



# Audience sentiment analysis of Fujianti Utami Putri's endorsement on Nuface Skincare sales on the TikTok platform

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## ABSTRACT

Advances in digital technology, particularly social media platform like TikTok, have transformed marketing strategies into more interactive approaches through the use of influencer. One notable phenomenon is the endorsement of skincare products by Fujianti Utami Putri, which has the ability to influence audience perceptions and behavior. This study aims to analyze audience sentiment toward Nuface product promotions on TikTok and identify the factors influencing these responses. The method used is a qualitative approach involving content analysis of audience comment on three videos with the highest interaction rates during the July-September 2025 period. Data was collected using purposive sampling and analyzed through the classifications of positive, negative, and neutral sentiments. The results indicate that positive sentiment dominates audience responses (Up to 90%), followed by neutral sentiment and very little negative sentiment. The main factors influencing positive sentiment are the authenticity of communication, the influencer credibility, and the emotional closeness formed through parasocial interaction. The implications of this study emphasize that the success of digital marketing depends not only on product quality but also on the influencer ability to build trust and foster emotional engagement with the audience, thereby serving as an effective strategy to boost purchasing interest in the digital era.

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## 1. Introduction

The development of digital technology has changed the way companies market their products and build relationships with consumers (Huang & Sun, 2025; Luchkov et al., 2025). In the era of social media, marketing strategies no longer rely solely on conventional advertising, but also utilize digital platforms that enable more interactive and personalized communication with audiences. Social media provides opportunities for companies to reach consumers more widely, quickly, and efficiently through various forms of creative content (Cardoso et al., 2025; Teoh et al., 2025).

One rapidly growing marketing strategy is the use of influencer marketing and endorsements on social media (Dylian et al., 2025; Roberts & Oosterom, 2025). Influencers have the ability to influence the opinions, preferences, and behavior of their audience through the content they share. The trust and closeness built between influencers and their followers makes product promotions feel more authentic than traditional advertising. Therefore, many companies utilize public figures



or content creators to introduce their products to a wider market (Vladimirova et al., 2024). The TikTok platform has become one of the most popular media in today's digital marketing strategies (Iba et al., 2024). TikTok's short video-based characteristics allow promotional messages to be conveyed in a creative, engaging, and easily accessible way to audiences in a short period of time. Features such as comments, likes, shares, and stitches also enable direct interaction between audiences and published content, allowing public responses to promotions to be observed openly (Younus et al., 2024).

Audience sentiment analysis is important for understanding how the public responds to an endorsement activity. Through sentiment analysis of user comments or interactions on TikTok, researchers can identify whether the audience responds positively, negatively, or neutrally to promotions carried out by an influencer. This information can provide an overview of the effectiveness of digital marketing strategies and the influence of influencer credibility on consumer perceptions and purchasing decisions (Höfrová et al., 2024; Munusamy et al., 2024).

This study aims to analyze audience sentiment toward the promotion of Nuface skincare products by Fujianti Utami Putri through the TikTok platform. This study is expected to provide insight into how audiences respond to influencer endorsements and how this affects consumer perceptions of a product (Fitriati et al., 2023). Through a qualitative approach using content analysis, this study seeks to understand the meaning and perception of the audience towards the promotional content displayed by Fuji, both through comment columns and video stitches. The main objective is to determine how an influencer's communication style, credibility, and authenticity can influence public opinion and consumer purchasing decisions regarding products promoted on social media. Thus, this study not only identifies the types of sentiment that arise but also examines the factors that shape the audience's trust and emotional engagement with an influencer (Melchior & Oliveira, 2022; Saini et al., 2023).

One influencer who has successfully tapped into this potential is Fujianti Utami Putri. With 38.5 million followers and high engagement on TikTok, Fuji is known as one of the figures who can influence trends in the field of beauty and skincare. Fuji has collaborated with various well-known brands, including the skincare product Nuface. As an influencer, she utilizes various unique strategies to market Nuface products, ranging from creative content such as applying Nuface sunscreen before engaging in activities, product usage tutorials, and participating in challenges that are trending on the TikTok platform.

Fuji's presence as a brand ambassador also creates a domino effect on the product's image, consumers are not only attracted by the quality of the product, but also by the emotional connection built through the narrative created by the influencer. This proves that the effectiveness of influencer marketing is not solely determined by the number of followers, but also by the authenticity of communication and consistency in building trust. Fuji has been promoting Nuface products since 2022 and has been appointed as a Brand Ambassador (BA). In the ever-evolving world of beauty, skincare has become an essential need, especially for young people. Nuface, as one of the modern skincare brands, comes with innovations too meet various consumer needs. Nuface products can be used by teenagers aged 12 and above, featuring high-quality formulations, safe ingredients, and technology tailored to skin needs.

