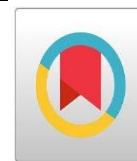


**Analysis of Skincare Education on the Account TikTok @dokterdetektif**  
**Analisis Pendidikan Perawatan Kulit di Akun TikTok @dokterdetektif**



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| ARTICLE INFORMATION   |   |
|---|---|
| <p><b>Keywords</b><br/>                     TikTok;<br/>                     Skincare Education;<br/>                     Content Analysis;<br/>                     Social Media;<br/>                     Influencer Doctors;</p> | <p><b>ABSTRACT</b><br/>                     The development of social media has changed people's communication patterns, including in obtaining health and beauty information. TikTok, as a short video-based platform, is now used not only for entertainment but also as an educational medium by professionals, including doctors. One prominent account in providing skincare education is @dokterdetektif. This account is widely known for presenting information based on scientific data and laboratory test results related to various skincare products. This study aims to analyze the educational content on the @dokterdetektif TikTok account with a focus on how the content is structured, packaged, and delivered to the audience. The approach used in this study is a qualitative approach with the content analysis method according to Klaus Krippendorff. The analysis stages include unitizing, sampling, recording, reducing, inferring, and narrating. Data were obtained from 82 video content uploaded by the @dokterdetektif account between September 2024 and May 2025. The results show that the educational content on this account is divided into five main categories: scientific product education, reactions to viral products, information on the dangers of illegal products, skincare content literacy, and educational interactions. The content is delivered with a systematic, data-driven approach, yet remains light and entertaining. The use of casual language and interaction with the audience make the educational message more easily accepted. Furthermore, the credibility of the source as a doctor strengthens the audience's trust in the information conveyed. This study concludes that the TikTok account @dokterdetektif has successfully utilized social media optimally as a means of public education about skincare, while also demonstrating that doctors as influencers can play an active role in public health literacy. This research is expected to serve as a reference in the development of health education content in digital media, as well as provide academic contributions to the study of digital communication.</p> |
| <p><b>Kata Kunci</b><br/>                     Kemiskinan Ekstrem;<br/>                     Strategi Pemerintah<br/>                     Daerah;<br/>                     SDGs;</p>  | <p><b>ABSTRAK</b><br/>                     Perkembangan media sosial telah mengubah pola komunikasi masyarakat, termasuk dalam memperoleh informasi kesehatan dan kecantikan. TikTok, sebagai platform berbasis video pendek, kini tidak hanya digunakan untuk hiburan tetapi juga sebagai media pendidikan oleh para profesional, termasuk dokter. Salah satu akun terkemuka dalam memberikan pendidikan perawatan kulit adalah @dokterdetektif. Akun ini dikenal luas karena menyajikan informasi berdasarkan data ilmiah dan hasil uji laboratorium terkait berbagai produk perawatan kulit. Penelitian ini bertujuan untuk menganalisis konten edukatif pada akun TikTok @dokterdetektif dengan fokus pada bagaimana konten tersebut disusun, dikemas, dan disampaikan kepada audiens. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kualitatif dengan metode analisis konten menurut Klaus Krippendorff. Tahapan analisis meliputi unitizing, sampling, recording, reducing, inferring, dan narrating. Data</p>   |

