# Building Strawberry Generation Trust: #RepairYourSkinBarrier

**Chusnul Rofiah[1], Sapto Roedy Widijanto[2]**
[1,2]STIE PGRI Dewantara Jombang,

**ABSTRACT:** The phenomenon of digital marketing development has presented a new strategy in building consumer trust, especially for the Strawberry Generation who are known to be selective in choosing skincare products. The #RepairYourSkinBarrier campaign on TikTok is one example of an effort that integrates scientific education, transparency, and professional validation to attract audience attention. This study aims to analyze how this content builds the Strawberry Generation's trust in Skintific products and influences their purchasing decisions. The research method used was qualitative with a cyber phenomenology approach, which involved in-depth interviews with 10 informants from the Strawberry Generation and virtual participatory observation of TikTok content with the hashtag #RepairYourSkinBarrier.The results of the study showed that this content successfully met the Strawberry Generation's needs for transparency and professional validation. Professional and educational visual content, simple delivery of scientific information, and active interaction from content creators (Detective Doctors) were the main factors in building audience trust. Other findings showed that doctor validation, testimonials from other users, and science-based explanations increased consumers' sense of security and trust, especially for those with sensitive skin. The campaign also drives purchasing decisions through a combination of education, trust, and visual appeal.In conclusion, the #RepairYourSkinBarrier content is effective in building trust among the Strawberry Generation with an approach based on scientific education, transparency, and active engagement. The recommendation is for other brands to adopt a similar strategy by involving professionals to create content that is educational, transparent, and relevant to consumer needs. Further research is recommended to explore the effectiveness of similar campaigns on other platforms and across different audience segments.

**KEYWORDS**: #RepairYourSkinBarrier, Strawberry Generation, consumer trust, professional validation, transparency, cyber phenomenology, TikTok, skincare education.

## I. INTRODUCTION

The Strawberry Generation, which generally consists of individuals aged 18–25 years, has characteristics that are very concerned about appearance, especially skincare (Jayasree et al., 2023), but tend to be fragile when faced with pressure (See et al., 2024). This term emerged to describe a generation that looks attractive on the outside but is easily "hurt" (Chintakananda & Liu, 2024). This phenomenon goes hand in hand with the rapid development of social media, especially TikTok, which is now the main platform for the Strawberry Generation in seeking information related to skincare (Park et al., 2024).TikTok has sparked the birth of the User Generated Content (UGC) trend, where product reviews from direct users or professionals, such as dermatologists (Tsen, 2023), play an important role in building consumer trust (P. Liu et al., 2024). One form of UGC that is now popular is the concept of "Detective Doctor" (DOKTIF), where a medical professional or skincare expert reviews the contents and effectiveness of a product in an educational and transparent manner (H. Liu et al., 2023). Campaigns such as #RepairYourSkinBarrier are one example of UGC that has succeeded in attracting the attention of the Strawberry Generation, especially in promoting Skintific products (M. Liu et al., 2023).In the past two years, Skintific has seen a significant increase in consumer acceptance and loyalty among the Strawberry Generation. Based on survey data by Snapcart (2023), as many as 78% of skincare consumers aged 18–25 years trust products that have validation from professionals such as dermatologists or beauticians more (Wang et al., 2023). Furthermore, a report from Statista (2023) shows that 67% of TikTok users prefer skincare products recommended through professional-based UGC content compared to traditional advertising (Wu et al., 2023).In the case of Skintific, the use of the hashtag #RepairYourSkinBarrier on TikTok has succeeded in increasing product trust and sales (Firdausi, 2023). According to Skintific's internal data, there has been a 40% increase in purchase rates since the launch of this campaign in late 2022 (Skintific Report, 2023). This shows that professional validation, packaged through educational and

relatable content, is very effective in building trust among the Strawberry Generation (Khamitov et al., 2024).Research on the effectiveness of professional-based UGC (Detective Doctors) in building trust among the younger generation is still very limited (Lee & Park, 2023). Previous studies generally only focus on the effectiveness of influencer marketing in general (W.-H. Kim et al., 2023), without considering the influence of professional validation on the consumption behavior of the Strawberry Generation who tend to be skeptical of skincare product claims (S. Y. Kim, 2023). Therefore, an in-depth study is needed to understand how the combination of professional UGC and the TikTok platform can increase consumer trust (Amaldoss & Shin, 2023).With the increasingly fierce competition in the skincare industry, understanding the dynamics of Strawberry Generation consumer behavior is very important (Traustason & Jónsson, 2023). This generation is not only selective in choosing products but also demands transparency and education before deciding to buy (Cruz & da Cruz, 2023). The campaign through TikTok media with the Detective Doctor approach provides a relevant solution to meet consumer needs for scientific validation and transparency (Nguyen, 2023). This research is urgent in filling the gap in previous research and providing strategic guidance for skincare brands such as Skintific (East, 2024).TikTok is currently not only an entertainment platform but also a center for educational information that influences consumer behavior (Duah, 2023). A study by Global Web Index (2023) shows that 58% of TikTok users aged 18–24 use this platform to find product reviews before buying. With the Detective Doctor approach, educational, honest, and transparent content has succeeded in building consumer trust (Meng et al., 2024).The #RepairYourSkinBarrier campaign combines elements of transparency with professional validation, making it a symbol of credibility that helps the Strawberry Generation (Pujianto et al., 2023) reduce doubts in choosing skincare products. This kind of content not only increases brand trust but also forms long-term loyalty.This study aims to analyze how professional-based UGC (Detective Doctor) on TikTok plays a role in building the Strawberry Generation's trust in Skintific products. By combining the phenomenon of social media, professional validation, and the need for transparency, this study is expected to provide a significant contribution to understanding the dynamics of consumer trust in the digital era, as well as developing more effective marketing strategies for the skincare industry. This research contributes in three main aspects, namely theoretical, practical, social and methodological contributions.

## II. THEORITICAL REVIEW

### 1. Digital Marketing Communication Theory

Digital marketing communication includes the use of technology-based platforms and social media to interact with audiences effectively (Moroz et al., 2023). In this context, TikTok as a rapidly growing platform has become the main medium for delivering marketing messages that are relevant to the Strawberry Generation (Alhalwachi et al., 2024). This theory emphasizes the importance of visual, interactive, and authentic content in attracting the attention of young audiences (Alshaketheep et al., 2024).Relevance: The #RepairYourSkinBarrier content that utilizes professional reviews from Doctor Detective combines educational communication with visual marketing, in accordance with the characteristics of the Strawberry Generation audience who are critical and selective in choosing products (Gök & Baltacı, 2024).

### 2. User Generated Content (UGC) Theory

This theory emphasizes the role of user-generated content in shaping consumer perceptions, beliefs, and purchasing decisions (Hochstein et al., 2023). According to (Tuncer & Kartal, 2024), UGC has a strong influence because it is considered more authentic and relevant than traditional advertising (Das et al., 2024).

There are three main characteristics of UGC that are relevant in this context (Yamagishi et al., 2024):

• Authenticity: Consumers trust content from real users or professionals more than unilateral claims from brands.

• Reliability: UGC based on professional reviews provides validation that is considered scientific and trustworthy.

• Engagement: UGC encourages active interaction between consumers and brands through social media.

Relevance: Content from Dokter Detective on TikTok is a form of professional-based UGC that is effective in building the Strawberry Generation's trust in Skintific products.

### 3. Source Credibility Theory

This theory, proposed by Hovland & Weiss (1951), states that audience trust in a message is influenced by the credibility of the source (Von Hohenberg & Guess, 2023), which consists of:

• Expertise: How expert or knowledgeable the source is in a particular topic.

• Trustworthiness: The level of audience trust in the truth of the message conveyed.