The increased interest in self-care among the younger generation is also driven by social media trends that promote certain beauty standards (Mahetaji & Nieborg, 2024). This reinforces the role of influencers as trend setters and key sources of information about skincare products. In this context, brands that are able to partner with influencers with a positive image will benefit in terms of building credibility and market visibility (Lan & Tung, 2024). The influence of influencer Fuji in

promoting Nuface products is very significant, because many consumers buy the products solely because Fuji promotes them, and these products have become famous on the TikTok platform. Even when Fuji was invited to do a live sale of Nuface products, in just 2 hours, Nuface products worth 2.7 million were sold.

This phenomenon shows that endorsement strategies through social media not only build brand awareness, but also encourage concrete actions in the form of purchasing decisions (Sularno, 2025). Therefore, it is important for companies to deeply understand how this mechanism of influence works, especially from the consumer's perspective (W. Zhang et al., 2023). This study was conducted to systematically examine the influence of influencer endorsements on consumer purchasing behavior, particularly for Nuface skincare products on the TikTok platform.

The results of this study are expected to contribute both theoretically and practically to the fields of marketing communication and social media-based digital strategy. Literature review the first paper, titled "Peranan Influencer dalam Mengkomunikasikan Pesan di Media Sosial Instagram (The Role of Social Media Influencer in Communicating Messages Using Instagram)" was researched by Anjani (2020) and published in a Jurnal Ilmiah. It discusses the development of social media, particularly Instagram, as a modern communication tool that facilitates interaction between influencers and their audience. In their study, influencers are positioned as communicators who play a role in conveying messages to followers through digital content such as photos and captions.

Additionally, the research outlines the concept of electronic word of mouth (e-WOM) as an effective form of communication in influencing consumer opinions, attitudes, and purchasing decisions. The discussion in the manuscript covers several types of influencers, the characteristics of communication on social media and the impact of influencers on increasing brand awareness and brand image. However, the approach used remains descriptive with a qualitative method, so it has not yet examined in depth the relationships between variables or the psychological mechanisms underlying the influence of influencers on their audience (Anjani, 2020).

Meanwhile, the study conducted by the author offers a more specific and analytical discussion by incorporating key variables such as parasocial interaction, influencer credibility, and e-WOM into a single conceptual framework. This study not only discusses the role of influencers in general but also highlights how emotional bonds between the audience and influencers (Parasocial interaction) can form, as well as how the level of influencer credibility-encompassing trust, expertise, and appeal-influences audience perceptions.

Furthermore, e-WOM in this study is not merely understood as a communication concept but also as a variable that mediates the influence on consumer behavior, particularly in the decision-making process. Thus, the author research fills a gap in previous studies by explaining not only the existence of influence but also how and why such influence occurs through more structured and measurable relationships among variables. The second paper, titled "Pengaruh Pemasaran Media Sosial TikTok terhadap Kesadaran Merek dan Minat Beli Produk Kosmetik di Indonesia" was researched by Lukita Azizah, Janti Gunawan, and Puti Sinansari in 2021 and published in the Jurnal Teknik ITS. This study used a quantitative approach (SEM) to examine the relationship between TikTok marketing, brand awareness, and purchase intention. It discusses the development of social media as a marketing tool, particularly TikTok, which has a large used base and features beauty and skincare content, as well as the concept of social media marketing and its elements, such as content creation, sharing, connecting and community building (Azizah et al., 2022).

This gap can be addressed by Analyzing comment sentiment (Positive, Negative, and neutral) and incorporating the concepts of parasocial interaction, influencer credibility and e-WOM. In this way, the author can explain how and why influencers influence their audience, thereby providing a

more in-depth and conceptual analysis. The third paper, title “Klasifikasi Sentimen pada Twitter dengan Neive Bayes Classifier” was authored by Sigit Suryono, Ema Utami, and Emha Taufiq Luthfi in 2018 and Published in a Jurnal Ilmiah bidang Teknologi, ANGKASA.

This study focuses on technological and algorithmic aspects, discussing sentiment classification on Twitter using tweet data, perform text preprocessing, and then classify sentiment into positive, negative, and neutral categories. Additionally, the study measures the classification model’s accuracy, yielding results of approximately 64%-66%. The analysis results indicate that neutral sentiment is the most dominant compared to positive and negative sentiments. A gap that the author could address is by integrating sentiment analysis with communication theory, thereby not only explaining the results (Positive, Negative, Neutral) but also elucidating the reasons behind the emergence of such sentiments. This study provides a deeper understanding of how and why audiences are influenced by influencers in the context of digital marketing (Suryono et al., 2018).

