



DOI: <https://doi.org/10.38035/snlpr.v2i2.750>
<https://creativecommons.org/licenses/by/4.0/>

Content Analysis of Beauty Product Reviews on Tiktok @tasyafarasya in Promoting Audience Consumption Behavior

Zalfa Khansa Ainiyyah¹, Khaerudin Imawan², Aghnia Dian Lestari³

¹Universitas Swadaya Gunung Jati, Cirebon, Indonesia,

²Universitas Swadaya Gunung Jati, Cirebon, Indonesia,

³Universitas Swadaya Gunung Jati, Cirebon, Indonesia, aghnia.dianl@ugj.ac.id

Corresponding Author: aghnia.dianl@ugj.ac.id³

Abstract: The development of social media, particularly TikTok, has driven an increase in the production and consumption of beauty product review content by influencers. This content not only serves as a source of information but also has the potential to shape consumer behavior through persuasive messages presented visually and narratively. This study aims to analyze the characteristics of beauty product review content uploaded by the TikTok account @tasyafarasya and to understand audience responses to this content. This research uses a descriptive qualitative approach. Data were collected through observation of TikTok content, interviews, and supporting documentation, then analyzed through stages of reduction, presentation, and conclusion drawing, with triangulation to test the validity of the data. Research results show that the content of beauty product reviews by @tasyafarasya has characteristics of persuasive messages structured through source credibility and the use of persuasive language that is relatable to the audience's daily life. Audience responses indicate attention, understanding, and initial positive attitudes related to emerging interest and tendencies toward consumptive behavior, although this does not always lead to a purchase.

Keyword: Content, Consumptive Behavior, Influencer, Social Media, TikTok.

INTRODUCTION

In today's digital age, content circulating across various social media platforms plays a significant role in shaping public mindset and behavior. One prominent platform is TikTok, which offers short-form video content characterized by its dynamic, fast-paced, and easily accessible nature (Saputra & Rahmawati, 2025). Content such as reviews and recommendations for beauty products has now become the most sought-after form of content. Through this type of content, influencers can showcase their personal experiences using the products, share reviews perceived as honest, and provide appropriate recommendations. In beauty product advertisements on TikTok, elements such as language structure, visual presentation, and delivery style play a crucial role in building an emotional connection with the audience, which ultimately drives positive responses to the promoted

products (Nurcahyani, 2024). Beauty product reviews and recommendations on TikTok have become an integral part of modern society's digital landscape. The presence of such content not only impacts how individuals obtain information about a product but also influences various aspects of life, such as self-expression, building a personal image, and shaping daily consumption patterns. With its distinctive features short videos, visually appealing content, and high accessibility TikTok allows users to be intensely exposed to various forms of beauty product promotions and reviews. This effect arises not only from the explicit presentation of product information but also from influencers' personal experiences using the products, direct testimonials, and usage demonstrations presented in an engaging and persuasive manner. (Nurcahyani, 2024). The blend of personal narratives and real-life visuals creates an authentic impression that fosters emotional connection and builds audience trust in the content presented. Reviews delivered naturally and grounded in the influencer's personal experience possess strong persuasive power, as they are perceived as more honest, relevant, and convincing compared to conventional advertising.

The rise in consumerist behavior among users can be understood as a response to exposure to such content. This behavior is not driven solely by functional needs, but also by the desire to gain social recognition and maintain one's self-image. Through beauty product reviews and recommendations, influencers not only play a role in promoting products but also in constructing an ideal lifestyle that encourages the audience to express their participation through consumption.

On visual platforms like TikTok, the level of trust in influencers as sources of beauty product recommendations is a key factor in determining the success of content. Influencers are viewed as credible and inspiring figures; this credibility is built through consistent content, an authentic communication style, and direct interaction with the audience via comment sections and live streaming features. In persuasive social media content, factors such as the influencer's expertise, the audience's trust in the influencer, and the attractiveness of the content significantly contribute to the reception of the message and the actions taken by the audience (Ilham et al., 2025)

Previous studies have shown that beauty product review videos on YouTube are associated with the emergence of consumerist tendencies among female college students. The use of persuasive language, visually appealing content, and the glamorous image portrayed in these videos serve as key drivers encouraging the audience to purchase products in order to emulate the influencers' appearance and self-confidence (Maharani & Hendrastomo, 2023). The rise of beauty influencers has become a fascinating phenomenon in the marketing of cosmetic products on social media. They play a key role in shaping perceptions and influencing how audiences understand a product. Through the sharing of authentic personal experiences, a persuasive communication style, and an appealing personal brand, influencers employ a subtle and natural form of persuasion. The combination of personal narratives and product visuals makes the content they present feel more credible and trustworthy, thereby fostering interest and encouraging consumer behavior among their followers (Octabella et al., 2021).

