count indicates that TikTok serves not only as a form of entertainment but has also evolved into one of the primary channels for disseminating information to the public, particularly among the younger generation, such as college students.

This development has spurred the use of TikTok as a communication medium that not only presents entertainment content but also a variety of educational information. Various content creators leverage TikTok's short-video format to convey knowledge in a creative, engaging, and easily understandable way for their audience. One account that consistently produces educational content is @koharotvreal. This account presents a wide range of information on science, technology, scientific experiments, and the application of scientific concepts in everyday life through short video formats that are engaging, innovative, and easy to

understand. Presenting content in a simple, well-packaged format with interactive visual elements makes the process of conveying information more effective than conveying it in text form.

The selection of the TikTok account @koharotvreal as the subject of this study was based on several considerations. First, the account has a large number of followers, giving it a wide audience reach. Second, the published content is not only entertainment-oriented but also contains educational value that has the potential to enhance users' knowledge and understanding of various scientific phenomena. Third, the characteristics of its content are relevant to research on the interest in obtaining educational information because it is able to attract users' attention through the presentation of information that is simple, visual, and easy to understand.

From a communication studies perspective, media exposure is defined as the intensity with which an individual accesses, pays attention to, and consumes media messages, measured in terms of frequency, duration, and attention (Ardianto, 2010). Media exposure is one of the factors that can influence an individual's cognitive, affective, and conative aspects, including in shaping interest in certain information. Therefore, exposure to educational content on the TikTok account @koharotvreal is assumed to influence students' interest in obtaining educational information through social media.

This study uses the Uses and Gratifications Theory as its theoretical framework to explain the audience's media usage behavior. According to Nurudin (2004), this theory views the audience as active participants who select and use media based on their needs and the gratification they seek. In the context of this study, college students as TikTok users are not positioned as passive recipients of information but rather as individuals who consciously select and consume educational content in accordance with their informational needs. Thus, students' decisions to access content on the @koharotvreal account constitute a form of media usage behavior based on the motivation to acquire knowledge, fulfill informational needs, and gain a more engaging learning experience through social media.

2. Literature Review

2.1 Social Media

Social media is an internet-based platform that allows users to participate, share information, and create content interactively. Kaplan & Haenlein (2010) explain that social media enables individuals to be not only recipients of information but also producers of information who can disseminate messages to a wide audience. The emergence of social media has transformed communication patterns in society, particularly in terms of accessing information quickly and easily.

2.2 TikTok

TikTok is a short-form video social media app that allows users to creatively create, edit, and share content. TikTok has become one of the most widely used digital platforms because it delivers content that is brief, engaging, and easy to understand. In addition to serving as a form of entertainment, TikTok has also evolved into a medium for conveying information and education to its users.

2.3 Media Exposure

Media exposure refers to the intensity with which an individual uses and consumes media. According to Ardianto (2010), media exposure encompasses the frequency of use, duration of use, and the individual's attention toward a particular medium. High levels of media exposure can influence an individual's attitudes, behaviors, and interest in obtaining information. In this study, media exposure focuses on the intensity with which students access content on the TikTok account @koharurealtv.

2.4 Interest in Obtaining Educational Information

Interest in obtaining educational information refers to an individual's tendency to seek out, pay attention

to, and acquire information that contains elements of knowledge and learning. This interest can be influenced by the appeal of the media, the need for information, and the characteristics of the content presented. Educational content that is presented in an engaging manner is considered capable of increasing an individual's interest in obtaining information through social media.

3. Methodology

This study employs a quantitative approach using a survey method. The quantitative approach was chosen because this study aims to objectively measure and determine the influence of exposure to content from the TikTok account @koharurealtv on college students' interest in obtaining educational information through numerical data. The paradigm used in this study is the positivist paradigm, which emphasizes cause-and-effect relationships between variables through statistical hypothesis testing.

The independent variable (X) in this study is exposure to content from the TikTok account @koharurealtv, while the dependent variable (Y) is interest in obtaining educational information. Media exposure was measured based on the indicators of frequency of use, duration of use, and students' attention to the content of the TikTok account @koharurealtv. Meanwhile, interest in obtaining educational information was measured through the indicators of engagement, attention, information needs, and the desire to gain knowledge from the educational content viewed.

The subjects in this study were active students at AKMRTV Jakarta who use the TikTok app and are familiar with the TikTok account @koharurealtv. The sampling technique used was purposive sampling, which involves selecting a sample based on specific criteria established by the researcher. The sample criteria for this study were students who actively use TikTok and have watched content from the TikTok account @koharurealtv. The number of respondents in this study was 100.

The research data consisted of primary and secondary data. Primary data was obtained by distributing an online questionnaire via Google Forms to the respondents. Meanwhile, secondary data was obtained from journals, books, scientific articles, and other sources relevant to research on social media, TikTok, media exposure, and interest in educational information.

Before being used in the main study, the research instrument was first tested for validity and reliability. The validity test was conducted using Pearson's Product-Moment correlation with the aid of SPSS software to determine the suitability of the questionnaire items. Items were deemed valid if the significance level was ≤ 0.05 and the calculated r value was greater than the table r value. Next, reliability testing was conducted using the Cronbach's Alpha method to determine the level of consistency of the research instrument. The instrument was deemed reliable if it had a Cronbach's Alpha value of ≥ 0.60 .

