



Beauty Perception in Watching Skintific Skincare Product Content on TikTok

Meutia Zahra, Cindenia Puspasari*, Ainol Mardhiah, Subhani, Anismar

Department of Communication Science, Universitas Malikussaleh, Aceh, Indonesia

*Corresponding author E-mail: cindenia@unimal.ac.id

Abstract

The development of technology and social media, particularly TikTok, has grown significantly as a promotional tool that provides information without high costs, requires minimal effort, and can be done in a short amount of time. The beauty industry leverages TikTok as a promotional medium through content featuring women with smooth and beautiful faces. This study uses the AISAS Model as the theoretical foundation to guide the collection of relevant and appropriate data for the research. This study aims to understand the perception of beauty in watching Skintific skincare product content on TikTok. Using a quantitative research method, this study is based on observation, questionnaire distribution, and documentation. The population in this study comprises Communication Science students at Universitas Malikussaleh from the 2020-2023 cohorts, totaling 984 individuals. The sample in this study is 91 respondents. The validity test results show that all the statements in this study have a value greater than the critical value (r_{table}) of 0.206. The normality test results indicate an Asymp. A sig value of 0.065, which is greater than the significance level of 0.05, suggests that the data is normally distributed. The coefficient of determination (R^2) test results in an R Square value of 0.327. This indicates that there is a perception of beauty effect among respondents after watching Skintific skincare product content on TikTok.

Keywords: Beauty Perception, Content Skincare, Content, Tiktok.

1. Introduction

The social media can be defined as online media that uses the internet, allowing users to directly interact, participate, and share their content. According to, social media is an internet-based application service where consumers can share opinions, perspectives, thoughts, and experiences [6]. Social media serves as a conduit for information and communication from producers to consumers. Consumers can obtain product information from social media, and vice versa, producers can meet consumers' information needs using social media. One social media platform used as a promotional tool that provides information without high costs, requires minimal effort, and can be executed quickly is TikTok. TikTok is a creative short music video social media platform launched by the Chinese company ByteDance on September 20, 2016. It is primarily an entertainment short video social media platform, mainly for lip-syncing and dancing videos for all ages, but essentially a creative short video community focusing on teenagers and young adults [15]. Due to its large user base, TikTok offers opportunities for promotion in the form of beauty content.

Beauty is one of the symbols of existence in the social environment. Society is a means of social control that determines the standards of behaviour in society. Society also determines whether a woman is considered beautiful or not. Various ways are done by women to beautify themselves. The definition of beautiful in the previous era has a difference with the definition of beautiful in today's world. In this day and age. Women who have been said to be beautiful by society, then the woman will maintain her image. Beautiful or beauty has always debate and is often reduced to political and cultural issues [1].

One of the trending products on TikTok is skincare content. as it refers to the beauty of a person. Skincare refers to skin care or a series of activities to support skin health, particularly the face, using specific products. Among university students, skincare is no longer a foreign concept; they consider it a necessity. It can be assumed that almost all students use skincare products. One skincare brand that has caught the attention of TikTok users is Skintific. Skintific is a beauty product originating from Canada and is relatively new in the Indonesian market. Skintific focuses on skin health and effectively addresses skin issues. Skintific products are sold online through platforms like Instagram, Shopee, TikTok, and offline stores. The brand's social media accounts, which promote its products, are managed directly by the Skintific team, ensuring consumers' trust in the authenticity of the products, with support from influencers. The prices offered are also quite affordable, making them accessible to various demographics. TikTok serves as a platform for online shopping in Indonesia, offering several advantages, such as discount vouchers and free shipping features, which attract consumers to Skintific products. Thus, there is a perception of beauty from individuals after watching Scientific skincare content on TikTok.