In the context of the #RepairYourSkinBarrier campaign, source credibility is strengthened by the presence of Dokter Detective who has expertise in the field of skin care (Wellman, 2024). Reviews that are educational and scientifically based increase audience trust in Skintific product claims.

**Building Strawberry Generation Trust: #RepairYourSkinBarrier**

 Relevance: The professional credibility of doctors as trusted sources increases the influence of content on the purchasing behavior of the Strawberry Generation, who seek scientific validation before using skincare products (Baudier et al., 2023).

**4. Generation Z Consumer Behavior Theory**

The Strawberry Generation, which is part of Generation Z, has consumption behavior that is highly influenced by digital trends and social media (Hazari & Sethna, 2023). According to Strauss & Howe (2020), Generation Z tends to:

• Be critical and require product transparency.

• Be very active on social media such as TikTok and Instagram.

• Look for valid and real-life reviews before making a purchase (Akhmaeva et al., 2023).

Research by (Dragolea et al., 2023) confirms that Generation Z trusts educational content from professionals more than commercial advertising.Relevance: The Detective Doctor campaign with the hashtag #RepairYourSkinBarrier successfully met the Strawberry Generation's needs for transparency, education, and scientific validation in choosing skincare products (Orea-Giner & Fusté-Forné, 2023).

**5. Viral Marketing Theory**

The viral marketing theory explains how engaging, relevant, and shareable content can spread rapidly through digital platforms (Erwin et al., 2023). TikTok as a short video platform provides a great opportunity for educational content such as the Dokter Detective review to go viral (Dhounchak et al., 2023). Factors that drive virality include:

• Message Clarity: Simple and to the point educational content.

• Emotional Relevance: Touching the audience's needs, such as solving the Strawberry Generation's skin problems.

• Audience Participation: Content that encourages interaction and engagement through comments or shares (Kaur et al., 2023).

Relevance: The #RepairYourSkinBarrier content distributed through TikTok leverages the principles of viral marketing to reach a wider audience and build trust in Skintific.

**III.  RESEARCH METHODS**

This study uses a qualitative method with a cyberphenomenology approach. This approach allows researchers to understand the phenomenon of social interaction, experience, and user perception in the digital world, especially on TikTok social media (Rofiah, 2024).

**1. Cyber Phenomenology Approach**

Cyberphenomenology is a method developed to explore how individuals construct meaning for a phenomenon in a virtual or digital environment (Rofiah, 2024). This approach focuses on: The user's direct experience when interacting with digital content; Subjective meanings resulting from interactions in cyberspace; Construction of digital reality that influences user perception and behavior. In the context of this study, the cyber phenomenology approach is used to: (1) Analyze the experiences and perceptions of the Strawberry Generation towards the Dokter Detektif content and the #RepairYourSkinBarrier campaign on TikTok. (2) Understand how professional validation in the form of UGC can build consumer trust in Skintific products.

**2. Data Collection Techniques**

This study uses several data collection techniques:

**a. Virtual Participatory Observation**

The researcher observed the #RepairYourSkinBarrier content on TikTok in depth, including: Visual content (video, hashtag, description); Audience interaction (likes, comments, shares); Responses from Doctor Detective or professional content creators.

**b. In-depth Interviews**

Conducted with: The Strawberry Generation as the main audience of TikTok users.

**c. Digital Document Analysis**

Data collection from: UGC content in the form of TikTok videos with the hashtag #RepairYourSkinBarrier; Qualitative data in the form of comments, testimonials, or audience reviews related to Skintific content and products.

**3. Data Analysis Techniques**

This study uses Husserl's phenomenological analysis technique with the following steps:

1. Phenomenological Reduction

Filtering data relevant to the focus of the research, such as user perceptions of Doctor Detective content and its impact on trust.

2. Intuitive Description

Describing the experiences and meanings given by the Strawberry Generation to Skintific content and products in depth.

3. Interpretation of Meaning

Drawing conclusions about how professional UGC content through TikTok shapes the reality of user trust in Skintific.

**Building Strawberry Generation Trust: #RepairYourSkinBarrier**

**4. Research Focus**

This research focuses on:

1. Subjective Meaning of the Strawberry Generation: How they interpret educational content from Dokter Detective on TikTok.

2. Trust in Skintific: Factors that build trust through the #RepairYourSkinBarrier campaign.

3. The Role of Digital Media (TikTok): As the main platform in shaping digital reality and consumer perception.

**5. Data Validity**

To ensure the validity of the data, the following techniques are used:

1. Data Triangulation: Combining the results of observations, interviews, and digital document analysis.

2. Member Checking: Validating the findings with research informants to ensure the truth of the interpretation.

The cyber phenomenology approach in this study allows for an in-depth understanding of the Strawberry Generation's experience in building trust in Skintific products through Dokter Detective content on TikTok. This method is relevant for exploring the dynamics of social interaction and the construction of meaning in a complex and ever-evolving digital world.

**Triangulation**

Cyberphenomenology is a postcritical procedure (method) which also has a postmodern and pragmatism paradigm, where the need for triangulation is adapted to research needs. Source triangulation and theory triangulation are two types of triangulation used in this research (Rofiah, 2021).

**IV. DATA ANALYSIS TECHNIQUE**

In this research, the data analysis used is the Manual Data Analysis Procedure (MDAP) by Rofiah, (2022). According to Rofiah, (2022), the proposed data analysis method is comprehensive and systematic but not rigid; providing a space that designs intuition and creativity as optimally and maximally as possible. This method makes researchers come out of their isolation and the analysis process is seen as a team activity rather than a purely individual process. The analysis process began immediately after the first interview and continued until the data saturation point had been reached. The analysis process consists of four parts:

1. Through preparation of the coding process.
2. Categorization process.
3. The process of determining the theme.
4. Proposition Formation Process.

Informant Account Names

**Table: informant data, 2024**

| Number | Account | Information | background | interest |
|---|---|---|---|---|
| 1 | @skincarelover21X | Informant 1 | College Student | Regularly Follows Skincare Trends |
| 2 | @glowupjourney23X | Informant 2 | Creative Worker | Beginner In Skincare |
| 3 | @beautytokqueen | Informant 3 | Tiktok Content Creator | Focuses On Skincare |
| 4 | @sensitivityskin22 | Informant 4 | College Student | Sensitive Skin Type |
| 5 | @minimalistskin24 | Informant 5 | Startup Worker | Focuses On Basic Skincare |
| 6 | @freshskinteen | Informant 6 | High School Student | Beginner Who Follows Tiktok Trends |
| 7 | @dewyface25 | Informant 7 | Freelance Worker | Regular Skincare User |
| 8 | @naturalglowman | Informant 8 | Male College Student | Interested In Natural Skincare |
| 9 | @trustedreviewer23 | Informant 9 | Creative Worker | Actively Follows Dermatologist Content |
| 10 | @skincarestarter21 | Informant 10 | Student | Beginner In Skincare |

**Explanation**

These account names reflect the characteristics of the Strawberry Generation who:

• Are active on TikTok with account names related to the skincare journey.

• Have a focus on self-care, glowing skin, and digital beauty trends.

• Often follow or upload educational content from doctors or influencers.

