

Original Article

Does TikTok Social Media Increase Public Interest in the Seafarer Profession?

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Abstract:

The rise of videos on TikTok about life at sea has been led by many sailors who broadcast their lives. The extent to which the influence of TikTok videos affects people's interest in choosing a seafaring profession and entering a sailing school. In this study, we aim to investigate the impact of TikTok social media on the community related to interest in the seafarer profession. The mixed research method uses quantitative analysis and qualitative analyses. A quantitative study was carried out on students who participated in level 1 and 2 seafarer training in the Semarang area by providing a questionnaire through the Microsoft software Teams application, in March 2025, with a population of 126 people and based on the Krejcie & Morgan table with a confidence level of 95% with a sample of 95 respondents. Based on the results of quantitative and qualitative research, it was found that there was a strong relationship between the influence of TikTok videos on the public and the profession of seafarer. This study also shows that TikTok social media has become an effective platform in increasing public interest in the seafarer profession. Expand and enrich the literature review on the influence of social media, especially TikTok, on career choices, particularly in the context of the shipping profession, which has not been adequately explored.

Keywords: Social Media, Increasing, Public Interest, Seafarer Profession, TikTok.

Submitted	: 10 February 2026
Revised	: 16 February 2026
Acceptance	: 02 April 2026
Publish Online	: 02 April 2026

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Introduction

Social media is a digital platform that is in demand and used by many people worldwide, whether for communication, information, entertainment, or sharing other interactions. With the widespread development of the internet, social media digital platforms are widely popular, so content production increases ([Ferguson et al., 2025](#)). Social media is also a significant breakthrough in information technology that has changed many aspects of daily life ([Allahverdi et al., 2025](#); [Ferguson et al., 2025](#)). In recent years, social media and digital platforms have become the centre of attention

and are very popular among youth and teenagers ([Hansen, 2025](#)). The characteristics of social media are similar to traditional media, so they are still considered media oriented to digital platforms ([Menon, 2022](#)). According to [Zhou & Suntrayuth \(2025\)](#), social media also helps parents in providing a social environment learning for learning about social life in the community.

TikTok is one of the applications on social media platforms that is widely loved and used by most internet users. The TikTok application is an application that connects social and image videos, launched in early September 2016 in China ([Wisnu Nugroho Aji; Dwi Bambang Putut Setiyadi, 2020](#)). The TikTok application has succeeded in almost every corner of the world as a social media platform to share videos, and even the motives of users are still not widely available in the literature ([Menon, 2022](#)). It can make TikTok a promotional medium effectively due to so many users, including celebrities, who can easily use and attractively feature promotions to spread easily ([Gratia et al., 2022](#)).

Several seafarers and their colleagues often share videos on social media, TikTok, regarding work and life on board a ship. Those affect the society's awareness relating to the seafarer profession. In the maritime industry, the placement of seafarers as human resources plays an important role in guaranteeing and ensuring ship and cargo security and safety ([Cicek et al., 2019; Dewan & Godina, 2023; Liu et al., 2021](#)). According to [Aalberg et al. \(2024\)](#), seafarers believe more in their knowledge based on their experiences, which forms competent and capable seafarers rather than formal knowledge. Also, it needed a better understanding of mechanisms and maladaptive behaviour related to social media, as it is relevant to the differences in disturbance ([Moretta & Wegmann, 2025](#)).

The convenience and widely available internet make it possible for people to access information about the prerequisites to become seafarers, such as educational institutions, job opportunities, and career steps. According to Menon ([Menon, 2022](#)), the internet has helped us a lot in life, from online communication to social media. The Internet of Things (IoT) has even added new intelligence capabilities for communication between objects and humans. The growth of the internet has developed very rapidly, and now it is very rare to find individuals who do not access the internet every day ([Ferguson et al., 2025](#)). Internet connections have a design or framework that connects the diversity of information sources in the real world, from wireless sensor networks and various types of identification technologies, to be accessible to internet networks in the future ([Gluhak et al., 2011](#)).