Based on Persuasive Communication Theory, this study focuses on how messages can shape or change the attitudes and perspectives of the audience. In the context of beauty product reviews on TikTok, influencers serve as sources of messages with a certain level of credibility and appeal; the content of the messages is conveyed through narratives of personal experiences and product visuals, while audience characteristics determine how these messages are perceived and interpreted by the audience

In line with the research question, this study aims to gain an in-depth understanding of how beauty product review content created by @tasyafarasya on TikTok can encourage consumer behavior among the audience. Specifically, this study aims to analyze the

characteristics of the beauty product review content uploaded by @tasyafarasya; furthermore, this study also aims to determine the audience's response to the uploaded content, which drives consumer behavior.

METHOD

Qualitative research is a descriptive approach that tends to employ inductive analysis (Rukin, 2019). Data collection techniques in this study were conducted through observation, in-depth interviews, and documentation. Observations were conducted directly on video content uploaded by the TikTok account @tasyafarasya. Through these observations, the researcher noted the characteristics present in the content. Additionally, in-depth interviews were conducted with several followers of the TikTok account @tasyafarasya to determine the extent to which the presented content could encourage consumerist behavior. Through these interviews, the researcher explored the audience's experiences, perceptions, and views regarding the beauty product review content created by the influencer. Documentation was also used to supplement the research data. The collected documentation included TikTok content, audience comments, as well as various supporting literature sources such as articles, scientific journals, and other relevant literature pertaining to the research topic.

Data analysis was conducted using a method developed by Miles and Huberman, known as interactive data analysis. Data reduction involves the processes of selection, focusing, and simplification. Data presentation is a crucial stage in the qualitative data analysis process, aimed at organizing information in a systematic and meaningful way. The final stage is drawing conclusions, which involves interpreting the meaning of the analyzed data to gain a deep understanding and generate conclusions that address the research questions (Judijanto et al., 2025).

RESULTS AND DISCUSSION

Tasya Farasya is an Indonesian influencer who actively shares beauty product reviews and recommendations, primarily on TikTok. She is known for always basing her product reviews on personal experience, establishing herself as an experienced and knowledgeable figure in the beauty industry. In her content, Tasya Farasya uses a straightforward and communicative style, and she provides easy-to-understand product explanations. Tasya Farasya is positioned as a credible and relevant source for delivering beauty product review content that can encourage her audience to engage in consumer behavior.

A. Characteristics of @tasyafarasya's Beauty Product Reviews

The way a message is structured, presented, and conveyed to the audience is known as a characteristic of content. (Pangesti & Hidayanto, 2024). **Credibility of the Source**

The credibility and appeal of a source play a crucial role in persuasion; sources perceived as experts in a particular field tend to be more effective at influencing an audience than lesser-known or untrustworthy sources. In addition to credibility, sources perceived as appealing or likable are also more effective at conveying persuasive messages (Puspitasari, 2025)

a. Trust

The extent to which recipients perceive a source as honest, objective, unbiased, and well-intentioned. This refers to the degree to which a source is considered "willing" to tell the truth (Dewi et al., 2025). Sources perceived as experts or having a good reputation in a particular field tend to be more effective at influencing the audience than lesser-known or untrustworthy sources (Puspitasari, 2025)

