

**YOGYAKARTA TIKTOK INFLUENCER
MARKETING STRATEGY IN PROMOTING
SKINCARE PRODUCTS**



A THESIS

Submitted to Fulfill the Requirements for Obtaining a Bachelor's Degree in Communication
Science at the Faculty of Psychology and Socio-Cultural Sciences
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**INTERNATIONAL PROGRAM
DEPARTMENT OF COMMUNICATION SCIENCE
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UNIVERSITAS ISLAM INDONESIA
2024**

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PROMOTING SKINCARE PRODUCTS**

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It has been given permission by the thesis supervisor to be tested and
defendant in front of the thesis examiner team

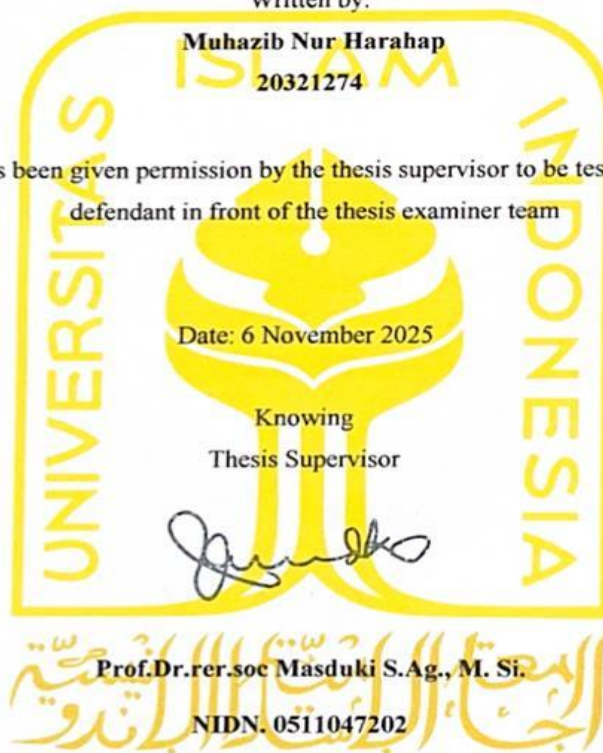
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VALIDITY SHEET

THESIS

YOGYAKARTA TIKTOK INFLUENCER MARKETING STRATEGY IN PROMOTING SKINCARE PRODUCTS

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Muhazib Nur Harahap

MOTTO

“Allah does not burden a person beyond their capacity”

(Q.S Al – Baqarah 2:286)

“So indeed, with every hardship there is
ease” (Al-Insyirah 5:8)

DEDICATION

I dedicate this final thesis especially to my father, who has always guided me and supported me every step of the way, and to my mother, my first love, who is now in heaven and has always prayed for me until I was able to come this far. They have given me strength and light.

FOREWORD

الرحمن الرحيم هلل بس م

Assalamu'alaikum Warrahmatullahi Wabarakatuh

With all my faith and humility, i would like to express my deepest gratitude by giving my utmost thanks and praise to God Almighty, Allah SWT, for all His blessings, gifts, and mercy, and may peace and blessings be upon our great Prophet, Muhammad SAW, the messenger of Allah who brought the light of guidance to all of humanity. The thesis entitled “Yogyakarta TikTok Influencer Marketing Strategy in Promoting Skincare Products” examines the marketing strategies used by TikTok influencers in promoting their products optimally, which can influence buyers' decisions in determining what products to buy and determine how effective they are in selling skincare products. This thesis was used to obtain my bachelor's degree from the Department of Communication Studies, Faculty of Social and Cultural Sciences, Islamic University of Indonesia. This thesis was completed successfully, praise be to Allah SWT who has bestowed His blessings so that I could complete this thesis. It has been a journey that will continue to teach me lessons and guide me on the right path of prayer and strong faith.

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Wassalamu'alaikum Warrahmatullahi Wabarakatuh

Warm Regard,



Muhazib Nur Harahap

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ABSTRACT

This study investigates the relationship between follower counts and sales performance while examining TikTok influencer marketing strategies employed by Yogyakarta entrepreneurs to boost product sales, specifically skincare. The study uses a qualitative methodology, gathering data from three active TikTokers in the Yogyakarta region through in-depth interviews, content observation, documentation, and audiovisual recordings. The research was carried out between February 27 and August 27, 2024. The results show that influencer marketing strategies emphasize establishing credibility and audience engagement through multiple approaches: using transactional features to streamline the purchasing process, conducting live streaming sessions, incorporating TikTok trends, providing authentic testimonials with two-week product trial policies, and creating appealing content packaging. Purchase intentions are encouraged by direct interactions that build social ties and audience trust, such as stitching, live Q&A, and comment answering. Gaining knowledge of the FYP algorithm also aids in increasing the reach of content. To increase the effectiveness of influencer campaigns, the report advises companies and influencers to place a high priority on openness, measurable product trials, and audience-specific content strategies.

Keywords: *Engagement, FYP, Influencer Marketing, skincare, TikTok.*

ABSTRAK

Penelitian ini bertujuan untuk menyelidiki pengaruh jumlah pengikut terhadap nilai penjualan dan mengevaluasi strategi pemasaran influencer TikTok yang diterapkan oleh pengusaha di Yogyakarta untuk meningkatkan penjualan produk, khususnya produk perawatan kulit. Penelitian ini menggunakan metodologi kualitatif, mengumpulkan informasi dari tiga influencer TikTok aktif di wilayah Yogyakarta melalui wawancara mendalam, pengamatan konten, dokumentasi, dan perekaman audiovisual. Penelitian ini dilakukan antara tanggal 27 Februari sampai dengan 27 Agustus 2024. Hasil penelitian menunjukkan bahwa strategi pemasaran pengusaha menekankan pada pembentukan kredibilitas dan keterlibatan audiens menggunakan fitur transaksional untuk mempermudah proses pembelian, siaran langsung, tren TikTok, testimoni jujur (termasuk kebijakan uji coba produk selama dua minggu), dan kemasan konten yang menarik secara visual. Niat pembelian didorong oleh interaksi langsung yang membangun ikatan sosial dan kepercayaan audiens, seperti stitching, siaran langsung tanya jawab, dan menjawab komentar. Memahami algoritma FYP juga membantu meningkatkan jangkauan konten. Untuk meningkatkan efektivitas kampanye pengusaha, laporan menyarankan perusahaan dan pengusaha untuk memprioritaskan keterbukaan, uji coba produk yang dapat diukur, dan strategi konten yang disesuaikan dengan audiens.

Kata kunci: FYP, Pemasaran Influencer, Perawatan Kulit, TikTok.

CHAPTER I

INTRODUCTION

A. Background

The development of digital technology has significantly changed the marketing landscape, including in the beauty industry. TikTok, as a short-video-based platform, not only serves as entertainment media but also as an effective marketing communication tool. The presence of TikTok Shop allows transactions to be conducted directly within the app, thus integrating entertainment, education, and shopping activities into a single ecosystem. With more than 109 million active users in Indonesia, TikTok offers extensive opportunities for the skincare industry to reach a large audience through creative content and collaborations with influencers.

Yogyakarta is one of the regions with significant skincare market potential, particularly due to the characteristics of its population, which is dominated by students and young people who are responsive to beauty trends and digital media. This phenomenon makes TikTok influencers in Yogyakarta key players in shaping preferences and purchasing decisions for skincare products through the content they produce. Influencers like Mahdarayy, Delaluna, and Ameraluna have shown significant influence on brand credibility, audience engagement, and increased purchase decisions through personal testimonials, persuasive communication styles, and the use of TikTok Shop features. While TikTok marketing and TikTok Shop features have proven to drive skincare sales in Indonesia, there is limited research exploring how digital communication strategies employed by local influencers, particularly in Yogyakarta, influence the formation of trust and purchase decisions among audiences.

Advancements in communication technology and the integration of digital networks have led humanity into a phase of communication that is no longer bound by space and time, known as digital communication. Digital communication is the process of delivering messages through media mediated by technology, where symbols and meanings are encoded in digital forms and can be disseminated and received quickly across space and time (Maharani & Sudrayat, 2025). Digital media is not just a communication channel but also an environment that shapes ways of thinking, behavior, and social interaction (Azhari et al., 2025).

Although influencer marketing is not a new phenomenon, there is limited academic research specifically identifying the digital communication strategies used by TikTok influencers in Yogyakarta to promote skincare products. Previous studies have mainly discussed the influence of social media on purchase interest, the role of endorsements in marketing, or the effectiveness of e-commerce, but have not focused on the digital micro-communication strategies of local influencers on TikTok and how these strategies affect the audience's persuasion process. Thus, there is a research gap related to the understanding of how TikTok influencers craft persuasive messages in skincare promotion content, how digital communication mechanisms such as engagement, two-way interaction, FYP algorithm, and parasocial relationships are used to build trust, and how these strategies impact audience purchase decisions.

This research is positioned within the domain of digital communication, specifically in the aspect of social media-based marketing communication, where influencers act as communicators delivering persuasive messages through audiovisual content to enhance audience trust and purchase decisions. Based on the phenomenon and research gap, the study of TikTok influencer communication strategies in Yogyakarta is important to provide empirical contributions to the development of digital communication theory and influencer marketing in the creative economy era.

B. Research Question

Based on the background presented, the research question is “How do TikTok influencers in Yogyakarta promote skincare products to influence user purchasing behavior on the platform?”

C. Research Purpose

1. To find out how influencers affect product purchases among TikTok users.
2. To find out how TikTok influencers in Yogyakarta promote the products they sell.
3. To assess the extent to which follower influence impacts the sales performance of products promoted by TikTok influencers.

D. Research Benefits

1. Theoretical Benefits:

Contributes to the development of digital communication science, particularly in the study of marketing communication and influencer marketing through short video-based social media platforms.

2. Practical Benefits:

Serves as a reference for skincare industry players, agencies, and influencers in designing effective digital communication strategies to increase audience engagement and purchasing decisions through TikTok.

3. Academic Benefits:

Serves as a reference and comparative material for future researchers interested in examining the relationship between influencer communication strategies and consumer behavior in the digital age.

E. Literature Review

1. Previous Study

A previous research titled *Social Media Marketing: TikTok's Social Media Marketing Gives Strong Impact on Product Sales Increase*, by Julianti et al. (2023), reports a positive correlation between TikTok and increased product sales, this is evidenced by the R Square analysis value of 64.5%, indicating the magnitude of the correlation between TikTok and product purchasing decisions. Social influence is a psychological concept that describes how individuals' decisions and behaviors are shaped by others in their social environment. This theory explains that humans are social creatures who are influenced by the people around them, reference groups, and social norms. This is why brands adopt social media platforms such as TikTok to promote their products through collaborating with influencers, advertising, and conducting creative campaigns that will help increase its popularity so that it can increase sales figures for the brand.

Research on social media marketing on TikTok platform is relevant to the present study, as it investigates the impact of TikTok on product sales through the psychological mechanism of social influence and its effect on interest in product purchases. Social phenomena indicate that when users observe an influencer using or recommending a product, then they will tend to follow in those footsteps and choose to buy the same product. This phenomenon has a significant impact on product purchases promoted through social media. Recommendations from influencers can serve as a form of social proof that influences consumers to buy the same product.