TikTok views provide a broader picture to the public about the seafarer profession. In an era where everything is digitalized and the era of Industry 4.0, seafarers are required to adapt and to learn the latest skills in the context of digital knowledge ([Baum-Talmor & Kitada, 2022a](#)). In the era of all-digital communication and Industry 4.0, seafarers are also required to adjust their abilities and improve their skills in a structured manner and in accordance with the conditions of their skill traits ([Baum-Talmor & Kitada, 2022a](#)). In the era of Industry 4.0, which is a series of digitalization and interconnection between humans, objects, and systems, exchange data instantly ([Cicek et al., 2019](#)). Maritime transportation, which is the most important part of world trade, in accordance with the development of maritime technology, results in the need for a skilled, competent, and highly motivated workforce, according to the latest technological advances ([Cicek et al., 2019](#)). This is an essential concern related to Industry 4.0 for the jobs and skills of seafarers in the maritime industry, related to

cybersecurity, weak rules, and public distrust of technology ([Baum-Talmor & Kitada, 2022a](#)).

The information provided on social media sometimes tends to be misleading, that is, by giving an image that is not real, only part of the frame, to make it look fun and attract viewers. However, one study indicated that there are individuals who use social media too often, who feel that their life satisfaction decreases, emotional pressure increases, and anxiety in their lives ([Delogu et al., 2025](#)). Breaking ties with social media networks is becoming increasingly popular in an effort to improve their well-being ([Lemahieu et al., 2025](#)). In addition to seeking referrals from health doctors, social media is also a reliable channel and is usually used by the public to get information on health risks related to food ([Almaghrabi, 2023](#)).

Not all internet users will use social media with the TikTok application, so the information is not conveyed properly. This is done to reduce dependence or over-dependence on the internet, for the sake of health or the influence of radiation. There is convincing evidence that social media has positive and negative psychological and social consequences ([Delogu et al., 2025](#)). Moreover, the existence of a trend that provides an overview of information about a product, such as unboxing or reviews, makes TikTok like poison for its viewers ([Gratia et al., 2022](#)). According to [Haythornthwaite \(2023\)](#), this social media has taken root in real daily life, where there is a need to anticipate offensive content and behavior.

The dissemination of information through TikTok cannot be guaranteed to be true, and the content is sometimes unsafe for children. Negative responses or strong rejections from the community resulted in TikTok being stopped from operating. This is because there is harmful content that affects children ([Nuzuli & Natalia, 2022](#)). An open social medical platform, which includes TikTok, floods consumer posts by violating norms and endangering individuals and groups ([Haythornthwaite, 2023](#)). In its use, the TikTok application can be considered as a less practical application, with more negative influence than its positive influence, and makes a person become a narcissist in looking for the most likes ([Batoebara, 2020](#)). Sharing media, playing games on digital social networks, and interacting on video conferencing channels can negatively impact a person's mental health ([Beyari, 2023](#)).

In the process of transforming to become a seafarer, one will go through a series of efforts that are not easy. Then, in the problem of job vacancies, some causes fluctuate in the supply and demand of seafarers in a country, namely, market turmoil and changes in government policies ([Tang, 2022](#)). An assessment of low performance is demonstrated by management on shore due to distrust or decreased confidence in the seafarer's proficiency/skills or professionalism ([Aalberg et al., 2024](#)). Many challenges and risks are faced while working on a ship, which can impact well-being and mental health. Long spans of time separated from family, socially isolated from the living environment, heavy workload, and work environment pressures such as engine vibrations, wave swaying, and pirate threats ([Dewan & Godina, 2023](#)).

The success of the career and the success of a more decent life of the seafarer also sacrificed social life away from the family. This will create a burden and affect mental health. Although it may seem fun, working on a ship is different from working on land, a job that makes individuals feel alone and lonely ([Sánchez-González et al., 2024](#)). The workload at sea is influenced by environmental, physical, and professional factors that will fundamentally affect the quality of life and work of seafarers ([Muslu, 2022](#)). Health related to the soul and well-being of life on board are issues related to psychosocial

aspects, and are of grave concern to seafarers ([Pauksztat et al., 2022](#)).

This research is important in order to examine whether there is a positive influence of social media, with its TikTok application, on increasing public interest in the seafarer profession. Furthermore, to measure and find out how much influence social media has on motivating or changing the interest of TikTok users in particular, into a new career, namely, becoming a seafarer. This article explores how the influence of social media, specifically TikTok, increases public interest in the seafarer profession.

Methods

This study uses mixed methods by combining quantitative and qualitative analysis. The quantitative Approach will measure the level of public interest through questionnaires, while the qualitative Approach will be through in-depth interviews and TikTok content analysis.

The study takes into account the population in the Semarang area, which is located, with the population being the number of officers of seafarer education and training students class 1 (one) and 2 (two), as many as 126 people who are attending the training, and the sample is the number of respondents needed to respond. This research was conducted during April 2025 on seafarers who are completing further education in Semarang, so the results of the study do not reflect the perception of the public nationally. Respondents were limited to seafarers having the intensity of using TikTok and were initially interested in videos of activities on board.