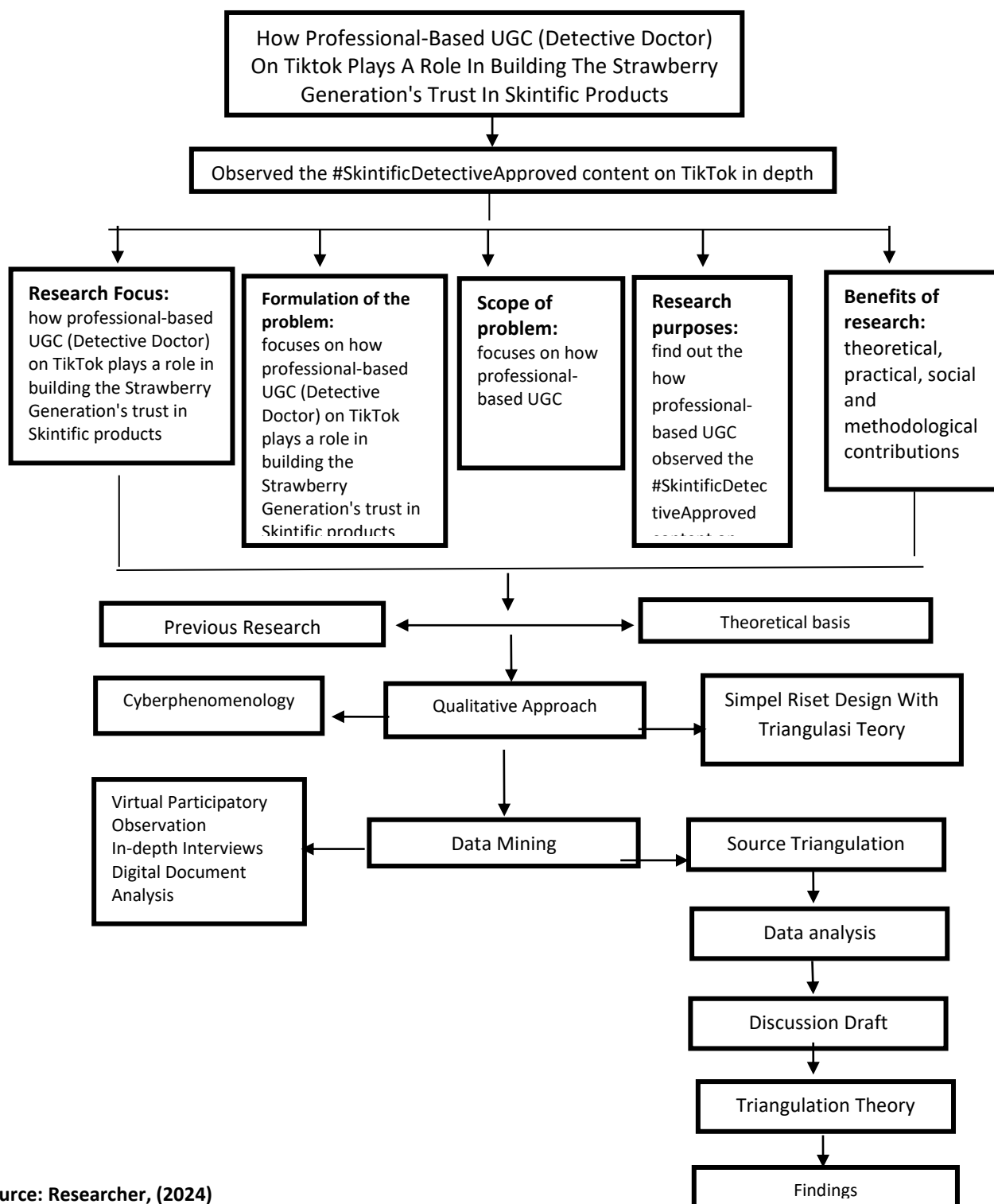**Informant Profiles**

**Table: Informant Profiles, 2024**

| Number | Information | Gender | Age | Background | Interest |
|---|---|---|---|---|---|
| 1 | Informant 1 | Female | 21 years old | College Student | Regularly Follows Skincare Trends |
| 2 | Informant 2 | Male | 23 years old | Creative Worker | Beginner In Skincare |

**Building Strawberry Generation Trust: #RepairYourSkinBarrier**

| 3 | Informant 3 | Female | 20 years old | Tiktok Content Creator | Focuses On Skincare |
|---|---|---|---|---|---|
| 4 | Informant 4 | Female | 22 years old | College Student | Sensitive Skin Type |
| 5 | Informant 5 | Male | 24 years old | Startup Worker | Focuses On Basic Skincare |
| 6 | Informant 6 | Female | 19 years old | High School Student | Beginner Who Follows Tiktok Trends |
| 7 | Informant 7 | Female | 25 years old | Freelance Worker | Regular Skincare User |
| 8 | Informant 8 | Male | 22 years old | Male College Student | Interested In Natural Skincare |
| 9 | Informant 9 | Female | 23 years old | Creative Worker | Actively Follows Dermatologist Content |
| 10 | Informant 10 | Female | 21 years old | Student | Beginner In Skincare And Active On Tiktok. |

**Research Line of Thought**

The framework of this research can be described as follows:



**Source: Researcher, (2024)**

**Building Strawberry Generation Trust: #RepairYourSkinBarrier**

## V. RESULTS AND DISCUSSION
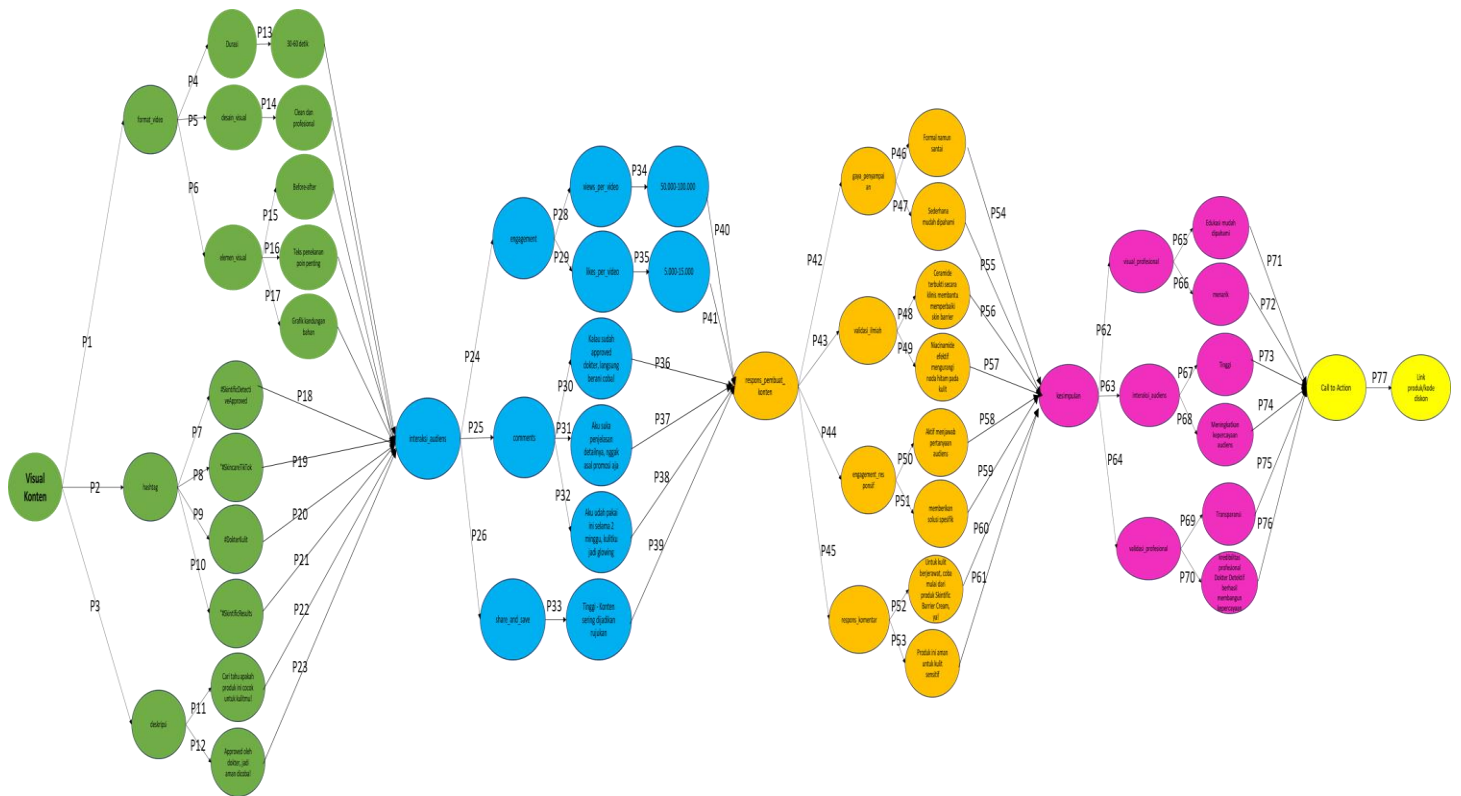


**Source:** Research proposition, 2024

### Discussion

Based on the coding results from virtual participatory observation of #RepairYourSkinBarrier content on TikTok, detailed findings were obtained regarding the content structure including visual content, audience interaction, content creator responses, conclusions, and calls to action (CTAs). These results show how a professional education-based marketing strategy can build the Strawberry Generation's trust in Skintific products.

### Visual Content

Visual content is the first element to attract the audience's attention. The content produced in this campaign has a short video format of 30-60 seconds, following TikTok's short but concise video standards. The visual design displayed looks clean and professional, emphasizing the credibility of the content and brand. This visual content also uses elements that attract attention, such as active ingredient content graphics, text that highlights important points, and before-after results of using Skintific products that provide real visual evidence. The use of educational elements such as ceramide and niacinamide graphics, which are explained in simple language, makes the information easy for the audience to understand. In addition, the content is equipped with popular hashtags, such as #RepairYourSkinBarrier, #SkincareTikTok, and #DokterKulit, which increase audience reach. The content description includes clear calls to action, such as "Find out if this product is right for your skin!" and "Approved by a doctor, so it's safe to try!", which help the audience understand the purpose of the video and encourage further engagement.

### Audience Engagement

After capturing attention through visuals, the content managed to create a high level of audience engagement. The videos received an average of 50,000–100,000 views, indicating that the campaign had a strong appeal among TikTok audiences. The level of likes was also quite significant, ranging from 5,000–15,000 per video, indicating the audience's appreciation for informative and transparent content. The comments column is evidence of positive audience engagement. Many comments emphasized their trust in the professional validation by Dokter Detik, such as "If it's been approved by a doctor, I'll dare to try it right away!" and "I like the detailed explanation, not just promoting it." In addition, several audiences also shared testimonials of positive experiences after using Skintific products, such as "I've been using this for 2 weeks, my skin is glowing." The high

number of shares and saves indicates that this content is considered valuable and is often used as a reference by the audience, both for personal information and recommendations to others.

**Content Creator Response**

The response from the Detective Doctor or professional content creator plays an important role in building audience trust. The style of content delivery used is formal but relaxed, making the audience feel closer and more comfortable even though the information provided is scientific. The Detective Doctor explains the product content in simple and easy-to-understand language, such as "Ceramide is clinically proven to help repair the skin barrier" or "Niacinamide is effective in reducing dark spots on the skin." This scientific validation provides a sense of security and transparency that the Strawberry Generation needs. In addition, active interaction from content creators in the comments column further strengthens the credibility of the campaign. The Detective Doctor not only answers questions, but also provides specific solutions according to the audience's skin problems, such as "For acne-prone skin, try Skintific Barrier Cream!" or "This product is safe for sensitive skin." The responsiveness of the content creator shows a commitment to providing trusted education, while increasing positive interactions with the audience.

Based on the observation results, the #RepairYourSkinBarrier content has succeeded in building audience trust through a systematic and effective approach. First, the educational and professional visual content attracts the audience's attention and conveys information clearly. Second, the high level of audience interaction, such as the number of views, likes, positive comments, and shares, shows that this campaign has succeeded in creating strong engagement. Third, professional validation by Doctor Detective provides the transparency and credibility needed by the audience in choosing skincare products. Fourth, interactive and solution-oriented responses from content creators add a sense of security and form a positive relationship between the audience and the Skintific brand. With this approach, this campaign not only attracts attention but also influences purchasing decisions and builds audience loyalty.

**Call to Action (CTA)**

Call to Action (CTA) is an effective closing element in this campaign, encouraging the audience to take further steps. The CTAs used include:

1. Purchase Action:

"Click the link in the bio to buy Skintific products now!"

"Use discount code SKINTIFIC10 for a special promo!"

2. Further Engagement:

"Comment below your experience using this product!"

"Share this video with your friends who are looking for safe skincare!"

3. Additional Education:

"Follow this account for more skincare tips from Dokter Detektif!"

A clear, simple, and direct CTA encourages the audience to take a specific action, whether to buy the product, interact with the content, or follow the account for more information.

Overall, the #RepairYourSkinBarrier content on TikTok shows the effectiveness of a professional education-based marketing strategy in attracting attention, creating strong interactions, and building the Strawberry Generation's trust in Skintific products. The combination of professional content visuals, high audience engagement, validation from professional doctors, and clear CTAs make this campaign a successful example of digital marketing in the social media era. This success shows that transparency, education, and credibility are key in building consumer loyalty, especially among the Strawberry Generation who are critical and selective about skincare products.

1. Trust: Recommendations and validation from professionals such as Doctor Detective provide a sense of security and increase trust in Skintific products.

2. Education: The Strawberry Generation likes educational content that is easy to understand and transparent.

3. Decision Making: #RepairYourSkinBarrier content has a significant influence in driving purchasing decisions due to the combination of professional validation and user testimonials.

4. Future Hope: The Strawberry Generation hopes for more similar educational content that is relevant to their specific needs.

With this approach, the Skintific campaign via TikTok has succeeded in building trust, influencing purchasing behavior, and strengthening the loyalty of the Strawberry Generation to skincare products.

**Findings**

**Building Strawberry Generation Trust: #RepairYourSkinBarrier**
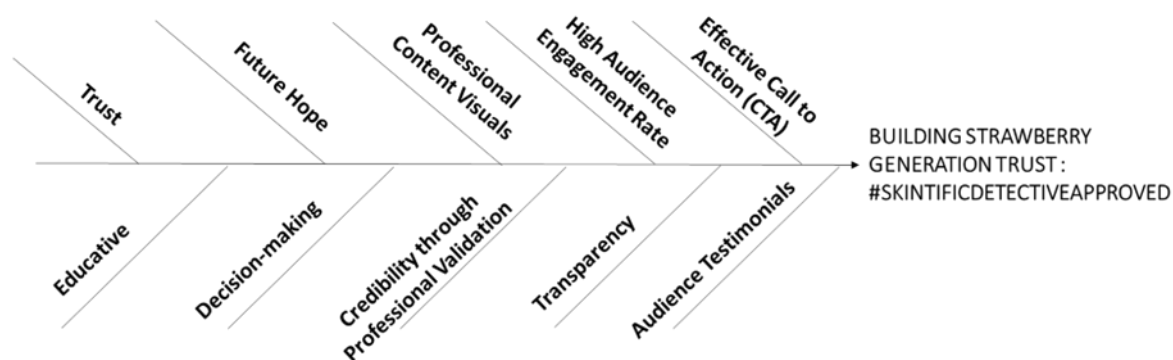


*Source: researcher's findings BUILDING STRAWBERRY GENERATION TRUST : #RepairYourSkinBarrier, 2024*

This study aims to answer how the #RepairYourSkinBarrier campaign on TikTok builds trust among the Strawberry Generation in Skintific skincare products. The following are the core findings that support the results of this study:

**1. Professional and Educational Visual Content**
**Clean and Aesthetic Design**: The content has professional, clean, and aesthetically appealing visuals, making it easier for the audience to trust. Short but Solid Duration: 30–60-second videos provide clear information and get straight to the point.
**Educational Elements**: The use of ingredient content graphics, text emphasizing important points, and before-after product visuals provide concrete evidence and education to the audience. **Strategic Hashtags**: Hashtags such as #RepairYourSkinBarrier, #SkincareTikTok, and #DokterKulit increase the reach of content among the Strawberry Generation.

