

Career Influencers and Professional Adaptation: Analyzing TikTok Content Exposure and Imitative Practices Among Young Workers in Jakarta

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ABSTRACT: This research is motivated by the shift in career information authority to digital platforms, which puts young workers in Jakarta under high professional pressure. This study aims to analyze the influence of exposure to @vmuliana's career education content on TikTok on young workers' imitation behavior. Using Albert Bandura's Social Learning Theory, exposure to content is positioned as a stimulant that triggers cognitive processes leading to concrete actions. The research method used was a quantitative, explanatory, positivistic paradigm. Data were collected through questionnaires from 130 respondents selected using a non-probability sampling technique. Data analysis was performed using simple linear regression. The results showed that content exposure had a significant effect of 28.5% on imitation behavior. This finding confirms that the stages of attention, retention, reproduction, and motivation operate effectively in the digital ecosystem. The creator's authority and credibility as an HR practitioner are key factors that encourage young workers to pursue practical, applicable imitation as a career adaptation strategy. This study concludes that social media has become a dominant informal learning space in shaping the professional behavior standards of young workers in the capital.

KEYWORDS: Content Exposure, Imitation Behavior, TikTok, Social Learning Theory, Young Workers.

INTRODUCTION

In today's digital era, social media platforms like TikTok have transformed into a primary means of information dissemination and a determinant of global social behavior. TikTok is projected to have 1.94 billion active users by mid-2025, dominating consumption of short-form content through highly addictive, personalized recommendation algorithms (Nouvan, 2026). This phenomenon creates a new communication dynamic in which educational careers, lifestyles, and motivational content spread virally, influencing young audiences en masse through repetitive, persuasive information flows. According to data from Goodstats, Indonesia had over 194 million monthly active users as of July 2025, making TikTok a primary channel for Gen Z and Millennials, including young workers, to seek professional references outside of formal channels (Yonatan, 2025).

The shift in social learning to short-form video platforms has become a significant global trend in employment dynamics. Across the world, short-form video platforms have become a new subculture where millions of users seek career empowerment and guidance outside of formal channels. Recent studies have shown that short-form video and live-streaming platforms can empower job seekers by providing more accessible, inclusive information than traditional recruitment methods (Wang et al., 2024). TikTok's interest-based algorithm facilitates more immersive social learning by simplifying complex information into easily digestible content (Haenlein et al., 2020). This creates an informal learning ecosystem that serves not only as an educational tool but also helps mitigate work stress and increase life satisfaction among professional workers (Chung et al., 2025). These trends are collectively redefining how the global workforce, from job seekers to practicing professionals, prepares and adapts to industry challenges in the digital era.

One of the central figures in the shift in authority over career information in Indonesia is Vina Muliana, whose account @vmuliana serves as a hub for this shift. As a content creator focused on career education, @vmuliana not only provides technical tips such as CV writing or interview techniques, but also builds narratives about professional standards and work-life balance. The high level of interaction and millions of views on each of her posts indicate a strong content exposure among her followers. The concept of media exposure in this study refers to the condition in which an audience is open to media messages, as measured by indicators of frequency (how often), duration (how long), and attention or intensity of attention (Rosengren, 1974; Adristi et al., 2024).

Theoretically, this phenomenon can be explained through Albert Bandura's Social Learning Theory, which states that individuals tend to imitate the actions of observed models, especially if the model is perceived as having real appeal, authority, and



success (Bandura, 1977; cited in Lestari et al., 2023). Imitation behavior in this context is a fundamental social phenomenon in which individuals imitate the actions, ideas, or desires of others, thereby spreading innovations and behavioral patterns in society (Tarde, 1903). Indicators of imitation include dimensions of attention to the model (attention), memory storage processes (retention), the ability to re-perform observed actions (motor reproduction), and the presence of encouragement or reinforcement to continue performing the action (motivation) (Suryani et al., 2025).

This research focuses on young workers in Jakarta, given that Jakarta is the epicenter of national job competition and faces high levels of professional pressure. Young workers in Jakarta, aged 20-35, face the challenges of rapid career mobility and the demands of adapting to dynamic industry trends. According to data from the Central Statistics Agency (BPS), Jakarta has a very large workforce with an open unemployment rate dominated by young people, triggering intense competition for strategic positions in the corporate sector (BPS DKI Jakarta, 2024). This condition is exacerbated by the phenomenon of "talent competition," in which companies in Jakarta now set higher qualification standards, forcing young workers to seek independent self-development references through digital platforms (KEMNAKER, 2025). The desire to survive and excel in Jakarta's corporate ecosystem drives them to seek digital role models. This triggers imitation behavior, both in adopting the professional communication style and work mindset displayed by career content creators such as @vmuliana.