According to the Krejcie & Morgan table, the recommended number of samples based on population and a 95% confidence level is 95 for a population of 126 ([Azimkhani, 2024](#)). The research instrument was conducted by sending a questionnaire based on the Likert scale (ranging from 1 to 5) to 110 respondents. However, 15 respondents did not have a TikTok account and were excluded from the measurement. The remaining 95 respondents were included in the measurement. These results are to measure the frequency and duration of TikTok use, the type of content they like, such as education, entertainment, and profession, and look at interest in the seafarer profession, such as motivation, knowledge, and aspirations.

Table 1. Variabel Penelitian

Research Variabel	Type	Indicator
Use of TikTok	Independent	Duration, frequency, attention, type of content
Interests of the Seafarer Profession	Dependent	Interest, knowledge, and intention to choose a career as a sailor

Results

Sub Bab 1 Quantitative Analysis

Descriptive statistics (average, frequency distribution).

Descriptive Statistics						
	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Pernyataan X1	95	1	5	341	3.59	.928
Pernyataan X2	95	1	5	342	3.60	.961
Pernyataan X3	95	2	5	336	3.54	.873
Pernyataan X4	95	1	5	360	3.79	.898
Pernyataan X5	95	1	5	346	3.64	.933
Pernyataan Y1	95	1	5	347	3.65	.931
Pernyataan Y2	95	1	5	351	3.69	.912
Pernyataan Y3	95	1	5	351	3.69	.979
Pernyataan Y4	95	1	5	360	3.79	.933
Pernyataan Y5	95	1	5	359	3.78	1.033
Valid N (listwise)	95					

Figure 1. Descriptive Statistics

According to Figure 1's descriptive statistics, the minimum value is Mean 3.54, which means that the average satisfaction of the respondents is between the categories of "satisfied" and "very satisfied" (Likert scale 1–5). At least Std. Dev is 0.912, which shows the distribution of data from the average, where the smaller the data, the more homogeneous the data. The Min and Max values indicate the range of values that respondents assign, where N is the number of respondents measured.

1. Validity and reliability tests (Cronbach's Alpha).

Case Processing Summary			
		N	%
Cases	Valid	95	100.0
	Excluded ^a	0	.0
	Total	95	100.0

a. Listwise deletion based on all variables in the procedure.

Figure 2. Case Processing Summary

With 110 respondents providing answers and only 95 of those respondents having a TikTok account, all are valid for statements distributed through questionnaires with the Microsoft Teams application. With the information where r calculates $> r$ table, so that all statements are valid.

Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.861	5	.883	5

Figure 3. Reliability Statistics

For the reliability test, Cronbach's Alpha values of 0.861 for statements X1 to X5 and 0.883 for statements Y1 to Y5 indicate a high value, with a Cronbach's Alpha value of 0.70 to 0.60 considered fair or moderate.

2. Correlation Test (Pearson correlation)

Correlations

		Profesi Pelaut Y	Tik Tok X
Pearson Correlation	Profesi Pelaut Y	1.000	.936
	Tik Tok X	.936	1.000
Sig. (1-tailed)	Profesi Pelaut Y	.	<.001
	Tik Tok X	.000	.
N	Profesi Pelaut Y	95	95
	Tik Tok X	95	95

Figure 4. Correlations

The relationship between the interest of the seafaring profession and the influence of TikTok was 0.936; this shows that the higher the influence of TikTok, the greater the interest in the seafaring profession also increases. The level of correlation significance of the output is measured by the probability level of producing a number < 0.001. Because the significance level of probability is 0.001, which is below 0.05, the correlation between the influence of TikTok and the interest in the seafarer profession is very real.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1289.083	1	1289.083	653.299	<.001 ^b
	Residual	183.507	93	1.973		
	Total	1472.589	94			

a. Dependent Variable: Profesi Pelaut Y

b. Predictors: (Constant), Tik Tok X

Figure 5. ANOVA

This section displays the test results of the determination coefficient of this test result, determined F count 653.299 with a sig <0.001 and a sig value of < 0.05. TikTok has a significant influence on the interest in the seafarer profession.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.364	.728		.500	.618
	Tik Tok X	1.005	.039	.936	25.560	<.001

a. Dependent Variable: Profesi Pelaut Y

Figure 6. Coefficients

This section displays the regression and test line equations. The regression line equation can be obtained from the unstandardized coefficient column as $Y = 0.364 + 1.005X$. The constant of 0.364 shows that if the influence of TikTok (X) is considered fixed, but influenced by variables outside the model, it is estimated that the interest of the seafarer profession (Y) will increase by 0.364.