|   |   |
|---|---|
|   | <p>diperoleh dari 82 konten video yang diunggah oleh akun @dokterdetektif antara September 2024 dan Mei 2025. Hasil menunjukkan bahwa konten edukatif di akun ini dibagi menjadi lima kategori utama: pendidikan produk ilmiah, tanggapan terhadap produk viral, informasi tentang bahaya produk ilegal, literasi konten perawatan kulit, dan interaksi edukatif. Konten disajikan dengan pendekatan sistematis dan berbasis data, namun tetap ringan dan menghibur. Penggunaan bahasa santai dan interaksi dengan audiens membuat pesan pendidikan lebih mudah diterima. Selain itu, kredibilitas sumber sebagai dokter memperkuat kepercayaan audiens terhadap informasi yang disampaikan. Studi ini menyimpulkan bahwa akun TikTok @dokterdetektif telah berhasil memanfaatkan media sosial secara optimal sebagai sarana pendidikan publik tentang perawatan kulit, sekaligus menunjukkan bahwa dokter sebagai influencer dapat berperan aktif dalam literasi kesehatan masyarakat. Penelitian ini diharapkan dapat menjadi acuan dalam pengembangan konten pendidikan kesehatan di media digital, serta memberikan kontribusi akademis dalam studi komunikasi digital.</p> |
| <p><b>Article History</b><br/>Send 8<sup>th</sup> July 2025<br/>Review 25<sup>th</sup> Sept 2025<br/>Accepted 22<sup>th</sup> November 2025</p> | <p>Copyright ©2026 <a href="#">Jurnal Aristo (Social, Politic, Humaniora)</a><br/>This is an open access article under the <a href="#">CC-BY-NC-SA</a> license.<br/>Akses artikel terbuka dengan model <a href="#">CC-BY-NC-SA</a> sebagai lisensinya.</p>  |



## Introduction

The development of social media in the last decade has had a significant impact on people's lives, particularly in how they obtain information, communicate, and shape public opinion (Fitriansyah, 2018) . Social media is no longer solely used for personal communication purposes, but has become a powerful digital public space for disseminating messages, knowledge, values, and even ideologies. One of the most popular forms of social media today is TikTok, a short video-based platform that allows users to create, express themselves, and convey messages to a wide audience quickly and interactively (Januarti et al., 2018) .

According to DataIndonesia.id, TikTok has a very high number of active users in Indonesia, even ranking second in the world in early 2023 (Sadya, 2023) . This indicates the significant penetration of this social media platform into the lives of Indonesians. TikTok is now used not only for entertainment but also as a means of education and promotion, including in the health and beauty sectors (Afiah et al., 2022) . One important issue in the beauty world is the use of safe skincare products that meet health standards (Yulianda et al., 2024) .

The growing interest in skincare is driven by various beauty trends and growing public awareness of the importance of self-care. However, behind this trend, a new problem has emerged: a lack of public awareness of the ingredients in the skincare products they use. Many consumers are drawn to products based on trends or viral advertisements, without considering the safety of the ingredients and the long-term impact on their skin (Hasanah, 2025) . This problem is exacerbated by the circulation of illegal skincare products that have not been verified by the BPOM and contain hazardous ingredients.

The @dokterdetektif account proves that social media, when utilized properly, can be a highly effective educational tool. With a large following and *viewership* , *this account has successfully reached various segments of society and raised public awareness of the importance of understanding the ingredients and safety of beauty products* (Hasanah, 2025) . In several videos, educational content is packaged in the form of *follower questions* that are answered through laboratory tests or simple scientific explanations, making interaction part of the educational strategy.

Based on this phenomenon, this study focuses on an in-depth analysis of how educational content on the TikTok account @dokterdetektif is structured and developed. This research is important given the limited scientific research specifically addressing the role of physician influencers in delivering educational content on social media, particularly

on TikTok, which is characterized by its visual, dynamic, and rapid dissemination of information (Mauli, 2024) .

This research is not only academically significant in enriching the literature on social media and health communication, but also has practical implications for the wider community in increasing literacy regarding the safe use of skincare. Furthermore, this research can provide input for communication practitioners, medical personnel, and cosmetic brands in developing informative, educational, and responsible digital communication strategies (Indrawan & Ilmar, 2018) .

Furthermore, it is also important to highlight the role and ethics of medical professionals who act as influencers on social media (Yustiawan et al., 2023) . In recent years, there has been a growing number of doctors acting as influencers (Risanti, 2021) . They have the advantage of being perceived as more credible than non-medical beauty influencers. However, this also poses ethical challenges, particularly when there is a potential conflict of interest between education and product promotion. Therefore, this research is also relevant to examine how accounts like @dokterdetektif balance their positions as educators and digital public figures in a society that is highly responsive to doctors' opinions on social media.