Another study titled *Pemanfaatan Media Sosial Bagi Volume Penjualan Produk Skincare Dan Kosmetik Derr Cosmetics* by Febriani, et al (2023) found that social media greatly facilitates a brand in introducing and marketing the skincare products they sell. The brand owner stated that the results of sales after marketing

products using social media increased very dramatically. By using social media, a brand can increase sales volume by 50% to 100%. This proves that the power of marketing using social media can significantly impact business performance, as it enables brands to promote and sell products continuously and globally, without being limited by time and distance.

This research examines the level of consumer interest in purchasing skincare products. Consumers tend to buy skincare products to fulfill needs or address specific skin problems, such as acne, premature aging, or dryness. Interest increases when a product provides a clear and effective solution to the problem. Displaying testimonials and reviews from influencers on social media can influence buying interest for consumers, as consumers tend to buy products that have been recommended or have received positive reviews from previous buyers or from influencers. In addition, attractive advertising campaigns and creative promotions can increase visibility and buying interest. Brands can increase sales volume of their products by uploading images and videos that have been edited in an attractive way so as to attract consumers to buy their skincare and cosmetics products. The strategy of collaborating with influencers and brand ambassadors who have a number of followers and relevant audiences can also expand the reach and increase brand credibility. To build an active community, it is important to interact directly with followers, organize quizzes, and use campaign hashtags.

Another research, *Impact of Influencers in Consumer Decision Process: the Fashion Industry* by Sudha M and Sheena K (2017), examines how bloggers on social media influence consumer behavior by shaping awareness of and engagement with the latest fashion trends. This study analyzes how much impact bloggers have in influencing consumers in decision-making in the fashion industry. Initially, consumers often recognize their needs by observing celebrities on social media platforms such as Facebook, Instagram, Twitter, etc. Through social media, consumers know how to get the latest fashion trends. Through

social media, consumers know how to get information about the products they are considering buying. Social media serves as a communication channel that helps consumers validate their purchasing decisions. The results of this study show that social media is able to influence the behavior of young women after reading positive comments on a purchase, because they feel they have a common interest in buying a product. Bloggers' use of engaging visuals and compelling content attracts audience attention and encourages users to follow their accounts. Bloggers also often provide direct links to the goods they are talking about with tips to consumers about good and safe shopping places. Blogs can be used as a means of conveying messages about customer experiences in buying safe and quality products, including posting and finding positive reviews. Companies can utilize blogs to identify product shortcomings and areas for improvement from the customer's point of view.

This research aligns with the current study on how influencers shape consumer purchasing behavior. In this context, bloggers function as influencers who influence buyers' decisions in buying the goods they sell from various points of view. Another similarity between this research and the current study lies in both studies' findings that social media significantly influences consumer behavior, particularly in driving purchases based on prevailing social trends. This dynamic affects influencers directly; when their content is engaging and well-received, companies may engage them as marketing partners to promote products through their social media accounts, aiming to achieve targeted sales outcomes.

2. Theoretical Framework

A. Marketing strategy

According to The American Marketing Association cited by Kotler and Keller (2016), marketing is an organizational function and a set of processes for creating, communicating, and managing consumer relationships in ways that benefit the organization and its stakeholders. Marketing is an important aspect in a business practice,

it does not only focus on the issue of selling quality products (sales performance orientation) and meeting the needs (needs) and desires (want) of customers, but there is also a continuous communication process, namely proactively fostering a series of networks business through marketing products or services that can impress customers (customer loyalty) (Asnawi and Fanani, 2017).

Tjiptono (2017) states that a marketing strategy is a plan that outlines the company's expectations of the impact of various marketing activities or programs on the demand for its products and product lines in certain target markets. The primary objective of a marketing strategy is to generate profits that can benefit a company (Hutabarat Esterlina, 2017). Marketing strategy is a form of a company's plan in the field of marketing to obtain optimal results (Haryanti and Mursito 2019). According to Sunarsasi and Hartono (2020), marketing strategy comprises four interrelated variables known as the '4Ps':

a. Product

Product is a combination of goods and services offered by a company to the target market. Elements included in product marketing strategies include product variety, product quality, product design, features, brand, product packaging, and service.

b. Price

Price is the amount of money that must be spent by the customer to obtain a product. Price is the only marketing strategy element that generates revenue, while the other elements generate costs.

c. Place

Place refers to the marketing and distribution channels, encompassing the company's activities to make products available to target customers. The marketing channel is a series of interdependent organizations involved in the process of making a product or service ready for use or consumption.

d. Promotions

Promotion refers to activities designed to communicate product information and persuade customers to buy the product. The effectiveness of promotional efforts may vary depending on the unique characteristics of each influencer.

B. Influencer Marketing

According to Ladhari et al. (2020) influencers are prominent social media users who are seen as experts in a particular interest domain, such as fashion, lifestyle, photography, travel, and so on. Some TikTok influencers usually have 1 or 2 viral content, which can serve as a springboard for their career going forward. Influencers are social media users who construct and communicate authentic personal narratives by combining videos, photos and the activities they carry out to create strong online identities (Audrezet et al., 2020). The rise of influencers on social media has led to the emergence of influencer marketing as a strategic approach to promote a product or brand, namely influencer marketing.

According to (Sudha and Sheena, 2017), influencer marketing is the process of identifying and engaging individuals who have influence over certain target audiences to become part of product campaigns with the aim of increasing reach, sales, and relationships with consumers. Influencer marketing focuses on influencers who lead their followers/followers on social media to reach the intended target audience to promote the message of a brand (Smart Insights, 2017). The presence of influencers on social media can attract the attention of consumers because of the attractive nature of promotions, through content created by influencers. Influencer marketing is an alternative promotional strategy used by businesses and marketers to introduce brands to consumers. There are several dimensions attached to influencers from several views, including:

a. Content

A key characteristic of social media influencers is their role as content creators who demonstrate expertise in a specific domain, maintain a substantial and engaged follower base, and consistently produce valuable content that hold

followers attached to him, and produces content regularly that is valuable on social media so that it has marketing value for a brand (Lou and Yuan 2019). In addition, influencers are unlike traditional endorsers/celebrities whose prominence stems from mainstream media such as television, social media influencers have emerged as preferred figures who have achieved high visibility among their followers through content on social media thus creating online personalities (Garcia, 2017).

b. Expertise

Messages that can be visually appealing, prestigious in tone, and informative and convey the influencer's expertise or expertise in the domain positively influence electronic word-of-mouth (eWOM), purchase intentions and consumers' willingness to adopt recommended behaviors. The use of compelling visual content can attract consumers to buy products that will be marketed.

c. Parasocial relationship

Consumers tend to develop stronger parasocial relationships with influencers who incorporate personal, everyday experiences into their content, rather than exclusively posting branded material. This fosters deeper psychological relationships with mediated interactions (Jin, Muqaddam, and Ryu 2019) When an influencer builds a strong parasocial relationship with their followers, it's easier to win their hearts. The inclusion of humor in content can further strengthen this connection.

C. Skincare Product sales

Skin is the outermost part of the body that plays an important role in protecting internal organs, regulating body temperature, and serving as the body's first line of defense against infection and foreign objects. In addition, skin is a key determinant of perceived beauty, significantly influencing physical appearance and increasing self-confidence (Dewi, Holidah, and Hidayat 2022). One of the efforts to achieve aesthetic and healthy skin involves skincare, which is a series of actions involving products and techniques designed to maintain the appearance

and the health of the skin. Skincare is designed to moisturize, cleanse, protect, and repair the skin.

Skincare products are highly sought after in the consumer market. Along with the increasing needs and consumer demand for skincare products, the number of skincare products on the market is growing rapidly alongside the development of the skincare product industry. Based on data cited in the article *Cosmetics and Personal Care Market in Indonesia – Statistics & Facts* by Nurhayati Hanadian (2016), the skincare market is projected to generate revenue of US \$ 2.76 billion (approximately IDR 42.78 trillion) by 2024, reflecting high public interest in skincare products. Public interest in skincare is often shaped by social media advertisements, particularly those featuring influencers and celebrities who promote products through video content and photos that are made interesting. For example, influencers often provide usage tips based on Korean skincare routines (Kwon, 2018). In advertising skincare products, there are several important things that need to be highlighted to attract attention and convince consumers. The following key factors should be emphasized in the marketing of skincare products:

A. Quality of Products

Product quality serves as a strategic advantage in marketing, encompassing the extent to which a skincare product meets established standards to deliver intended benefits without causing adverse side effects. Product quality includes several dimensions: safety refers to freedom from harmful ingredients that may cause allergic reactions, irritation, or skin damage; effectiveness refers to the use of active ingredients at concentrations approved by regulatory bodies such as the FDA and BPOM; stability and user comfort; and brand reputation, including credibility and positive testimonials (Fajrina and Yamit 2022).

B. Product Innovations

In this modern era, consumers tend to choose products incorporating the latest innovations, which enhance product value and strengthen competitive positioning. Product innovation can increase consumer interest and decisions to buy a product. Skincare product innovation can be achieved through various approaches, including designing visually attractive and unique design, making different dosage forms than ordinary preparations on the market, incorporating scientifically proven and trending active ingredients, and integrating innovative features or application tools that enhance unique impression to a product so as to increase interest in public purchasing decisions (Fajrina and Yamit 2022).

C. Pricing

Pricing is a critical component of skincare marketing strategy. In marketing, the pricing should be aligned with the intended market segment. For example, products aimed at teenage students should be priced affordably for teenage students to buy. The ratio of price-to-quality significantly influences purchasing decisions for consumers, with offerings perceived as delivering the best value tend to be considered more attractive.

F. Research Methodology

1. Type of Research

Qualitative research involves systematic inquiry using methods and approaches designed to gather in-depth data and insights. This study draws on responses from TikTok influencers in Yogyakarta, who provide detailed accounts of their marketing strategies for promoting skincare products through their social media accounts, enabling a comprehensive examination of the research focus.

This approach aligns with Creswell's definition of qualitative research as a methodological inquiry aimed at understanding a phenomenon within its natural context.

2. Research Informants

Information was collected through interviews with informants selected based on their relevance to the objectives of the study. The source of information were

TikTok influencers based in Yogyakarta who create content promoting skincare products, focusing on the marketing strategies they use in marketing skincare products in the content they create to attract consumers to buy these products. Four Yogyakarta-based TikTok influencers served as primary informants: @ameraluna, @mahdaray, and @creamyycara. The researcher conducted interviews individually with each informant, either in person or via video conferencing.

3. Location and Period of Research

This research was conducted in Yogyakarta City, which is known as one of the creative cities in Indonesia, especially in terms of product marketing through social media. Yogyakarta has various creative communities, including influencers on the TikTok platform who actively promote skincare products. The research focuses on four TikTok influencers in the region who utilize the platform to market their products.

The research period spanned six months, from February 27, 2024, to August 27, 2024. During this period, interviews were conducted with TikTok influencers who live in Yogyakarta and actively market skincare products.

Interviews were conducted face-to-face or via video call, based on the respondents' readiness. The data collection also included observation of the content produced by the influencers during this period to gain a deeper understanding of their marketing strategies.

4. Data Collecting

In qualitative research, the data collected usually focus on achieving deep and contextual understanding of the phenomenon being studied. Qualitative research methods generally use data that are descriptive, narrative, and centered on the experiences of the research subjects. Some common types of data collected in qualitative research include:

a. Interview

Interviews were conducted with several TikTok influencers in Yogyakarta to

explore how they develop the marketing strategy for skincare products as endorsers, including how they integrate promotional content into the content they create. Next, an interview guide was developed, incorporating both general and specific questions to account for variations in each influencer's promotional approach, strengths, and challenges.