The regression coefficient of the influence of TikTok of 1,005 means that the influence of TikTok increases by one unit, then the interest of the seafaring profession will increase

by 1,005, assuming other variables have a fixed value. To test the coefficients of the lines, refer to the columns t and sig. The test results found a calculated t-value of 25,560 with a sig < 0.001 because the sig value < 0.05, so Ho was rejected, and Ha was accepted, which means that TikTok has a positive influence on the interest of the seafarer profession.

Sub Bab 2 Qualitative Analysis

1. Stimulus–Organism–Response (S–O–R)

We pay attention to how humans will react to certain stimuli within the online domain. Understanding the S-O-R paradigm will provide insight into how humans will respond to signals from within the surrounding social environment ([Wu et al., 2021](#)).

The theory comes from psychology and communication, and is used to understand how an external stimulus can affect a person's behavioral response through internal processes. Based on the stimulus-organism-response (SIR) framework, a structural model was created that links exposure to online information sources, TikTok (environmental stimuli), with behavioral responses of TikTok influencers and interest in the seafaring profession ([Laato et al., 2020](#)).

Table 1. S-O-R

Component	The meaning enshrined in the context of TikTok and the seafarer profession
Stimulus	The content of the TikTok video is educational, dramatic, encouraging, and looks at the conditions of life on the ship.
Organism	Users from TikTok: students of Merchant Marine schools and people who choose a career in marine transportation.
Response	An increase in interest, curiosity, or a decision to explore the seafaring profession

In the process, TikTok content results in emotional or cognitive reactions (for example: admiration, curiosity), thus influencing perception and shaping or increasing interest in the seafarer profession.

2. Unified Theory of Acceptance and Use of Technology 2 (UTAUT-2)

The Unified Theory of Acceptance and Use of Technology 2 (UTAUT-2) is a development of UTAUT that further expands the understanding of the factors that affect the adoption of technology by individuals. In UTAUT-2, there are several independent variables such as performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating conditions (FC), hedonic motivation (HM), price value (PV), and habit ([Zhu et al., 2023](#)). Moreover, with UTAUT-2, it will result in substantial increases in the variance described in behavioral intent (56 percent to 74 percent) and technology use (40 percent to 52 percent) ([Chang, 2012](#)). So, UTAUT 2 is described as follows:

Table 3. UATUT-2

UTAUT 2 Construct	Its application in research related to TikTok & the seafarer profession
Performance Expectancy	Impressions on TikTok are a source of information and inspiration for those who watch.
Effort Expectancy	It is easy to enter the digital world and learn about shipping.
Social Influence	There is enthusiasm and encouragement from friends,

	seafaring influencers, and the TikTok community.
Facilitating Conditions	Support for the convenience of devices (HP, internet) in watching TikTok content
Hedonic Motivation	There is excitement and entertainment from watching content about ships and related topics.
Price Value	Free and easily accessible content allows us to explore the careers and professions of seafarers.
Habit	Watching TikTok shows can lead to interest in the seafarer profession.

These two theories complement each other: S-O-R highlights the psychological-responsive aspect, while UTAUT 2 focuses more on technology adoption and social-behavioral factors. UTAUT 2 explains why and how someone adopts TikTok as a medium to search for career information and why this platform can change interest in the seafarer profession.

3. Open, axial, and selective coding of interview transcripts.

a. Open Coding

This process identifies important pieces of information from the transcript.

Table 4. Open Coding

Respondent Quotes	Initial Code
"I often watch content about ships on TikTok, so I started to be interested in becoming a sailor."	Interest arises from TikTok content.
"At first, I thought working at sea was scary, but after seeing the sailor vlogs, I became curious."	Perception of the profession changes through content.
"Lots of funny and fun sailor videos, look fun."	Maritime content as entertainment
"My friend posted an activity on the board ship, so I wanted to join."	Social influence of TikTok users
"If there is a maritime training that goes viral, it makes me want to try it."	Viral content drives action.

b. Axial Coding

Group open codes into categories and subcategories based on cause-and-effect relationships.

Table 5. Axial Coding

Category	Subcategories	Explanation
Content Influence	Educational, Entertainment, Visual, Emotional	TikTok content affects the understanding and perception of the seafarer profession.
Changes in Perception	Fear → Curiosity	Video content can change the view of the seafarer profession
Social Encouragement	Friends, Trends, Influencers	Social factors from other users drive career interest
Action Motivation	Interested →	Content triggers exploratory actions

	Searching for Information	against maritime careers
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c. Selective Coding

Finding the core narrative or core category that is the common thread of the research.