From this description, it can be concluded that social media, particularly TikTok, has opened up new avenues for conveying health and beauty information. The @dokterdetektif account serves as a clear example of how a data-driven approach, delivered in a communicative and light-hearted manner, can transform educational content into engaging and widely accepted content. This research is crucial for delving deeper into the educational content on the @dokterdetektif TikTok account.

## **Method**

In the data collection process, researchers will apply a qualitative approach. This approach is based on natural conditions in the field, with the aim of understanding and interpreting the phenomena that occur. According to Denzin and Lincoln, this approach is carried out through various available methods to gain in-depth understanding (1994) (Albi Anggito & Johan Setiawan, 2018) . Meanwhile, Erickson (1968) stated that a qualitative approach aims to discover and describe narratively the various activities carried out by a person, as well as how these activities affect their lives (Albi Anggito & Johan Setiawan, 2018) .

Based on expert opinion, it can be concluded that a qualitative approach is the collection of information in the natural environment with the aim of interpreting the phenomena that occur. The main characteristics of a qualitative approach are that the researcher goes directly into the field, acts as an observer, creates subject categories, observes phenomena and records them in an observation notebook, does not manipulate variables, and uses natural observation to obtain data appropriate to the focus. To understand your needs (Wekke Suardi, 2019) . Therefore, this research will use content analysis to understand the educational content of skincare created and uploaded by @dokterdetektif on his personal *TikTok social media account*. using Krippendorff's content analysis theory. Furthermore, researchers conducted observations on the existing content. According to several experts, observation itself can be concluded as an activity carried out to learn something about a phenomenon, based on knowledge and ideas, aimed at obtaining information related to a phenomenon. The information must be objective, real, and accountable (Ismail, 2020) .

Furthermore, documentation is used to support the results of the analysis conducted by the researcher. Documentation itself is the collection of previously existing data. This documentation is carried out by taking photographs of activities carried out during interviews and observations with informants (Lubis et al., 2022) . Stored and written documentation owned by informants can also be requested and used as supporting data for use in this research. Documentation refers to self-created documents and then observed by the individual or even others who are useful for the research (Muntu et al., 2021) .

**Content Analysis Method** The method used is content analysis according to Klaus Krippendorff, which consists of six main stages , with *Unitizing* by determining the unit of analysis, in this case the educational content video from the TikTok account @dokterdetektif (Ubaidillah, 2020) . *Sampling* to determine the sample of content to be analyzed (content from the period September 2024 to May 2025). *Recording* to record data in the form of message content, visual forms, and narratives from each video. *Reducing* to group and simplify data based on the themes and characteristics of educational content. *Inferring* is interpreting the meaning of each content to understand the message conveyed. *Narrating* to compile findings in the form of descriptive narratives that answer the problem formulation (Jumal Ahmad, 2018) .

## Result and Discussion

Social media is a basic necessity for everyone. Its presence allows users to access information anywhere, for free, and with ease, while simultaneously finding sources of income. Social media itself has brought about profound changes in how society obtains information (Istiani & Islamy, 2020) . According to a 2024 GoodStats survey, social media ranked first among the public's preferred information media, reaching 89 percent (Santoso et al., 2024) . Social media has become a platform for people to obtain information because access is more practical and faster (Ali, 2023) . While we can obtain information through social media, we as users must also be careful about receiving and sharing it. According to data from the Ministry of Communication and Informatics (KOMINFO), 92.40 percent of the information disseminated is hoaxes and contains content that spreads hatred or benefits one party (Niken, 2018) . This includes beauty products, such as skincare.

Data shows that 77% of Indonesians purchase skincare products at least once a month, while 73% of women regularly shop for cosmetics every month (Adisty, 2022) . Many beauty or skincare products in Indonesia are still dangerous, yet they are still circulating and going viral among some groups. Databoks survey results indicate that many people learn about these beauty or skincare products from review content on social media platforms like Instagram, *TikTok* , YouTube, and others (Annur, 2022) .