## 2. Theoretical Framework

The According to Bandura & Walters (1977), individual can learn behavior through the process of observing others as models (Huang & Sun, 2025). This learning process involves four main components, attention, retention, reproduction, and motivation. The attention stage occurs when individual is attracted to the model being observed. In the context of social media, the audience’s attention can be focused on influencers who have high popularity, an attractive communication style, and visual content that is easy to understand. On the TikTok platform, short video content that demonstrates product usage is often able to quickly attract the audience’s attention. For example, when Fujianti Utami Putri promotes Nuface Skincare products through TikTok videos, viewers will first pay attention to the delivery, appearance and results of the product usage shown (Bandura et al., 1977).

The retention stage is the process of storing observed information in memory. Audiences who watch endorsement content will remember the experiences or results shown by influencers. This information can include product benefits, how to use the product, or visible changes after using the product. In this case, when Fuji shows her facial care routine using Nuface and shows the results of brighter and more moisturized skin, this information is stored in the audience’s memory as a reference when they consider purchasing the product. The reproduction stage occurs when individuals attempt to imitate observed behavior. In the context of digital marketing, replication can be seen when audiences begin to try products recommended by influencers. They are motivated to use the same products in the hope of achieving results similar to those demonstrated by influencers.

The final stage is motivation, which is the factor that determines whether individuals will actually imitate the behavior. Motivation can arise due to positive reinforcement, such as testimonials from other users, positive comments from other audiences, or trust in the influencer promoting the product (Zhafira et al., 2025). In the interactive environment of TikTok, positive comments and support from other users can strengthen the audience’s motivation to follow the influencer’s recommendations (Fatmawati & Fauziah, 2025). There are several concepts that occur in the interaction between influencers and audiences namely.

### 1. Parasocial interaction

According to Horton & Wohl (1956), Parasocial interaction is a relationship between influencers and audiences that often forms a parasocial interaction Savage & Spence (2014), which is a one-way psychological relationship in which the audience feels emotionally close to public figures even

though there is no direct interaction. This relationship is formed through consistent content, a personal communication style, and the sharing of daily experiences by influencers (Tian & Yoo, 2015). On the TikTok platform, influencers such as Fuji often share their personal activities, self-care routines, and experiences using certain products. This makes the audience feel as if they know the influencer personally. This emotional closeness can increase the audience's level of trust in the product recommendation made by influencers are not only seen as promotions, but also as recommendations from someone who is considered close to the audience.

## **2. Influencer credibility**

According to Hovland et. al, Influencer credibility is an important factor that affects the effectiveness of endorsement on social media (Rosaen et al., 2019). Credibility usually consists of three main dimensions, namely expertise, trustworthiness, and attractiveness. Influencers who are considered to have experience, knowledge, or real evidence in using a product will be seen as more expert and convincing by the audience (Sokolova & Kefi, 2020). In addition, honesty in conveying product usage experiences also increases audience trust. In this study, Fuji was perceived as having high credibility due to her simple, honest communication style and her demonstration of real experience in using Nuface products. High influencer credibility can increase audience trust in the promoted product, thereby potentially influencing consumer purchasing decisions (Savage & Spence, 2014).

## **3. Electronic Word of Mouth (e-WOM)**

According to M. Zhang et al. (2011), Electronic Word of Mouth (e-WOM) is a form of communication between users on the internet related to experiences, opinions, or recommendations about a product. On social media, e-WOM often appears in the form of comments, reviews, and discussions between users (Moran & Muzellec, 2017). On the TikTok platform, e-WOM can be seen in the comments made by the audience on influencer promotional videos. These comments can be in the form of support, personal experiences using the product, or criticism of the promoted product. The information that appears in these comments can influence other users' perceptions of the product (Rimadias et al., 2021).

In this study, sentiment analysis of audience comments was used to examine the form of e-WOM that emerged in Fuji promotional content of Nuface. Positive sentiment indicates audience support and trust in the product, while negative sentiment reflects doubts or criticism of the promotional strategy. Thus, sentiment analysis is important for understanding how audiences respond to influencer endorsements on social media.

