

ABSTRACT

Social media is the right platform or place to spread information quickly. Social media, especially Tiktok, is becoming a trend among teenagers and adults. The presence of Tiktok among generation Z makes one's private space merge with the public space. There has been a cultural shift among young people, young people do not hesitate to upload all their personal activities to convey to their friends or followers through social media accounts, one of which is Tiktok, in forming an information facility. This research tries to dig deeper into the use of Tiktok as a form of Gen Z information tool among young people by using a quantitative method. The subject of this research is a case study on the Tiktok account @vmuliana. Based on the results of the research, there is an influence of the content of TikTok creator Vina Muliana (@vmuliana) on public speaking skills in terms of providing information about the world of work so that it has a big influence on the thinking of generation Z who have just finished their education. The relationship between Vina Muliana (@vmuliana's TikTok content and public speaking skills in terms of providing information about the world of work so that it has a big influence on her followers can be categorized as having an adequate correlation relationship.

Keywords: Social Media, Tiktok, Public Speaking