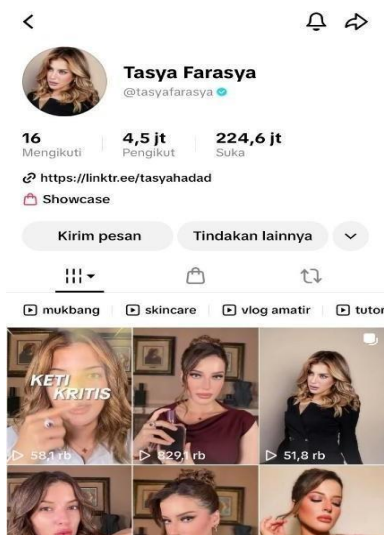


Figure 1. Tasya Farasya's TikTok Profile
Source : TikTok account @tasyafarasya

Figure 1 shows that the TikTok account @tasyafarasya has 4.5 million followers and 224.6 million likes, indicating high levels of audience acceptance and engagement with the content posted. These high engagement figures not only indicate popularity and presence but also the level of audience trust, as reinforced by informants who view Tasya Farasya as a widely recognized and trustworthy figure. By leveraging credibility particularly trust and expertise Tasya conveys information clearly based on personal experience. It is not just the number of followers that determines a source's credibility, but how the audience perceives the influencer in conveying messages and how honest they are (Salsabila et al., 2025). This is evident from the high audience engagement with the review content posted by @tasyafarasya.

b. Skills

The extent to which the audience perceives the source as having relevant and in-depth knowledge, expertise, or experience regarding the subject being discussed. This indicates that the source is perceived as “knowing” what they are talking about (Dewi et al., 2025)



Figure 2. Tiktok Awards
Source : @tasyafarasya's TikTok Account

Figure 2 shows Tasya Farasya receiving the “Beauty and Fashion Creator of the Year” award, presented by TikTok in 2024. This award serves as evidence of the industry’s recognition of a content creator’s skills and expertise. An influencer’s expertise which includes the ability to convey information from reliable sources and incorporate it into their content can strengthen the audience’s trust in the messages conveyed by beauty influencers in beauty-related content (Salsabila et al., 2025).

Tasya Farasya is considered to have broader knowledge and experience because she is a beauty influencer who has been active in the beauty industry for a long time. Therefore, this award is not only a testament to her achievements but also reinforces Tasya Farasya’s position as a trusted expert, which makes her audience more confident in her product reviews.

c. Message Content

The content of the message must be carefully considered so that it guides and shapes the audience’s perspective. How the message is received and processed is influenced by its structure, which includes the use of examples or evidence and how the arguments are presented. To encourage a change in the audience’s attitudes or behavior, the message must be clear, logical, and relevant to their needs or desires (Puspitasari, 2025).

a) Opening

The opening section is designed to capture the audience’s attention from the start and set the stage for the message to be conveyed. (Lubis, 2018)



Figure 3 : Opening

Source : @tasyafarasya’s TikTok Account

Figure 3 shows Tasya Farasya opening her content by clearly displaying beauty products, which captures the audience’s attention from the very beginning. The eye-catching product visuals are reinforced by the hook line, “This is 4-hour makeup, but I expect to be able to remove it in 4 minutes.” This line serves as an attention-grabber, directing the audience’s focus to the core of the content: testing the product’s performance. This aligns with the informant’s statement that the visuals in Tasya Farasya’s content are considered engaging and spark curiosity, thereby encouraging the audience to watch further. The visual elements and opening narrative are crucial for guiding the audience toward the message being conveyed (Manafe et al., 2024)

b) Main Message

The content of a message serves as the foundation of information that shapes the audience’s understanding of the message, and is typically organized in a sequence that makes it easier for the audience to absorb the information (Apriani, 2016)



Figure 4. Key Message
Source : @tasyafarasya’s TikTok Account

4 Figure 4 shows Tasya introducing the product. The question, “Can she remove my heavy-duty makeup quickly?” is included in the message to grab the audience’s attention and encourage them to check out the product review. Tasya Farasya discusses the product’s benefits, including its ability to remove foundation, soften eyelash glue, cause no stinging, and provide quick results cleaning the makeup in under four minutes after it has been worn for four hours.

Informants found Tasya Farasya’s message delivery to be clear, informative, and not exaggerated. Tasya provided an honest product review, including both the strengths and weaknesses, making the information easier to understand. This demonstrates that the content of the message serves not only as a product description but also as an argument grounded in firsthand experience, rather than mere claims without context (Salsabila et al., 2025)