The data analysis technique used in this study employed inferential statistics with the aid of the SPSS application. Data analysis was conducted in several stages, namely a normality test to determine whether the data were normally distributed, a linearity test to determine the linear relationship between variables, simple linear regression analysis to determine the effect of the independent variable on the dependent variable, a coefficient of determination test (R-squared) to determine the magnitude of the effect of variable X on variable Y, and a t-test to determine the significance of the effect of TikTok content exposure on students' interest in obtaining educational information.

4. Results

TikTok Account @koharotvreal

The TikTok account @koharotvreal is one of the most popular accounts among followers because it provides information that followers need. The @koharotvreal TikTok account presents educational

information on science, technology, scientific experiments, and the application of scientific concepts in daily life through short videos that are innovative, engaging, and easy to understand. Many of its followers, who are college students, seek the kind of educational information shared through the @koharotvreal TikTok account's content.

Table 1. Characteristics by Gender

Gender	Number of Respondents	Percentage (%)
Female	54	54 %
Male	46	46 %
Total	100	100 %

Source: Researcher's Questionnaire Results

From Table 1, it can be concluded that there were 46 male respondents (46%) and 54 female respondents (54%).

Table 2. Respondents by Age

No	Age	Frequency	Percentage
1	18	18	18%
2	19	30	30%
3	20	36	36%
4	21	16	16%
Total		100	100%

Source: Researcher's Questionnaire Results

Based on the data in Table 2, it can be seen that there were 18 respondents aged 18, or 18%. Furthermore, there were 30 respondents aged 19, or 30%; 36 respondents aged 20, or 36%; and 16 respondents aged 21, or 16%.

Table 3. Respondent Characteristics Based on the Frequency of TikTok Use

Frequency of Use	Number of Respondents	Percentage (%)
Every Day	38	38%
3-6 Times a Week	31	31%
1-2 Times a Week	19	19%
Less Than Once	12	12%

Source: Researcher's Questionnaire Results

Based on the data in Table 3, it can be seen that the frequency of TikTok use is grouped into several categories: daily, 3–6 times a week, 1–2 times a week, and less than once a week. The majority of respondents—38%—use TikTok daily. Furthermore, 31% of respondents use TikTok 3–6 times a week, 19% use it 1–2 times a week, and 12% use it less than once a week.

Results of the Classical Assumption Tests

This study aims to analyze the effect of exposure to the TikTok account @koharealtv on the interest in obtaining educational information among followers who are college students. Data analysis in this study was conducted using the simple linear regression method and supported by classical assumption tests to ensure the

validity of the research model.

Normality Test

The test for normal distribution of the data was conducted using the one-sample Kolmogorov-Smirnov test.

Table 4. Results of the One-Sample Kolmogorov-Smirnov Normality Test One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal	Mean	.0000000
Parameters ^{a,b}	Std. Deviation	2.26651727
Most Extreme	Absolute	.071
Differences	Positive	.057
	Negative	-.071
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200 ^c

Source: Results of Primary Data Analysis (2026) using SPSS 23

Based on Table 4, it can be seen that the results of the data analysis using SPSS 23 show a significance value (Asymp. Sig., 2-tailed) of 0.200. Since this value is above the standard of 0.1, all data are deemed to be normally distributed and pass the normality test.

Linearity Test

A linearity test was conducted to determine whether the independent variable (X) and the dependent variable (Y) have a linear relationship in this study

Table 5. Linearity Test Results
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Regarding the Interest	Between	(Combined)	1181.003	21	56.238	11.237	.000
in Obtaining Groups	Linearity		1062.817	1	1062.817	212.353	.000
Educational	Deviation	from	118.186	20	5.909	1.181	.293
Information*	Linearity						
Exposure to content	Within Groups		390.387	78	5.005		
from the TikTok	Total		1571.390	99			
account @koharealtv							

Based on Table 4.5 above, the significance value for “deviation from linearity” in the linearity test is greater than 0.1 ($0.293 > 0.1$). Therefore, it can be concluded that there is a linear relationship between exposure to the TikTok account @koharealtv and the interest in obtaining educational information among student followers.

Data Analysis Techniques

Simple Linear Regression

Simple linear regression was used in this study to examine the effect of the exposure to the TikTok account @koharealtv (X) on the interest in obtaining educational information (Y). The detailed results of the data analysis using SPSS 23 can be seen in Table 6 below:

Table 6 Results of Simple Linear Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	6.263	2.102	
	Terpaan akun TikTok @koharealtv	.554	.039	.822

a. Dependent Variable: interest in obtaining educational information

Source: Results of primary data analysis (2026) using SPSS 23

Based on the calculations above, the following significant simple linear regression equation was obtained:

$$Y = 6,263 + 0,554 X$$

A regression coefficient of 0.554 indicates that exposure to the TikTok account @koharealtv increases the interest score in obtaining educational information by 1.815 in the statistical model. A significance value of $0.000 < 0.05$ indicates that exposure to the TikTok account @koharealtv has a significant effect on interest in obtaining educational information.