No.	Sources	Positions	Date Of Interview
1.	Salsa Zahraputri	TikTok Influencer	28 August 2024
2.	Mahda Rayhana	TikTok Influencer	11 September 2024
3.	Ameera Luna	TikTok Influencer	18 September 2024

Table1.1

Informant List

b. Observation

Data were collected through direct observation to assess the alignment between interview responses and actual content practices in the field, as well as to evaluate the effectiveness of the marketing strategies employed.

c. Documents and archives

Document analysis included reviewing materials related to content creation processes, such as team meeting notes, production reports, letters, memos, or other materials related to the research context. These materials served as secondary data sources to support and contextualize primary findings.

d. Audio-visual material

Audio and video recordings of interviews with TikTok influencers in Yogyakarta were collected to ensure accurate transcription and analysis. These recordings provided insights into their marketing techniques and audience engagement.

CHAPTER II

GENERAL DESCRIPTION AND RESEARCH OBJECT

A. Marketing Strategy

According to Tjiptono (2017), marketing strategy is a set of plans a company uses to achieve competitive advantage in marketing products to target consumers. Kotler and Keller (2016) state that marketing strategy includes the process of creating value through planning, communication, and distribution of products. The most relevant marketing strategy model in the context of this research is the 4P Marketing Mix, which consists of:

Unsur	Definisi	Relevansi dalam pemasaran skincare
Product	Physical attributes and benefit	Content, safety, effecyivenees, and packaging
Price	Nominal amount paid by consumers	Affordable prices for students
Place	Distribution channels and availability	Sales e-commerce
Promotion	Marketing communication	Vidio conttent, live streaming, and before after

In the context of digital marketing, promotional strategies can include:

Product reviews, before–after demonstrations, user experiences, Giveaways / vouchers, and live shopping. Content creativity and the utilization of platform trends have been proven to increase reach, interest, and users' purchase decisions on social media

B. TikTok Influencer in Yogyakarta

Due to TikTok's extensive user base, influencers on the platform exert significant influence over consumer behavior, with follower counts ranging from thousands of followers to millions of followers. This phenomenon is evident across various regions in Indonesia, including Yogyakarta City. The influence is significant because Yogyakarta is home to numerous TikTok influencers, each with distinct content styles and diverse audience

demographics. An influencer is an individual who holds substantial influence within the TikTok platform. Their role typically involves initiating trends, promoting products, or launching challenges that encourage followers to engage with or adopt specific behaviors. This approach is frequently adopted as a marketing strategy to guide user behavior, including encouraging audiences to view and purchase the products being promoted in the city of Yogyakarta. The impact is quite big because Yogyakarta has lots of TikToker who have their own characteristics and quite diverse followers. Influencer himself is someone who has quite a big influence in the TikTok application, the influencer's job generally revolves around providing impact and invitations, which can be in the form of products, or in the form of challenges, so that people follow what they direct. This is often used as a marketing strategy so that TikTok users can follow their instructions, see the products they will sell.

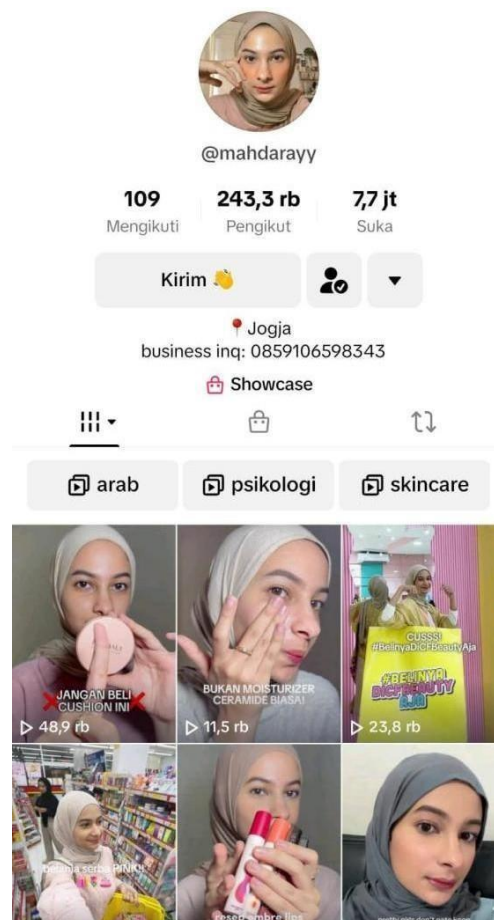
This trend also plays a role especially for business, now live TikTok is not only for greeting the audience or just for entertainment where influencers can interact with them. It has evolved into a commercial tool through which influencers can directly sell products during live streams. Influencers are figures who have an important role in marketing and product promotion. They can help increase brand awareness, expand product reach, and influence someone's purchasing decisions so that the goods to be marketed can spread more widely and be known to more users, making it possible for many people to buy the goods.

However, in achieving this, an influencer does not merely review products. Even though it is not a job with a clear job description, influencers also have a list of tasks that need to be done. Influencers must have an inner bond with its users. They must make it seem as if their followers know them inside and out so that they feel with and know the people they follow well. Additionally, influencers must produce visually compelling and professionally edited content to expand their reach beyond existing followers. A broader audience increases visibility, enhances credibility, and improves the likelihood of successful product promotion and sales. Influencers must also integrate promotional content seamlessly and concisely, as overt advertising may reduce audience engagement. Promotion requires strategic placement of products within engaging content, ensuring that the audience perceives value and relevance, thereby increasing purchase intent. Their first task is to be able to get people to watch their videos until the end, where the main goal is to promote the goods they offer to TikTok users.

Simply put, the videos that influencers make must be able to enter the forum. Your Page (FYP). This can be helped by the followers of these influencers by re-sharing the videos they make and liking the videos they make, so it will be easier for the videos to enter the FYP of other TikTok users.

There are many content creators in Yogyakarta with varying levels of popularity and distinct content niches, including skincare. Notable influencers include Mahda Rayhana (@mahdarayy), Amera Luna (@delalune), and Salsa (@creamyycara). These three content creators have a characteristic content skincare and makeup content, they often share information about skincare products they often use, and also provide a yellow basket so the audience can buy products through their profiles.

1. Mahdarayy



Picture 2.1

Mahdarayy's TikTok account profile

Source : https://www.TikTok.com/@mahdarayy?is_from_webapp=1&sender_device=pc

Mahda Rayhana is a TikTok influencer based in Yogyakarta and a student at the Islamic University of Indonesia. Her usual content is sharing skincare tips and tricks through her TikTok account, @mahdarayy. Her content includes skincare product reviews, product usage tutorials, and recommendations for effective skincare routines. Mahda Rayy also explains the composition of skincare products in a simple and interesting way. She often interacts with her followers and provides tips based on her own experience in using the products she promotes. With a friendly and informative approach, Mahda Rayhana strives to help her followers understand the importance of skincare and choose products that suit their skin type. In addition, she often collaborates with local and international skincare brands. Mahda Rayy actively interacts with her followers through Q&A sessions, live streaming, and responding to comments to provide more personalized advice on skincare.



Picture 2.2

Mahdarayy while promoting skincare products

Source : <https://vt.TikTok.com/ZS26kg8hU/>

In the photo above of Mahda Rayy promoting skincare products on her TikTok account, she uses a natural and interactive approach to grab the attention of her followers. In her content, Mahdarayy starts with a personal story about a skin problem she is experiencing, such as dry and dull skin. She also shows the physical appearance of the product she is using, then explains the function of the product she is using by directly applying it to her face with the correct steps to the audience. At the end of the video she does a Call to Action (CTA), inviting her followers to try the products she uses herself, she will advise her audience to buy through the link she has included in her content. Mahdarayy's product promotion feels like a recommendation from a close friend, so viewers trust him to try the products he reviews.

2. Creammycaraa



Picture 2.3

Creammycara's TikTok account profile

Source: https://www.TikTok.com/@creamyycara?is_from_webapp=1&sender_device=pc

Salsaa is a Yogyakarta-based TikTok influencer with the account name @cremyycara with 2,464 followers who focuses on skincare education for men and women. With a professional yet relatable approach, Salsaa has managed to build a community of followers who are passionate about skin health. Salsaa also promote skincare products from skintific formulated for sensitive and

oily skin. Typical content includes skincare tips for men and women, tutorials on how to use skincare products correctly, in-depth and honest reviews of skincare products, and promotions of skincare products formulated for different skin types.



Picture 2.4

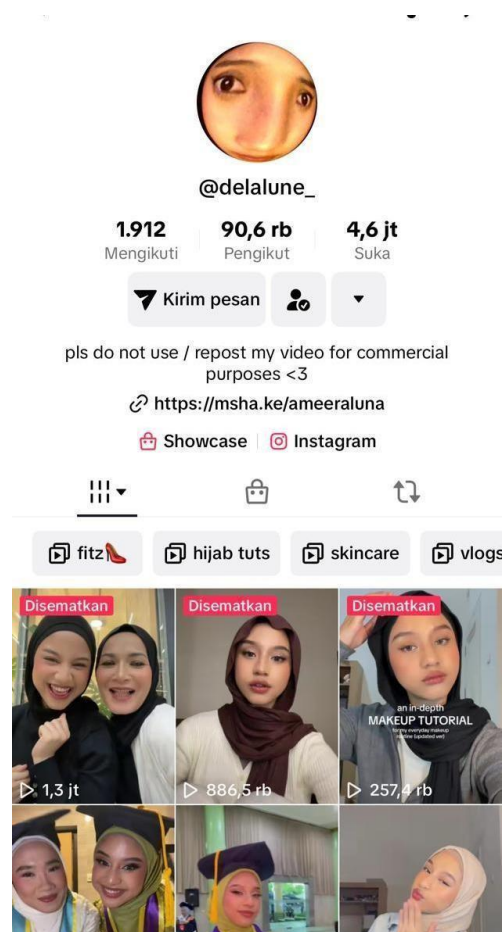
Creamyycara while promoting skincare products

source: <https://vt.TikTok.com/ZS265uCVV/>

In content, Creamyycara employs a consistent marketing strategy: she begins by showcasing the physical appearance of the product, followed by before-and-after videos to demonstrate its effectiveness. This approach enhances the credibility of her reviews and allows the audience to visually assess the product's impact on her skin.

of the skincare that she used. Creamyycara uses good lighting and a clean background so that the audience can focus on the product she is reviewing. Each video is carefully crafted with clear, informative language and on-screen text to enhance viewer understanding of the reviewed product. She also employs call-to-action (CTA) techniques, including direct purchase links, to encourage followers to buy the products featured in her content.

3. Delalune



Picture 2.5

Delalune TikTok account profile

Source : https://www.TikTok.com/@delalune ?is_from_webapp=1&sender_device=pc

Ameraluna is a well-known skincare content influencer in Yogyakarta, with a follower base of 90,6k on her TikTok account @delalune. Her activities as an influencer focus on delivering content related to beauty and skincare, especially for young people who care about skin health and want to get accurate information about safe and effective skincare products. As someone who is known for her honesty in reviewing products and sharing personal experiences, Ameruluna has managed to attract attention from various groups, especially university students and young women who are her main targets.

Outside of her role as an influencer, Ameruluna is a student majoring in International Relations (IR) at a university in Yogyakarta. Her educational background gives her a unique perspective on global issues, including the growing beauty and skincare trends in different countries. Her academic understanding of interstate relations and cross-cultural influences is reflected in her communication style that is inclusive, open to innovation, and able to reach audiences from diverse backgrounds.