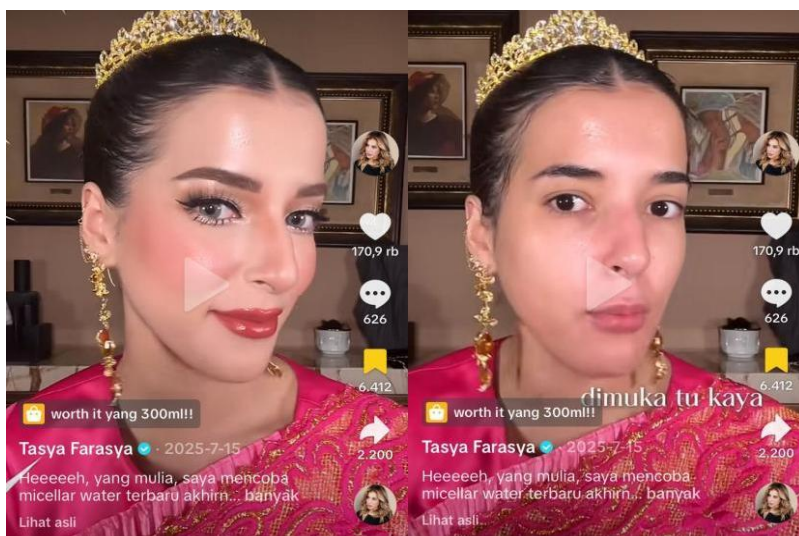


Figure 5. Message Support
Source : @tasyafarasya’s TikTok Account

Figure 5 shows the product being applied to Tasya Farasya’s face. Tasya Farasya demonstrates the condition of her face after wearing heavy, bold makeup for more than four hours, including the use of eyelash glue and other supporting products around the eyes. As a basis for product testing, this demonstration aims to illustrate the high level of difficulty involved in applying such makeup.

By using the reviewed product, the audience can see a makeup removal process that appears easy and quick. The before-and-after visuals serve as evidence supporting the claim that the product has distinct advantages. Interview results indicate that the audience finds the use of such products more convincing because Tasya Farasya consistently demonstrates the actual process of using the product. This visual evidence reinforces the audience’s confidence in the product’s effectiveness and builds trust in the message being conveyed, as the changes are demonstrated through direct observation rather than mere verbal claims without visual proof (Manafe et al., 2024).

c) Closing

The closing statement should be clear and leave a strong impression on the audience. (Apriani, 2016)

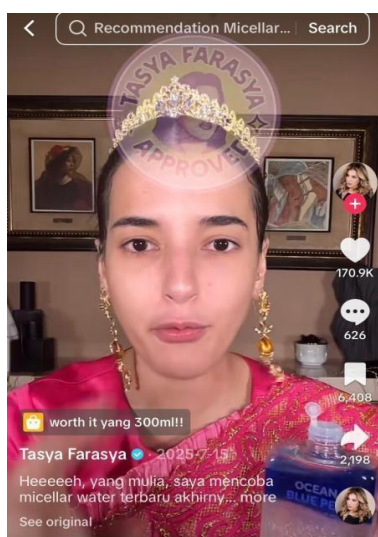


Figure 6. Approved by Tasya Farasya
Source : @tasyafarasya’s TikTok Account

Figure 6 shows the “Tasya Farasya Approved” label. At the end of the video, Tasya Farasya concludes the video by displaying the “Tasya Farasya Approved” label as a final assessment of the product being discussed. This label serves as a reaffirmation and summary of the overall message conveyed earlier. This conclusion leads the audience to the conclusion that the reviewed product is effective, safe to use, and worth trying.

The audience views the “Tasya Farasya Approved” label as a symbol of quality assurance, which helps generate interest. The audience views this label as an indicator of trust in the reviewed product. With this affirmation at the end of the content, the persuasive message is fully conveyed, and the audience is guided to form a positive attitude toward the recommended product. The closing element often serves as a discourse anchor that reinforces the core message while leaving a lasting impression on the audience after the video has finished playing (Manafe et al., 2024)

B. Audience Response to @tasyafarasya's TikTok Content

Audience response is understood as the way the audience reacts to, interprets, and makes sense of the messages conveyed by the content, including forms of interaction such as likes, comments, and shares. The audience acts as an active recipient of the message, not merely a passive consumer. Audience response reflects how the audience interprets the content and constructs meaning based on their background and experience; thus, forms of response such as comments or audience support are not merely digital activities, but also indicators of the audience's active interpretation of the message regarding the content they consume. (Artanti & Saifulloh, 2025)

