

ABSTRACT

Social media, particularly TikTok, has evolved into a platform that is not only used for entertainment but also as an educational medium. However, not all creators possess the knowledge to design educational content. This research analyzes viral content from the TikTok account @ChrisPutraa to understand how this platform is utilized as an educational tool in the fields of health and sports. Using a qualitative content analysis approach, this study examines three viral content pieces from the account, focusing on message description, message construction, and the characteristics of the messages used. The findings reveal that viral content possesses inspirational and communicative message characteristics, employing an engaging and easily understandable style for the audience. Additionally, the virality of the content is influenced by factors such as user interaction, the use of storytelling techniques, and visual elements that enhance the content's appeal. This study affirms that TikTok can be an effective educational medium when content is packaged with appropriate communication strategies.

Keywords : Content analysis, Digital communication, Educational Content, Educational media, Tiktok, .