

Influence of Tik Tok Beauty Content Creator on Purchasing Decisions of Cosmetics Product by Student at Communication Studies and Multimedia in Mercu Buana University Yogyakarta 2023

Aulya Yassyifa^{1*}, M. Nastain², Nur Siva³
Mercu Buana University Yogyakarta

Corresponding Author: Aulya Yassyifa aulyayasyifasifa@gmail.com

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ABSTRACT

The study examines the influence of TikTok beauty content creators on cosmetic purchasing decisions among students of the Faculty of Communication and Multimedia, Mercu Buana University Yogyakarta. Using Chris Heur's 4C theory for the independent variable and Philip Kotler & Kevin Lane Keller's decision-making process theory, the research employs a quantitative survey method with questionnaires for data collection. The sample consists of 93 students selected through purposive sampling based on the Slovin formula. Results indicate a significant influence, with beauty content creators on TikTok accounting for 74.6% of purchasing decisions, while the remaining 25.4% is influenced by other factors.

INTRODUCTION

This modern era development of increasingly advanced technology shoot up has begun and the world is now faced with one of them . is a technology computer because innovation as well as Keep going experience progress until now We know as the internet and social media . In addition to becoming a medium of communication and digital platforms, social media is used for commercials. One of them means promotion and advertising a product, which is called an online marketplace.

Period development technology that becomes solution effectiveness various aspects of life man happens , through existence development increasingly advanced technology rapidly with various innovations that makes things easier for human life. Especially in Indonesia , which is a developing country , in cities with big development and innovative technology that makes things easier to work with, humans are very popular . One of them for development as well as innovation is the emergence of new media that facilitates the communication process as well as interaction without limitation space and time . New media forms development and innovation from the media that has the same function and purpose but in different forms . New media This can be used with the existence of the internet, this media generally called social media . Social media became a platform that many used by the public , social media platforms used by various circles . Various types of social media that exist like Whatsapp, Facebook, Telegram, Instagram, and Tik Tok.

The presence of social media also provides influence in the field of advertising . Some time ago promotional media has shaken sales among society , even throughout the world. Because , advertising media Lots used and widely interested by the perpetrator sale Because expected capable make it easier and more efficient time . One of them is tiktok . social media application tik tok is an application short video maker from The People's Republic of China (PRC) was launched by Zhang Yiming in September 2016. Tik Tok is a social media platform that can be accessed by the public , Tik Tok has become a relatively popular internet platform compared to YouTube and Facebook.

In a number of years final growth tik tok platform users develop rapidly . With 800 million user active globally at the moment this . In 2020 tik tok started to become the most popular social media platform , which was initially only as an entertainment video platform now developing into a social media platform with interesting features , tiktok released a more comprehensive version from guidelines of his community (Singh & Blase, 2020). Tiktok provide service music video maker short For its users , which provides a platform for its use For express and create in music video short . Video can uploaded and viewed to all user tiktok all over the world. On tik tok someone who is active make content called as content creator. Content creator tik tok classified from aspect field interest like food reviewer content creator, health tips content creator , fashion content creator , cooking content creator and also beauty content creator. Content creators have strategies and patterns their respective communications , so that matter the become characteristics unique to each content creator. At first tiktok only used as social media suggestion

entertainment and distribution platforms information . However a number of time lately This tiktok do innovation with add feature basket yellow or share link to online shop product in the video . On TikTok a video of a content creator who is currently use A product Can become means promotion marketing as well as advertisement If they on purpose Work The same with brand or they in a way initiative create product videos a particular brand . The term or term for the marketing process product or services that utilize internet technology is called as e-commerce.

In 2021 Head of Business Marketing Tiktok stated that the video uploaded on the TikTok platform will participate in consideration of its use in transactions to sell and buy products . One of the most popular is content beauty , such as cosmetics increased 4 times (Evandio, 2021).