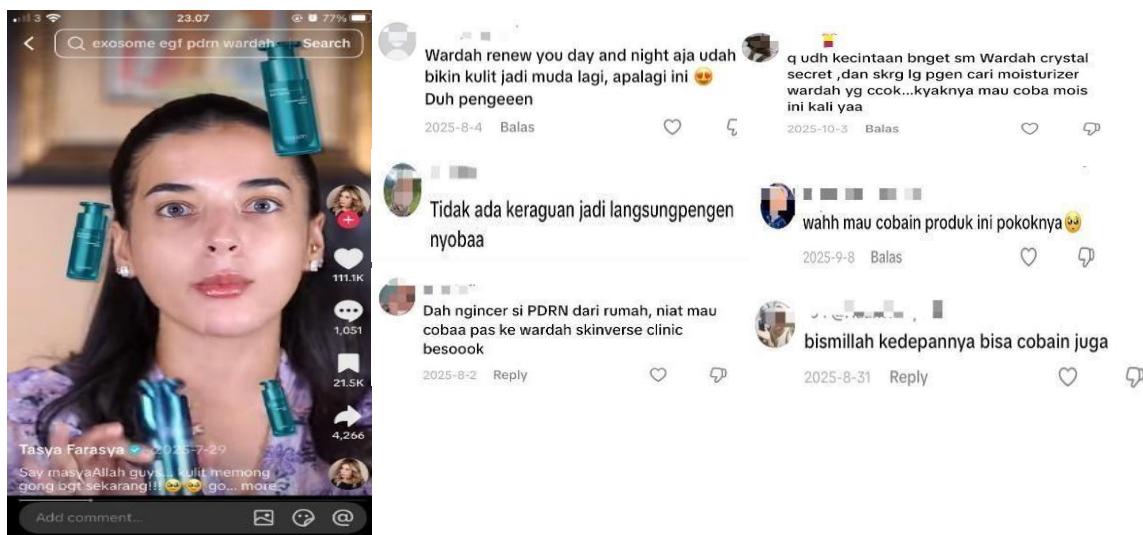


Figure 7. Audience's Response
Source : @tasyafarasya's TikTok Account

Figure 7 shows a screenshot of audience comments on the review content. These comments reflect the audience's response to the message conveyed in the content. Comments relevant to the video's content such as interest in the product and expressions of intent to try it indicate that the audience is paying attention to the message while also driving consumer behavior. This is evidenced by the high number of likes, reaching 111.1k, 1,051 comments, and 21.5k saves of the video. The message conveyed was well understood by the audience, thereby triggering active engagement and encouraging the audience to consider the product as a consumption option (Puspitasari, 2025)

This positive attitude is part of the persuasion process, as the audience demonstrates interest in the message being conveyed. The presence of this response indicates that the message in the review content is not only cognitively understood but also fosters interest and a desire to try the product, which is an initial form of consumer behavior. Audiences who actively interact through comments and sharing indicate that they not only understand the message but also actively participate in providing responses (Artanti & Saifulloh, 2025). This finding aligns with a statement from an informant who noted that after watching the content, they often read audience comments before deciding to learn more about the product reviewed by Tasya Farasya; this is what motivated them to purchase the recommended product. This statement indicates that other audience responses are also part of the message interpretation process, while simultaneously reinforcing the persuasive effect that drives the urge for consumer behavior.



Figure 8. Audience’s Negative Response
Source : @tasyafarasya’s TikTok Account

Figure 8 shows negative audience reactions; not all audience members responded positively to the review content presented by Tasya Farasya. Some comments reveal doubt, confusion, and rejection regarding the message conveyed. Comments such as “Do you guys actually believe this?” indicate a skeptical attitude among the audience toward the information presented by the influencer. The audience does not merely passively receive information but also evaluates whether the presented message is trustworthy or not. Social media audiences have a tendency to assess an influencer’s credibility before trusting the product recommendations provided (Salsabila et al., 2025) Additionally, comments like “why keep switching skincare products and being inconsistent? It’s confusing which one to use” reveal the audience’s confusion regarding the abundance of product recommendations presented by the influencer. Consistency and authenticity in providing product recommendations are crucial in building the audience’s trust in the influencer’s content on social media. Meanwhile, comments like “it’s not important” are seen as a form of audience rejection of content deemed irrelevant to their personal needs or experiences. The comment section serves as a space for interaction between influencers and their audience, allowing the audience to express both support and criticism regarding the content displayed. Interaction between influencers and their audience is part of the communication dynamics that shape audience responses to content on social media (Cahyani & Iskandar, 2024).