According to the results of the inspection by the Food and Drug Monitoring Agency (BPOM) in February 2025, there were 205,133 pieces of illegal cosmetics containing ingredients that are harmful to the skin and health of users, but 91 of them are products that went viral on social media (Sanjaya, 2025) . There are also several victims of beauty or skincare whose skin is damaged, such as what happened to Nur, where it turned out that the skincare used contained mercury so that her face is now burnt to the point of being called a punishable face. There are even those whose faces are full of acne, stubborn spots, and others (Hajid, 2025) . In accordance with the understanding conveyed, namely skincare has the function of overcoming and protecting against skin problems, skincare has several types of products that have different purposes in their use, here are some types and purposes of skincare products (Makarim, 2024) . Therefore, we all need a guide or reliable information regarding skincare circulating on social media, especially *TikTok*, one of which is the *TikTok* account @dokterdetektif.



Figure 1. Profil TikTok Account @dokterdetektif

TikTok @dokterdetektif is an account personally managed by doctive or often known as detective doctor. In creating content, doctive often hides his true identity behind a mask or glasses, which attracts the attention of the audience (Fallahnda, 2024) . The purpose of the TikTok account @dokterdetektif was created to provide education to the audience or followers regarding the importance of understanding the skincare that will be used starting from the ingredients in the product in order to avoid excessive claims from irresponsible products (Novrian, 2024) . The @dokterdetektif account dares to provide educational content because he himself has an educational background as a beauty doctor who graduated in 2007 and has experience in the beauty field himself for 17 years (Fallahnda, 2024) .

His mysterious identity doesn't stop him from providing educational content to his audience on social media, particularly TikTok. His TikTok account, @dokterdetektif, is trusted by his audience for its educational content, as evidenced by his massive following of 3.1 million people and the number of likes on all his uploaded content, which has reached 37.8 million . The content created by the @dokterdetektif account is based on facts and laboratory-tested data, ensuring its accuracy (Silvia, 2024) . In addition to providing information on the ingredients and proven efficacy of various skincare products, the @dokterdetektif account also provides recommendations for safe skincare products and products that are made in accordance with their claims (Herdi, 2024) . In delivering educational content created by the TikTok account @dokterdetektif, it uses relaxed language so that all audiences can receive the education easily (Setiawan, 2025) . Sometimes

the educational content uploaded by the TikTok account @dokterdetektif is also interspersed with some entertainment so that the content seems humorous and the audience accepts it easily and enjoys it (Mauli, 2024) . In addition, sometimes the @dokterdetektif account replies to comments submitted by its audience so that the interaction built is quite intense and makes the audience also have a critical thinking pattern in something (Radar, 2024) .

This study analyzes skincare educational content published by the TikTok account @dokterdetektif using a content analysis approach according to Krippendorff. In this content analysis study of skincare educational content on the *TikTok account @dokterdetektif* , the object of research is skincare educational content in the *TikTok content* of skincare educational content on the *TikTok account @dokterdetektif* . The educational content in question is divided into three categories, namely having the characteristic concept of educational content such as learning with doctives, skincare reviews, and battles. The author analyzed 222 pieces of content uploaded between September 2024 and May 2025. After analyzing them using Krippendorff's theory, the researchers found that 82 pieces of content showed that this account consistently presented educational and data-based information, especially regarding the safety and effectiveness of viral skincare products on social media. The analyzed content was grouped into five main categories: (1) scientific product education, (2) reactions to viral products, (3) education on the dangers of illegal products, (4) skincare content literacy, and (5) educational interaction. These five categories reflect a communication strategy that is not only informative but also adaptive to the needs of a dynamic social media audience.

| <b>Category</b>                              | <b>Number of Videos</b> | <b>Main Characteristics</b>                               |
|--|-------------------------|---|
| Scientific Product Education                 | 26                      | Laboratory tests, graphs, factual results                 |
| Reactions to Viral Products                  | 18                      | Trend response, claim clarification                       |
| Education on the Dangers of Illegal Products | 12                      | Risk education, hazardous materials                       |
| Skincare Content Literacy                    | 16                      | Explanation of active ingredients, function, how it works |
| Educational Interaction                      | 10                      | Dialogue with audience, answering user comments/questions |