2. Literature Review

According to the research of entitled "The Effect of Social Media Content and Price Perception on Consumptive Behavior in UNESA Students," employs a quantitative methodology. This research employs a quantitative methodology. The findings of this study demonstrate that social media content exerts an influence on consumptive behavior, while price perceptions also affect consumptive behavior. The findings of this study demonstrate the impact of skincare scientific product content on TikTok-related consumptive behavior. The research method employed in this study is a quantitative descriptive approach. The existing research is comparable to the present study in that both utilize social media, examine consumptive behavior, and employ quantitative research methods. However, there are notable differences between the previous research and the present study in terms of the specific objects of research, research subjects, and formulation of research problems [8].

The other research with entitled "The Effect of #RacunShopee Content Impressions on Tiktok on Consumption Behavior (Study on Malikussaleh University Communication Science Students)". The research method used is a quantitative approach with a comparative causal research type. The results of this study indicate that there is an influence of *racunshopee* content impressions on Tiktok on the consumptive behavior of Malikussaleh University Communication Science students with an R2 value of 57.2%, while the remaining 42.8% is influenced by other factors not examined in this study [10].

Based on the results of research a study entitled "The Relationship Between Perceptions of Physical Beauty and Buying Behavior of Cosmetic Products in UNNES Psychological Students". The results of the Pearson correlation analysis show the correlation coefficient (r) of perceived physical beauty with the behavior of buying cosmetic products is 0.597 with a significance level of $p = 0.000$. significance level of $p = 0.000$ ($p < 0.05$) so that the hypothesis is accepted. So, it can be concluded that there is a relationship between perceived physical beauty with the behavior of buying cosmetic products on psychology students of Semarang State University [7].

2.1. Beauty Perception

Perception is a process preceded by sensory experiences, the term "perception" originates from the English word "perception," meaning the process by which an individual becomes aware of everything in their environment through their senses, or the knowledge of the environment obtained through the interpretation of sensory data [13]. According to Webster (1997), perception refers to the ability to understand the essence of objects, qualities, etc., through sense interpretation, awareness, comparison, and deep knowledge or sensory capacity to comprehend something [13]. According to Mulyana (2007) perception is a cognitive process experienced by everyone in understanding information about experienced by everyone in understanding information about their environment, either through vision, hearing, appreciation, or perception. environment, either through sight, hearing, appreciation, feeling and smelling [4].

Perception is the brain's work in understanding or evaluating occurrences in its surroundings. The study of perception aims to identify human experiences of the world. Every individual tends to see the same object in different ways. These differences can be influenced by many factors, including knowledge, experience, and personal perspectives (Notoatmodjo, 2003) [13]. Rakhmat (2011) [13]. states that factors influencing perception are:

1. Attention Factors: These are mental processes when a stimulus or series of stimuli become prominent in consciousness while other stimuli weaken. Attention occurs when we concentrate on one of our sensory inputs and disregard others. External factors that attract attention include movement, stimulus intensity, novelty, and repetition.
2. Personal Factors: These originate from past experiences, needs, and other elements known as personal factors. The determining factor of perception is not the type or form of the stimulus but the characteristics of the person responding to the stimulus.
3. Situational Factors: These derive from the nature of the physical stimulus and the neural effects it causes on the individual's nervous system. Kohler et al., as cited in Bell (2001) [13], formulated structural principles of perception, known as Gestalt theory. According to Gestalt theory, when humans perceive something, they perceive it as a whole.

The definition of beauty is not an easy matter, according to Kusuma Djaya, (2007) [7] that beauty is total, including body size (physical), and mental or personality (inner beauty) with standardized measures as well. (physical), and mental or personality (inner beauty) with standardized measures as well, so that as a whole gives birth to true beauty.

In Mousa & Mashal (2011) [7] it is explained that western nations perceive beautiful women to be women who have a slim body shape. By having a slim body shape by having a slim body shape they will feel more accepted by their environment, besides that, they also consider slim as a symbol of success. They also consider slim as a symbol of success. Contrary to the westerners who perceive beauty when have a slim body, African people actually consider a fat body as a symbol of sexual maturity and a symbol of sexual maturity and fertility (Cahyaningtyas, 2009) [7]. Lately, the perception of beauty in Indonesia tends to adopt the beauty that prevails in western society, namely women who are beautiful is a woman with a slim body and clean skin. So it can be It can be concluded that the perception of beauty in each culture is different but beauty remains something that is coveted by all women.