Although the influence of TikTok has been widely explored in the literature, a significant research gap remains. Research by Nastiti & Waskito (2024) tends to focus on the career orientation of students (Gen Z), which is still aspirational and often triggered by the FOMO (Fear of Missing Out) phenomenon, while Mileniar et al. (2024) emphasize the influence of lifestyle content. This difference in research positions is very significant because it highlights Young Workers in Jakarta, a group facing the realities of a concrete work environment rather than just future expectations.

Jakarta, as a corporate epicenter with extreme professional pressure, requires more practical, applicable adaptation strategies for its workforce. Unlike university students, young workers in Jakarta are bound by stringent corporate performance standards and aggressive competition for talent. In this context, their imitation of @vmuliana's educational content is not simply following social media trends, but rather a survival mechanism to improve professional competence. Therefore, this study not only measures psychological tendencies as in Maulana & Fardiah's (2024) study on consumer behavior, but also empirically examines how media exposure (frequency, duration, and attention) transforms into concrete actions directly applied in a competitive work environment.

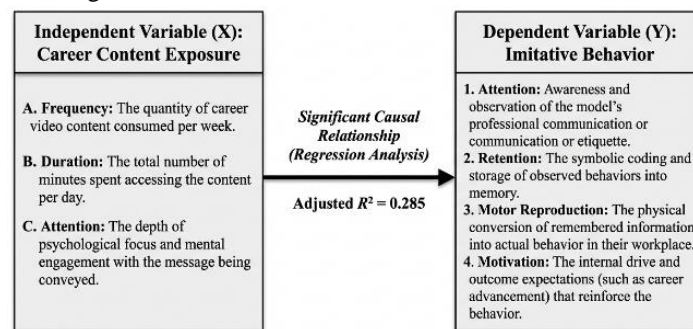
The urgency of this research lies in the potential impact of imitation behavior on organizational productivity and performance. Considering that young workers account for approximately 40% of the national workforce (BPS DKI Jakarta, 2024), understanding the extent to which social media shapes their work behavior standards is crucial. A quantitative approach using regression analysis was chosen to accurately assess the causal relationships between content exposure variables and dimensions of imitation behavior. Based on this description, this study aims to analyze "The Effect of Exposure to @vmuliana's Career Education Content on TikTok on the Imitation Behavior of Young Workers in Jakarta," in order to provide theoretical contributions to social communication science and practical recommendations for human resource management in addressing the impact of digital information disruption on young employees.

MATERIALS AND METHODS

This research is based on the positivist paradigm, which holds that social reality can be measured objectively and that the relationship between variables can be explained by the law of causality (Neuman, 2014). The research design applied is a quantitative explanatory design with a cross-sectional survey approach. This design was chosen to test the hypothesis that exposure to @vmuliana content, as an independent variable (X), affects imitation behavior, as a dependent variable (Y) (Babbie, 2010). The researcher used a linear regression model to predict the extent to which exposure variables contribute to changes in imitation behavior. The population in this study consisted of all followers of the @vmuliana TikTok account, which had more than 10 million users. Given an unknown sampling frame, the minimum sample size was determined using the Lemeshow formula (Levy & Lemeshow, 2008). Based on the calculation, the minimum sample size was 96 respondents, but the researcher set the final number at 130 to increase precision and minimize the margin of error. This sample size exceeds the rule of thumb for behavioral research cited by Roscoe (1975) and Purwaningrum & Syihabuddin (2026), which suggests a sample size of 30-500. Furthermore, based on

the power analysis using G*Power (Faul et al., 2007), the number of 130 respondents is sufficient to achieve statistical power above 0.80 with a medium effect size (0.15) at a significance level of 0.05.

In operationalizing the variables, this study optimized the measurement scales to achieve parametric statistical accuracy. The content exposure variable (X) was measured using a ratio scale that included the following indicators: (1) Frequency, namely the number of videos watched per week; (2) Duration, total minutes of access per day; and (3) Attention, namely the depth of mental focus on the message. Meanwhile, the imitation behavior variable (Y) was measured using an interval-scale questionnaire based on the Semantic Differential to more accurately capture perceptual distance (Creswell, 2018). The imitation dimension corresponds to Bandura's cognitive stages: Attention, Retention, Reproduction, and Motivation. The causal relationship framework and indicators of this study are visually presented in Figure 1.