Picture 2.6

Delaluna while promoting skincare product from G2G

Source : <https://vt.TikTok.com/ZS2G7jFPP/>

Ameraluna characterizes her content by her emphasis on skincare products that are halal, safe, and suitable for her skin's needs. She often emphasizes the importance of products that are not only good for the skin but also align with a healthy and sustainable lifestyle. In many of her posts and shared videos, Ameruluna often conducts thorough product trials, giving in-depth reviews, ranging from texture, active ingredients contained, to long-term effects after regular use. She creates before-and-after videos after using the product, allowing followers to observe its effects on her skin. This visual evidence, combined with her clear and engaging explanations, builds audience confidence in the products she reviews.

Ameruluna also collaborates several times with various local and international skincare brands who want to introduce their products to a wider market. It is not uncommon for Ameruluna to be involved in marketing campaigns that involve the sale of skincare products, online as in the picture above when she promotes G2G skincare products. The level of audience engagement is also quite high. This can be seen from the active interaction in each of her posts, she often uses video hooks for her advertisements to be able to see the products to be sold to her audience. She creates content on her Instagram account so that when her audience wants to know about it, her followers often ask for product recommendations, care tips, or even reveal the challenges they face in their daily skincare. Ameruluna responds attentively to her audience, often providing personalized advice based on different skin conditions. Her friendly and open demeanor has earned her the trust of her followers and that has led to many viewers being drawn to her skincare content.

C. SALES OF PRODUCT SKINCARE

Marketing is one of the important factors that can increase sales. Therefore, entrepreneurs must adopt strategic and well-considered marketing approaches to maximize effectiveness. Entrepreneurs must prepare carefully, starting from developing strategies to marketing execution. This aims to ensure that the products you market can be sold online.

Trends in the skincare business also continue to change along with technological developments and changes in consumer preferences. For example, there is increasing interest in products that use natural ingredients, are environmentally friendly, and are free from harmful chemicals. In addition, the promotion of skincare products through social media platforms and influencers also play an important role in promoting skincare products. Many skincare companies use platforms such as TikTok to introduce their products to potential consumers. Overall, the skincare business is a dynamic and growing industry, with ample opportunities for companies to grow and develop.

In the modern era full of culinary innovation, contemporary businesses are the main focus for culinary fans who are always looking for new, unique and different experiences. With the emergence of creative and Instagrammable trends, entrepreneurs are not only focusing on delicious taste, but also on eye-catching presentations to entice buyers to see and buy the products they sell.

CHAPTER III FINDINGS

A. Findings

The findings of this study answer the previous problem formulation that has been formulated earlier in the research. The formulation of the problem and the findings are combined to find a correlation with each other as the research objectives as well as the focus of the researcher in collecting the data. The researcher used in-depth interviews with TikTok Yogyakarta influencers related to the marketing strategies they use. The researcher also uses supporting data by observing content relevant to the research to adjust and correlate the main collection. This data will be presented in accordance with three theories used by researchers: marketing strategy, influencer marketing, and skincare sales, combined with the results of interviews with the respondents of this study.

1. Marketing strategy

TikTok influencer marketing strategies focus on credibility and engagement. Influencers have a huge influence on their audience, and their recommendations are often considered more authentic than traditional advertising. This is because the content they create is usually packaged creatively and entertainingly, in accordance with the influencer's personal style, making it more easily accepted by the audience and more interesting because the creator's content has its own characteristics that make it interesting. In the context of marketing products such as skincare, TikTok influencers often combine direct testimonials with attractive visuals, packaged well so that the information obtained can be well received by the audience to show the advantages of the product. In this way, they create an emotional attachment between the product and potential consumers, which can ultimately influence purchasing decisions.

Based on the sources in this study, it is recognized the importance of packaging content to attract viewers. However, each source has a different main strategy in offering products, depending on the characteristics of the audience, the type of product, and their communication style.

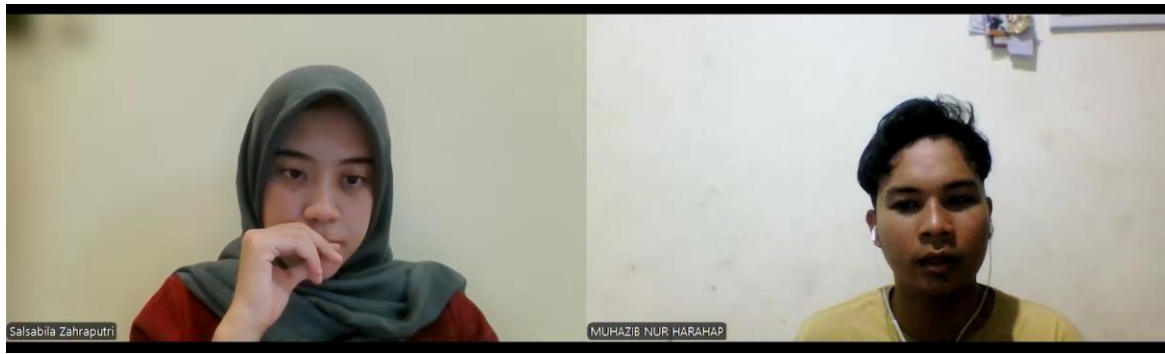
Some influencers focus more on education by explaining the benefits of the product

in detail, while others use storytelling or follow TikTok trends to make promotions more interesting. These differences in strategy are their respective

characteristics, helping them build personal branding and increase engagement with the audience, so this is what differentiates each TikTok Influencer and is effective in influencing purchasing decisions to buy marketed skincare products as expressed by Salsa, one of the respondents.

“Okay, so if you're asking about the main strategy, it's actually more about making the content, it's boring. It's definitely not going to be. It's definitely going to be skipped. Just like people on TikTok. It's like TikTok. People watch videos that aren't boring, right? And in my opinion, skincare. If he isn't interested in terms of the video, it will definitely be skipped. Moreover, maybe the one who spread it or the one who made this content hasn't spread it yet or the one who made this content hasn't become as big as that, the influence hasn't been that big, so that's why I think maybe we start from the point of view of the users, in terms of creating good content first that doesn't seem to be boring, in my opinion, what is boring is if it is too much or too long, so it can be shortened”.

[“Oke jadi kalau ditanyain terkait strategi utama sebenarnya disini lebih ke dalam segi pembuatan kontennya itu ngebosenin Itu pasti gak akan Pasti bakalan di skip Sama orang-orang di TikTok Kan TikTok tuh kayak Orang tuh ngeliat video yang gak ngebosenin kan Dan menurutku kalau skincare Kalau dia gak menarik Dari segi videonya itu Pasti bakalan langsung di skip Apalagi mungkin yang Menyebarkan Atau yang ngebuat konten ini Belum jadi menyebarkan atau yang membuat konten ini belum jadi belum seperti yang gede gitu yang belum gede banget pengaruhnya gitu jadi dari situ makanya aku mikir kayaknya mungkin kita mulai dari segi pengambil segi pembuatan konten yang bagus dulu yang kayak nggak ngebosenin menurutku yang bosan itu kalau kebanyakan atau kepanjangan durasinya itu nah jadi bisa lebih dipersingkat aja”.] (Interview with Salsa)



Picture 3.1

Interview With Salsa in Zoom Meeting

Source: The Author's Personal Documentation

According to the results of the interview with Salsa, she prefers short content so as not to give a boring impression to the audience. The number of followers of Salsa's account is not as large as the other 2 sources, so Salsa realizes that she does not yet have followers who will always follow what she uses.

Mahdara has a different strategy from salsa. It can be said that Mahdara is more riding the wave because he chooses to follow the ongoing trends on TikTok to be able to improve strategies in attracting audience attention and increasing the visibility of the marketing content created, including as stated in the interview results,

“For strategy, it’s actually just following the trend. What’s trending on TikTok? For example, what sound is making a buzz. Oh yeah, and some of the products also use viral products. So it goes up really fast if it goes viral. That’s the strategy. Like what’s trending right now? For example, skincare is currently trending, people are exfoliating using retinol. The content is retinol. So if we show retinol at the beginning, it usually gets buzzed faster because many people still want to know how to use retinol properly, its benefits, and so on...”

[“Kalau untuk strategi sebenarnya ngikutin tren aja ya. Pada TikTok lagi ada tren apa. Misal, lagi ada sound apa yang bisa dibuat rame gitu. Oh ya, terus produk-produknya juga beberapa memakai produk-produk viral. Jadi cepet banget naiknya kan kalau viral. Gitu aja sih paling strateginya. Kayak

sekarang nih yang lagi rame apa ya? Misalnya nih kalau skincare itu tuh sekarang lagi rame orang-orang eksfoliasi pakai retinol. Kandungannya retinol. Jadi kalau kita di awal udah nunjukin retinol tuh biasanya lebih cepat ramennya karena orang banyak yang masih pengen tahu cara pakai retinol yang benar itu gimana, manfaatnya, dan lain lain...”]

On the other hand, Luna has a more complex and mature marketing strategy in planning as stated in the interview results,

“ My strategy is twofold. For example, on TikTok, I usually go live first or make a video first. The previous video the day before, right? I already use the brand, but I don’t. So there’s no product placement. There’s no product placement whatsoever, but I already use it. So that attracts viewers. Same as in stories. On Instagram, I only make stories. What’s the benchmark? The engagement of the previous video. So, for example, if my viewers are many when I go live, oh well, that means my video will probably go up faster tomorrow...” “The algorithm does work in different ways. Sometimes my video goes viral, but it goes viral late. So when I post a video, it doesn’t go up immediately. Three days later, it suddenly went viral. A lot. When we want to make a second video, it’s already busy. That’s why if it’s live, it’s likely that the next video will go up faster...”

[“Strategi aku dua Kalau misalnya di TikTok Biasanya aku Antara live dulu Atau buat video dulu Video sebelumnya Sehari sebelumnya gitu kan Yang aku tuh udah pake Brandnya Tapi aku nggak Jadi nggak ada product placement. Nggak ada product placement apapun Tapi aku udah pake Jadi itu nge-attract viewer gitu. Sama kalau misalnya di story Kalau di Instagram Aku buat story Itu doang Tolak ukur nya dari mana Engagement video sebelumnya Jadi misalnya Kalau misalnya emang Viewer aku pas live itu banyak Oh yaudah berarti besok video aku Naiknya kemungkinan Bakal lebih signifikan...” “Algoritma itu emang works on different ways Kadang ada video aku viral Tapi viralnya telat Jadi pas aku Video post Nggak

langsung

up Tiga hari kemudian Baru tiba-tiba viral Banyak Pas kita mau bikin video kedua Udah rame deh Nah makanya kalau live Dia itu kemungkinan untuk video selanjutnya Naiknya itu lebih signifikan...”]

Luna further explained about the TikTok algorithm system that she understands. In addition to utilizing the strategy of using video content that is relevant to current trends, Luna also utilizes the live streaming feature on TikTok to significantly increase the number of audiences for the content that has been created. According to Luna, by doing live streaming and then creating content that suits the audience's preferences will have an impact on the number of audiences for the video content and have a greater chance of entering FYP and attracting the attention of more followers. This is important for influencers to be able to increase engagement and the content created is right on target for those who are interested.