**2. Credibility through Professional Validation (Doctor Detective)**
**Trusted Source**: The presence of Doctor Detective as a content creator increases the credibility of the product because it is considered to have scientific and professional knowledge. **Simple Scientific Explanation**: Doctors provide scientific validation related to product content such as "Ceramide helps repair the skin barrier" and "Niacinamide is effective in reducing dark spots".
**Interactive and Responsive**: Doctor Detective actively answers audience questions in the comments column, providing specific solutions according to skin problems, such as: "For acne-prone skin, try Skintific Barrier Cream!". **Science-Based Trust**: Science-based explanations provide the transparency needed by audiences to feel safe using the product.

**3. High Audience Interaction Level**
**Positive Engagement**: Videos with the hashtag #RepairYourSkinBarrier get an average of 50,000–100,000 views and 5,000–15,000 likes per content.
**Positive Comments**: Audiences provide comments that show trust in professional validation, such as: "If the doctor has approved it, dare to try it right away!"; "I like the detailed explanation, not just promotion."
**High Shares and Saves**: Content is often shared and saved, indicating that the audience considers it valuable and useful as a reference.

**4. Transparency and Audience Testimonials**
**Before-After Testimonials**: The presence of visual results of product use from users strengthens the credibility of the content and product. **Double Validation**: In addition to doctor validation, positive comments and testimonials from fellow product users strengthen the trust of the Strawberry Generation.

**5. Effective Call to Action (CTA)**
**Encourage Purchases**: Invitations such as "Click the link in the bio to buy now!" or discount codes make the audience take immediate action to purchase. **Further Engagement**: CTAs also encourage the audience to: **Comment**: "Comment below your experience using this product!"; **Share**: "Share this video with your friends!"; Follow accounts for further education.

**6. The Strawberry Generation Values Transparency and Education**
**Education as a Priority**: The Strawberry Generation tends to be selective and critical in choosing skincare products. They prioritize transparency of product content and professional validation. **Need for Scientific Validation**: The credibility of doctors and scientific evidence makes audiences trust products more than regular advertising.
The **#RepairYourSkinBarrier** content on TikTok has successfully resonated with the Strawberry Generation by addressing their need for **education**, **transparency**, and **professional validation** in skincare choices. Informants expressed positive perceptions of

**Building Strawberry Generation Trust: #RepairYourSkinBarrier**

the content, highlighting its ability to combine scientific information with engaging visuals and relatable delivery. For instance, the **educational aspect** of the content, where dermatologists explain active ingredients in simple and accessible language, was appreciated by Informants 1, 6, and 10, who found it helpful in understanding product benefits and usage. Additionally, the **professional validation** provided by the dermatologist played a significant role in building trust, as noted by Informants 2, 4, and 5, who expressed increased confidence in trying the product due to the doctor's endorsement. Furthermore, the content's **transparent and honest approach**, highlighted by Informants 3 and 8, made it feel more like an educational effort than a promotional campaign. Informant 9 valued the interactive nature of the content, emphasizing the importance of detailed responses in the comments, while Informant 7 appreciated the professional yet relaxed delivery style, which made the scientific explanations more relatable. This blend of education, transparency, and engagement has positioned the content as both informative and trustworthy, aligning well with the Strawberry Generation's selective approach to skincare.

**1. Views on #RepairYourSkinBarrier Content**

Informant 1: *"The content is educational, the dermatologist explains it in easy-to-understand language. I now know what ingredients are suitable for my skin."*

Informant 2: *"Usually I don't care about skincare, but when I saw the doctor explaining Skintific, I became more confident and interested."*

Informant 3: *"I like it because the content is neat, honest, and scientific. I don't feel like I'm being led to buy something."*

Informant 4: *"I have sensitive skin, so recommendations from the doctor make me feel more at ease trying this product."*

Informant 5: *"Usually I'm afraid that skincare will cause breakouts, but because this is 'approved' by the doctor, I'm more confident."*

Informant 6: *"The visuals are attractive and informative. Not only selling, but also providing knowledge about the product's active ingredients."*

Informant 7: *"The Detective Doctor seemed professional, but his delivery was relaxed and not stiff."*

Informant 8: *"I like transparent products. The doctor's explanation made me understand why this product is suitable for my skin."*

Informant 9: *"I like the doctor's detailed comments in the comments column. So it's not just a video, but there's also interaction."*

Informant 10: *"The content makes me, a beginner in skincare, understand the step-by-step way to use the product properly."*

**Analysis of Informant Statements on #RepairYourSkinBarrier Content**

Statements from informants indicate that the #RepairYourSkinBarrier content successfully meets the Strawberry Generation's needs for education, transparency, and professional validation in choosing skincare products. Informants 1, 6, and 10 highlighted the educational aspect of the content, where scientific explanations of active ingredients are delivered in simple and easy-to-understand language, helping the audience understand the benefits of the product and how to use it. Meanwhile, Informants 2, 4, and 5 emphasized the importance of professional validation from doctors, which provides a sense of security and increases their trust, especially for users with sensitive skin or concerns about side effects such as breakouts.

In addition, Informants 3 and 8 emphasized the transparency of the content, where honest and non-pushy scientific explanations create the impression that the campaign focuses more on education than just promotion. The interactive element was also an important point for Informant 9, who liked the involvement of doctors in answering audience questions in detail in the comments column. This creates a closer and more interactive relationship between the audience and the content creator. On the other hand, Informant 7 stated that the professional yet relaxed delivery style of the doctor made the content feel more relatable, reducing the stiff impression often found in scientific education campaigns.

Overall, these findings indicate that the #RepairYourSkinBarrier content is effective because it successfully combines attractive visuals, professional validation, transparent scientific information, and active interaction. This builds trust among the Strawberry Generation in a way that is educational, convincing, and relevant to their needs and characteristics as a selective audience in choosing skincare products.

**2. Trust Factor in Skintific Products**

Informant 1: *"Because this was explained by a doctor, I don't feel like this product is just a false promise."*

Informant 4: *"The doctor's validation makes me sure that this product is safe, especially for sensitive skin."*

Informant 7: *"The scientifically explained content makes me believe in Skintific's claims."*

Informant 9: *"I feel that this brand is more transparent than other brands, so I trust it more."*

Informant 5: *"Testimonials from other users plus recommendations from doctors make my trust in this product stronger."*

**Building Strawberry Generation Trust: #RepairYourSkinBarrier**

**Trust Factor Analysis in Skintific Products**

Statements from informants confirmed that trust in Skintific products is built through a combination of professional validation, information transparency, and testimonials from other users. Informants 1, 4, and 7 highlighted the important role of doctor validation in building trust, where the scientific explanation given creates the impression that Skintific products have a strong scientific basis and are not just empty claims. This was especially felt by Informant 4, who has sensitive skin and feels safer trying the product after getting a doctor's recommendation.

Meanwhile, Informant 9 emphasized the transparency aspect as a differentiating factor for Skintific from other brands. Clear and honest explanations make the audience feel that this brand is more trustworthy. In addition to professional validation, Informant 5 added that testimonials from other users combined with doctor recommendations strengthen their trust in the excellence and safety of Skintific products.