According to the data analysis, 28.5% of the variance in Imitative Behavior can be explained by Career Content Exposure. The remaining 71.5% is influenced by other exogenous factors outside the scope of this model.

Figure 1. Theoretical Research Model

Data collection was conducted through a self-administered online questionnaire using a purposive sampling technique. Inclusion criteria included: (1) aged 20–35 years; (2) working or residing in DKI Jakarta; (3) following the @vmuliana account; and (4) having watched at least 5 pieces of content in the past month. The use of these criteria ensured that research subjects were consistently exposed to stimuli (Kriyantono, 2022).

Data analysis included descriptive and inferential statistics. Prior to hypothesis testing, instrument quality was assessed through a pilot study with 30 respondents. The results showed that all items were valid (r -count > 0.361) with high reliability (Cronbach's Alpha 0.824 for X and 0.876 for Y), exceeding the 0.70 threshold set by Nunnally & Bernstein (1994). After meeting the classical assumption test, analysis was conducted using Simple Linear Regression to measure the coefficient of determination (R²) and test the research hypotheses (Field, 2009).

RESULTS

1. Demographic Profile and Respondent Characteristics

a. Distribution of Young Workers in Jakarta

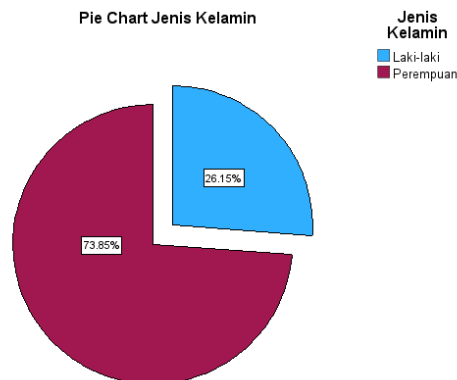


Figure 2. Distribution of Young Workers by Gender

Based on research data from 130 respondents, the gender distribution shows that the majority of followers of the @vmuliana account are women. This suggests that the career education content presented is more appealing to young female workers in Jakarta seeking to improve their professional competencies.

b. Education Level

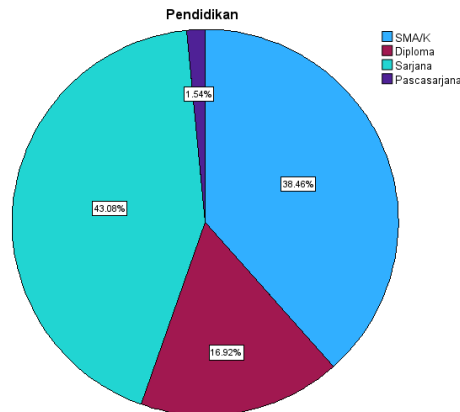


Figure 3. Distribution of Young Workers by Education Level

The audience's dominance of bachelor's degree graduates (43.08%) indicates that @vmuliana's followers are an educated group with a strong awareness of the importance of independent career development. This group tends to seek additional professional resources outside of formal corporate channels to increase their competitiveness in the epicenter of national job competition, such as Jakarta.

2. Overview of @vmuliana Content Exposure

a. Frequency and Duration

Table 1. Frekuensi Menonton dan Durasi

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Frekuensi	130	1	50	6.92	5.889
Durasi	130	1	30	10.98	7.674
Valid N (listwise)	130				

Source: Author's Data Processing

This data shows respondents' media consumption behavior towards @vmuliana content:

1) Viewing Frequency:

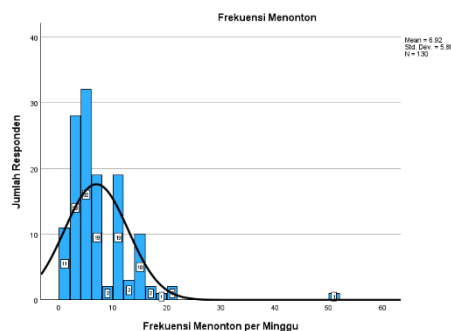


Figure 4. Histogram of Viewing Frequency

Figure 4 shows that respondents' viewing frequency distribution is concentrated at 4-7 times per week, with an average value of 6.92. This indicates consistent exposure of young workers in Jakarta to information from the @vmuliana account, a prerequisite for social learning (Social Learning Theory).