"So the TikTok algorithm works like this. For example, I watch a video like this. On TikTok, there is already an algorithm. I like videos like this. For example, fashion, makeup, skincare, and women's lifestyles. That's my algorithm. I watched a video. For example, I watch your video until the end. Then if I watch my video until the end, TikTok will recommend your video to people whose algorithm is the same as mine."

“So people who like to watch Fashion and makeup, skincare, and so on Will recommend your video Because I watch your video until the end So that's how the algorithm works That's why there are many If, for example, people make a video Watch it until the end Or like the fun part Save it at the end So that viewers will watch it until the end Because that will track other viewers...”

[“Jadi algoritma TikTok itu Dia works Kayak misalnya Aku nonton video nih Aku itu Di TikTok itu udah ada algoritmanya Kalau aku itu sukanya video Kayak gini Misalnya fashion, makeup Skincare, Woman Lifestyle Itu algoritma. Aku nonton video Misalnya aku nonton video kamu sampe habis Terus Kalau aku nonton video aku sampe habis Nanti TikTok itu Akan

ngerekomendasiin video kamu Ke orang-orang yang Algoritmanya sama kayak aku”]

[“Jadi yang orang suka nonton Fashion gini-gini juga makeup, skincare, gini-gini Bakal ngerekomendasiin video kamu Karena aku nonton video kamu sampe habis Jadi algoritma itu kayak gitu Makanya banyak Kalau misalnya orang buat video Tonton hingga habis ya Atau yang kayak bagian serunya simpen di akhir Biar viewernya tuh nonton sampe habis Karena itu bakal nge-track viewer-viewer yang lain...”]

Videos that utilize engaging audiovisual techniques tend to be more engaging to viewers. The combination of high-quality visuals, clear and dynamic narration, well-chosen background music, and effective editing can significantly enhance the viewing experience. Visually appealing videos with smooth transitions, bright colors, and timely effects can make the content more enjoyable and easy to follow. Additionally, incorporating interactive elements such as on-screen text, animations, or sound effects can further engage viewers and keep them engaged. By using these techniques, influencers and content creators can create engaging videos that not only engage their audience but also encourage them to stay longer, interact with the content, and even share it with others, ultimately increasing the reach and engagement of their subsequent content because as Luna’s source said.

In the development of social media, a platform's algorithm plays an important role in determining the visibility of the content that has been created. TikTok uses an algorithm to display content that is considered appropriate to the habits and preferences of the audience. In this era, there are many content creators who are increasingly aware of the importance of adjusting the content they create to be able to follow the algorithm pattern so that they can increase reach and audience.

The basic principle of the TikTok algorithm is personalization, namely the content that appears on the TikTok homepage of TikTok users is based on the content they often view, like, or comment on. This was also conveyed by Luna in an interview who said that the user algorithm will refer to something that users often search for in TikTok. For example, if someone likes women's lifestyle, fashion or hobbies, the TikTok algorithm will

display

more content related to that on their TikTok homepage. This creates an interaction pattern that is increasingly focused on certain interests, which indirectly provides opportunities for creators to target a more specific audience.

In addition, Luna's strategy to increase the audience is by encouraging interaction such as inviting the audience to watch the video until the end and inviting the audience to like, comment, or share the video content to reach a wider audience. Creators who create content that invites conversation or encourages users to engage more deeply will benefit more from the algorithm, which ultimately increases the chances of appearing in homepage recommendations.

2. Influencer marketing

Influencer marketing is a marketing strategy that uses social media influencers with large followings to promote products or services. It is usually done through paid endorsements, product reviews, giveaways, affiliate marketing, or collaborations with brands to increase product sales.

This strategy is effective because the audience tends to trust recommendations from influencers more than regular ads. TikTok influencers in Yogyakarta often use creative approaches, such as reviewing content, tutorials, or challenges, to attract attention and increase sales of skincare products. This influencer marketing focuses on the image of the influencer himself, how to attract attention and win the hearts of his audience when promoting a product.

Providing direct testimonials or what is often called an “honest review” is one strategy used by sources to attract viewers to try a product. By sharing experiences honestly, they can build trust and strengthen relationships with their audience.

Honesty is a key factor in this strategy because it directly relates to their credibility in the eyes of the public. Influencers who are known to be transparent and authentic tend to be more trusted, making their recommendations more impactful to their followers' purchasing decisions. Additionally, maintaining integrity in their reviews helps them build a long-term reputation and maintain audience loyalty.

“When I give a testimonial, of course, it must be in accordance with the facts, if I'm going to tell you what the product is really like, whether it's

good or

bad. Because if it turns out that we lie or exaggerate a skincare product, but the reality doesn't match what I said, then we will end up not getting the audience's trust, so I try to be as honest as I can when reviewing a product..."

[“Aku dalam memberikan testimoni juga tentunya harus sesuai fakta ya, aku bakal ngasih tau apa yang ada dari produk itu mau baik atau buruk. Karena kalau ternyata kita missal nih bohong atau melebih lebihkan sebuah produk skincare nih tapi kenyataan nya gak sesuai sama yang aku omongin nanti jatuhnya malah jadi kitanya yang nggak dapet kepercayaan audience jadi aku coba sejujur aku aja kalok review produk...”]

In line with Salsa's opinion, Mahdara also stated that providing honest testimonials to the audience helps build trust.

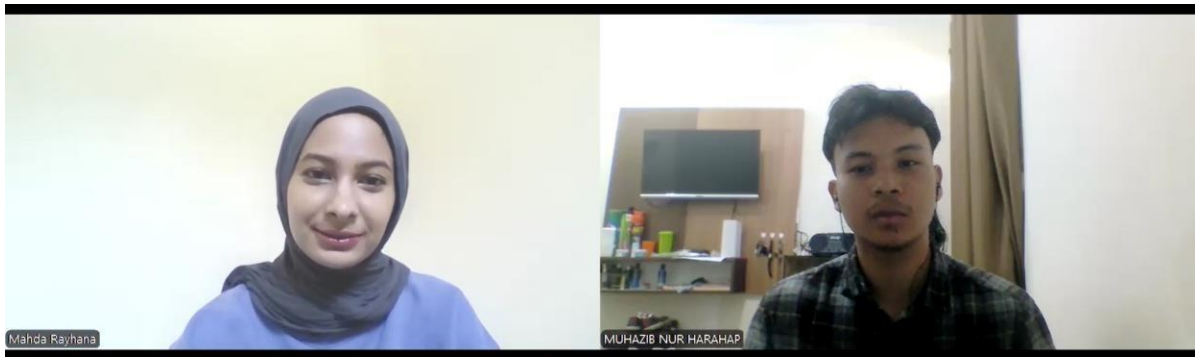
“I’m quite careful in choosing products because I don’t want to lie to my followers, I don’t want my followers to use this and it will look bad. So I have to test it on their faces first...” “As much as possible, even though I endorse, I still discuss it with the brand team. Because, for example, ‘I think it’s too much of a lie. How about I try it for 2 weeks?’. So I take pictures of the progress so that as much as possible we can give trust to the audience, to the followers...” “So if you’ve built trust, it’s good, usually the followers will increase quickly. Then they will watch our content, so they will trust us. So even though we endorse, we are paid and there is a brief. I still don’t want to lie that much. I want to be as honest as possible...” (Mahdaray)

[“Aku lumayan hati-hati memilih produk karena aku tidak mau membohongi followersku gitu, enggak mau followersku pakai ini jadi jelek gitu kan. Jadi harus dites dulu ke muka...” “Aku sebisa mungkin walaupun endorse, aku tetap diskusi sama tim brand-nya gitu. Karena kayak misalnya ‘kayaknya kalau kayak gini terlalu bohong banget deh gitu. Gimana kalau aku coba dulu 2 minggu?’. Jadi progress-nya aku fotoin supaya sebisa

mungkin kita ngasih trust ke audience, ke followers... “Jadi kalau selesai membangun trust, udah bagus nih, biasanya follower juga cepat naik. Terus mereka jadi nontonin konten kita, jadi percaya. Jadi walaupun endorse, yang kita dibayar dan ada brief-nya gitu ya. Aku tetap nggak mau sebohong itu. Aku mau pengennya sejujur mungkin...”] (Mahdaray)

"I'm pretty careful about choosing products because I don't want to lie to my followers. I don't want them to use something and end up with bad results. So, I always test it on my skin first..." "As much as possible, even if it's a paid endorsement, I still talk to the brand team. Like, if I'm like, 'This seems too misleading,' I'll suggest, 'How about I try it for two weeks first?' I document the progress through photos so that we can build trust with our audience and followers as much as possible..." "Once trust is built and strong, followers usually grow quickly. They start watching more of our content and trusting us. So, even if it's an endorsement—where we're paid and following directions—I still don't want to be too dishonest. I want to be as honest as possible..."

[“Saya cukup berhati-hati dalam memilih produk karena saya tidak ingin membohongi pengikut saya. Saya tidak ingin mereka menggunakan sesuatu dan berakhir dengan hasil yang buruk. Jadi, saya selalu mengujinya di kulit saya terlebih dahulu...” "Sebisa mungkin, meskipun itu adalah endorsement berbayar, saya tetap mendiskusikannya dengan tim merek tersebut. Misalnya, jika saya merasa, 'Sepertinya ini terlalu menyesatkan,' saya akan menyarankan, 'Bagaimana kalau saya mencobanya dua minggu dulu?' Saya mendokumentasikan kemajuannya melalui foto sehingga kami dapat membangun kepercayaan penonton dan pengikut sebanyak mungkin..." "Setelah kepercayaan terbangun dan kuat, pengikut biasanya tumbuh dengan cepat. Mereka mulai lebih banyak menonton konten kami dan percaya kami. Jadi, meskipun itu adalah sebuah dukungan—dimana kami dibayar dan mengikuti arahan—saya tetap tidak ingin terlalu tidak jujur. Saya ingin sejujur mungkin...”]



Picture 3.2

Interview With Mahdarayy in Zoom Meeting

Source: The Author's Personal Documentation

The third respondent expressed a similar view. Luna has specific criteria that a brand must meet before it can promote a product to the public.

“I have a 2-week trial policy before I decide whether to make a video or not. If it turns out that it doesn’t suit me, I’ll send the product back and refund it. If it turns out that it suits me, I’ll continue. But I have to do a 2-week trial first before I decide whether to make a video or not...” “So, it went viral in the past, there was a brand that always asked for Before After Skin Tific Skintific always asked for Before After, they even suggested that I edit it. But I didn’t want to because even though I was taking advantage of capitalism, I still wanted to be idealistic. I was like, oh no, I don’t want to if the product isn’t that good. Because I feel like I have a moral responsibility...” (Luna)

[“Aku tuh punya policy 2 weeks trial Baru aku nentuin Buat video apa enggak. Kalau misalnya ternyata aku gak cocok Aku kirim balik produknya, Aku refund. Kalau misalnya ternyata cocok Baru aku lanjutin Tapi aku harus 2 minggu percobaan dulu Baru aku nentuin Mau aku buat video apa enggak...” “Jadi dulu sempat viral tuh ada Satu brand yang dia selalu menuntut Before after Skin Tific Skintific itu dia selalu menuntut before after, Mereka sampai waktu itu nyaranin aku buat diubah aja. Tapi aku gak mau Karena aku walaupun aku memanfaatkan kapitalisme gitu ya, cuma aku tetep mau idealis. Aku kayak aduh gak mau deh kalau sekiranya

produknya

gak bagus banget. Soalnya aku kayak ngerasa ada tanggung jawab moral gitu loh...”] (Luna)

"I have a two-week trial policy before deciding whether to make a video or not. If the product doesn't work for me, I return it and get a refund. But if it works for me, then I keep using it. I have to test it for two weeks before deciding whether I want to make a video about it or not..." there was one thing, they even suggested that I just edit the photos. But I refused. Even though I was taking advantage of capitalism, I still wanted to stick to my ideals. I couldn't force myself to promote something if the product wasn't really good.