Core Category:

"TikTok as a medium of transformational influence on the perception and interest of the younger generation in the seafarer profession."

Narrative explanation: TikTok is not just an entertainment platform, but a means that contributes to shaping the perceptions and interests of the younger generation in the maritime profession. Visual, social, and emotional content is changing traditional paradigms and forming new motivations to choose a career path at sea.

4. Categories of motivational themes, obstacles, and visual perception on videos.

a. Theme Category: Motivation

Table 6. Motivasi

Subtopic	Information	Representative Quotes
Inspiration from educational content	Video tutorials or technical explanations about boats encourage curiosity	"Look at the explanation of the navigation system, it is cool."
Role model/seafarer influencer	Seafarer figures who are active on TikTok inspire others to follow in their footsteps.	"The captain often shares tips, so he is motivated."
The aesthetics of life at sea	Beautiful images of the sea, sunrise, and ships that attract emotional attention	"The scenery is amazing, and I became interested in becoming a seafarer."

b. Theme Category: Obstacles

Table 2. Hambatan

Subtopic	Information	Representative Quotes
Fear of risk	Content that shows storms, accidents, or hard work causes anxiety	"See the video of the storm in the middle of the sea, I am scared."
Low family support	Some respondents said that their families were not supportive because of the stereotype of seafarers.	"My parents said working at sea was dangerous."
Incomplete information	TikTok content is considered to have not explained the entire reality of the profession.	"It just looks exciting in the video; I do not know how original it is."

5. Data triangulation

a. Triangulation Scheme Method

Table 3. Triangulation Method

Data Source	Information Focus	Convergence of Findings
Questionnaire	Frequency of use of TikTok, type of content consumed, and level of professional interest	The high frequency of maritime content consumption is directly proportional to the interest in becoming a seafarer.
Interview	Individual narratives of motivations, obstacles, and visual perception	Video content forms a positive perception, but barriers such as fear persist.
Content Analysis	Themes, visualizations, and messages conveyed in sailor videos	The majority of the content is dramatic and positive, but lacks real challenges.

1. Triangulation Results Per Theme

a. Motivation

Table 4. Motivation

Result	Statement
Questionnaire	Respondents stated that educational and inspirational content encourages interest.
Interview	Motivational narratives emerge from influencers and visualizations of life at sea.
Video Content	Many feature the romantic side of the seafarer's profession (scenery, solidarity, adventure).

High consistency: all methods show TikTok content has a positive motivational impact.

b. Obstacles

Table 5. Obstacles

Result	Statement
Questionnaire	Some respondents cited fear and lack of support.
Interview	There are concerns about risk, as well as social/family pressures.
Video Content	Lack of risk representation means that challenges are rarely displayed.

Medium consistency: interviews and questionnaires reveal barriers, but video content does not show many of these aspects.

c. Visual Perception

Table 6. Visual Perception

Result	Statement
Questionnaire	Having attractive visuals makes the seafarer profession look fun.
Interview	Content that uses cinematic editing so that it gives a glamorous and ideal impression.
Video Content	It has a dominant aesthetic, a positive, good narrative, and a

small quantity of the reality of hard work.

High consistency: visualization on TikTok reinforces idealistic perceptions of seafarer's profession.

TikTok has a transformational impact on the interest of the seafarer profession through positive and inspirational visualizations. However, triangulation shows that there is a gap in the presentation of professional reality that can be used as material for improving maritime education on social media. With this method, the research was able to comprehensively describe the influence of TikTok content on public interest in the seafarer profession, both numerically and narratively.

Discussion

Information provided through TikTok social media tends to display interesting parts and lack detail, so further thought and study are needed. The study also concluded that the increase in the use of social media was offset by the increase in cyber-hate ([Anwar, 2017](#)). In the utilization of social media, it can be revealed that people who received negative feedback from their social media posts were more susceptible to emotional distress ([Beyari, 2023](#)). With the increasing amount of information available on social media, it is undeniable that many hoaxes or fake news have fooled social media users who are less critical in receiving information on social media ([Arafah & Hasyim, 2023](#)). Concerns have also been raised about the potential role of social media use in adolescent internalization and well-being issues, and recent research has also shown the relevance of differentiating these ([Luijten et al., 2022](#)). In social media, the content that will be accessed, analyzed, and evaluated will differ from individual to individual ([Cho et al., 2024](#)).

