

ABSTRACT

This study discusses the attractiveness of the features of the Tik Tok application in mediating health information in the pandemic era. The purpose of this study is to find out how the Tik Tok application features can educate health information in the pandemic era created by content creators. This study uses a qualitative research method with a descriptive approach in which the researcher will provide a detailed explanation of how the features of the Tik Tok application are used in health information content created by content creators. Data collection techniques were carried out by means of observation and interviews with content creators. The results show that the features of the Tik Tok application together with the use and appropriate methods are useful as a medium in educating interesting and attractive health information. The application of the audience analysis and segmentation communication campaign model is carried out by content creators by analyzing the Tik Tok application. The application of the formative research campaign model is carried out in building a brand image on accounts owned by content creators by conducting quality control or testing the credibility of the data before sharing it with other Tik Tok users. The application of the channel selection campaign model is carried out to find out the attractiveness of the Tik Tok application features which include music features, countdown features, sticker features, filter features in educating content to be conveyed in health campaigns.

Keywords: Social Media, Tik Tok, Tik Tok Features, and Campaign