2.2. TikTok Content

TikTok is an artificial intelligence application developed by the Chinese company ByteDance. TikTok distributes information through media or electronic devices. In addition to functioning as a content distribution platform, TikTok is dedicated to facilitating user access to information and serving as a promotional platform for content [2]. TikTok is a Chinese social network and music video platform launched in September 2016. The application allows users to create short-duration music videos. In the first quarter (Q1) of 2018, TikTok established itself as the most downloaded application with 45.8 million downloads, surpassing other popular applications such as YouTube, WhatsApp, Facebook Messenger, and Instagram. TikTok users in Indonesia are mostly school-aged children and millennials, also known as Generation Z [5].

TikTok features a variety of video content, ranging from 15 seconds to 10 minutes in length. According to the Head of User and Content Operation TikTok Indonesia, the most popular content on TikTok is divided into five categories: humor, fashion, beauty, vlogs, and food-related content [3]. The most popular type of content, especially among Generation Z, is beauty content, which includes product reviews, tutorials, and advice. These videos often make a product go viral and highly sought after by viewers [2].

2.3. Skintific Skincare

Skincare refers to a series of skin care activities that support the health and beauty of the skin. It involves a range of steps aimed at maintaining skin health, particularly for individuals such as college students who value their appearance. However, before using skincare products, it is important to understand one's skin type, as incorrect and unsuitable skincare usage can lead to adverse effects on facial skin, ultimately affecting appearance. Skincare is a set of activities performed to care for the skin, especially the face, using specific products. The goal of skincare is to keep the skin healthy, clean, and beautiful, while also addressing various skin issues such as acne, premature aging, and hyperpigmentation. According to data from the Institute for Development of Economics and Finance, 50% of skincare products sold in Indonesian marketplaces are from China.

One notable example is Skintific, often mistaken as a local brand, which actually originates from China. Skintific was launched in late 2021 and has quickly become one of the most sought-after brands. Skintific is a Canadian brand founded by Kristen Tveit and Ann-Kristin Stokke, under the license of PT May Sun Yvan. This company is also the sole distributor of Skintific in Indonesia, with manufacturing based in China [14].

In just two years, Skintific has rapidly grown to become a beloved brand among skincare enthusiasts in Indonesia, surpassing many local brands. The 5x Ceramide Moisturizer, Skintific's best-selling product, has reportedly sold over 1.1 million items. Skintific's rapid sales growth is attributed to its frequent presence in TikTok flash sales, constant appearance on the For You Page, and numerous reviews from influencers. This Chinese brand has seen a tenfold increase in just two years. Skintific produces various skincare products, including facial cleansers, moisturizers, toners, and other products. Skintific's focus is more on skincare rather than makeup. The brand's products are primarily aimed at addressing skin barrier issues, with the main formula being ceramide, which is essential for repairing the skin's protective barrier. The Skintific has a TikTok account with a total of 2.8 million followers (as of April 18, 2024). The Skintific TikTok account posts 5-8 times a day, leveraging TikTok's algorithm, which analyzes target audiences based on the frequency of content posting. Through its TikTok posts, Skintific provides information to consumers about promotions, testimonials from users, and other relevant content.

3. Methods

This research employs a quantitative method, Quantitative research, as stated by Sugiyono (2021), can be defined as a research method based on positivist philosophy, used to study specific populations or samples [12]. So that in quantitative research, as the name implies, many are required to use numbers, starting from data collection, interpretation of these data, and the appearance of the results [9]. The sampling technique is generally done randomly, data collection uses research instruments, and data analysis is quantitative/statistical in nature with the aim of testing predetermined hypotheses. quantitative method expected to proceed systematically through observation, questionnaires, and documentation. The Likert scale is used to measure attitudes, opinions graphical perceptions of a person or group of people about social phenomena Sugiyono (2019) In this study, the social phenomenon that was determined then became the research variable [11]. This approach aims to obtain information about individuals' perceptions of beauty after watching Skintific skincare content on TikTok. The research involves students from the 2020, 2021, 2022, and 2023 cohorts, totaling 984 students as the population. Using a sampling error of 10% or 0.10, a sample size of 90.7 was obtained, which was rounded to 91 students. This study includes validity testing, normality testing and determination coefficient testing (R2).

