

Analisis Electronic Word of Mouth (E-WOM) #racunskincare pada Male Beauty Influencer TikTok = Electronic Word of Mouth (E-WOM) Analysis #racunskincare on Male Beauty Influencer TikTok

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Abstrak

Makalah ini bertujuan untuk menganalisis electronic word of mouth (E-WOM) #racunskincare yang digunakan oleh male beauty influencers pada konten video online review produk kecantikan di TikTok. Metode yang digunakan dalam makalah ini adalah penelitian kualitatif dengan pendekatan deskriptif untuk menganalisis dimensi E-WOM pada video testimoni produk kecantikan male beauty influencers. Analisis dimensi E-WOM dilakukan terhadap lima konten video testimoni beserta isi komentarnya. Lima konten video testimoni tersebut didapatkan dari tiga akun male beauty influencers TikTok Indonesia, yaitu Andreas Lukita, Taufiqurrahman, dan Leo Giovanni. Hasil analisis menunjukkan bahwa dibanding dua akun lainnya, akun Andreas Lukita adalah akun yang paling banyak memenuhi dimensi E-WOM yaitu dimensi venting negative feelings, extraversion/ positive self-enhancement, dan advice seeking. Selain itu, komentar pengguna TikTok yang masuk ke dalam dimensi E-WOM bersifat positif lebih banyak dibandingkan dengan yang negatif. Sehingga dapat disimpulkan bahwa TikTok telah menjadi platform yang cukup ideal untuk memenuhi kebutuhan ekspresi identitas diri, interaksi sosial, informasi, dan edukasi para male beauty influencers.

.....This paper aims to analyze the electronic word of mouth (E-WOM) #racunskincare used by male beauty influencers in online video content reviewing beauty products on TikTok. The method used in this paper is a qualitative research with a descriptive approach to analyze the dimensions of E-WOM in the video testimonials of beauty products by male beauty influencers. E-WOM dimensional analysis was carried out on five video testimonial content along with the contents of the comments. The five video testimonial contents were obtained from three male beauty influencer accounts of TikTok Indonesia, namely Andreas Lukita, Taufiqurrahman, and Leo Giovanni. The results of the analysis show that if compared with the other two, Andreas Lukita's account is the one with more applied dimensions of E-WOM, namely the dimensions of venting negative feelings, extraversion/positive self-enhancement, and seeking advice. In addition, the comments of TikTok users in all three accounts that fall into the E-WOM dimension are more positive than negative ones. This shows that TikTok has become an ideal platform for male beauty influencers to fulfill the needs of self-expression of identity, social interaction, information, and education.