



The Implementation of Interactive Content on Skintific Cushion Products on the TikTok Platform

Intan Tri Hapsari¹, Marcela Angel², Sarahyasa Wulandari³, Ines Nur Irawan⁴, Rendika Vhalery⁵

^{1,2,3,4,5} Department of Digital Business, Faculty of Education and Social Sciences, Universitas Indraprasta PGRI, Indonesia

(*)✉ ineznurirawan@gmail.com



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Abstract

This study examines the strategic use of interactive content in beauty product advertising, specifically Skintific Cushion, on the TikTok platform. The research focuses on analyzing the structure and linguistic functions of advertising content and how interactions between brands, influencers, and audiences are formed through social media. Using a qualitative approach, data were collected through observation of interactive videos, comment sections, and direct communication in live streaming sessions. The results show that informal, persuasive, and youth-oriented language significantly contributes to audience engagement and trust in the product. Interactive content especially those involving beauty influencers has proven effective in building emotional closeness and encouraging spontaneous purchasing decisions. This study highlights the importance of linguistic style and communication format in creating a personalized and impactful advertising experience, providing practical contributions to digital marketing strategies in the social media era.

Keywords: e-commerce, beauty influencer, content marketing

Introduction

The development of social media in the digital era has transformed how companies market their products and build relationships with consumers (Marcela Angel, 2025). One platform that has experienced rapid growth and is widely utilized in marketing strategies is TikTok (Intan Tri, 2025). The platform enables real-time two way interaction through live streaming features, comment sections, interactive content, and integration with TikTok Shop, which supports direct online purchasing (Kemp, 2023). This makes TikTok a highly potential channel for interactive content marketing strategies.

One beauty brand that has successfully leveraged TikTok for its marketing efforts is Skintific, particularly through its Cushion product line. The implementation of interactive content by Skintific focuses on live streaming

strategies involving local beauty influencers (Dong & Tarofder, 2023). During these live sessions, Skintific not only demonstrates product usage but also actively answers audience questions and provides exclusive promotions available only during the live event. This approach aims to build emotional closeness, enhance consumer trust, and stimulate immediate purchasing decisions.

According to the *E-Commerce Statistics Publication* (2021), many informal e-commerce actors utilize instant messaging, social media, and beauty influencers as their main sales channels. This strategy specifically targets young women aged 18–30 in Indonesia a segment highly active in seeking product references and beauty recommendations through social media. Interactive content is considered a vital element in influencing purchase intention because it

creates a personalized experience and delivers relevant information directly (Intan Tri, 2025).

This study adopts a qualitative approach to analyze the effectiveness of Skintific's interactive content strategy in building engagement, particularly through influencer collaboration (Marcela Angel, 2025). It seeks to explore in depth how content, communication, and audience responses are formed on the TikTok platform (Intan Tri, 2025).

Theoretically, this study expands discourse analysis research by examining advertising discourse in short-form video formats. It also explores how linguistic and discursive structures are applied in digital advertisements, aligning with the rapid growth of social media. Practically, this research provides guidance for designing more effective digital marketing strategies, especially in the beauty industry (Ernawati & Khusnul Khaatimah, 2024).

Method

This research employed a qualitative approach to analyze the effectiveness of Skintific's interactive content strategy in building audience engagement, particularly through influencer collaboration (Marcela Angel, 2025). The study was conducted online through TikTok, focusing on discussions surrounding Skintific Cushion from May to July 2025.

The research subjects were TikTok users who watched live sessions, left comments, or created content about Skintific Cushion. The research objects included comment section interactions, communication forms in videos, and audience responses to the content.

Data were collected through observation. In data analysis, descriptive statistical methods were applied to systematically present observed data without generalization. Descriptive statistics helped describe the data obtained from video observations, comment sections, interaction statistics, and in-depth interviews with several TikTok users. This mixed descriptive-qualitative approach enabled an in-depth exploration of discourse structures in digital advertising and presented findings in an organized format.

Results and Discussion

Social media is designed to facilitate interactive two-way communication,

transforming how information is distributed. Platforms such as Facebook, Twitter, YouTube, Instagram, and TikTok allow rapid and viral information dissemination to a massive audience. According to Denzarella, social media represents a new paradigm in the marketing industry, distinct from traditional media structures.

In digital marketing, social media serves not only as a communication channel but also as a strategic advertising medium. Effective digital advertisements require well-designed linguistic strategies to attract attention and communicate product messages clearly. The structure of successful advertisements typically combines informative, persuasive, and image-building linguistic functions.

One such example is the Skintific Cushion campaign on TikTok. During May–June 2025, observations revealed that influencer collaborations in live streaming and review videos significantly increased audience participation. The comment section responses were predominantly positive; many viewers expressed greater trust in the product after seeing direct testimonials from influencers and feedback from the brand. The communication style used was informal yet persuasive, adopting language familiar to younger audiences and fostering emotional connections between the brand and followers.

For instance, phrases such as "*Coverage cushion matte Skintific ga main-main! Who's tried it?*" and "*Full matte coverage approved by Rachel Venny! Get your perfect shade now!*" exemplify the use of persuasive language designed to entice audiences to act. These expressions function as direct invitations and emotional appeals, effectively driving purchase intention.

User comments such as "*I think this one's better because it focuses on product quality and is easier to understand*" represent subjective proposition structures, where personal experience and opinion strengthen trust and credibility among potential consumers.

The discourse structure of Skintific's TikTok advertisements is informal, personal, and persuasive. The language fosters authenticity and relatability, enhancing the perceived trustworthiness of influencer testimonials. This aligns with digital interactivity theory, emphasizing audience participation as creators of

meaning rather than passive receivers of messages.

The use of casual and expressive language combined with visual storytelling creates a strong emotional engagement. Direct audience interaction through comments or live sessions also fosters a sense of inclusivity and community belonging, enhancing both trust and purchase likelihood.

Overall, Skintific's interactive content strategy proved effective in increasing engagement and brand trust. Real-time interaction during live streaming not only improved product understanding but also reinforced brand image and encouraged impulse buying behavior. From a discourse analysis perspective, these findings enrich understanding of linguistic dynamics in digital advertising, highlighting language as both an informational and emotional bridge in brand consumer communication.

Conclusions

This study demonstrates the effectiveness of linguistic and communicative strategies in TikTok advertisements for shaping audience perception. The use of informal and persuasive language in Skintific Cushion promotions successfully attracts attention and fosters emotional engagement.

The implementation of interactive content particularly through influencer collaboration proved effective in enhancing engagement and consumer trust. The two-way communication built through live interactions strengthens emotional bonds and encourages spontaneous purchase decisions.

Despite its valuable findings, this study has several limitations. It focuses solely on Skintific Cushion advertisements on TikTok, meaning results may not generalize across other product types or platforms. Future studies should explore various digital advertising formats to deepen understanding of interactive content effectiveness (Ernawati & Khusnul Khaatimah, 2024).

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