Figure 2 Scientific Education Category Content

Scientific educational content emphasizes the explanation of laboratory test results for various skincare products. This education focuses on comparing commercial claims with actual scientific test results. This content aligns with the definition of educational content: "Educational content is content that disseminates and provides useful information to audiences to increase their knowledge" (Rahayu, 2025) . In addition, the above content entitled "*Gen Z Sunscreen Review*" and also "*Gen Z Sunscreen Review Part 2*" uploaded by the TikTok account @dokterdetektif is in accordance with the characteristics of valid educational content because there are facts and data where each topic and information to be provided must be in accordance with existing data and facts so that it can be accounted for its truth (Rahayu, 2025) . Meanwhile, in the above content entitled "*Gen Z Sunscreen Review*" and also "*Gen Z Sunscreen Review Part 2*" attaches the results of laboratory tests of the sunscreens tested. So that the truth can be trusted which is in accordance with the theory and characteristics of educational content.

| No | Parameter    | Unit | Result | Limit Of Detection | Method                      |
|----|--------------|------|--------|--------------------|-----------------------------|
| 1  | SPF in Vitro | -    | 58.44  | 16.9-110/MU        | (UV Transmittance Analyzer) |

| No | Parameter    | Unit | Result | Limit Of Detection | Method                      |
|----|--------------|------|--------|--------------------|-----------------------------|
| 1  | SPF in Vitro | -    | 68.95  | 16.9-110/MU        | (UV Transmittance Analyzer) |

Figure 3 Sunscreen Lab Review Test Results

In addition to being valid, the content titled “*Gen Z Sunscreen Review*” and also “*Gen Z Sunscreen Review Part 2*” also fits the characteristics of educational content, namely relevance, which means the material or information provided to the audience is in accordance with the needs, age, and target audience (Rahayu, 2025) . This is in accordance with what was conveyed by the detective doctor in the content, which is that the review content is requested and requested by many audiences, so the content is relevant because it is in accordance with the audience's needs.



Figure 4 Viral Product Category Content

The Reactions to Viral Products category discusses how the @dokterdeektif account responds to the trend of viral skincare products that are widely discussed by the public. The reactions provided are analytical and based on clear data. The educational content provided by the @dokterdeektif TikTok account is in accordance with the theory of educational content where content that disseminates and provides useful information to the audience to increase their knowledge (Rahayu, 2025) . In addition, with the content entitled "*Is this viral skincare overclaimed or not?*" Explaining that the *niacinamide* content on the packaging does not match what is in the product, this explanation is strongly supported by laboratory data so that the content is in accordance with the characteristics of valid educational content.

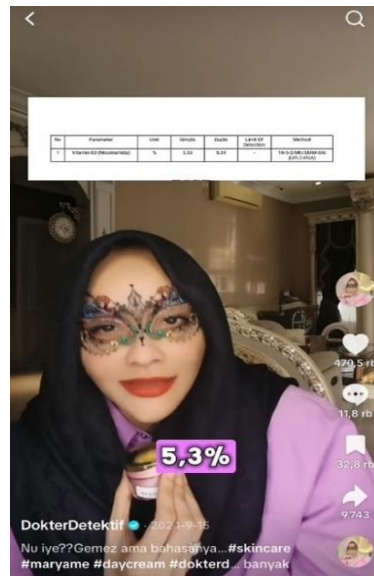


Figure 5 Laboratory Results of Viral Product Category

The content discusses videos like this one, which can debunk myths circulating on social media and strengthen critical thinking in society. This is because the ingredients in these products are illegal and in accordance with the results of laboratory tests. The strategy is to filter the hype with a scientific approach. This illustrates that in addition to being valid in conveying education, the content is also systematic and structured so that the audience can easily understand it.



Figure 6 Illegal Dangerous Product Category Content

Systematic content is also included in the characteristics of educational content, namely, where the uploaded content has an explanatory flow, such as an introduction to an explanation and a conclusion that is easy for the audience to understand (Najela et al., 2025). In his content, the detective doctor is more critical of baseless viral claims, provides clarification based on laboratory test results, and opens up a dialogue to question the validity of a viral product.