4. Results and Discussion

This research result to explore about perception of beauty in watching content of Skintific Skincare on social media, such as TikTok.

4.1. Respondent Characteristics

The respondent characteristics in this study are divided based on their cohort at the university. There are four cohorts involved in this research: the 2020, 2021, 2022, and 2023 cohorts. The majority of respondents come from the 2020 cohort, making up 27.5% of the total sample, followed by the 2023 cohort at 25.3%. The 2021 and 2022 cohorts contribute approximately 23.1% and 24.2%, respectively. This data reflects an even participation across different cohorts at the university, allowing the research to obtain a broad perspective from various experiences and academic backgrounds. Consequently, the research results can be interpreted more holistically, representing a diverse range of views and experiences from different cohort groups.

Table 1. Respondent Characteristics by Cohort

No	Cohort	Number	Percentage
1	2020	25	27.5
2	2021	22	24.2%
3	2022	23	25.3%
4	2023	23	25.3%
	Total	91	100%

Source: Data by Researchers 2024

4.2. The Beauty Perception In Watching Skintific Skincare Product Content On Tik Tok

These results of statistical calculations below about research on beauty perceptions in watching skincare skintific content on tiktok. The results described in each of the following tables.

1. Description about perception of beauty from watching Skintific Skincare product content on TikTok

Based on the data in Table 2, it is evident that a significant portion of respondents, which is totaling 61.6%, feels inclined to purchase more Skintific skincare products after watching content on TikTok. Among these respondents, 12.1% strongly agree and 49.5% agree that the content affects their perception of beauty. However, 27.5% remain neutral regarding the impact of the content, which may indicate further consideration or doubt about its effects. Only 1.1% show disagreement with the influence of the content, reflecting a range of responses to the information presented. This highlights how TikTok and other social media platforms play a role in shaping individuals' views on beauty and skincare products,

Table 2. Watching Skintific Skincare Product Content on TikTok Affects My Perception of Beauty

No	Answer Option	Count	Percentage
1	Strongly Agree	11	12.1%
2	Agree	45	49.5%
3	Neutral	25	27.5%
4	Disagree	9	9.9%
5	Strongly Disagree	1	1.1%
Total		91	100%

(Source: Research Findings 2024)

2. Respondents interested in all Skintific Skincare product content on TikTok

Table 3. Respondent Interested in Skintific Skincare Product Content on TikTok

No	Answer Option	Count	Percentage
1	Strongly Agree	12	13.2%
2	Agree	48	52.7%
3	Neutral	20	22.0%
4	Disagree	10	11.0%
5	Strongly Disagree	1	1.1%
Total		91	100%

(Source: Research Findings 2024)

The survey indicates that a majority of respondents, which is totaling 65.9%, show significant interest in Skintific skincare product content on TikTok. Among them, 13.2% strongly agree and 52.7% agree that the content captures their interest. However, 22.0% remain neutral towards the content, which may suggest interest without a definitive opinion. Conversely, 12.1% disagree with the content, reflecting a range of responses to the information presented. This underscores the significant impact of social media platforms, such as TikTok, in attracting interest and influencing perceptions of skincare products. Based on statistical description on Table 3.

3. The understanding of Skintific skincare products is more improved after watching product content on Tik Tok.

Table 4. The understanding of Skintific skincare products is more improved after watching product content on Tik Tok.