Hypothesis Test Result

Coefficient of Determination (R-Square) Test

Table 7. Correlation Coefficients and Coefficient of Determination Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822 ^a	.676	.673	2.278

a. Predictors: (Constant), Exposure to the TikTok account @koharealtv

Source: Results of Primary Data Analysis (2026) using SPSS 23

The coefficient of determination, or R-squared, is used to measure the extent to which the model can explain the variation in the dependent variable, namely interest in obtaining educational information. Based on the SPSS calculations, the R-squared value was found to be 0.676, meaning that 67.6% of the interest in obtaining educational information can be explained by the independent variable, the TikTok account @koharealtv (X). The remaining 32.4% is influenced by other variables outside the model under study.

T Test Result

The t-test was used to test hypotheses and determine the partial effects of each independent variable on the dependent variable.

Table 8 T-Test Results

Variable	t value	
	Calculated t	Sig
Exposure to the TikTok account @koharealtv (X)	14.311	0.000

Source: Primary Data Analysis Results (2026) using SPSS 23

Based on Table 4.8, the results of the partial test (t-test) show a calculated t-value of 14.311 with a significance level of 0.000. At a 10% significance level and a specific number of degrees of freedom, the critical t-value is 1.660. Since the calculated t-value is greater than the critical t-value ($14.311 > 1.660$) and the significance level is less than 0.10 ($0.000 < 0.10$), it can be concluded that exposure to the TikTok account @koharealtv has a positive and significant effect on students' interest in obtaining educational information. The research results indicate that exposure to the TikTok account @koharealtv has a positive and significant effect on students' interest in obtaining educational information. This finding can be explained through the

Uses and Gratifications Theory proposed by Jay G. Blumler and Elihu Katz, which views the audience as active individuals who select media based on their needs and the gratification they seek. In the context of this study, students do not merely act as passive recipients of information but consciously select and access the content presented by the @koharotvreal account because they perceive it as capable of meeting their need for educational information. As a young demographic in need of extensive information and knowledge, students have appropriately chosen the @koharotvreal account to fulfill their informational and knowledge needs.

The high level of media exposure measured in terms of frequency, duration, and attention indicates that the more intensely students engage with content on the @koharotvreal account, the greater their interest in obtaining knowledge-based information. These findings suggest that the intensity of interaction with educational content on social media contributes to an increase in students' interest in seeking out and utilizing information as part of the learning process. These results align with Ardianto's (2010) view, which states that media exposure is one of the factors that can influence an individual's cognitive, affective, and conative aspects, including in shaping interest in information conveyed by the media.

Statistically, the research results show a coefficient of determination (R^2) of 0.676, meaning that 67.6% of the variation in students' interest in obtaining educational information can be explained by exposure to content from the TikTok account @koharotvreal, while the remaining 32.4% is influenced by other factors not examined in this study. Furthermore, the calculated t-value of 14.311, which is greater than the critical t-value of 1.660, confirms that the effect of exposure to the TikTok account @koharotvreal on interest in obtaining educational information is positive and statistically significant. These findings indicate that media exposure is a key determinant in increasing students' interest in accessing educational information through social media platforms.

The results of this study further reinforce the relevance of the Uses and Gratifications Theory in explaining social media usage behavior among college students. TikTok is no longer perceived solely as a form of entertainment but is also utilized as a source of information and a learning tool capable of meeting its users' cognitive needs. Students actively select educational content that they consider useful, credible, and aligned with their information needs. Thus, the use of TikTok in this study reflects selective audience behavior oriented toward fulfilling information needs, as described in the theory.

Theoretically, this study provides empirical support for the assumption that social media platforms presenting educational content in an engaging, communicative, and easy-to-understand manner can increase individuals' interest in acquiring information. The presentation of content through a combination of visuals, simple narratives, and interactive demonstrations serves as a factor that enhances the appeal of educational content for college students. Therefore, the TikTok account @koharotvreal can be viewed as an effective form of digital educational media that supports the fulfillment of information needs and the development of knowledge literacy among college students. These findings also indicate that social media has growing potential as an educational communication tool that can be utilized by academics, educational institutions, and government agencies to convey information to the younger generation.

Conclusions

Based on the results of this study on the effect of exposure to the TikTok account @koharurealtv on followers' interest in obtaining educational information, it can be concluded that content exposure measured by frequency, duration, and attention—has a positive and significant effect on students' interest in obtaining educational information. This is evidenced by the results of the hypothesis test, which show that the calculated t-value of 14.311 is greater than the critical t-value of 1.660 at a significance level of 0.000; therefore, the research hypothesis is accepted. Furthermore, the coefficient of determination (R^2) value of 0.676 indicates that 67.6% of the interest in obtaining educational information is influenced by content exposure from the TikTok account @koharurealtv, while the remaining 32.4% is influenced by other factors outside the scope of this study. These findings show that TikTok is not only used as a medium for entertainment but also serves as

an effective medium for conveying educational information, enabling the TikTok account @koharurealtv to increase students' interest in obtaining information that contains elements of knowledge and learning.

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