
Effects of Scarlett Whitening Product Endorsement Content on Tiktok Social Media on Consumer Behavior in Skincare Products

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Abstract: Endorsement content is when a person or group of people supports or promotes certain content, be it in the form of writing, images, videos, or other media. The content can be products, services, brands or even ideas or opinions. Content endorsement can be done by individuals who have influence or popularity on social media, such as celebrities, influencers or public figures. They might write positive reviews, upload photos or videos featuring the content, or provide recommendations to their followers. Organizations or brands can also endorse content by working with influencers or public figures that match their target market. They can pay influencers to promote their products or services through posts, reviews or other content. The goal of endorsed content is to increase awareness, visibility, and trust in that content. By getting support from individuals who are perceived as having authority or influence, the content can reach a wider audience and build a positive image. It is important to note that content endorsements must be honest and transparent. Influencers or parties involved must disclose that they receive rewards or incentives for endorsements. This is necessary to maintain trust and integrity in content endorsement practices.

Keywords: Media, Endorsement, Product, Behavior.

1. INTRODUCTION

Media is an intermediary or introductory tool that functions to channel messages or information from a source to the recipient of the message. Economically, the mass media is a business organization that helps people benefit from various business activities carried out. While politically the media is a third party, the presence of the media is also a target tool for various political parties to campaign or to carry out political promotions. Because the media has a wider reach to spread messages which in a short time can be easily accessed by the



public. The significance of the presence of the media among people is because the mass media is a source of news or information and entertainment.

Technological developments like this make it easier for all people to access information via the internet. The existence of the internet has also resulted in the presence of so many social media, such as Tiktok, WhatsApp, Facebook, Twitter, Instagram, YouTube and so on, which are used as a forum for humans to communicate or socialize with each other, do business activities, exchange information, bring together old and new friends, or show their existence. Information displayed in audio-visual form adds to the attractiveness of using social media. The ease of using social media makes social media itself very popular with today's audience as a means of obtaining information.

In the business sector, the media plays an important role by providing advantages in terms of time, place and energy efficiency. You can say that the learning sector now relies on online or online. Therefore sales and purchasing activities can be done more efficiently. The bridge in the sale and purchase agreement includes several activities, including production, distribution, and consumption. Business sector actors must provide a promotion for their business products to be widely known and conveyed to their consumers. Promotion can be done in various ways, through television, radio, newspapers or magazines. Current technological advances have created the digital age, widespread use of the internet and other powerful new technologies have had a dramatic impact on the buyers and marketers who serve them (Hafizkhan, 2019).

The media is developing so rapidly, so is the transition of business promotion media. The advantages of media in everyday life make every individual inseparable from its use. Business people provide this business promotion strategy towards influencers or artists on social media. In contrast to promotions carried out through television media, usually on social media business people use the services of an influencer to promote their products, an influencer himself is someone who can make an impact on society, can be a celebrity, blogger, YouTuber, or a public figure who is considered important in society. certain communities, which generally have a large number of followers or followers on social media. Promotions carried out by influencers on their social media are often called endorsements (Azizah, 2021).

Endorsement is an appropriate way to be used in the promotion of a product in the field of services and goods. Endorsement also cannot be denied with the interest of business people to market their products, this method has become one of the advertising strategies that business people rely on. With the development of online media and also in line with the business activities carried out, it shows that the use of business people in endorsements has a very significant influence on the effectiveness of the marketing world in an effort to attract consumer attention and interest in buying a product (Tiaso, 2020).

Tiktok social media is an online platform that is commonly used for entertainment and is also a shopping platform today. This media is also equipped with a shopping feature to provide a place for business people and consumers to make buying and selling transactions. The



supporting feature of TikTok as a buying and selling platform is by presenting a live feature to attract direct consumer interaction. Promotional methods are important in creating constructions in the minds of consumers. The way of promotion will form thoughts about the product being marketed. The download rate of TikTok has soared from 2018 as many as 45.8 million to 2020 as many as 850 million, this statement is a big reason for research (Sulistianti & Sugiarta, 2022).