[“Saya punya kebijakan uji coba selama dua minggu sebelum memutuskan apakah akan membuat video atau tidak. Kalau produknya tidak cocok untuk saya, saya kembalikan dan dapat refund. Tapi kalau cocok, maka saya terus pakai. Saya harus tes dulu selama dua minggu sebelum memutuskan apakah saya ingin membuat video tentang produk itu atau tidak...” ada satu hal, mereka bahkan menyarankan agar saya mengedit fotonya saja. Tapi saya menolak. Meskipun saya memanfaatkan kapitalisme, saya tetap ingin berpegang pada cita-cita saya. Saya tidak bisa memaksakan diri untuk mempromosikan sesuatu jika produknya tidak benar-benar bagus.”]

Another thing that Luna said was to have a special strategy so that you can be fair to both the audience and the brand.

"I have content called brutal review, right? It went viral. Because they (skincare brands) give a short window of time, like 2 weeks, but they demand us as KOLs to have results. Even though it's their product, the results are already too visible in 2 weeks. But they demand before and after and I sometimes don't want to show them because there hasn't been a significant before and after. So, it can be negotiated. What is the before and after? So, for example, they want the claim to be ABCD. The before and

after is like this. But for me, only A and B are visible. Okay, so later I'll only put in AB. The CDE is what I said, their claim. But in this time period, only AB is visible. So it's like people didn't notice it. Yeah, not that they didn't notice it. Like, really. What they said is true. What they said is true. But for me, it's only been up to this point. A few days. Yeah. If it's for 2 weeks, only A and B are noticed. That's because I want a brand. That's why now I'm more picky about my skincare..." (Luna)



Picture 3.3

Interview With Ameraluna



Picture 3.4

Brutal Review Content Ameraluna

Source: <https://vt.tiktok.com/ZSUYfAttH/>

[“Aku ada konten namanya review brutal kan, itu sempat viral tuh. Karena mereka (brand skincare) itu jadi ngasih Window of time yang Yang pendek Kayak misalnya 2 minggu tuh Tapi nuntut kita sebagai KOL Untuk udah Punya hasil Padahal itu kan Ya produk mereka dong, yang enggak dalam 2 minggu hasilnya terlalu keliatan Tapi mereka minta before after dan aku tuh kayak gak mau kadang nunjukin ya karena belum ada Before after yang signifikan gitu loh. Jadi ya itu Bisa dinego Before afternya apa aja Jadi misalnya mereka pengennya Klaimnya ABCD gitu Before afternya segini gitu Tapi yang di aku yang keliatan Baru A sama B doang Yaudah jadi nanti aku masukinnya AB doang Yang CDE Itu aku bilang klaim mereka Tapi dalam kurun waktu segini Yang udah keliatan baru AB gitu loh Jadi kayak Orang gak notice itu Iya bukan gak notice Kayak Bener Bener Yang diomongin itu bener Yang diomongin bener Tapi di aku Baru sampai seginilah gitu loh Beberapa hari Iya Kalau untuk dalam 2 minggu Yang ke notice baru si A sama B doang Itu sesuai dengan Maunya brand Makanya kalau skincare Aku tuh Sekarang aku lebih Pilih-pilih...”] (Luna)

"I have a content series called 'Brutal Review' that went viral. That's because skincare brands often give a short time frame—like two weeks—but expect us, as KOLs, to show visible results. But honestly, it's their product, and not all skincare products can show drastic changes in just two weeks. Still, they demand 'before and after' and sometimes I'm reluctant to show it because there's no significant difference yet. So, I try to negotiate what before and after results I can actually show. For example, if a brand claims their product will improve A, B, C, and D, but after two weeks I only see changes in A and B, then I will only include A and B in my review. As for C and D, I mention them as the brand's claims, but I clarify that, based on my experience in that time frame, I only saw results for A and B. It's not about misleading people—it's about being honest with people about what I personally experienced. So if after two weeks only A and B are visible, then

That's what I will highlight, in line with the brand's expectations. That's why when it comes to skincare, I'm more selective now..."

[“Aku punya seri konten bernama 'Brutal Review', yang sempat viral. Itu karena brand skincare sering memberikan jangka waktu yang singkat—seperti dua minggu saja—tapi mengharapkan kita, sebagai KOL, sudah menunjukkan hasil yang terlihat. Tapi jujur, itu produk mereka, dan tidak semua skincare bisa menunjukkan perubahan drastis hanya dalam dua minggu. Tetap saja, mereka menuntut 'sebelum dan sesudah' dan terkadang aku enggan menunjukkannya karena belum ada perbedaan yang signifikan. Jadi, aku mencoba bernegosiasi hasil sebelum dan sesudah apa yang sebenarnya dapat saya tunjukkan. Misalnya, jika sebuah merek mengklaim produknya akan meningkatkan A, B, C, dan D, namun setelah dua minggu saya hanya melihat perubahan pada A dan B, maka saya hanya akan menyertakan A dan B dalam ulasan saya. Sedangkan untuk C dan D, saya menyebutkannya sebagai klaim merek tersebut, namun saya mengklarifikasi bahwa, berdasarkan pengalaman saya dalam jangka waktu tersebut, saya hanya melihat hasil untuk A dan B. Ini bukan tentang menyesatkan orang—ini tentang jujur pada orang lain. apa yang saya alami secara pribadi. Jadi jika setelah dua minggu hanya A dan B yang terlihat, maka itulah yang akan saya soroti, sesuai dengan ekspektasi merek. Itu sebabnya dalam hal perawatan kulit, saya menjadi lebih selektif sekarang...”]

Respondents generally emphasized that honesty is a crucial factor in promoting a product to the public, especially in the skincare industry which relies heavily on consumer trust. They recognize that by being transparent and providing honest reviews, they can build a stronger relationship with their followers. This trust plays a significant role in shaping audience opinions and purchasing decisions, as many consumers rely on influencer reviews before trying a product.

Furthermore, honesty in sharing product experiences not only benefits the brands they promote but also themselves as influencers. By maintaining credibility and integrity in every content they create, they can increase audience loyalty and strengthen their

professional image in the digital space. This, in turn, opens up more collaboration opportunities, as brands tend to choose influencers with good reputations and strong audience trust.

In addition, respondents highlighted that honesty in their reviews not only helps their audience make informed decisions but also maintains long-term trust in their content. Once trust is well established, it will be difficult to replace and become a valuable asset to maintain their career as an influencer on TikTok.

Direct interaction with the audience also plays a vital role in strengthening the bond between influencers and their followers. By actively engaging in conversations, influencers not only increase engagement but also strengthen trust and loyalty of their audience.

One of the most common forms of interaction that influencers engage in is answering questions in the comments section. By providing quick and informative responses, they can clarify details about the product being promoted, share personal experiences, and convey a variety of audience opinions. This interaction also gives the impression that the influencer truly cares about their followers, not just promoting a product.

“...There will definitely be people asking for a make-up tutorial if we ask what the product is. Later, if someone asks for a new product, I will stitch. Oh yeah, that’s Stitch from that comment, Stitch commented, eh like that. Then from that stitch, it also means like, Wow, this is stitched, I want it too, I want it too. That’s what binds the attraction to the audience because they feel involved and cared for.” (Luna)

“...There will always be people asking for makeup tutorials, and if they ask about the products I use, that’s when I’ll weave in their comments. So I take the comments and I stitch them together—like, ‘Oh yeah, this is the product!’ The stitching of the comment makes other people think, ‘Oh, they stitched this, I want mine stitched too!’ It creates excitement and engagement because the viewer feels involved and valued. It’s a way to grab and keep their interest by making them feel like they’re part of the content.”

[“...Pasti ada orang minta Make up tutorial kalau kita nanya produknya

apa Nanti kalau ada orang nanya produk baru aku stitch Oh iya Itu Stitch

dari komenan itu Stitch komenan, eh gitu Terus dari stitch itu kan juga berarti kayak Wah ini distitch nih, aku juga mau, aku juga mau Gitu Itu Itu yang mengikat daya tarik sama penonton karena mereka merasa dilibatkan dan dipedulikan”] (Luna)

[“...Akan selalu ada orang yang menanyakan tutorial makeup, dan jika mereka bertanya tentang produk yang saya gunakan, saat itulah saya akan merangkai komentar mereka. Jadi, saya mengambil komentar dan menjahitnya—seperti, 'Oh ya, ini produknya!' Jahitan dari komentar tersebut membuat orang lain berpikir, 'Oh, mereka menjahit ini, saya ingin milik saya juga dijahit!' Hal ini menciptakan kegembiraan dan keterlibatan karena pemirsa merasa terlibat dan dihargai. Ini adalah cara untuk menarik dan mempertahankan minat mereka dengan membuat mereka merasa menjadi bagian dari konten.”]

Influencers often share the products they use as a strategy to strengthen their relationship with their audience while increasing their following. By holding giveaways or distributing product samples to their followers, they create a greater sense of closeness and engagement. This approach not only benefits the audience who gets to try the product for free, but it also enhances the influencer’s image as someone who truly cares and wants to give back to their community. Ultimately, this strategy helps increase the influencer’s visibility and contributes to the growth of their account.

“...Maybe besides replying to comments, then I sometimes reply using videos, and I often share skincare but still adjust it to their skin, like that. So, I often take pictures, then I say, 'who wants it, but write down what your skin condition is like' like that. Then some I give free products like that. I ship all over Indonesia”. (mahdara)

“...In addition to replying to comments, sometimes I reply with videos. I also often give away skincare products, but I always make sure they are suitable for the recipient’s skin type. I usually take a photo of the product and say, ‘Who wants this? But tell me your skin condition first.’ Then, I choose a few people and send them free products. I even ship them all over

Indonesia.”

[“...Mungkin selain bales-balesin komen, terus aku kadang reply pakai video, sama aku tuh sering bagi-bagi skincare tapi tetap menyesuaikan kulit mereka, gitu. Jadi, aku sering fotoin, terus aku bilang, 'siapa yang mau, tapi tulis kondisi kulit kalian gimana' gitu. Terus beberapa aku kasih free product gitu. Aku kirim seluruh Indonesia.”] (Mahdaray)

[“...Selain membalas komentar, terkadang saya membalas dengan video. Saya juga sering memberikan produk skincare, namun selalu saya pastikan cocok dengan jenis kulit penerimanya. Saya biasanya mengambil foto produk dan berkata, 'Siapa yang mau ini? Tapi beri tahu saya kondisi kulit Anda terlebih dahulu.' Lalu, saya memilih beberapa orang dan mengirimi mereka produk gratis. Saya bahkan mengirimkannya ke seluruh Indonesia.”]

Direct interaction is also an effective way for influencers to build their personal brand. Some followers who know the influencer personally often take this opportunity to ask for recommendations for certain products. This interaction not only strengthens the influencer's credibility but also creates a more personal and engaging relationship with their audience. By responding to these questions, influencers strengthen their role as a trusted source of information in their field.