Not all social media users are active in watching videos on the TikTok app, but it may be more frequent on social media platforms other than TikTok, such as Facebook, Instagram, or Twitter. Individual perceptions and social stimuli can also play a key role in how individuals assess their social media use. However, little is known about users' perceptions of well-being in social media, especially in a digital society that offers free and unrestricted access to digital networks ([Dutt, 2023](#)). It is thought that the role of social media use has two directions: negative (i.e., generating deeper problems and lower well-being) or positive (i.e., generating fewer problems and providing higher well-being) ([Luijten et al., 2022](#)).

The high interest of viewers in TikTok video content on activities on board ships and stories that inspire sailors shows that TikTok can play a role as an educational medium and elevate seafarers' careers. It is in line with the *theory of Uses and Gratifications*, which states that media users actively seek out content according to their psychological needs and social status ([Karunia H et al., 2021](#)). Social Media, in this case, refers to websites, blogs, chats, or computer programs, i.e., any form of electronic communication with a content-based basis that allows users to share information and expose ideas ([Muftah, 2024](#)). Content with a view of work routines on ships, sea views, and the challenges of the seafarer's profession provides a real picture that was previously difficult for the general public to access. Similar to other industries, the shipping industry has faced many changes over the past half-century that have impacted seafarers' careers, ultimately facilitating a shift to a more flexible work environment ([Baum-Talmor & Kitada, 2022b](#)). This image creates an emotional closeness and curiosity, which ultimately fuels interest in the profession.

Before watching TikTok video content, many of the respondents considered the seafarer profession to be a rough, complex, and less interesting job. However, with the existence of Industry 4.0, it has the potential to bring a paradigm shift in seafarers' work, triggering a change in the perception of work between humans and machines ([Baum-Talmor & Kitada, 2022a](#)). After seeing humanistic and inspiring video content, the perception changes significantly. These show that the representation of professions on social media can affect the image and attractiveness of a field of work. These findings support previous studies that have stated that social media plays a role in shaping career aspirations, especially in the highly visual and narrative digital age.

Seafarers face a variety of challenges and risks on board that significantly impact their mental health and well-being. There are many factors involved with this, including long periods of time away from family and home, isolation from social relationships, long shift duties, irregular work hours, limited opportunities for leave ashore, stress due to workload, irregular sleep patterns due to ship operations, high work pressure, and exposure to physical risks such as engine noise and vibration, accidents, dealing with hazardous substances, infectious diseases, limited medical facilities on the ship, and the constant threat of crime at sea ([Dewan & Godina, 2023](#)).

Interviews with seafarers who actively create content show that they not only share personal experiences but also act as ambassadors of the profession. Their interactions with followers open up a space for dialogue about seafarer education, job challenges, and career opportunities. These findings have important implications for maritime education institutions and related agencies. TikTok can be used as a strategic communication channel to increase maritime literacy and attract the interest of the younger generation. Structured and real-experience digital campaigns can be a new approach in promoting the seafarer's profession.

Further research is suggested to explore the long-term impact of TikTok content exposure on career decision-making, as well as to develop a more systematic digital communication strategy to promote the maritime profession.

Conclusion

In this study, it is shown that TikTok social media has become an effective platform in increasing public interest in the seafarer profession. TikTok has provided positive information and support related to the seafarer profession and life on board a ship. The increasing number of TikTok views provides a clear indication of success, a clear career path on board a ship, leading to increased public interest in the profession of being a seafarer. Through visual, interactive, and authentic content, TikTok can form positive perceptions and attract attention.

Thus, TikTok not only serves as an entertainment medium but also as a means of educational and strategic promotion of the seafarer profession. The wise use of this platform can support the efforts of various parties in promoting the image of the seafarer profession to the public.

This study only measured the relationship between exposure to the influence of TikTok videos on people's interest in becoming seafarers, without considering other external factors, such as family background, social environment, existing seafaring education conditions, and economic conditions that affect career choices. This study also only looked at the influence of TikTok video impressions without considering video impressions from other social media, such as Instagram, Facebook, and YouTube, that have duplicate seafarer professional video content.

Acknowledgment

Thanks to the leadership, management, staff, and lecturers of Semarang Merchant Marine Polytechnic, who have provided significant support in completing this research. Also, thanks to the respondents who have taken the time to provide answers to both interviews and questionnaires with prompt and thorough responses, which have enabled us to accomplish this research.

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