Presence beauty trend concept in 2023 , statement This appeared by the company manufacturing cosmetics Korea in Indonesia. The trend abbreviated with STRONG , namely stand out, techceptance , reconnect, opportunity, natural and glowglazzy . In 2023 user cosmetics truly return to define uses and functions of product beauty (Wisnubrata, 2023). Based on data from the Central Statistics Agency in 2021 , the cosmetics industry in Indonesia is experiencing growth up to 9.61% and BPOM noted there is an increasing number of companies in the cosmetics industry in Indonesia up to 20.6% in (Hasibuan, 2022)2022 .

Based on the phenomenon described , the author wants to know whether there is the influence of beauty content creators tik tok on students at Faculty of Communication and Multimedia at Mercu Buana University Yogyakarta decide to purchase cosmetics products.

THEORETICAL REVIEW

Mass Communication

Mass communication according to Wilbur Schramm , that communication originates from another word "communis" which also means " common " (same). So when We communicate with others there is a similarity between One each other. The word "Massa" also has Lots definition according to a number of experts , one of them is PJ Bouman used refers to a subject population , group resident big , or public and not owned or merged in an organization but there is a bond and equations soul .

Definition communication mass shared into two, namely in a way broad and narrow , communication mass in a way narrow that is communication the intended mass to many people , meanwhile communication mass in a way wide is communication mass that is done to one person or more or group of people for share message or information through mass media print , electronic , or digital and expect existence bait come back from public .

Information can quickly spread to the public wide through a medium called mass media . Then can it be also said that the mass media is a channel or space used as means in the communication process mass . Mass media own various type types , namely:

1. Printed media (printed media) mass media print is forms of mass media like letter news , newspapers , magazines , tabloids, and so on .
2. Electronic Mass Media (electronic media) type of mass media This in audio-visual form such as radio, television and film.
3. Online Mass Media (digital media) namely delivery information through program media or channels such as blogs, websites or applications Network other social .

Communication mass can also be called mass media communication . Therefore, it is clearly known that communication mass is method communication that is done through mass media . The most common definition of mass media is method delivery same message , to a number of people, and in synchronous time through all available mass media.No There is media limitations in use communication mass this is the message conveyed to one person will own different impacts if message the delivered direct public at the same time

Characteristics of communication mass among them is communication nature lay , in matter This Where communication intended to audience public lay in a way wide without target certain . Communication mass is also simultaneous , distribution information or message in communication mass only need one time distribution and will in a way simultaneously spread to fantasy generals with ease and fast . Communication mass is also One direction , no there is a communication process in a way direct between second split party between communicant and communicator , bait return that is not can accepted in a way directly by the communicator is also one of the characteristics communication mass due to the existence of a distribution process message that is done No in a way direct make bait return received A little pending (Kustiawan et al., 2022)

Marketing Communications

Communication marketing originates from syllables namely communication and marketing, in general simple communication can interpreted as a delivery process message from source to recipient . Carl I. Hovland defines communication as a process of striving for an objective to influence others. While according to Harold D Lasswell definition communication is a process in which there is communicant, communicator, message, delivery media messages, and feeds come back or influence messages the Communication marketing represents all elements in marketing that provides room for the process to occur exchanges with create a meaning that is disseminated to customers (A. Shimp, 2000). Communication process marketing is part of a communication process , namely delivery message by source message to recipient message through certain media . Purpose communication marketing is strive for existence brand awareness , and provide understanding about products and services , interesting interest consumer For buy products , as well as For get loyal customers.

Communication marketing means Where companies try to inform , persuade , and remind consumers in a way direct and also No direct about product or services offered . Communication marketing is form presentation of the company and brand “ voice ” which is means For build connection with consumer (Kotler & Keller, 2009)

Marketing originates from the mix strategy marketing namely the process where an organization or company develops For share mark from company to its consumers . (Kotler & Amstrong, 2008)said that mix marketing is the method used as a corporate strategy For giving intended response in the market target . Communication marketing can also be interpreted as A activity marketing use strategies communication For give information to audience so that the target of A company achieved that is improvement purchase products and uses services offered . To promote products or the services they provide , a company uses various techniques of communication marketing to reach an objective financial company .