CONCLUSION

The beauty product reviews by @tasyafarasya feature persuasive messaging. These characteristics are evident in the source’s credibility, the structured composition of the content, and the use of a persuasive writing style that is easily understood by the audience. The source’s credibility is established through the account’s identity and the creator’s expertise. The content is presented with engaging visuals and direct product demonstrations, which the audience perceives as the creator’s personal experience and assessment. The message is not merely conveyed verbally but is also validated through visual evidence that the audience can observe firsthand. Consequently, the review content presented is not a one-sided claim but is based on empirical experience, thereby enhancing audience trust.

The affirmative, straightforward, and colloquial writing style makes the review content feel personal and resemble recommendations based on personal experience. Audience responses, as seen in comments and informant statements, indicate attention, understanding, and an initially positive attitude toward the message being conveyed. The audience’s interpretation of this content is linked to the emergence of interest, curiosity, and a tendency toward consumer behavior, although this does not always lead directly to a purchase

REFERENSI

AnnaZilli, M. H. (2018). Relasi Antara Agama dan Media Baru M. Haqqi AnnaZilli. *Jurnal Ilmiah Syi’ar*, 18(2), 26–44.

- Apriani, S. (2016). Persepsi Mahasiswi Tentang Iklan Kosmetik Wardah Exclusive Series Versi Dewi Sandra di Televisi (Studi Pada Mahasiswi Ilmu Komunikasi FISIP Universitas Mulawarman). *1*, 1–23.
- Artanti, D., & Saifulloh, A. (2025). Persepsi Audiens Terhadap Dakwah Humanis di Instagram: Analisis Konten Reflektif Akun Instagram @santosim. *9*, 327–340.
- Cahyani, N., & Iskandar, I. R. (2024). Strategi *Digital Marketing* Produk Kosmetik Melalui *Beauty Influencer*. *3*(2), 1917–1923.
- Dewi, N. I. K., Utami, M. A. J. P., Riyasa, I. A. P. W., Sanjaya, I. N. S., Adiningrat, G. P., & Fauziah, L. (2025). Manajemen Pemasaran: *Green Purchase Intention* (N. I. K. Dewi (ed.). CV. Intelektual Manifes Media.
- Fajarianto, O., Lestari, A. D., Erawati, D., Komunikasi, I., Swadaya, U., & Jati, G. (2021). Pemanfaatan *QR Code* Sebagai Media Promosi. *Jurnal Signal*, *9*(1).
- Hardianawati. (2022). Marketing Strategi Melalui *Celebrity Endorsement dan Influencer*. *Jurnal Multidisiplin Madani (MUDIMA)*, *2*(2), 865–876.
- Husna, A. H., Mairita, D., Studi, P., Masyarakat, H., & Muhammadiyah, U. (2024). Gen Z dan Perilaku Konsumsi Konten *Influencer* pada TikTok. *Jurnal Riset Komunikasi*, *7*, 86–100.
- Ilham, Y., Karima, A., & Putri, S. H. (2025). Hubungan Pesan Persuasif di Media Sosial Instagram dengan Tingkat *Adversity Quotient*. *Medkom (Jurnal Media Dan Komunikasi)*, *5*(2), 110–125. <https://e-journal.unair.ac.id/MEDKOM>
- Judijanto, L., Agus, F., Siskawati, E., Ansar, M., Tumober, R. T., Lumbu, A., Wiliyati, V., Junaidi, R. R., Selfiana, S., & Pratiwi, W. O. (2025). Metode Penelitian Ilmiah (E. Efitra & I. Uzma (eds.) PT. Sonpedia Publishing Indonesia.
- Lestari, A. D., Erawati, D., Komunikasi, I., Swadaya, U., & Jati, G. (2019). Proses *Word of Mouth Communications* Sebagai Media Promosi Universitas Swadaya Gunung Jati. *JURNAL SIGNAL*, *7*(2), 224–239.
- Lubis, M. S. (2018). Struktur Penulisan Teks Pidato Mahasiswa Semester III Prodi Pendidikan Bahasa dan Sastra Indonesia Institut pendidikan Tapanuli Selatan : Kajian Retorika. *Jurnal Education and Development*, *4*(2), 66–71. <https://journal.ipts.ac.id/index.php/ED/article/view/365/183>
- Maharani, P., & Hendrastomo, G. (2023). Fenomena *Beauty Vlogger* Pada Perilaku Konsumtif Di Kalangan Mahasiswi Yogyakarta. *Dimensia: Jurnal Kajian Sosiologi*, *11*(2), 1–15. <https://doi.org/10.21831/dimensia.v11i2.59264>
- Manafe, R. A., Wutun, M., & Aslam, M. (2024). Logika Desain Pesan Dalam *Storytelling Marketing*. *Jurnal Digital Media Dan Relationship*, *6*(1), 2722–7413.
- Nurchayani, W. (2024). Analisis Persepsi Pengguna Tiktok Terhadap Konten Promosi Produk Kecantikan #*Racunskincare*. *Jurnal Ilmiah Wahana Pendidikan, Februari*, *2024*(4), 883–889. <https://doi.org/10.5281/zenodo.10537317>
- Octabella, D. D., Dwiyanti, S., Usodoningtyas, S., & Megasari, D. S. (2021). Review *Beauty Influencer* Dalam Pengambilan Keputusan Konsumen Terhadap Pemilihan Produk Kosmetik Kecantikan di Surabaya. Dea Denada Octabella Program Studi SI Pendidikan Tata Rias , Fakultas Teknik , Universitas Negeri Surabaya Abstrak. *E-Journal*, *10*(3), 145–153.
- Pangesti, D., & Hidayanto, A. N. (2024). Syntax Literate : Jurnal Ilmiah Indonesia p – ISSN : 2541-0849 Engagement Masyarakat dan *Content Analysis* Terhadap Akun Instagram Lembaga Kementrian. Dyah Pangesti , Achmad Nizar Hidayanto Universitas Indonesia , Depok , Jawa Barat , Indonesia Pendahuluan. *Jurnal Ilmiah Indonesia*, *9*(3).
- Pratami, R., & Estriana, V. (2025). *Influencer Culture* dalam Pembentukan Budaya Konsumtif dan Hiperrealitas Gen Z (Studi Pada Akun Tiktok @tasyafarasya). *Jurnal Sosial Teknologi*, *5*(8), 3114–3128. <https://doi.org/10.59188/journalsostech.v5i8.32343>