“...They often ask directly, for example when they meet, like after watching my video, a few days after meeting, they ask, ‘Do you use this?’ ‘How are the results?’ So it’s like they ask directly, so some of them try it, some of them buy it, some of them try the product, so it’s like, yeah, it’s pretty good for their friends or the people around them who are influenced...” (salsa)

“...They often ask me directly when we meet, like a few days after watching my video. Then they’ll say, ‘Oh, you used this product?’ or ‘How did it work?’ So they ask me directly. Some end up trying it, some even buy the product after that. So, you could say, it has an impact—especially on my friends or people in my social circle who are influenced by what I use.”

[“...Mereka lebih sering nanya itu langsung misalkan pas ketemu kayak

setelah melihat videoku, beberapa hari ketemu gitu mereka tanya 'kamu pakai ini ya?' 'ini hasilnya gimana?' gitu jadi kayak mereka nanya langsung gitu nah mereka ada yang nyoba ada yang dengan dari situ mereka ada yang beli ada yang nyobain produk itu jadinya kayak ya lumayan sih untuk teman-teman atau lingkungan sekitar yang mereka terpengaruhi lah...''] (Salsa)
["...Mereka sering menanyakan langsung kapan kami bertemu, misalnya beberapa hari setelah menonton video saya. Nanti mereka bilang, 'Oh, kamu pakai produk ini ya?' atau 'Bagaimana hasilnya?' Jadi, mereka tanya langsung ke saya. Ada yang akhirnya mencobanya, bahkan ada yang membeli produknya setelah itu. Jadi, bisa dibilang, hal ini mempunyai dampak—terutama pada teman-teman atau orang-orang di lingkaran sosial saya yang terpengaruh oleh apa yang saya gunakan.'']

3. Skincare sales

Skincare products are one of the product categories that have a high level of demand among the public, both men and women. Awareness of the importance of skincare not only contributes to skin health but also increases individual confidence in carrying out daily activities. This increase in demand has driven the rapid growth of the skincare industry. However, increasingly tight competition due to the many variations of brands and marketing strategies used by competitors is a challenge for manufacturers and distributors in attracting consumer interest.

In this context, brands are required to sell products with good quality and TikTok influencers act as intermediaries in building consumer trust in a skincare product where in recent years the TikTok application has been popular, and brands use this as a way to promote their respective products. Through digital-based marketing strategies, influencers can influence audience purchasing decisions by delivering reviews, testimonials, and demonstrations of product use persuasively. The collaboration between skincare brands and influencers is not only aimed at increasing product awareness, but also as an effective marketing strategy in encouraging increased sales of skincare products amidst competitive industry competition.

Regarding product quality, Amara Luna said

"I am the type who doesn't choose a product carelessly. I have to know whether the content in it suits my skin or not. I try so that I can fulfill the brand's wishes and the consumers, namely my audience, are the same, for example, their brands ask for insight. So now, brands are not FYP oriented anymore. So they are aware of it. Because there are several groups of content creators. That's right, the viewers are small, but the percentage for viewers to buy is higher. So how come? I don't understand either. That's from their own tools. So, for example, I use a yellow basket and all sorts of things. But the viewers aren't too many. For example, only 15 thousand to 25 thousand. But many people click on it. Because my viewers. People know that. If I often review makeup and often review skincare products. So people look at my profile. That's used as a benchmark, like Oh, is this product good or not. That's why the skincare brand itself also has to pay attention to the quality of its products because I also don't want to just sell skincare products because it can affect my branding in my audience. myself. Because I myself am not saying that I am the most trusted, but even though I have few viewers, they already know what to do on my profile because my content focuses on make-up and skincare. There are several brands that ask for this and that content, but the quality is not as usual. I will immediately refund it if it really doesn't match the quality of their products with their content requests because I also don't want to lie to my audience like that."

[“Aku tipikal yang gak asal dalam memilih sebuah produk asal - asalan aku harus tau tuh kandungan di dalam nya sesuai gak sama kulit aku atau enggak aku berusaha agar keinginan dari brand bisa aku penuhi dan konsumen yaitu penonton aku sama rata misal brand mereka minta insight Jadi kalau sekarang Itu brand tuh gak FYP oriented lagi Jadi mereka tuh sadar Karena ada beberapa golongan creator Itu dia memang Viewernya dikit Tapi persentase Untuk viewernya Untuk membeli itu Lebih tinggi Jadi Gimana ya Aku juga gak ngerti Itu dari tools mereka sendiri Jadi

kayak Kayak misalnya aku nih Pake keranjang kuning Segala macam Tapi Viewernya gak terlalu banyak Misalnya cuma 15 ribu 25 ribu Tapi yang mencet banyak Gitu Karena viewer aku Orang tuh tau gitu loh Kalau aku ini emang sering Nge-review makeup dan Sering nge-review Barang- barang skincare Jadi Emang Orang tuh liat Profil aku Itu tuh dijadikan Tolak ukur kayak Oh produk ini bagus gak ya Gitu loh makanya dari brand skincare itu sendiri juga harus perhatiin sih soal kualitas produk nya karena aku juga gak mau asal jual produk skincare karena itu bisa mempengaruhi branding aku di penonton aku sendiri. Karena aku sendiri bukan bilang aku yang paling trusted ya cuma walaupun viewer aku dikit mereka dah tau mau ngapain ke profil karena emang fokus konten ku ke make up dan skincare ada beberapa brand minta konten nya gini gitu tapi kualitas nya gak sesuai biasa aku langsung aku refund sih kalo emang gak sesuai dengan kualitas produk mereka dengan permintaan konten mereka karena aku juga gak mau bohongi penonton ku gitu sih.”]

The quality of skincare products plays a crucial role in influencer marketing strategies on the TikTok platform. Influencers not only act as intermediaries between brands and consumers, but also have the responsibility to ensure that the products promoted are in accordance with their skin needs and characteristics. Selectivity in product selection is a major factor, because the credibility of influencers is highly dependent on the audience's trust in the recommendations given. When working with a brand, influencers not only consider the promotional aspect, but also evaluate the quality of the product. If a product does not meet the expected standards or does not match the content requests submitted by the brand, influencers tend to reject or return the product. This attitude shows that integrity and credibility are prioritized over financial gain alone. Thus, the quality of skincare products is a determining factor in the effectiveness of influencer-based marketing strategies. Quality products not only increase audience trust in influencers, but also in the brand itself, this contributes to the success of brand marketing in reaching potential consumers. Therefore, brands need to pay attention to product quality standards in order to establish ongoing cooperation with influencers and increase the effectiveness of their

marketing strategies such as product packaging innovation. This is also in line with the results of interviews with other respondents, namely Salsa

"I'm quite picky, you know, I mean, like choosing so I don't accept all products, I mean, why because I have to try it on my own skin as knowledge that I want to make content like that, I have to see from the packaging, like the one in my video, it's an innovation that's currently popular, namely moisturizer, usually you just dip it in, then you just pump it out, the liquid is simple and what are the ingredients, I mean here I don't want to influence people with products that aren't okay, so that's why I'm also selective about using skincare or promoting skincare, there are also many offers from skincare brands, there are only a few that I reject, not to belittle them, I'm just not sure about the skincare brand, then I can only make 3 to 4 videos so that later people don't misunderstand, ah, this is it, she only uses it once, that's it."

[“Aku emang agak lumayan picky gitu loh maksudnya kayak milih jadi enggak semua produk aku terima ini maksudnya, kenapa karena kan ini harus juga aku coba ya ke kulit aku sendiri sebagai pengetahuan yang mau bikin konten gitu aku harus liat dari kemasan nya gimana kek yang di video aku itu termasuk inovasi yang lagi rame yaitu pelembab kan biasa nya di colek nah ini dia tinggal di pum keluar cairan nya simple dan apa aja ingredientsnya maksudnya disini aku nggak mau dong influence orang-orang dengan produk yang nggak oke jadinya makanya juga milih-milih buat pakai skincare atau mempromosikan skin care banyak tawaran juga dari brand skincare cuma ada beberapa yang aku tolak bukannya merendahkan cuma aku masih kurang yakin sama brand skincare nya terus aku bisa nya buat 3 sampai empat konten biar nanti orang gak salah tangkap ah ini dia cuma pake sekali doang itu begitu. ”]

With the quality of the product and innovation of a product, both in the form of active ingredients and benefits in it and a unique packaging design can increase the selling value of the skincare product because it can be an attraction for consumers to see the

Skincare products are sold and can also make it easier for the product to sell more, price is also a very important factor in order to achieve sales targets. Skincare brands must really understand the target audience of their products, for example students, they will be much more selective in choosing goods because most have limited money where quality and price must be appropriate to be able to meet the desires of consumers, do not forget to also give certain discounts to attract consumer interest.

CHAPTER IV DISCUSSION

This discussion aims to analyze the marketing strategies implemented by TikTok influencers in increasing sales of skincare products and how these strategies can be optimized by manufacturers. TikTok influencers not only act as intermediaries between manufacturers and consumers but also play a role in building trust, creating trends, and influencing purchasing decisions through various marketing techniques they implement.

This analysis focuses on two main aspects. First, the involvement of influencers in the marketing strategy of skincare products, including the use of promotional techniques such as storytelling, product reviews, and leveraging TikTok's interactive features, such as live streaming and short videos, to increase product appeal among consumers. Second, the mechanisms behind consumer purchasing decisions for products promoted by influencers, which include the search process, product information evaluation, and factors that influence the final purchase decision, such as pricing strategy and ease of transaction. Through the analysis of these two aspects, this study is expected to contribute academically to understanding the effectiveness of influencer-based marketing strategies and their implementation in optimizing digital marketing strategies for skincare product manufacturers.

A. Marketing Strategy in Skincare Product Promotion based on E. Jerome McCarthy's 4P Theory (1960)

The marketing strategies implemented by TikTok influencers in promoting skincare products can be analyzed using the Marketing Mix 4P theory (Product, Price, Place, Promotion) proposed by E. Jerome McCarthy (1960). These four elements play an important role in forming an effective marketing strategy to increase product appeal in the digital market.

4P's Of Marketing Mix

The 4P marketing strategy is a fundamental concept in marketing that consists of four main elements: product, price, place, and promotion.



Picture 4.1

Table 4P's Of Marketing Mix

1. Product (Product)

The products promoted by TikTok influencers are generally skincare with certain advantages that can increase sales of the skincare products they market, such as active ingredients, benefit claims, and innovations in formulation or packaging in skincare products. Based on the results of interviews with sources, Amara Luna emphasized the importance of product quality before making an endorsement. She implemented a two-week trial policy to ensure the suitability of the product to her skin before being promoted to her audience. This shows that the aspect of product quality plays a role in building consumer trust in the brand. to decide to buy products from the skincare brand itself.

2. Price (Price)

The price factor is certainly also a major consideration in a marketing strategy where brands and TikTok Influencers need to know the economic conditions of a place and target to market skincare products. Based on the results of interviews with three sources, the audience tends to be more interested in products with competitive prices, especially if

there are special discounts from influencers such as a yellow basket when purchasing skincare products. Mahdara revealed that he often uses a trend-based marketing strategy by choosing products that are currently viral, especially products that have affordable prices but offer benefits that match consumer expectations.

3. Place (Place/Distribution)

In the context of digital marketing, product distribution is carried out through marketplaces or e-commerce, which is reinforced with purchase links provided by influencers. Several sources mentioned that they utilize the *yellow basket feature* on TikTok Shop to make it easier for audiences to make transactions where this yellow basket feature can display all of the products marketed by influencers so that buyers can not only buy products in videos but also buy several other products. This is in line with digital marketing trends, where consumers are more likely to make direct purchases through social media platforms than visiting physical stores to buy a product because it is considered more efficient and effective.