2) Duration of Exposure

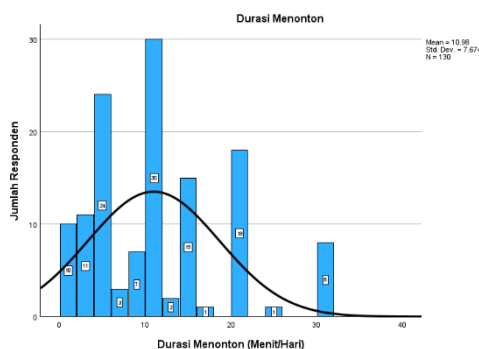


Figure 5. Duration of Exposure/Viewing

Figure 5 shows the histogram of Exposure/Viewing Duration, indicating that while the majority of young workers consume content for short periods (under 15 minutes), a small proportion of respondents intensively watch content for up to 30 minutes daily. This finding reflects the characteristics of TikTok content as a short-form video medium consumed quickly but repetitively by educated audiences in Jakarta.

b. Attention Level

Table 2. Attention Level

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Atensi	130	20	100	82.72	13.137
Valid N (listwise)	130				

Source: Author's Data Processing

Research data confirms that respondents' attention to @vmuliana's content is very close (mean = 82.72). This indicates that career education messages, particularly regarding interview tips and salary negotiations, are delivered intensively and are a key factor encouraging young workers in Jakarta to emulate these professional behaviors. To provide a more in-depth picture, respondents' attention scores are grouped into five categories: Very high (category 5), High (category 4), Medium (category 3), Low (category 2), and Very low (category 1) for an average (mean) of 82.72.

Table 3. Attention Categories

Kategori Atensi					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.5	1.5	1.5
	2	2	1.5	1.5	3.1
	3	6	4.6	4.6	7.7
	4	60	46.2	46.2	53.8
	5	60	46.2	46.2	100.0
Total		130	100.0	100.0	

Source: Author's Data Processing

Based on the attention score categorization results, the majority of respondents (N=130) fell into the Very High (46.2%) and High (46.2%) categories. This is evidenced by the average score of 82.72, indicating that the audience deeply processed information from the @vmuliana account. The concentration of respondents in this high-attention category (92.4%) validates that the content on interview tips and salary negotiations is highly relevant to the audience's needs, thereby triggering maximum attention,

which is the main requirement for imitation behavior (Social Learning Theory). Visually, the respondents' attention levels are evident in the following image:

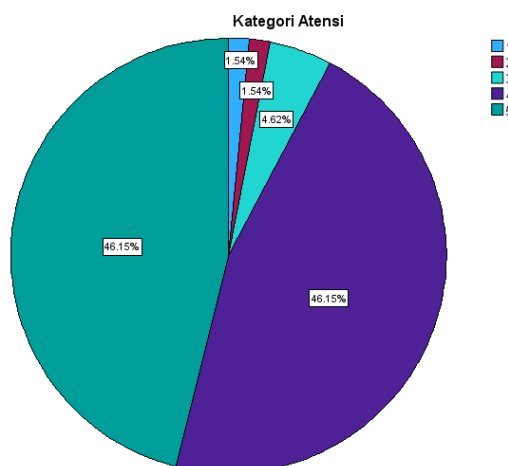


Figure 6. Pie Chart of Attention Categories

3. Level of Imitation Behavior of Young Workers

a. Attention and Retention Dimensions

To understand more deeply about the initial stages of the respondents' imitation process, the following is descriptive statistical data that describes the level of attention and ability to remember (retention) of respondents regarding the details of career education content shared by @vmuliana.

Table 4. Descriptive Statistics of Attention and Retention Dimensions

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Atensi Model1	130	5	10	8.39	1.204
Atensi Model2	130	6	10	8.72	1.108
Retensi1	130	3	10	8.18	1.396
Retensi2	130	4	10	8.50	1.283
Valid N (listwise)	130				

Source: Author's Data Processing

Based on Table 4, the analysis of 130 respondents shows a very strong level of imitation behavior in the cognitive dimension, characterized by high success in attention and sharp retention of @vmuliana content. This is evidenced by the average scores obtained approaching the maximum value in the model's attention indicators (8.39–8.72) and information retention (8.18–8.50), which indicates that young workers in Jakarta pay full attention and are able to store detailed technical information, such as CV structure and interview opening sentences, into their long-term memory. High concentration scores (3–6) indicate intense cognitive engagement, and the audience's ability to absorb and recall these professional stimuli is an important foundation for practicing imitation behavior in the real-world work environment, in accordance with the principles of Social Learning Theory.