The content contained a medical review of a skincare product widely used by the public, particularly in Sulawesi. Laboratory results revealed that the product contained overclaims and contained harmful ingredients that could harm the health of its users. This aligns with Merriam-Webster's definition of educational content, which is content that provides any form of information that can be used to educate individuals or groups. (In Tresia et al., 2024).

Content in the dangers of illegal products category serves as the main foundation in the mission to educate the public about the dangers of illegal skincare products. Products containing hazardous ingredients such as mercury, hydroquinone, or steroids are explained in straightforward language but remain data-based. Detective doctors often use expressive and hyperbolic language to attract attention. This type of content demonstrates educational characteristics in the form of information and factual, prevention-based education, prioritizing consumer safety. This content also falls into the characteristics of educational content, namely educating and informative, which provides knowledge (Rahayu, 2025) to the audience that the skincare series is dangerous.

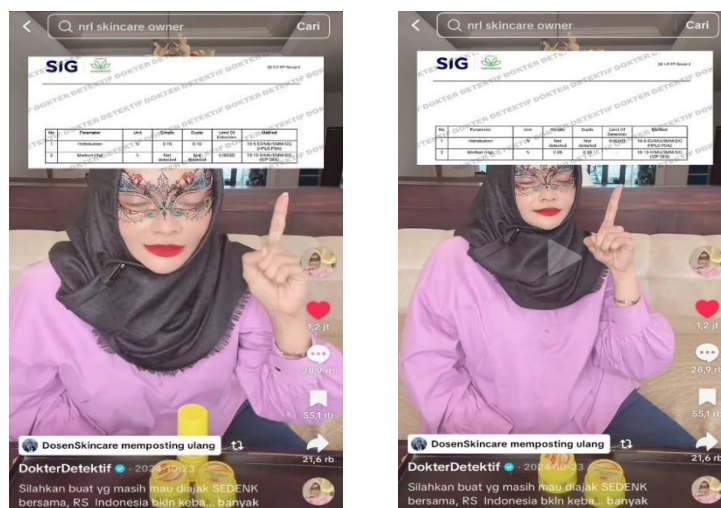


Figure 7 Test Results Laboratory

Meanwhile, the skincare content literacy category contains content aimed at educating the public about the active ingredients in skincare products. Education is provided not only to understand the function of the ingredients but also to avoid potential risks from excessive or inappropriate use. This content aligns with the definition of educational content, which is providing material designed to facilitate learning and skill development, structured in a way that supports the understanding and application of knowledge according to David Merrill (Aura & Telkom, 2024) . The content explains that the products being reviewed contain ingredients that are harmful to skin health.



Figure 8 Laboratory Results

Some content included in the skincare content literacy category besides the above also includes "Debunking Exaggerated Claims of Active Ingredients," "How to Read Labels & Marketing Terms," and "Hanasui Vitamin C Serum: Does It Live Up to the Claims?". Content like this creates a culture of consumer literacy, which is not only consumptive but also careful and aware of product contents (Yulianda et al., 2024) . In this category, important points discussed are the difference between labels and the reality of ingredients, the effective dosage of active ingredients, the interpretation of marketing claims vs. scientific reality, how to read labels and terms on product packaging.



Figure 9 Educational Interaction

Finally, educational interactions are seen through account responses to user comments, answering questions, or responding to requests for specific product reviews. This shows that two-way communication is an important element in educational content on social media, as well as creating a dialogue space that empowers the audience. Overall, the TikTok account @dokterdeektif has successfully utilized social media as a public education space in the beauty realm. In this content, uploaded on April 15, 2025, and has been viewed by more than 1 million viewers on the TikTok account @dokterdeektif discusses viral products and the ingredients contained in products that are viral in the community. The content contains an interaction where the detective doctor comments on a product being sold by Dr. Reza, a beauty doctor, but the product sold does not match. This content is in accordance with the characteristics of educational content, namely interactive, where the educational content created and uploaded is abundant and easy to engage the audience, such as interaction with others (Rahayu, 2025) . The content is a detective doctor doing stitches. This also aligns with the characteristics of educational content, which is systematic, meaning that uploaded educational content has an explanatory flow, from an introduction to a conclusion, that is easy for the audience to understand (Rahayu, 2025) . The video states that the approach used does not only rely on trending popularity but also prioritizes professional responsibility and scientific accuracy. These findings support the view that social media can be an effective literacy medium, especially when managed by credible sources such as medical personnel (Br. Solin & Flowerina, 2024) .