Business people certainly always see an opportunity to disseminate their products so that they are better known and also used by their consumers. The TikTok platform is a big place for business people to provide new strategies in marketing their products, therefore, having influencers or public figures on the platform is an efficient way for business people to make strategies. The related product in this study is a skincare product or can be called a beauty product for all genders. Products with the Scarlett whitening label are beauty care products consisting of body lotions, scrubs, body scrubs, serums, and creams with various variants. This product is a local product that will become a global label, Scarlett Whitening products have started to penetrate the international market.

Scarlett Whitening is a care product that is currently widely used by both women and men, this product is very well known to consumers and also users of social media accounts, because Scarlett whitening itself uses an endorsement promotion method for influencers on this platform (Duwila et al., 2022). This makes the product widely known to TikTok users, because promotions with this endorsement strategy have an impact on consumers in adjusting consumer needs and desires when they see videos from influencers in marketing this product so they will decide to buy this product.

Research Elaborations

Results or Finding

Conclusions

2. RELATED WORK

The relationship of interaction between individuals has become a common thing, from communication to conveying informative messages. Age to era has become a major transition between each individual, group to region having its own way of communicating. Social interaction provides great potential in influencing the recognition process in adapting to culture and also individual or group communication styles. This communication itself becomes an opportunity to further impact knowledge in existing social life.

Technological developments until now have had a broad impact for all humans to communicate and also obtain information. The communication system develops under the name social media which has become a place for everyone to interact. In this fact, technology has many positive impacts with activities that are more efficient with everything online. The negative impact of the all-online impact is that it reduces social interaction.



On the side of the rapid development of information and communication technology, in other respects along with the times in terms of doing business, technology plays an important role for the sustainability of its business people. Currently, information systems are a necessity in carrying out activities or activities. With the use of the right technology so that it will produce accurate information. An example of the development of the internet that provides a variety of information. Through current technological developments it can be utilized in the business sector (Sulistianti & Sugiarta, 2022).

Media is a place where a lot of information, communication and has become a system. Media transition that started from print media such as newspapers, magazines and others to become new media or commonly known as social media. The rise of the development of social media now makes all individuals become assisted by systems, communication centers and also entertainment. Examples of social media that are often used include Youtube, TikTok, Instagram, WhatsApp, and so on.

The media brings a lot of information and reveals many existing cases or issues. Related information certainly makes users creative and more space for learning. As for the cases and issues circulating from the gap between society and politics, the role of the media is very important. This is because the media has provided important access and some include privacy that cannot be disseminated.

Although many new things have emerged with the development of the mass media, it is possible that there are things that cannot be well received by the people. Until the function of the mass media is scientifically perfected, its function and presence is wisely accepted. The media must convey their news based on facts and be efficient in distributing it to the public. The role of the mass media in conveying messages as material for discussion, to convey messages to the realm of economics, politics and culture.

Effect of endorsement content for Scarlett Whitening products. (Muham, 2019) In endorsements there is the VisCap model theory used to evaluate potential influencers based on audience perceptions of these influencers, the VisCap theory which consists of four elements. These four elements are:

- a. Visibility
- b. Credibility
- c. Attraction
- d. Power

Consumer behavior is a reaction to a product towards purchasing decisions and attitudes in choosing products according to their needs. In the fields of social sciences and psychology, there is a well-known science for predicting consumer behavior, namely the theory of reasoned action (Ardani, 2022). Kotler and Armstrong stated that consumer behavior is influenced by several factors, namely cultural factors, social factors, personal factors, and psychological factors (Kotler & Armstrong, 2008).

Cultural factors consist of culture and sub-culture which are divided into four, namely national groups, religious groups, racial groups, and geographic regions (Kotler & Armstrong, 2008). Cultural factors become the most basic determinants of a person's desires and attitudes as well as identification and socialization that are unique to one's behavior.



Social factors consist of groups, family, and roles and status (Kotler & Armstrong, 2008). Human behavior is greatly influenced by many small groups. Family members are individuals who have a major influence on buyer behavior. Within a group, roles and status reflect the general respect given by the group to individuals. Personal factors consist of age and life cycle stage, work, economic situation, lifestyle, personality and self-concept (Kotler & Armstrong, 2008). Personal factors have a role in consumer behavior such as the type of goods or services needed, salary earned from work, economic conditions, to the lifestyle adopted.

Psychological factors consist of motivation, perception, learning as well as beliefs and attitudes (Kotler & Armstrong, 2008). Psychological factors encourage individuals to seek satisfaction or needs, motivate individuals to buy goods or services based on their perceptions of certain situations, and decide to buy goods or services in accordance with the product and brand image formed on their beliefs.