Although the mean scores have shown a positive trend, categorization of scores is needed to provide a more precise qualitative justification of the audience's ability level. The following provides a more precise description of respondents' attention levels. The raw score data for the Attention dimension (Y1) is grouped into several categories. This categorization aims to see the dominant cognitive level of the audience in absorbing the career education message delivered by @vmuliana, as presented in the following table:

Table 5. Attention Category (Y1)

Kategori MATensi (Y1)					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	3	7	5.4	5.4	5.4
	4	39	30.0	30.0	35.4
	5	84	64.6	64.6	100.0
Total	130	100.0	100.0		

Source: Author's Data Processing

The categorization results for 130 respondents showed a very strong dominance in the attention dimension (Y1), with 94.6% in the High and Very High categories. The distribution of data, which is concentrated at this top level, validates the average (mean) of 82.72 and shows that @vmuliana's career education messages are being actively listened to by young workers in Jakarta. This finding also strengthens the premise of Social Learning Theory that the attention stage, as the main requirement for the imitation process, has been fully met, indicating that the audience has deep cognitive involvement with the content.

In line with the high level of attention given by respondents, the next stage in the cognitive imitation process is the respondents' ability to store the information, also known as retention. Having previously explained the dominance of the attention category, the following is a frequency distribution table for the Retention category (Y2) to see the extent to which the audience is able to remember the details of the educational material presented by @vmuliana:

Table 6. Retention Category (Y2)

Kategori MRetensi (Y2)					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	2	2	1.5	1.5	1.5
	3	9	6.9	6.9	8.5
	4	50	38.5	38.5	46.9
	5	69	53.1	53.1	100.0
Total	130	100.0	100.0		

Source: Author's Data Processing

The data processing results show that the retention of young workers in Jakarta towards @vmuliana's content is very satisfactory, with 91.6% of respondents in the High and Very High categories. This finding indicates that technical information, such as CV writing structure and interview etiquette, has been effectively retained in the audience's long-term memory and that the respondents successfully completed the second cognitive stage in Social Learning Theory.

Comprehensively, the high percentages in the Attention (94.6%) and Retention (91.6%) categories collectively prove that the social learning process has been very effective at the cognitive level, which is an important foundation for the audience to continue to the stage of reproducing real behavior or action in the world of work.

b. Reproduction and Motivation Dimensions

After passing through the cognitive stages (attention and retention), the success of the imitation process is determined by the extent to which the audience can reproduce the behavior and has the internal drive to do so. The following descriptive statistics illustrate respondents' tendencies in the Reproduction (Y3) and Motivation (Y4) dimensions:

Table 7. Descriptive Statistics of Reproduction and Motivation Dimensions

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Rata-rata Reproduksi (Y3)	130	5	10	8.49	1.192
Rata-rata Motivasi (Y4)	130	6	10	8.59	1.127
Valid N (listwise)	130				

Source: Author's Data Processing

The analysis results show that the behavioral dimension has a very positive score, where the ability to reproduce behavior (Mean = 8.49) and motivation (Mean = 8.59) are in the very high category. This finding indicates that respondents do not simply absorb information passively, but have a strong tendency to practice the professional communication style exemplified by @vmuliana in a real work environment. With a minimum score of 5-6, it is apparent that the audience has sufficient self-confidence and internal motivation to translate cognitive knowledge into real action.

To sharpen the analysis of respondents' readiness to implement professional behavior, the average scores on the Reproduction and Motivation dimensions were categorized. This grouping aims to validate the extent to which respondents have reached the highest level of internal drive for actual imitation, as presented in the following table:

Table 2. Reproduction Categories

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	.8	.8	.8
3	11	8.5	8.5	9.2
4	39	30.0	30.0	39.2
5	79	60.8	60.8	100.0
Total	130	100.0	100.0	

Source: Author's Data Processing

Based on the results of data processing in the Frequency Distribution Table of the MRepro Category (Y3), the behavioral reproduction dimension shows very significant results, with the majority of respondents in the Very High category (5), as many as 79 people (60.8%), and the High category (4), as many as 39 people (30.0%). In total, 90.8% of respondents have a high capacity and readiness to practice the professional communication style exemplified by @vmuliana in their work environment. The dominant concentration of data at this top level indicates that the audience's psychomotor barriers are very low, with the skills learned cognitively successfully internalized into concrete behavioral intentions, and it also confirms the effectiveness of the educational content in encouraging concrete imitation actions.