Communication models marketing includes sender (source) that is the sending party message marketing to consumer , marketer determine How message That arranged so that it can be understood and get response positive by consumers. This process also determines type communication. What will used , is it advertising , personal selling, promotion sales , public relations or direct marketing. Terms from the whole process start design message until determination type promotion called with the encoding process, encoding is a translation process that targets communication to form the message that will be sent to the recipient . In the communication marketing process of delivering messages through the media is called the transmission process , the process of providing a response from A message received called the decoding process, response or action positive results obtained from an informed message to consumers called feedback (Hariyanto, 2023).

New Media

New Media or new media generally refers to digital media, relationships two way communication between communicant and communicator in a way interactive in it there is A problem or messages discussed . New media appear as form the merging of old media with computer chips and hard drives. Bolter & Grusin (1999)said that old media and new media are to complete each other , to repeat One another. There are innovations in new media that are in old media , and new media give answers through the innovation and effectiveness function of old media. According to McLuhan new media is a communication medium mass based on electronics that optimize function computer hardware and software technology . New media is collaboration from various media types to in One form new . New media is technology that gives efficiency in development sustainable in the field communication . Characteristics of new media among them are digital, interactive , hypertextual , virtual, networked and simulated.

New media own characteristics as markers from change that can intensify the ongoing process of globalization . The new beginning embodiment means two way communication namely the human computer interface, which provides facility for its use For each other to communicate through network in the form of a graphical user interface and developing to become mediated communication computer or facilitated computer communication mediate local area network (LAN) technology . With technology the user computer can interact and communicate with fellow users in one network area , then develop communication with computer media until found on the internet (Nugroho, 2020).

Existing new media technologies now collaborate and help each other bound with the internet, society various circles feel usefulness from the existence of new media and the internet. Convenience access information without limitation space and time , and transparency knowledge knowledge and information from various corners of the world can be easily accessed . The actual function from new media Still The same with old media only just developed and became more media innovation simple and modern.

Theory (Chris Heuer)

This 4C theory gives description about social media , social media is an application internet created based on ideology and technology 2.0 allows creation of user generated content (Kaplan & Haenlein, 2010). According to Chris Heuer(dalam Solis, 2010) there are 4C in use of social media , namely :

1. Context, "How we frame our stories " according to Chris Heur in use of social media , must notice how we convey messages , how We can frame messages with notice, use Language as well as Contents the message that will be delivered.
2. Communication, "The practice of sharing our stories as well as listening, responding and growing" in matter This about How We can make recipient messages feel comfortable and the information provided clear so that message can be delivered with Good.
3. Collaboration, "working together to make things better and more efficient and effective" in matter This according to Chris Heuer that in use effective and interactive social media must happen existence braid Work The same between an owner account or company with recipient message or its users on social media For interest effectiveness delivery message or information.
4. Connection, "The relationships we forge and maintain" , in matter This related with existence to weave connection Good between sender message with recipient message , can done through interaction sustainable For tighten connection.

Chris Heuer 's theory gives understanding that fourth 4C components in use social media must There is in every social media . These 4C components aim to make social media a platform that can be used to the maximum and work with Good in accordance with function and purpose for its use .

Buying decision

According to Kotler and Keller, the definition from decision purchase is "On stage evaluation , consumer from preference between brands in series choices and maybe also from intention For buy most preferred brand " . Another opinion regarding definition decision purchase was also given by Tjiptono , according to him " the decision purchase consumer is A action taken consumer For buy a product as well as in the process of taking decisive decision is activity the " (Kotler & Keller, 2009).