3. RESEARCH METHODOLOGY

Paradigm is a view of research used by researchers which contains world views by looking at reality, how to study phenomena, the methods used in research and the methods used in interpreting findings (Batubara, 2017). carried out using the positivism paradigm, the positivism paradigm is a method used to seek scientific truth that can be validated and analyzed from the research conducted. The method in the research was conducted using data collected through a survey that contained a choice of questionnaires. Data collection from the distribution of questionnaires that have been distributed to respondents will be data that will be processed into results that determine consumer behavior for Scarlett Whitening products in endorsement content on the TikTok platform. (Sugiyono, 2013) explains that a questionnaire is a data collection technique through respondents by answering a set of statements or questions listed in a questionnaire itself. The population is a subject that you want to study in the research conducted, related matters that exist in the population regarding the data collected, the influence on the individual being studied and also an event. The population in the research conducted was the consumer behavior of skincare products among 82 students of Communication Studies at UNJ. The sample is a part of the population that is related to the research being conducted. Things related to the sample have the same characteristics and characteristics, therefore a sample must be representative of a population. The selected sample is part of the population discussion, namely UNJ Communication Science Students. Withdrawal of a sample must be in accordance with the size of the sample that will be used as a source of data from samples taken from the population. Generally there are two types of sampling; probability sampling and non-probability sampling. This sampling technique is used in research conducted to obtain results of sample data that produce results for analyzing and testing hypotheses in research conducted.

4. RESULTS AND DISCUSSION

Validity is data processing that is used to check the accuracy of research results by applying certain procedures (Creswell & Creswell, 2007). In the research conducted, we wanted to



know the validity test of the effect of endorsement content on consumer behavior on Scarlett whitening products, along with testing the validity of the data, endorsement content (Variable X) and also the validity of consumer behavior (Variable Y).

In the research conducted, in testing the validity of the data it shows that the data is valid. In processing this data shows that the result of Kaiser-Meyer-Olkin and Bartlett's test. Data variable is considered valid if Kaiser-Meyer-Olkin Sampling Adequacy value between range 0.5 to 1. After processing the data using SPSS, Kaiser-Meyer-Olkin Sampling Adequacy of variable endorsement content (X) is 0.618 which means it is valid. Variable endorsement content consists of visibility, credibility, attraction, and power (Muham, 2019). Visibility refers to someone who is well-known and influential enough to be noticed by the endorser in society, credibility refers to the good perception of the endorser so that it is accepted and followed by the audience, attraction refers to the characteristics of the endorser, namely charm and similarity, while power refers to the extent of influence that the endorser has, whether their rank or the "big name" that they have.

Based on the validity test conducted on variable Y, consumer behavior (Variable Y), the KMO Sampling Adequacy value is 0.781, indicating that variable Y is valid as it exceeds the threshold of 0.5. Variable consumer behavior contain cultural factors, social factors, personal factors, and psychological factors (Kotler & Armstrong, 2008). Cultural factors have a broad and deep influence on purchasing behavior which includes culture, sub-culture, and social class; social factors influence consumer behavior due to the existence of reference groups, roles, and status; personal factors include age and life cycle stage, occupation, economic situation, lifestyle, and personality; and psychological factors include motivation, perception, learning, and beliefs and attitudes.

To determine reliability, research must conduct a reliability test. A variable is deemed reliable if its Cronbach's alpha value is ≥ 0.6 . The reliability of variable endorsement content (X) is 0.841 and variable consumer behavior (Y) is 0.779. Based on validity and reliability, there is effects of Scarlett Whitening product endorsement content on Tiktok on consumer behavior in skincare products. Respondents purchased Scarlett Whitening products after watching endorsement content they saw on TikTok, especially if the content was related to their social and personal conditions.

5. CONCLUSION

There is an influence on consumer behavior in the case study of UNJ Communication Science Students on endorsement content in the TikTok application. It is important to note that content endorsements must be honest and transparent. Influencers or parties involved must disclose that they receive rewards or incentives for endorsements. This is necessary to maintain trust and integrity in content endorsement practices. In this case, the content on the product being promoted must have an impact because this gives attention and interest to the audience and consumers.



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