Complementing the behavioral analysis, the following frequency distribution table is presented for the Motivation category (Y4). This data aims to determine the extent of internal motivation respondents have to adopt the professional values expressed by @vmuliana:

Table 3. Kategori Motivasi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	11	8.5	8.5	8.5
4	32	24.6	24.6	33.1
5	87	66.9	66.9	100.0
Total	130	100.0	100.0	

Source: Author's Data Processing

Based on the frequency distribution table for the MMotivation category (Y4), the respondents' internal drive dimension is at a very impressive level. A total of 87 respondents (66.9%) are in the Very High category (5), and 32 respondents (24.6%) are in the High category (4). With a total accumulation reaching 91.5%, this finding indicates that most young workers in Jakarta have strong reasons and positive expectations regarding the benefits of the content for their careers. The low number of respondents in the medium category (8.5%) and the absence of respondents in the low category indicate that the stimulus provided by @vmuliana has a motivational appeal that is almost evenly distributed across the entire research sample.

Comprehensively, the categorization results in the Reproduction (90.8%) and Motivation (91.5%) dimensions, indicating that the imitation behavior of young Jakarta workers has reached the stage of actual implementation. The dominance of respondents at the 'High' and 'Very High' levels in these two dimensions indicates that the social learning process does not stop at cognitive understanding but has progressed to mental readiness and solid action. This confirms that @vmuliana's career education content has high efficacy, bridging the audience's intention to change with their ability to reproduce professional behavior in the world of work.

4. Hypothesis Test Results (Linear Regression)

a. Coefficient of Determination (R²)

The coefficient of determination test measures the extent to which a regression model explains variations in the dependent variable. Based on the results of the multiple linear regression test, the following determination values were obtained:

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.506 ^a	.256	.251	.095

a. Predictors: (Constant), Terpaan Konten

Source: Author's Data Processing

Based on the Model Summary table above, the R-squared value is 0.256. This figure indicates that the Determination Coefficient is 25.6%. This means that the variation in the Imitation Behavior (Y) variable can be explained by the independent variables Attention, Frequency, and Duration simultaneously, accounting for 25.6%. Meanwhile, the remaining 74.4% (100% - 25.6%) is explained by other variables outside this research model (such as work environment factors, extrinsic motivation, or other personal characteristics of respondents). Although the determination value is 25.6%, this model is still considered valid and significant for use based on the results of the F test (ANOVA), which show a Significance value of <0.001.

b. Significance (p-value)

Next, to test whether the regression model is appropriate and whether the Attention, Frequency, and Duration variables together have a significant influence on Imitation Behavior, an ANOVA F-test was conducted. The results of this test are presented in the following table:

Table 5. Simultaneous Significance Test Results (Uji F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.401	1	.401	44.151	<.001 ^b
	Residual	1.162	128	.009		
	Total	1.563	129			

a. Dependent Variable: Perilaku Imitasi

b. Predictors: (Constant), Terpaan Konten

Source: Author's Data Processing

Based on the F test table, the calculated F value is 44.151, with a significance level (p-value) of <0.001. Because the significance value is much smaller than 0.05 (<0.001 <0.05), it can be concluded that this regression model is statistically significant. This means that the Attention, Frequency, and Duration variables simultaneously (together) have a significant effect on the Imitation Behavior variable in young workers in Jakarta. Thus, this regression model is considered suitable for use in predicting imitation behavior based on the independent variables studied.

After determining that the regression model was jointly significant, partial testing was conducted using t-tests. This test aimed to determine whether each independent variable—Frequency, Duration, and Attention—had a significant influence on individual imitation behavior. The results of this test are presented in the following table:

Table 6. Partial Significance Test Results (t-Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.915	.046		86.006	<.001
	Terpaan Konten	.003	.000	.506	6.645	<.001

a. Dependent Variable: Perilaku Imitasi

Source: Author's Data Processing



Based on the Coefficients table above, the calculated t value is 6.645 with a significance level (Sig.) of <0.001. Because the significance value is much smaller than the specified significance level (<0.001 <0.05), it can be concluded that the Content Exposure variable has a significant effect on respondents' Imitation Behavior. A positive regression coefficient indicates a unidirectional relationship: the higher the exposure to @vmuliana content among young workers in Jakarta, the greater their tendency to engage in professional imitation behavior. Based on the Unstandardized B coefficient, the simple linear regression equation in this study is $Y = 3.915 + 0.003X$. The constant 3.915 indicates that, in the absence of a Content Exposure variable, the consistency value for Imitation Behavior is 3.915. Meanwhile, the regression coefficient of 0.003 indicates that for every one-unit increase in Content Exposure, Imitation Behavior increases by 0.003. This empirically proves that the career education content presented can be an effective stimulus in shaping the professional behavior patterns of its audience.