- Puspitasari, D. I. (2025). Komunikasi Politik Teori, Strategi, dan Penerapannya di Era Kontemporer. Anak Hebat Indonesia.
- Ridwan, M., Ulum, B., Muhammad, F., & Indragiri, U. I. (2021). Pentingnya Penerapan *Literature Review* pada Penelitian Ilmiah (*The Importance Of Application Of Literature Review In Scientific Research*) Muannif. Jurnal Masohi, 02.
- Rukin. (2019). *Metodologi Penelitian Kualitatif*.
- Salsabila, I., Zulfiningrum, R., Komputer, F. I., Studi, P., Komunikasi, I., & Nuswantoro, U. D. (2025). *Source of credibility* pada konten produk *beauty influencer*. Jurnal Komunikasi Universitas Garut : Hasil Pemikiran Dan Penelitian, 11(1).
- Saputra, S. T. B., & Rahmawati, F. N. (2025). TikTok Sebagai Media Edukasi Kesehatan: Analisis Gaya Komunikasi Kesehatan Konten dr. Detektif. Jurnal Media Akademik (*Jma*), 3(6), 3031–5220.
<https://jurnal.mediaakademik.com/index.php/jma/article/view/2349>
- Sari, E. A., & Putra, F. D. (2025). *Psikologi Komunikasi: Metode Profetik untuk Mudah Berkomunikasi*.
- Setiadarma, A. (2020). Pemanfaatan Media Baru Dalam media Relations. Jurnal Ilmiah Ilmu Komunikasi, XXVI(3).
- Wafiq, A. (2025). Nusantara : Jurnal Ilmu Pengetahuan Sosial. Jurnal Ilmu Pengetahuan Sosial, 12(7), 3042–3046.
- Zahra, M. A. N., Wulandari, W., & Widya, Y. A. C. (2023). Tiktok Sebagai Media Sosial Populer Untuk Komunikasi Bisnis. *Journal Syntax Idea*. 5(10).