According to (Kotler & Keller, 2009) There are 5 characteristics indicator stages from the decision process purchase , namely :

1. Introduction needs , purchasing process starts when buyer recognize A problem or needs , buyers feel existence difference condition the reality with the state he desires .
2. Search information , buyer start moved by stimulus will look for more Lots information related to what he needs , search information is emergent behavior consequence existence memory about a knowledge or acquisition information from environment .
3. Evaluation alternative , is a process where an alternative choice customized and selected For fulfil need consumers .
4. Purchase decision , decision buy where the process in real purchase , so after through stages previously so consumer must take decision whether buy or No
5. Behavior Post Purchase , after the pass stage decision purchase a product so the consumer will experience a number of levels of satisfaction or dissatisfaction . Is the product the appropriate and liked consumer or not , so in truth the seller 's duties Not yet finished until stage behavior post purchase (Solihin, 2020).

METHODOLOGY

In the research This use paradigm study positivism based on with connection because the consequence of which is the paradigm , which states that view paradigm This based on with standard laws and procedures knowledge considered nature deductive , walking from general and general things abstract going to concrete and tangible specific , science considered nomadic that is based on universal causal laws and involving a number of the final variable paradigm This give birth to study quantitative (Sugiyono, 2017).

Population used in study This is student Faculty Knowledge Communication and Multimedia Active Mercu University Buana Yogyakarta in 2023, totaling 1281, with determination amount Respondent use formula slovin which produces amount Respondent namely 93 respondents with sample determination , namely purposive sampling technique where there is criteria respondents needed in study This .

In research data collection This uses questionnaire survey technique Where researcher compile instrument subsequent research will be shared to respondents who meet the requirements criteria , data analysis in research This

nature quantitative or statistics with objective For test hypothesis that has been set.

RESULTS AND DISCUSSION

The popularity of TikTok beauty content creators , the emergence of new beauty trends , videos uploaded on the TikTok platform and share have become a consideration of its use in do transaction sell buy products and, improvements in industry cosmetics in Indonesia reached 9.61% and improvement in company cosmetics in Indonesia reached 20.6%. Research This dig about phenomenal Influence of beauty content creator TikTok to decide to purchase product cosmetics for students Faculty Knowledge Communication and Multimedia Mercu University Buana Yogyakarta. There are 2 variables in the study : variable X beauty content creator tiktok and variable Y decision purchase product cosmetics .

Buying decision product cosmetics in research This is based on tiktok beauty content creator Chris Heart's theory that is 4c theory in social media . There are 35 questions on the instrument study. This is what has been tested: validity and reliability. That instrument question is valid and reliable . For test answer data results Respondent writers perform normality tests , linearity tests, heteroscedasticity tests , simple linear regression tests .

In the answer data results Respondent show amount presentation expenditure Respondent For buy product cosmetics where 66.3% of respondents spend less money from Rp.500,000 for buy product beauty , while 25.5% spent a certain amount of money more from Rp.500,000 ago remainder between presentation other there are those who spend more money from Rp.1,000,000 for buy need product her beauty , while there are also a number of Respondent based on presentation mentioned spend a certain amount of money not enough from Rp.1,000,000 for buy product beauty .

Based on results study known that Respondent man own expenditure product cosmetic every the month reach not enough from Rp.500,000 and some Respondent Woman others who are old under 22 years old matter This against the backdrop Because products used more A little Because need For problem skin they are also few , whereas For Respondent 22 years old or more own need product beauty more Lots Because difference age and needs skin For age mature Far more Lots .

Based on the presentation of results data, the respondents had 2.8% of inconsistency agreement to instrument research on indicators content with presentation agreement reached 97.25% which is the percentage the height indicating that context indicator becomes one of the most influential indicators in influencing decision purchase product cosmetics for students UMBY Fikom .