DISCUSSION

1. Social Learning Mechanisms in Digital Ecosystems

a. Validation of Bandura's Social Learning Theory on Content Creator @vmuliana

The results of this study empirically confirm the relevance of Albert Bandura's (1977) Social Learning Theory in the context of TikTok. Data findings show that young workers in Jakarta not only consume content passively, but also consider Vina Muliana a professional role model. This is evidenced by high scores on the Attention (Mean = 82.72) and Retention (53.1% in the very high category). The success of this learning process is triggered by two main factors possessed by the model (creator): "attractiveness" and "authority." Vina Muliana, as an HR practitioner in a state-owned company, has high credibility, which gives the audience confidence to listen to the message conveyed.

This finding aligns with Nastiti & Waskito's (2024) research, which found that Vina Muliana's career education content significantly influences Generation Z's career orientation through the element of trust in the creator's competence. In the digital ecosystem, authority is no longer just a formal title; it's the creator's ability to package valid information that remains relevant to the audience's needs. The consistency of the t-test results, which show the Attention variable as the strongest influence ($t = 4.878$), confirms that audience attention to Vina Muliana's profile is the main gateway to the imitation process.

b. Cognitive Processes and Reward Expectations in the Jakarta Job Market

The analysis results show that respondents' imitation is not blind, but a cognitive process driven by rational motivation. The Motivation Score (Y4), which recorded the highest average of 8.59, indicates an expectation of positive rewards. Young workers in Jakarta face a highly competitive job market, so they deliberately adopt the communication style and professional tips exemplified by @vmuliana in the hope of achieving career success.

This process aligns with Bandura's theory that motivation is driven by vicarious reinforcement; when audiences see tips that work for others or are considered industry standards, they are motivated to reproduce them. This is supported by the findings of Mileniar et al. (2024), who explained that productive or imitative behavior among TikTok users arises from the perception of tangible benefits from the content they consume. In Jakarta, where professional standards are very high, imitating @vmuliana's style is seen as a logical adaptation strategy to increase individual competitiveness in the workplace. Respondents' Reproducibility (Y3), which reached 90.8% in the high and very high categories, proves that the technical instructions provided by @vmuliana (such as how to answer interviews or write a CV) are clear enough to be translated into concrete actions by the audience.

2. The Effect of Exposure Scale on Imitation Accuracy

The results of hypothesis testing through multiple linear regression indicate that the Content Exposure variable has a significant influence on Imitation Behavior, with a coefficient of determination (R^2) of 28.5%. This finding proves that the stimulus dimensions measured through a ratio scale, namely frequency and duration, are crucial factors in determining the accuracy of audience imitation. Specifically, the t-test results for the Frequency variable show a p-value < 0.001 ($t = 3.632$), indicating that the intensity of audience encounters with @vmuliana content on the For Your Page (FYP) page directly strengthens their learning.

This phenomenon aligns with the principle of repetitive persuasion, where repeated messages through the TikTok algorithm reinforce the message for the audience. Continuous repetition of educational content facilitates respondents' retention and allows them to accurately reproduce behavior. This finding is supported by Nastiti & Waskito's (2024) research, which shows that consistent



exposure to career education content on TikTok can shape audiences' career orientation through repeated internalization of information. The more frequently young workers in Jakarta are exposed to Vina Muliana's career tips, the less information distortion occurs, resulting in more precise professional behavior.

Furthermore, the synchronization between viewing duration and imitation accuracy indicates that TikTok's algorithm successfully creates an immersive learning ecosystem. Although the t-test results indicate that the Attention variable has the greatest influence, the Frequency variable remains the driving force that keeps the message in long-term memory. This aligns with the findings of Mileniar et al. (2024), who explained that audience productive behavior emerges from accumulated exposure to content perceived as high in benefits. Among young workers in Jakarta, intense exposure to content not only provides information but also establishes a professional behavior standard deemed necessary for success in the competitive job market.

3. Contextualizing Young Workers in Jakarta: Adaptation Strategies in a Competitive Environment

The results of this study provide a unique insight into how imitation behavior functions as an adaptation mechanism for young workers in Jakarta. The high scores on the Reproduction (Mean = 8.49) and Motivation (Mean = 8.59) dimensions indicate that audiences not only enjoy the content but also feel the need to adopt it in real life. This phenomenon is triggered by the high "professional pressure" in the capital's corporate environment. For young workers in Jakarta, imitating the professional communication style and work ethic exemplified by @vmuliana is no longer just an option, but a survival strategy to meet high standards and professional expectations in a highly competitive job market.