4. Promotion

Promotion strategy is the most dominant aspect in marketing through TikTok. Influencers use various different promotional methods to attract the attention of potential buyers, including *soft selling* with storytelling, making educational videos, and utilizing live streaming features. Salsa, for example, prioritizes creating interesting short content with several placements of emphasis on its content so that it is not boring for TikTok users. Meanwhile, in contrast, Amera Luna uses the *teaser content technique* as a *hook* before doing explicit promotions, in order to build interest between herself and the audience in the products used so that it can attract more attention and curiosity of the audience towards the goods she is marketing.

E. Jerome McCarthy's 4P theory (1960) and the results of data from the three TikTok influencers, it shows that the success of marketing skincare products through TikTok is influenced by a combination of product quality, appropriate pricing, distribution accessibility, and promotional methods that are in accordance with consumer behavior on digital platforms that create maximum sales results with these four marketing strategies.

B. Influencer Marketing based on the Theory of Sudha & Sheena (2017) in the journal Impact of Influencers in Consumer Decision Process, which confirms that the success of marketing through influencers is influenced by credibility, engagement, and audience reach.

According to the Influencer Marketing theory put forward by Sundha M. and Sena (2017) , the success of marketing through influencers is highly dependent on three main factors, namely credibility, engagement , and audience reach .

1. Influencer Credibility

The credibility of an influencer is the most crucial thing in determining the level of effectiveness of a marketing strategy, especially in the skincare industry which is highly dependent on consumer trust based on the findings in the interviews of the three sources. In the context of digital marketing through social media, credibility does not only include popularity or number of followers, but also integrity, consistency, and honesty in conveying information related to the products being promoted. Based on the findings obtained by the researcher , one of the aspects that most influences the audience's perception of an influencer's credibility is the level of honesty in providing reviews, especially whether the reviews are based on authentic personal experiences or solely because of commercial motives.

As stated in the research findings, Mahdara and Amara Luna show a selective approach in accepting offers of product promotion cooperation. Both explicitly stated that they were only willing to promote skincare products that they had tested directly on their skin and provided results that were in accordance with the product's claims, no more and no less. This approach reflects the ethical responsibility of public figures, and shows that credibility is built not only through image, but also through a commitment to transparency and objectivity. Thus, audience trust in the content they convey tends to be higher, which ultimately has a positive impact on the effectiveness of promotions and increases the potential for sales of recommended products.

2. Engagement with Audience

Based on the results of interviews conducted with three informants, the researcher found that the level of engagement between influencers and audiences has a significant

contribution to the success of marketing skincare products *through* the TikTok platform.

This engagement is not only limited to the number of viewers or likes, but also includes active interactions such as replying to comments, and utilizing the live streaming feature to communicate directly with followers. These activities have been shown to increase emotional closeness between influencers and audiences, this has a positive impact on the audience's perception of the promoted product because they feel they have a bond with the people they like.

One of the informants, Salsa, revealed that replying to comments from followers is a form of attention that can build a sense of connectedness and trust. When the audience feels that they are getting attention through direct interaction, they tend to show higher loyalty and are more enthusiastic about content that promotes a product that is being marketed. Thus, the researcher can conclude that the activeness of influencers in maintaining two-way communication is a strategy that not only increases engagement but also strengthens the positive image of the product or brand being marketed, which has a very good impact on achieving the marketing target of a product.

This finding adds to the findings that are in line with the concept in influencer marketing theory, that engagement is one of the main indicators in measuring the effectiveness of social media-based marketing campaigns. Intensive interaction between influencers and audiences can create a sense of community and intimacy, which plays a role in shaping purchasing decisions. Thus, the researcher concludes that the strategy of increasing engagement through direct communication, interactive content, and a humanistic approach is one of the keys to success in marketing products through TikTok influencers, especially in the context of digital marketing such as that which occurred in Yogyakarta.

3. Audience Reach and Utilization of TikTok Algorithms

From the results of the interviews with the three informants, it can be said that one of the main strengths of an influencer in marketing products through social media lies in the wide audience reach. In this context, one of the informants, Amara Luna as a *content creator* on TikTok, takes advantage of her strategic position by deeply understanding how the TikTok platform algorithm works.

according to the characteristics of the TikTok algorithm, especially by creating videos that have great potential to enter *the For You Page* (FYP) such as using trending sounds and using teaser content to attract consumer attention, which is the main page for distributing content to users widely.

Furthermore, one of the informants, Amera Luna, also implemented a strategy of using trending *hashtags and choosing popular music as an effort to increase the visibility* of her content. This approach reflects the use of *trend hijacking tactics*, a marketing strategy in which actors take advantage of ongoing trends to increase the exposure of the content created. Ultimately, it can drive purchasing decisions for the promoted product to the maximum. Thus, the researcher concluded that the success of TikTok Influencers in increasing product exposure through TikTok is not only influenced by the number of followers, but also by the strategic ability of a TikTok Influencer in managing and adjusting content to the dynamics that occur on the TikTok platform.

Interpretation: Based on these findings, active engagement indicates that an influencer's influence on their audience is much greater when they participate in two-way communication. This creates a strong emotional connection and builds a community, which enhances the effectiveness of influencer marketing. This aligns with Sudha & Sena's theory that engagement is a key indicator of social media-based marketing campaign effectiveness.

C. Sales of Skincare Products based on Kotler Keller's Theory (2016)

According to Nurhayati Hanadian (2016) based on Kotler Keller's (2016) Marketing Management Theory, the decision to purchase skincare products is influenced by several factors, including consumer trust, influencer testimonials, and the effectiveness of digital promotion strategies.

1. Consumer Trust in Skincare Products

The researcher found that consumer trust in skincare products is greatly influenced by the personal experiences of influencers. The study shows that audiences are more interested in buying products that have been tested directly by influencers over a period

of time. Luna and Mahdara, for example, implement a trial policy before providing testimonials, to ensure transparency and credibility of their reviews.

2. The Role of Testimonials in Increasing Sales

From the data taken from the researcher's informants, it can be said that influencer testimonials are a factor that can increase consumer buying interest. One strategy implemented by influencers is to create comparative content (*before-after*) to show the effectiveness of the product. However, Luna admitted that she was careful in creating content like this so as not to mislead the audience by paying attention to the details in the skincare products that she would market in order to get maximum results.

3. Effectiveness of Digital Promotion Strategy in Increasing Sales

The use of social media as a marketing tool has been proven to increase sales conversion of skincare products. Based on interviews and findings, informants stated that after conducting promotions, there was an increase in the number of clicks on the purchase link they provided in the TikTok Shop bio or *yellow basket*. This shows that influencer-based marketing has a direct impact on increasing sales itself.

Kotler Keller's theory (2016) mentioned in the Nurhayati Hanadian journal (2016) and from the findings of the three informants, namely the Yogyakarta TikTok Influencer, the researcher concluded that the main factors that drive sales of skincare products through TikTok influencers are consumer trust in the product, transparency in testimonials, and effective digital promotion strategies based on data obtained from the three informants

D. Cultural and Social Dynamics of TikTok Users in Yogyakarta as Key Determinants of Strategy Effectiveness

The empirical results of this study indicate that the success of marketing strategies employed by TikTok influencers cannot be fully explained by marketing and consumer behavior theories alone. The strategies used by influencers in Yogyakarta are influenced by the region's cultural context and the social identity of TikTok users. Yogyakarta's population is primarily made up of students aged 18–25, creating a digital consumer group that is highly

price-conscious, trend-oriented, and strongly influenced by peer recommendations when making purchasing decisions. Consequently, influencers tailor their communication styles to align with local norms, such as using familiar language, avoiding exaggerated claims, and focusing on transparency to maintain their credibility with the audience. This helps explain the popularity of honest reviews, two-week trial policies, and the rejection of manipulated before-and-after images, as reported by informants.

Additionally, Yogyakarta's digital culture emphasizes community-based consumption, particularly within skincare communities. Users often view influencers not as celebrities, but as trusted peers offering guidance. This social dynamic encourages influencers to build parasocial relationships by adopting relatable personas, engaging in interactive live streams, and responding to comments. Moreover, the increasing pride in supporting local beauty brands strengthens collaborations between Yogyakarta influencers and domestic skincare producers. Therefore, the findings confirm that the success of influencer marketing in Yogyakarta is driven not only by algorithmic amplification or digital marketing tactics, but also by influencers' ability to interpret and adapt to the values, expectations, and social dynamics of the region's digital society. Based on the theoretical and contextual analysis above, it can be concluded that TikTok influencer marketing in Yogyakarta operates within a complex framework of digital strategies and socio-cultural dynamics. The interaction between algorithmic literacy, authenticity, and cultural expectations plays a key role in shaping consumer purchasing decisions within the skincare industry. These insights form the foundation for broader conclusions and provide a basis for outlining the practical and academic implications of this research, which are further discussed in Chapter V.

CHAPTER V

CONCLUSION

A. Summary

The increasing use of TikTok has made it a popular marketing tool among influencers, especially for promoting skincare products. This study examines how Yogyakarta TikTok influencers market skincare products to influence consumer purchasing decisions. Three influencers were chosen for their large followings, regional influence, and unique content styles. The study concludes that influencers use strategies such as creating engaging content, providing honest testimonials, and utilizing TikTok features like the For You Page (FYP) and live streaming to reach a wider audience. These strategies help build strong relationships with followers, which encourages purchases. This research contributes academically by deepening the understanding of influencer marketing on TikTok and its impact on consumer behavior, providing new insights into how content creation, engagement, and algorithms influence purchasing decisions.

B. Research Limitations

While this study successfully analyzed the strategies of TikTok influencers, it is limited by the absence of consumer-side data and incomplete insights into TikTok's algorithmic mechanisms, which are proprietary. Despite these limitations, the findings offer valuable practical implications for businesses and brands looking to optimize their digital marketing strategies by selecting influencers who align with their values and leveraging TikTok's features for effective engagement.

C. Suggestion

Further research is needed to explore discrepancies between influencer narratives and TikTok's official policies, as well as to collect consumer-side data for a more complete understanding of the impact on purchasing behavior. This research provides a practical guide for companies aiming to collaborate with influencers, offering actionable insights into influencer marketing on TikTok. It serves as a reference for future studies and strategies on marketing in the context of social media platforms.

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APPENDIX

Interview Questions Draft

List of questions:

1. What are the main strategies you use to promote skincare products to your audience on TikTok?
2. How do you determine the target market for the skincare products you promote?
3. How important is visual content (such as before and after videos of product use) in influencing your audience's purchasing decisions?
4. How do you choose the skincare products you endorse on TikTok? Are there specific criteria that the products must meet?
5. In your opinion, what makes your followers trust the skincare recommendations you give?
6. To what extent does interaction with followers (such as answering questions or giving honest reviews) influence your effectiveness as an influencer in marketing skincare products?
7. How do you measure the success of your skincare product promotion campaigns on TikTok?
8. Has there been a change in the number of skincare product sales after you promoted them? If so, how significant was the impact?
9. What is the biggest challenge you face when promoting skincare products on TikTok, and how do you overcome it?
10. Have you ever had a long-term collaboration with a particular skincare brand? How did that collaboration influence your promotional strategy?