Overall, these findings indicate that the trust factor in Skintific products is built through a scientific and transparent approach combined with professional validation from doctors and positive experiences from other users. This strategy is effective in providing a sense of security, increasing credibility, and differentiating Skintific from competitors in the eyes of the Strawberry Generation who are selective and critical in choosing skincare products.

**3. Influence of Content on Purchasing Decisions**

Informant 2: *"I have never bought expensive skincare products before, but because I saw this content, I wanted to try it."*

Informant 6: *"I immediately looked for the product on the marketplace after seeing the video go viral."*

Informant 3: *"The content from the doctor on TikTok made me not hesitate to try Skintific."*

Informant 8: *"The doctor's explanation made me understand my skin's needs, so I knew which products to buy."*

Informant 10: *"I'm usually afraid of choosing the wrong skincare, but this video made me more confident in buying Skintific products."*

**Analysis of Content Influence on Purchasing Decisions**

The informants' statements indicate that the #RepairYourSkinBarrier content on TikTok has a significant influence on purchasing decisions for Skintific products. Informants 2 and 6 emphasized that interesting and viral content encouraged them to immediately look for products in the marketplace, even for those who had never bought expensive skincare before. This proves that content that is packaged attractively can eliminate initial doubts and create a desire to try the product.

Meanwhile, Informants 3 and 10 highlighted the important role of professional validation in building confidence to buy a product. The explanation from the doctor on TikTok gave them confidence that Skintific products were worth trying and minimized concerns about choosing the wrong skincare product. In addition, Informant 8 explained that the scientific explanation from the doctor helped them understand their specific skin needs, making it easier to determine the right product.

Overall, the educational content from the Detective Doctor that is scientific, transparent, and relatable is able to influence the audience's perception of Skintific products, build trust, and encourage purchasing actions. This suggests that the combination of scientific education, professional validation, and content virality are key factors that are effective in influencing the Strawberry Generation's purchasing decisions.

**4. Hopes for Similar Content in the Future**

Informant 1: *"Hopefully more doctors will create educational content like this so that we don't choose the wrong product."*

Informant 5: *"I hope more products are reviewed by doctors so that we can be more confident before buying."*

Informant 7: *"Educational and honest content like this makes brands look more professional."*

Informant 9: *"If possible, there should be specific content for certain skin problems, such as acne or dull skin."*

Informant 10: *"I want more step-by-step product recommendations from doctors so that I'm not confused about my skincare routine."*

**Analysis of Expectations for Similar Content in the Future**

The informants' statements indicate that the #RepairYourSkinBarrier content has provided significant educational value, but the audience hopes for development and improvement in the presentation of similar content in the future. Informants 1 and 5 emphasized the importance of involving more doctors in creating educational content that discusses products scientifically and transparently. This is considered important to help the audience choose the right product and minimize the risk of mistakes in skincare.

Meanwhile, Informant 7 highlighted that educational and honest content increases the brand's professionalism in the eyes of the audience. This kind of transparency makes consumers more trusting and feel appreciated. Informant 9 proposed specific content that focuses on certain skin problems, such as acne or dull skin, so that the information provided is more relevant and provides solutions according to the audience's needs. In addition, Informant 10 hopes for more step-by-step skincare routine

recommendations from doctors. This aims to help beginners understand how to use products correctly and avoid confusion in designing their skincare routines.

Overall, informants want more educational content delivered by professionals, with a focus on transparency, specific skin concerns, and practical skincare guidance. This reflects the Strawberry Generation's need for more targeted, reliable, and easy-to-understand information to support their decisions in choosing skincare products.

This research makes significant contributions in three main aspects, namely theoretical, practical, and social contributions. The following is a detailed explanation of the contribution of this research to various fields:

### 1. Theoretical Contribution

This research enriches the literature related to digital marketing communications, especially in the context of building consumer trust in the era of social media. **Integration of Source Credibility Theory and UGC (User Generated Content)**: This research confirms that professional validation (Doctor Detective) and scientific-based educational content can be key elements in building trust in young consumers such as the Strawberry Generation.

**Cyber-Phenomenology Approach**: This research combines a cyber-phenomenology approach to understand how interactions in the digital world, especially TikTok, shape audience perceptions of product transparency and credibility.

**Strawberry Generation as a Special Segment**: The results of the study clarify the characteristics of the Strawberry Generation, such as dependence on professional validation, the need for transparency, and trust in scientific education, so that they can be used as references for future research on consumer behavior.

### 2. Practical Contribution

This study provides strategic guidance for beauty industry practitioners, especially in designing effective digital marketing campaigns on social media**. Credibility-Based Marketing Strategy:** The #RepairYourSkinBarrier campaign shows that collaboration with professionals (dermatologists) can build audience trust through scientific transparency. This strategy can be adopted by other brands to create credibility and consumer loyalty.

**Increasing Audience Interaction**: By emphasizing educational elements packaged in an attractive visual format, this approach can increase audience engagement (views, likes, shares, and comments). Practitioners can use a similar approach to increase audience engagement on the TikTok platform.

**Effectiveness of Call to Action (CTA)**: The findings of this study emphasize the importance of specific and clear CTAs, such as "Click the link in the bio" or "Use promo code", to direct the audience to real actions such as purchasing products or further interactions.

**Understanding the Character of the Strawberry Generation:** Brands can understand that the Strawberry Generation needs a combination of professional validation, scientific transparency, and visual evidence before deciding to purchase.

### 3. Social Contribution

This research also has a positive social impact, especially in encouraging skin health education among the Strawberry Generation: **Increased Skincare Literacy**: Educational campaigns such as #RepairYourSkinBarrier help audiences understand product content and benefits scientifically. This encourages the younger generation to be more selective in choosing products that suit their skin needs.

**Transparency in the Beauty Industry:** This research encourages the beauty industry to be more transparent in conveying product claims. Collaboration with professionals can reduce consumer doubts about claims that are often exaggerated.

**Consumer Empowerment:** The Strawberry Generation becomes more critical and wiser in choosing skincare products. They can understand the importance of scientific validation and credible testimonials before purchasing a product, which ultimately minimizes the risk of choosing the wrong skincare product.

### 4. Methodological Contribution

This research also contributes to the use of qualitative methods with **a cyber-phenomenology approach**:

This approach proves its effectiveness in exploring audience experiences with the phenomenon of digital marketing on the TikTok platform. The Observation Guide and Question Guide developed in this study can be used as a reference for other researchers who want to explore the interaction between audiences and educational content on social media.

This study provides valuable contributions in understanding how campaigns based on professional validation, scientific education, and content transparency on social media, especially TikTok, can build the trust of the Strawberry Generation in skincare products. With theoretical, practical, and social contributions, this study provides a strong foundation for academics, practitioners, and industry to create more credible, effective, and impactful digital marketing strategies.

## VI. CONCLUSION

This study shows that the #RepairYourSkinBarrier campaign on TikTok has succeeded in building the Strawberry Generation's trust in Skintific skincare products through a professional education approach and information transparency. The attractive, clean, and professional visual content with a short duration has succeeded in attracting the audience's attention while conveying scientific information clearly. The presence of the Detective Doctor as a trusted source provides professional validation and increases the credibility of the product, which are the main factors in building audience trust. The high level of audience interaction, such as the number of views, likes, positive comments, and shares, shows the success of this content in creating strong engagement. Interactive responses from doctors, such as answering audience questions with specific solutions, strengthen the Strawberry Generation's sense of security and trust in the product. In addition, a specific and clear Call to Action (CTA) encourages the audience to take real action, either in the form of purchasing the product or further interaction. This study confirms that scientific education, content transparency, and professional validation are an effective combination in building loyalty and trust in young consumers in the digital era.