An interesting finding emerged when comparing this study's results with previous research. In Nastiti & Waskito's (2024) study, it was found that career education content had a greater influence on "career orientation," or the future outlook of Generation Z, which is still influenced by the FOMO (Fear of Missing Out) phenomenon. However, this study found a shift in imitation: among younger workers, it tends to be practical and applicable. This means that respondents are no longer at the stage of imagining their careers, but are directly practicing @vmuliana's technical instructions, such as salary negotiation techniques, how to communicate with superiors, and time management, to be applied directly in their daily work.

This aligns with the argument of Mileniar et al. (2024), who stated that productive behavior emerges when the audience feels immediate benefits (perceived usefulness) relevant to their life needs. In this context, young workers in Jakarta see @vmuliana's content as an instant solution to solving professional problems at work. The dominance of Very High category scores in the Reproduction stage (60.8%) confirms that respondents have surpassed the aspiration stage and entered the behavioral execution stage. Thus, TikTok, through creators like Vina Muliana, has become an informal learning space that provides standards of professional behavior for young workers to navigate the dynamics of the working world in Jakarta.

4. Implications for Human Resource Management (HRD)

The findings of this study provide strategic implications for Human Resource Management (HRD) practitioners, particularly in companies operating in Jakarta. The high R-square value (28.5%) and the significance of the Attention variable ($t = 4.878$) indicate a shift in career information authority from formal company channels to digital platforms. This phenomenon indicates that the professional behavior of young employees is currently being shaped by career influencers like @vmuliana through a repetitive social learning process. HRD needs to be aware that the communication standards and work ethics considered ideal by young employees often refer to the content they consume on TikTok, not solely from the company's employee handbook.

This shift aligns with the findings of Nastiti & Waskito (2024), who highlighted how digital educational content can significantly shape audience career orientation by fostering the internalization of new values. In this context, companies have a significant opportunity to adapt to the learning styles of Gen Z and Millennials, who tend to be more responsive to short audiovisual content. Instead of using rigid, conventional training methods, HR can leverage social media or content formats like TikTok for internal training to increase engagement among young employees. This is supported by the principle of perceived usefulness discussed by Mileniar et al. (2024), which holds that individuals will more quickly adopt productive behaviors when information is delivered through channels they deem relevant and trustworthy.

Furthermore, the high score on the Motivation dimension (8.59) in this study proves that young workers in Jakarta have a strong internal drive to develop if given the right stimulus. HRD in Jakarta can utilize the profiles of professionals with credibility as internal influencers in the company to strengthen the work culture. By integrating digital social learning mechanisms into HR



development strategies, companies can not only minimize the gap in expectations between management and employees but also create a work ecosystem better adapted to today's digital dynamics.

CONCLUSION

This study aims to analyze the influence of exposure to @vmuliana's career education content on TikTok on the imitation behavior of young workers in Jakarta through the lens of Albert Bandura's Social Learning Theory. Using a positivistic paradigm with an explanatory quantitative approach, this study involved 130 respondents selected through a non-probability sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression to test the influence of the dimensions of attention, retention, reproduction, and motivation. The research findings indicate that content exposure has a significant effect of 28.5% on imitation behavior, where the attention dimension is the most dominant factor in triggering the social learning process. This proves that Vina Muliana's credibility and authority as an HR practitioner successfully build strong attention, which then transforms into practical, applicable behavioral intentions. These results strengthen Nastiti & Waskito's (2024) findings on digital career orientation but offer a new distinction: among young workers, imitation is more tactical to meet corporate professionalism standards in Jakarta. Overall, this study concludes that TikTok's repetitive algorithm and the efficacy of educational content have created new adaptation mechanisms for audiences in facing job market competition in the capital city.

Based on the research findings, several recommendations can be considered by relevant parties and future researchers. For educational content creators, it is recommended to maintain message consistency and information credibility, as attention and exposure frequency directly affect the accuracy of audience imitation behavior. For Human Resource Management (HRD) practitioners in companies, this shift in information authority needs to be addressed by integrating short, audiovisual micro-learning content into internal training programs to better align with the learning styles of young workers. Furthermore, for future researchers, it is recommended to expand the scope of the research by exploring other mediating variables, such as self-efficacy, or comparing imitation behavior across different social media platforms. Given that the determination value in this study was only 28.5%, future research should explore additional external factors, such as organizational culture and extrinsic motivation, to provide a more holistic picture of the determinants of professional behavior in the digital era.

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