The emergence of doctors as influencers on social media, particularly TikTok, has shifted their role from mere medical professionals to digital public figures actively creating and disseminating content to a wide audience. This shift reflects the blurring of boundaries between scientific authority and digital economic interests, as well as between educational functions and commercial value (Nugraha, 2024) .

The positive impact of many doctors becoming influencers on social media, especially TikTok, is increasing audience health literacy (Aura & Telkom, 2024) . This is because influencer doctors can convey medical information through popular media that is widely used by the audience, making the information easily accessible to the audience and easy for the general public to understand (Ventola, 2014) . This is in accordance with the theory of diffusion of innovation, where communicators who receive messages from mass media are very powerful in influencing the audience (Sultan Syarif, 2008) .

In addition to the positive impacts of the phenomenon of many doctors becoming influencers, there are also negative impacts of this phenomenon. The negative impact of the phenomenon of doctors is the risk of violating the code of ethics that exist in the medical world (Irwanto & Retno, 2020) . Because if a doctor is complacent and continues to seek popularity without considering patient privacy or conveying a personal opinion or scientific fact (Gagnon, 2015) . This is in accordance with the theory of communication ethics put forward by Johannesen, namely something that is assessed where the communication used is in accordance with existing morals and regulations. In communication ethics, according to him, there are also several keys, namely starting from moral values, responsibility, goals and motivation, alignment of content with the audience (Adolph, 2016) .

This phenomenon is discussed as a reflective part of the research. Detective Doctors represent a new wave in which medical professionals take on the role of *content creators* with a highly educational content. An interesting dynamic emerges when the boundaries between the medical realm, professional ethics, and typical social media communication styles intersect (Dewati et al., 2023) . This provides important value, namely increasing public access to health education from credible sources, fostering trust in digital-based medical practitioners, and changing the perception that TikTok is merely entertainment, into an educational platform. This phenomenon also opens up broader discussions about the need for regulation and a code of ethics in the practice of medical education through social media (Zuhri, 2016) .

## Conclusion

Based on research conducted through an analysis of 82 educational videos on the TikTok account @dokterdetektif, it can be concluded that this account plays a significant role in educating the public about skincare. The content presented is not only informative and scientifically based, but also presented in an engaging, communicative, and easily understood manner for audiences from various backgrounds.

This study found that the educational content on the @dokterdetektif account can be classified into five main categories: (1) scientific product education, (2) reactions to viral products, (3) information on the dangers of illegal products, (4) skincare content literacy, and (5) educational interactions. Each content category has specific characteristics that reflect the account owner's communicative and educational approach. The use of laboratory test results, visual graphics, and everyday language makes this account effective in conveying scientific messages to the general public.

From a methodological perspective, the content analysis approach used, in accordance with the Krippendorff model, has proven capable of uncovering the deeper meaning of the analyzed content, while providing a comprehensive overview of the educational communication patterns built on video-based social media. Overall, the @dokterdetektif account has demonstrated that a doctor can act as a credible and responsible influencer in providing public education through social media. This account not only contributes to increasing public literacy regarding skin care but also encourages the audience to be more critical of circulating beauty products, especially those that have not been verified by official institutions such as the BPOM. These findings reinforce the importance of the presence of accurate and trustworthy educational content amidst the rapid flow of information on digital media.

## Conclusion

I express my gratitude to God Almighty for His grace and blessings, enabling me to successfully complete this journal. This journal is part of my thesis research, "*Analysis of Educational Content on the TikTok Account @dokterdetektif*," which was compiled as a contribution to the field of communication science, specifically the study of digital media and health education. Thank you to all those who contributed, both directly and indirectly, to the completion of this article. All the support and guidance provided have resulted in the successful completion of this article, making it useful for readers, and even assisting in the completion of future articles.

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