No	Answer Option	Count	Percentage
1	Strongly Agree	13	14.3%
2	Agree	50	54.9%
3	Neutral	24	26.4%
4	Disagree	4	4.4%
5	Strongly Disagree	0	0%
Total		91	100%

(Source: Research Findings 2024)

From the Table 4. Result that after following content about Skintific skincare products on TikTok, the majority of respondents of 69.2% reported an increased understanding. Among the total respondents, 54.9% agreed that the content helped them better understand Skintific products, with 14.3% strongly agreeing. On the other hand, 26.4% of respondents remained neutral, while 4.4% disagreed. Notably, no respondents strongly disagreed, indicating that TikTok content from Skintific successfully provided useful information for most viewers.

4. Respondents trust Skintific influencers on TikTok for product recommendations

Table 5. Respondents trust Skintific influencers on TikTok for product recommendations

No	Answer Option	Count	Percentage
1	Strongly Agree	16	17.6%
2	Agree	44	48.4%
3	Neutral	29	31.9%
4	Disagree	1	1.1%
5	Strongly Disagree	1	1.1%
Total		91	100%

(Source: Research Findings 2024)

Based on the data at Table 5. trust in Skintific influencers on TikTok when they recommend products is high among the majority 66.0% of respondents. As many as 48.4% of respondents agreed with the recommendations given by these influencers, while 17.6% strongly agreed. A significant portion, about 31.9%, remained neutral towards these recommendations. Only a small percentage, 1.1% each, disagreed or strongly disagreed. This indicates that most TikTok viewers generally trust Skintific influencers in providing advice on skincare products.

4.3. Validity Test

The validity test is used as a measurement tool to determine whether a questionnaire is valid or not in research. In this study, the validity test employed the Pearson Product-Moment Correlation formula. This test was conducted for each of the 20 statements in the questionnaire, which was distributed to 91 respondents. The validity testing was performed using IBM SPSS version 25 software. To determine whether the test is valid or not, the calculated value (r_{hitung}) is compared to the table value (r_{table}). The calculation results are compared to the table value with a significance level of 5% (0.05). With the number of respondents ($n = 91$), the degrees of freedom ($df = n - 2$) is 89, resulting in a table value (r_{table}) of 0.206 for this study.

Table 6. Validity Test

Item	r_{table}	$r_{calculated}$	Description
1	0.206	0.645	Valid
2	0.206	0.446	Valid
3	0.206	0.651	Valid
4	0.206	0.462	Valid

(Source: Research Findings 2024)

Based on Table 6, it is observed that all the statement items in this study have a r_{count} value greater than the r_{table} value of 0.206. According to the criteria explained, a questionnaire is considered valid if $r_{count} > r_{table}$. Therefore, it can be concluded that the statement items in this study are valid.

4.4. Normality Test

The normality test is a test performed on the regression model that is used to determine whether the collected data has a normal distribution or not. In this test, the technique used for this research is Kollmolgolroly Smirnov (KS). Data is said to have a normal distribution if it has an Asymp. Sig value is greater than the significant value of 0.05.

Table 7. Normality Test Of Kollmolgolroly Smirnov (KS).

One-Sample Kolmogorov-Smirnov Test		<i>Unstandardized Residual</i>
<i>N</i>		91
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	.0000000
	<i>Std. Deviation</i>	3.91283444
<i>Most Extreme Differences</i>	<i>Absolute</i>	.090
	<i>Positive</i>	.067
	<i>Negative</i>	-.090
<i>Test Statistic</i>		.090
<i>Asymp. Sig. (2-tailed)</i>		.065 ^c

(Source: Research Findings 2024)

4.5. Coefficient of Determination (R^2) Test

The coefficient of determination test used to determine the extent of the effect of the independent variable on the dependent variable. In simple linear regression, the coefficient of determination can be seen from the SPSS output in the Model Summary table under the R Square column. The results of this test are as follows:

Table 8. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.572 ^a	.327	.320	3.935

(Source: Data Tested 2024)

Based on Table 8, above, the R Square value obtained in this study is 0.327. This indicates that 32.7% of the variation in beauty perception can be explained by watching Skintific skincare product content on TikTok.