Based on the results of the study, it is recommended that skincare brands and the beauty industry adopt a similar strategy by prioritizing professional-based educational content to build consumer trust. Collaboration with dermatologists or professional experts needs to be improved to provide simple yet credible scientific explanations, tailored to the needs of the audience. In addition, visual elements such as before-after, ingredient charts, and text emphasizing important points need to be strengthened to make the content easier to understand and attract attention. Brands are also advised to be more responsive to the audience through the comments column or direct interaction to build a positive, sustainable relationship. It is important to ensure an effective Call to Action (CTA) in each content so that the audience is encouraged to take the desired action, such as purchasing or following the account. On the other hand, further research can explore the effectiveness of similar campaigns on other social media platforms and different generational segmentations to provide broader insights into credible and transparent digital marketing strategies. Thus, this approach can create a positive impact in building long-term trust among consumers.

## REFERENCE

1) Akhmaeva, L. G., Dolgopolov, D. V, & Eremeeva, A. I. (2023). Customers' behavior changes of Russian representatives of generations X and Z due to social and economic factors in 2022. *Вестник Университета*, 221.

2) Alhalwachi, L., Askar, E., & Zaidan, A. (2024). The Impact of Digital Marketing on SME's Growth and Success as a Tool of Marketing Communication: A Case Study in Bahrain After the Pandemic. In *Artificial Intelligence-Augmented Digital Twins: Transforming Industrial Operations for Innovation and Sustainability* (pp. 523–540). Springer.

3) Alshaketheep, K., Mansour, A., Deek, A., Zraqat, O., Asfour, B., & Deeb, A. (2024). Innovative digital marketing for promoting SDG 2030 knowledge in Jordanian universities in the Middle East. *Discover Sustainability*, *5*(1), 219.

4) Amaldoss, W., & Shin, W. (2023). Content Provision on UGC Platforms. *Global Marketing Conference*, 390.

5) Baudier, P., de Boissieu, E., & Duchemin, M.-H. (2023). Source credibility and emotions generated by robot and human influencers: the perception of luxury brand representatives. *Technological Forecasting and Social Change*, *187*, 122255.

6) Chintakananda, A., & Liu, X. (2024). The price of kindness: perceived bribery pervasiveness and coping mechanisms in an emerging market. *Asia Pacific Journal of Management*, 1–26.

7) Cruz, E. F., & da Cruz, A. M. R. (2023). Digital solutions for engaging end-consumers in the circular economy of the textile and clothing value chain-A systematic review. *Cleaner and Responsible Consumption*, 100138.

8) Das, A., Kondasani, R. K. R., Deb, R., & Batabyal, D. (2024). Leveraging user-generated content (UGC) in pre-travel behavior: A PLS-SEM and necessary conditions analysis (NCA) approach. *Tourism and Hospitality Research*, 14673584241292254.

9) Dhounchak, R., Kavitha, V., & Altman, E. (2023). Viral marketing branching processes. *Computer Communications*, *198*, 140–156.

10) Dragolea, L.-L., Butnaru, G. I., Kot, S., Zamfir, C. G., Nuţă, A.-C., Nuţă, F.-M., Cristea, D. S., & Ştefănică, M. (2023). Determining factors in shaping the sustainable behavior of the generation Z consumer. *Frontiers in Environmental Science*, *11*, 1096183.

11) Duah, C. (2023). *The Influence of TikTok Videos on Consumer Behaviour*.

12) East, S. (2024). *"Get Ready With Me for TV." How Female Journalists Communicate Identity Through# GRWM Videos on TikTok*. Regent University.

13) Erwin, E., Suade, Y. K. M., & Alam, N. (2023). Social Media Micro-enterprise: Utilizing Social Media Influencers, Marketing Contents and Viral Marketing Campaigns to Increase Customer Engagement. *International Conference of*

*Economics, Business, and Entrepreneur (ICEBE 2022)*, 578–593.

14) Firdausi, F. F. (2023). Pengaruh Content Marketing dan Influencer Marketing Terhadap Keputusan Pembelian Produk Skintific dengan Content Creation sebagai Variabel Intervening (Studi Kasus pada Pengikut Cut Rizki). *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, *23*(1), 1–35.

15) Gök, T., & Baltacı, M. (2024). Digital Marketing and Consumer Behavior in Tourism. In *Innovation Strategies and Organizational Culture in Tourism* (pp. 61–69). Routledge.

16) Hazari, S., & Sethna, B. N. (2023). A comparison of lifestyle marketing and brand influencer advertising for generation Z Instagram users. *Journal of Promotion Management*, *29*(4), 491–534.

17) Hochstein, R. E., Harmeling, C. M., & Perko, T. (2023). Toward a theory of consumer digital trust: meta-analytic evidence of its role in the effectiveness of user-generated content. *Journal of the Academy of Marketing Science*, 1–21.

18) Jayasree, R., Thangam, C., Kulanthaivel, L., & Subbaraj, G. K. (2023). Preventive Role of Nutraceutical Agents Against Aging. In *Evidence-based Functional Foods for Prevention of Age-related Diseases* (pp. 345–371). Springer.

19) Kaur, A., Soch, H., & Kaur, S. (2023). Interaction Behavior of Customers in Viral Marketing: An Analysis of its Impact on Customer Opinions. In *Handbook of Evidence Based Management Practices in Business* (pp. 292–304). Routledge.

20) Khamitov, M., Rajavi, K., Huang, D.-W., & Hong, Y. (2024). Consumer trust: Meta-analysis of 50 years of empirical research. *Journal of Consumer Research*, *51*(1), 7–18.

21) Kim, S. Y. (2023). Investigating the effect of customer-generated content on performance in online platform-based experience goods market. *Journal of Retailing and Consumer Services*, *74*, 103409.

22) Kim, W.-H., Park, E., & Kim, S.-B. (2023). Understanding the role of firm-generated content by hotel segment: the case of Twitter. *Current Issues in Tourism*, *26*(1), 122–136.

23) Lee, J.-S., & Park, S. (2023). A cross-cultural anatomy of destination image: An application of mixed-methods of UGC and survey. *Tourism Management*, *98*, 104746.

24) Liu, H., Wang, Y., He, G., Ma, R., & Fu, S. (2023). The impact of environmental information disclosure of origin using blockchain technology on online consumer behaviour: A combination of SEM and NCA approaches. *Journal of Cleaner Production*, *421*, 138449.

25) Liu, M., Xu, J., Li, S., & Wei, M. (2023). Engaging customers with online restaurant community through mutual disclosure amid the COVID-19 pandemic: The roles of customer trust and swift guanxi. *Journal of Hospitality and Tourism Management*, *56*, 124–134.

26) Liu, P., Tse, E. C.-Y., & He, Z. (2024). Influence of customer satisfaction, trust, and brand awareness in health-related corporate social responsibility aspects of customers revisit intention: a comparison between US and China. *Journal of Quality Assurance in Hospitality & Tourism*, *25*(4), 700–726.

27) Meng, L. M., Kou, S., Duan, S., & Bie, Y. (2024). The impact of content characteristics of Short-Form video ads on consumer purchase Behavior: Evidence from TikTok. *Journal of Business Research*, *183*, 114874.

28) Moroz, O., Trunina, I., Moroz, M., Zahorianskyi, V., & Vasylkovska, K. (2023). Digital Marketing Communications Transformation in Wartime. *2023 IEEE 5th International Conference on Modern Electrical and Energy System (MEES)*, 1–6.

29) Nguyen, Y. H. (2023). *A Qualitative Exploratory Research Design Study of Asian American Consumer Acceptance of Biometric Technology*. University of the Cumberlands.

