

ABSTRAK

Health education content is information needed by everyone who wants to know the importance of their own health. Information about health education is really needed to know that our own health is worth less. The aim of this research is to analyze the video content "Content analysis of Gerald Vincent's TikTok content on health message education (case study on the @Gerald Vincent TikTok account for the period September 2023)", as a medium of communication and information for those who enjoy educational content. This video content was sourced or submitted by Gerald Vincent, the video presentation varies approximately 1 minute in audio visual, with normal angles, medium shots, and a zooming effect. Facilities or media via social media TikTok @Gerald Vincnet. In general, the message contained in the video content discusses health education content and also social remedies that can be used to prevent disease. The video content also had a lot of responses from 988 viewers who commented on the video content, this shows how viewers of educational content feel that the content is very useful for all groups. Tiktok social media also has 781 thousand followers. In this video, Gerald Vincent also uses persuasive communication techniques, namely arrangement, association, integration, reward and red listening techniques.

Keywords: Content Analysis, Content, Education, Persuasive Communication