4.6. Perception of Beauty in Watching Skintific Skincare Product Content on TikTok

In this study, the characteristics of respondents based on their university year show a balanced participation from various groups. The majority of respondents are from the class of 2020 with a percentage of 27.5%, followed by the class of 2023 (25.3%), 2022 (24.2%), and 2021 (23.1%). This balanced distribution provides a broad perspective, allowing for a more holistic analysis of beauty perception among students from different academic years.

1. Impact of TikTok Content on Beauty Perception

Based on Table 2, 61.6% of respondents agree or strongly agree that Skintific skincare product content on TikTok influences their beauty perception. Specifically, 12.1% strongly agree, while 49.5% agree. This indicates that the majority of respondents are influenced by the content presented on TikTok, reinforcing the impact of social media in shaping beauty perceptions. However, 27.5% remain neutral, and 11% disagree or strongly disagree, showing variability in responses to the content.

2. Interest in Content

Table 3, shows that 65.9% of respondents show significant interest in Skintific skincare product content on TikTok, with 13.2% strongly agreeing and 52.7% agreeing. Additionally, 22% are neutral, and 12.1% disagree or strongly disagree. This indicates that while the majority of respondents are interested in the content, there are also some who are less interested, possibly due to personal preferences or previous experiences with the products.

3. Increased Understanding of Products

According to Table 4, 69.2% of respondents feel that their understanding of Skintific skincare products increased after following content on TikTok, with 14.3% strongly agreeing and 54.9% agreeing. Meanwhile, 26.4% are neutral, and only 4.4% disagree. No respondents strongly disagree. This suggests that Skintific TikTok content is effective in providing useful information and enhancing respondents' knowledge about the products.

4. Trust in Influencers

The data reveals that 66.0% of respondents trust the recommendations of Skintific skincare influencers on TikTok. Specifically, 17.6% strongly agree and 48.4% agree with the influencers' recommendations. This indicates that influencers have a strong impact in building trust towards skincare products, which can influence purchasing decisions and perceptions of beauty. Approximately 31.9% of respondents maintained a neutral stance, suggesting that they might be uncertain about their trust in influencers or consider various sources of information. Only 2.2% of respondents expressed disagreement, indicating that trust in influencers is generally high among the majority of respondents.

The validity test using Pearson Product-Moment Correlation shows that all items in the questionnaire are valid, with r_{hitung} values greater than r_{table} (0.206). This ensures that the questionnaire used in this study accurately measures the intended variables. The normality test using the Kolmogorov-Smirnov method indicates that the data is normally distributed, with an Asymp. Sig. value of 0.065, which is greater than 0.05. This suggests that the regression model used in this study is valid and reliable. This confirms a significant effect of TikTok content on respondents' beauty perception. The R Square value of 0.327 indicates that 32.7% of the variability in beauty perception can be explained by watching Skintific skincare product content on TikTok. The remaining 67.3% may be influenced by other factors not included in this study.

5. Conclusion

This research shows that Skintific skincare product content on TikTok has a significant impact on respondents' beauty perception. The majority of respondents are influenced and interested in the content and feel that their understanding of the products has increased. Statistical analysis supports these findings, demonstrating the validity, normality, and significance of the collected data. TikTok, as a social media platform, plays an important role in shaping beauty perceptions and providing useful information to users, particularly in the context of skincare products.

Based on the results of this study, it is shown that students from the Communication Science Program at Malikussaleh University are influenced by Skintific skincare product content on TikTok, leading to a perception of beauty among respondents. This is evidenced by the distribution of responses: 27.5% of students from the class of 2020, 23.1% from the class of 2021, 24.2% from the class of 2022, and 25.3% from the class of 2023.