Based on answer data results respondents on the instrument study communication indicator then can know that there was 12.3% disagreement with the instrument study indicator this , which shows there are 87.8% of respondents agree with the statement on the instrument study This . Presentation to show that indicator communication beauty content creator tiktok Enough tall the presentation For influence decision purchase .

Based on results and data, respondents can know that there are 13.7% of respondents No agree statement on the instrument study collaboration indicators , with presentation 86.3% approval where the percentage of the collaboration indicator Enough tall For influence decision purchase However No more tall from indicator content and communication indicators .

Based on answer data results Respondent show that preset disagreement respondents on the instrument study connection indicator reached 5.7% with presentation agreement reached 94.3% where presentation is very high and shows that connection indicator beauty content creator tiktok influence decision purchase product cosmetics reached 94.3%, but presentation influence indicator connection the No more tall than context indicator .

Based on answer data results respondents on the instrument research on indicators introduction product there is 2.1% disagreement Respondent with presentation agreement reaching 98.9% where presentation is high . Based on answer data results Respondent show that there is 1% disagreement percentage Respondent to statement on the instrument study indicated search information related product with presentation agreement which is 99% which shows that indicator search information related product own high influence to results study This .

Based on results research on instruments, study indicator decision choose product show that presentation disagreement respondents on indicators This reached 11.2% with presentation agreement reached 88.8% which is the result presentation the show that on the indicator decision own product own level lowest influence between third indicator previously .

Based on answer data results Respondent show that on the instrument research on indicators behavior after choose product there are 8.9% of respondents No agree to instrument research on indicators said . Presentation results the show that behavior after choose produk Far more influential than indicator decision choose product .

Based on results data acquisition on the instrument study found results of the 4 indicators in variable X, namely Influence of beauty content creator TikTok so indicator variable the most dominant and most influential research is context indicator that shows that majority Respondent agree with instrument context questions due to very low disapproval as much as 2.1%. Meanwhile, from the 5 indicators in the Y variable are decision purchase product cosmetics so the most powerful and influential research is indicator search information with presentation with very low disapproval as much as (1%). So from each indicator own presentation great agreement .

CONCLUSIONS AND RECOMMENDATIONS

Based on the formulation problems, hypotheses and results study as well as discussion and data that has been outlined previously about Influence of beauty content creator TikTok to decide to purchase product cosmetics of students at Communication and Multimedia Mercu Buana University Yogyakarta. So the writer can put forward that there is influence between beauty content creators and the decision to purchase product cosmetics of students at Faculty of Communication and Multimedia Mercu Buana University Yogyakarta. Based on the data that has been collected and tested done can concluded that :

1. From the results of the hypothesis test it can be known that there is a positive and significant influence in a way partial between beauty content creators tiktok to decision purchase product cosmetics. Which means that beauty content creators can influence decision candidate consumer outline push consumers to buy product cosmetics. Can known based on the results of the t-test show that variable X is the influence of beauty content creators has mark significance 0.00 where mark That more small from 0.05. From the output data it is said H₀ is rejected and H₁ accepted. Therefore That can be concluded based on the so there is Influence of beauty content creator TikTok in communication and multimedia students at Mercu Buana University Yogyakarta decide to purchase product cosmetics. In the t-test, the simple linear regression mode can also be determined. From study this, namely mark b₀ 7.389 and b₁ 0.716 ago in form equality linear regression can be written as here $Y = 7.389 + 0.716X$.
2. On value coefficient determination (Adjusted R-Square) of 0.746. Then can conclude that ability independent variables in study This influence variable dependent by 74.6%, while the rest 25.4 % is explained by variables other than variable independent in study This.

FURTHER STUDY

Future research can explore additional factors like brand trust, price sensitivity, and product reviews to deepen understanding. A qualitative or comparative study across platforms like Instagram and YouTube could assess TikTok's relative influence. Examining demographic variations, tracking long-term purchasing behavior, and analyzing key engagement factors like influencer credibility can provide further insights, including the impact on brand loyalty.

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