

## **ABSTRACT**

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***The Impact of Educational Information Quality in the Field of Broadcasting Careers on the TikTok Account @ajeng.dinanti and Its Effect on Fulfilling Information Needs Among Followers***

*Keywords : TikTok, Social Media, @ajeng.dinanti, Uses and Gratification, Information Quality Impact, Information Needs Fulfillment.  
(xii+ 52 + Appendices)*

*Currently, communication technology, particularly the internet, has become a fundamental necessity connecting people globally. Social media platforms like TikTok facilitate widespread interaction and information sharing. For instance, Ajeng Dinanti utilizes TikTok to share high-quality educational information about radio broadcasting and public speaking, demonstrating how the platform supports personal branding and education. This study aims to assess the impact of educational information quality in the broadcasting career field on the TikTok account @ajeng.dinanti and its effect on fulfilling information needs among followers. The research employs a quantitative method and a positivist paradigm. Data collection was conducted through surveys using questionnaires with purposive sampling and Slovin's formula. The sample consisted of 100 respondents. The theory applied in this study is Uses and Gratification. The findings indicate that the impact of educational information quality in the broadcasting career field on the TikTok account @ajeng.dinanti contributes 73.8% to the fulfillment of career information needs among followers, while the remaining 26.2% is influenced by other factors not examined in this study.*

*Bibliography (2017 – 2024)*