This study employed a quantitative method with several testing stages. The validity test results indicate that all statement items are valid, with r_{count} values exceeding the r_{table} value of 0.206. The normality test provided an Asymp. Sig. value of 0.065, which is greater than the significance level of 0.05, indicating that the data follows a normal distribution. The significance test (t-test) yielded a calculated value (t_{count}) of 13.652, which is greater than the table value (t_{table}) of 1.986, with a significance value of 0.000. The coefficient of determination (R^2) test resulted in an R Square value of 0.327. This means that 32.7% of the variation in beauty perception among respondents can be explained by watching Skintific skincare product content on TikTok.

References

- [1] Afifah, N. Beauty as women's ideal self (Case study at Azqira clinic, Baiturrahman District, Banda Aceh), *Scientific Journal of USK* Vol.8, No.2. Faculty of Social Sciences Students (2023).
- [2] Aisya. The Impact of TikTok Social Media Exposure on Consumptive Behavior Among Generation Z (Quantitative Study of #RacunTikTok Beauty Products Content). *Thesis*. State University Jakarta. (2023).
- [3] Alika, F, Erna, L, Nur, A, Juniwati & Endah, M. TikTok social media marketing and beauty influencers' impact on skintific purchase decisions through brand awareness . *Journal of Management Science (JMAS)*, Vol.7(1), p.165-174. (2024).
- [4] Ayu, R, A. Perceptions Of University Communication Science Students Semarang Towards Skincare Educational Content On Account Tiktok @Drrichardlee. *Thesis*. University Of Semarang (2023).
- [5] Bulele, Y. N., & Wibowo, T. Analysis of Social Media Phenomena and Millennials: A Case Study of TikTok. *Conference on Business, Social Science, and Innovation Technology*. Vol. 1, No. 1, 565–572. International Batam University.. (2020).
- [6] Dewa, C. B., & Safitri, L. A. Utilizing TikTok Social Media as a Promotional Media for the Culinary Industry in Yogyakarta During the COVID-19 Pandemic (Case Study of the TikTok Account Javafoodie). *Khasanah Ilmu - Journal of Tourism and Culture*, Vol. 12, No. 1, 65–71. (2021).
- [7] Hasnalathifani, D, H. The Relationship Between Perceptions of Physical Beauty and Buying Behavior of Cosmetic Products in UNNES Psychological Students. *thesis* Semarang State University. (2019).
- [8] Ishomi & Sulistyowati. The Impact of Social Media Content and Price Perception on Consumptive Behavior Among UNESA Students. *Journal of Business Education*, Vol. 12, No. 1, 20-26. Surabaya State University. (2024).
- [9] Junaedi, F., et al. (2020). *Dynamics of Communication During the COVID-19 Pandemic*. Yogyakarta: UMY.
- [10] Luffi, D.A. The Impact of #Racunshopee Content on TikTok on Consumptive Behavior (Study on Communication Science Students at Malikussaleh University). *Thesis*. Malikussaleh University. (2023).
- [11] Puspasari, C., Et.al. Analysis of Student Perceptions about COVID 19 Information in Media. *International Journal Of Innovative Research & Development*, Vol.10. Issue 11. ISSN 2278 – 0211 (Online). (2021).
- [12] Sugiyono. *Quantitative and Qualitative Research Methods*. Bandung: Alfabeta. (2021).
- [13] Sumarandak, M. E. N., Tungka, A. E., & Egam, P. P. Community Perception of Monument Areas in Manado. *Spatial Journal: Journal of Urban and Regional Planning*, 8(2), 255. ISSN 2442-3262. (2021).
- [14] Unknown. [Local Skincare vs Import Skincare? | by Mi | Medium](#). 12 Januari 2024. Date Accessed August, 13, 2024
- [15] Yanti, S. D., Astuti, S., & Safitri, C. The Impact of Online Shopping Experience and Trust on Repeat Purchase Interest at TikTok Shop (Case Study on FKIP Uhamka 2018 Students). *Journal of Economics and Technology Management*, Vol. 7, No. 1, 47–61. Muhammadiyah Prof. Dr. HAMKA University. (2023).