

ABSTRACT

The digital age supports society, including the development of creativity in interacting through social media. The COVID-19 pandemic during 2019-2022 has impacted technological development, some of which are restrictions on direct interaction that cause less social interaction in society and the phenomenon of termination of employment rights by companies to reduce economic losses received. Communication technology developed after the pandemic, marked by companies that began to adapt their communication strategies to the public via social media. Digital storytelling content is one option for companies to communicate with the public, one of which is A Day in My Life at Company content, where companies share information about their working atmosphere and facilities through short videos of 1–3 minutes. Using quantitative research methods, researchers want to find out how digital storytelling affects A Day in My Life at Company content on TikTok applications against interest in registering for work in jobseekers, especially in Z-generation. Based on the research's results, 67% of employment-related influences were found, so it can be inferred that there was an influence between the digital storytelling variables on the TikTok A Day in My Life at Company content in attracting job-related interest in Generation Z.

Key Word: Digital storytelling, TikTok, Interest, Generation Z