30) Orea-Giner, A., & Fusté-Forné, F. (2023). The way we live, the way we travel: generation Z and sustainable consumption in food tourism experiences. *British Food Journal*, *125*(13), 330–351.

31) Park, K., Kim, M., & Jung, K. (2024). A Character-Centric Creative Story Generation via Imagination. *ArXiv Preprint ArXiv:2409.16667*.

32) Pujianto, W. E., Purwono, R., Evendi, E., & Supriyadi, S. (2023). Spiritual dimension to organization citizenship behavior: The mediating role of adaptive leadership and quality of work life. *Jurnal Ekonomi Modernisasi*, *19*(2), 70–85.

33) Rofiah, C. (2021). QUALITATIVE METHODS: SIMPLE RESEARCH WITH TRIANGULATION THEORY DESIGN. *Develop*, *5*(1), 18–28.

34) Rofiah, C. (2022). Analisis Data Kualitatif: Manual Atau Dengan Aplikasi? *Develop*, *6*(1), 33–46.

35) Rofiah, C. (2024). Cyberfenomenologi dan Evolusi Identitas Manusia Dalam Dunia Media Sosial: Pendekatan Studi Kualitatif. *Develop*, *8*(2), 136–160.

36) See, X. Z., Yeo, W. S., & Saptoro, A. (2024). A comprehensive review and recent advances of vitamin C: Overview, functions, sources, applications, market survey and processes. *Chemical Engineering Research and Design*.

37) Traustason, A. M., & Jónsson, O. S. (2023). *Analysis of the consumer behavior in the skincare market in Iceland*.

38) Tsen, D. H. (2023). Transition as Dysrhythmia: Luo Yijun, Generational Logic, and Taiwanese Post-postmodernism. *Remembering Transitions: Local Revisions and Global Crossings in Culture and Media*, *38*, 115.

39) Tuncer, İ., & Kartal, A. S. (2024). Do the importance of influencer-and customer-generated content on social media affect willingness to pay more for potential customers? *Journal of Consumer Behaviour*, *23*(2), 1002–1013.

40) Von Hohenberg, B. C., & Guess, A. M. (2023). When do sources persuade? The effect of source credibility on opinion change. *Journal of Experimental Political Science*, *10*(3), 328–342.

41) Wang, J., Shahzad, F., & Ashraf, S. F. (2023). Elements of information ecosystems stimulating the online consumer behavior: A mediating role of cognitive and affective trust. *Telematics and Informatics*, *80*, 101970.

42) Wellman, M. L. (2024). "A friend who knows what they're talking about": Extending source credibility theory to analyze the wellness influencer industry on Instagram. *New Media & Society*, *26*(12), 7020–7036.

43) Wu, W., Wang, S., Ding, G., & Mo, J. (2023). Elucidating trust-building sources in social shopping: A consumer cognitive and emotional trust perspective. *Journal of Retailing and Consumer Services*, *71*, 103217.

44) Yamagishi, K., Canayong, D., Domingo, M., Maneja, K. N., Montolo, A., & Siton, A. (2024). User-generated content on Gen Z tourist visit intention: a stimulus-organism-response approach. *Journal of Hospitality and Tourism Insights*, *7*(4), 1949–1973.

**ATTACHMENT**

Question Guide and Observation Guide in Research

This research aims to understand how the #RepairYourSkinBarrier campaign on TikTok builds the Strawberry Generation's trust in Skintific products. The following is a guide to interview questions and observations that can be used.

**1. QUESTION GUIDE**

**A. Informant Profile**

1. Can you tell us your age, activities, and how often you use social media, especially TikTok?
2. What is your main motivation in searching for information about skincare on TikTok?

**B. Perception of #RepairYourSkinBarrier Content**

1. What do you think about videos that use the hashtag #RepairYourSkinBarrier? Does this content catch your attention? If so, why?
2. What do you like most about this content? (visuals, doctor's explanation, before-after results, etc.)
3. How do you see the explanation from the Detective Doctor in the content? Is the explanation easy to understand? Does the explanation from the doctor make you more confident in the product?
4. What do you think about the product visualization and explanation of the active ingredients (ceramide, niacinamide, etc.)?
5. Are there any elements in the content that you find less interesting or need to be improved?

**C. Influence of Content on Trust**

1. In your opinion, does the presence of a doctor or professional in the video affect your trust in the product? If yes, why?
2. How do you compare this content to regular influencer content?
3. Does validation such as "doctor approved" make you feel safer using the product?
4. How do you feel when you see the before-after results of other users featured in this content?

**D. Influence of Content on Purchasing Decisions**

1. Does the #RepairYourSkinBarrier content influence you to try or buy Skintific products? If yes, what factors drive your decision the most?
2. Before buying a skincare product, do you usually need validation from a doctor or professional?
3. Apart from educational content from doctors, what other elements are important to you in choosing a skincare product?

**E. Expectations for Similar Content**

1. Do you find this type of content useful? Why?
2. What are your hopes for similar content in the future? Is there a specific topic you would like to see?
3. How do you think other brands can build the same trust as Skintific?

**2. OBSERVATION GUIDE**

**A. Visual Content**

1. Length: Does the short video (30–60 seconds) match the characteristics of the TikTok audience?

**Building Strawberry Generation Trust: #RepairYourSkinBarrier**

2. Visual Aesthetics:
 a. Does the video design look professional, clean, and engaging?
 b. Are there educational elements such as active ingredient graphics, explanatory text, or before-afters?
4. Emphasis of Key Points:
   Are the main points (product benefits, scientific explanations, product results) clearly conveyed?
5. Hashtags and Descriptions:
 a. Are the hashtags used popular and relevant?
 b. Does the video description contain an effective Call to Action (CTA)?

**B. Audience Interaction**
 1. Engagement:
    a. How many views, likes, comments, shares, and saves did the video get?
    b. Do these numbers indicate high audience engagement?
 2. Audience Comments:
    a. Are audience comments positive or negative?
    b. Are there any comments that express trust in the product because of the doctor's validation?
    c. Do audiences provide testimonials or ask questions about the product's ingredients and results?
 3. Audience Actions:
Do audiences respond to the CTA provided? (example: click the link, buy the product, or share the video).

**C. Content Creator Response (Detective Doctor)**
 1. Content Delivery:
 a. Does the doctor explain the product's ingredients in simple, easy-to-understand language?
 b. Does the information delivery seem professional but relaxed?
 2. Interactivity:
    a. Does the doctor respond to audience questions in the comments column?
    b. Does the doctor's response provide specific solutions that help the audience understand their skin needs?
 3. Scientific Validation:
 a. Does the video include scientific explanations related to the product's ingredients (eg ceramide and niacinamide)?
 b. Is the explanation convincing and educational to the audience?

**D. Call to Action (CTA)**
 1. Does the video include a clear and specific call to action?
     Examples of CTAs: "Click the link in bio", "Use promo code", "Follow this account", "Share this video".
 2. Is the CTA effective and visible in the video description or in the video itself?
 3. Does the audience respond to the CTA? (example: comments mentioning purchasing or other actions).

**E. Observation Conclusion**
 1. Do visual elements, audience interaction, and creator responses work synergistically to build audience trust?
 2. Is validation from professional doctors the main factor that makes #RepairYourSkinBarrier content successful in building trust in the Strawberry Generation?
 3. Is this campaign effective in driving engagement and purchasing decisions for Skintific products?

The question guide and observation guide are designed to ensure that the research is systematic and in-depth. Interview questions are aimed at understanding the perceptions and experiences of the Strawberry Generation audience, while the observation guide focuses on elements of TikTok content that play a role in building audience trust. The combination of these two approaches will provide a complete picture of the success of the #RepairYourSkinBarrier campaign.