This theory is highly relevant in marketing strategies involving influencers. Influencers act as models who demonstrate how to use a product, the effects of using the product, and positive experiences after using the product. Consumers who view influencer content can learn about the product through the demonstrations presented (Rani et al., 2023). For example, fujianti utami putri, with 38.5 million followers, show the results of her facial care routine using Nuface skincare products, which have made her face brighter and more moisturized. Consumers who see this tend to be interested and store this information in their memory. If consumers believe they will achieve the results, they will purchase the same products used by Fuji.

Consumer motivation to imitate influencer behavior is influenced by their perception of the level of trust in influencers (Zheng et al., 2020). Positive reinforcement, such as testimonials from other consumers who have used the same product, can increase the likelihood of promotional strategy is widely used on the TikTok platform, where short videos from influencers showing creative uses of products can quickly attract viewers' attention (Rubin et al., 2020). With this social learning theory,

owners can create marketing strategies that not only attract consumers' attention but also shape consumers' mindsets to make decisions to purchase products. The research findings indicate that the predominance of positive sentiment toward Fuji endorsement of Nuface products can be explained by Albert Bandura Social Learning Theory. In this context, the audience acts as learners who observe the influencer as a model. As seen in Fig. 1, This is evident from the high level of engagement (Likes, comments, and purchase intent), which indicates the attention stage, where the audience is drawn to Fuji content due to her authentic and relatable communication style. Subsequently, the retention stage occurs when the audience recalls information regarding the benefits and usage of the product showcased in the video.

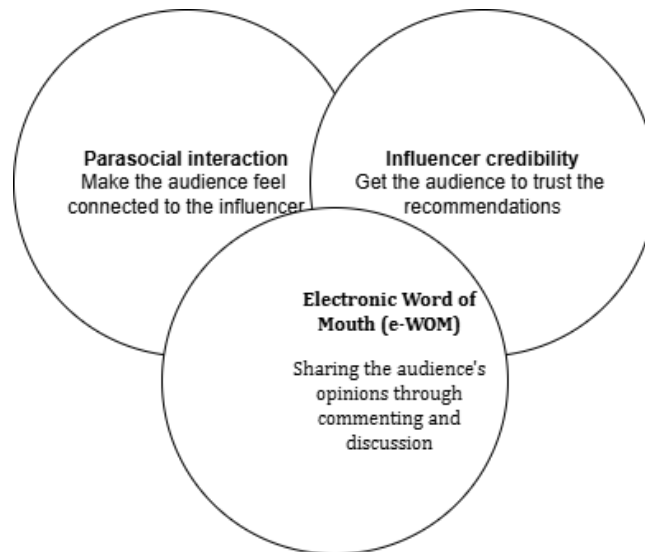


Fig. 1. Variable visualization of relationships in theory

The reproduction stage is reflected in audience comments expressing interest and ultimately deciding to purchase the product after seeing Fuji experience. Meanwhile, the motivation stage is reinforced by the prevalence of positive sentiment and support from other users' comments, which encourage the audience to emulate the consumption behavior demonstrated by the influencer. Thus, the findings of this study confirm that social learning occurs in practice within the context of digital marketing via TikTok.

Furthermore, the emotional connection between Fuji and her audience is closely tied to the concept of parasocial interaction. The audience feels a personal connection with Fuji because they frequently follow her activities, so her product recommendations are perceived as more trustworthy. This explains why positive sentiment dominates, as this pseudo-relationship enhances the audience's trust and emotional attachment to the influencer. In terms of influencer credibility, the research findings indicate that Fuji honest, straightforward communication style-which reflects real-life experiences-leads the audience to perceive her as highly credible. This credibility plays a crucial role in shaping the audience's positive perceptions, thereby supporting the theory that trust, expertise, and attractiveness are key factors in the effectiveness of endorsements.

Further, findings regarding diverse audience comments (Positive, Negative, neutral) can be explained through the concept of electronic word of mouth (e-WOM). Positive comments serve as indirect recommendations that reinforce other audience's perceptions of the product, while neutral comment indicate a process of information-seeking prior to purchase. Thus, e-WOM serves as a key mechanism in shaping public opinion and strengthening the influence of influencers in digital marketing.

### 3. Method

This study uses a qualitative approach with data analysis methods (content analysis) focused on comments on Nuface promotional videos on Fuji's TikTok account. This approach was chosen because it is able to explore the audience's meaning and perception in depth regarding the promotional content carried out by Fuji on Nuface skincare products. The researcher observes and understands how the responses, opinions, and emotions that appear in the comments section can reflect the audience's attitude towards influencers and the products being promoted (Belanche et al., 2020).

The data for this study was collected from the comment sections of three Nuface promotional videos on Fuji TikTok account, which were published between July – September 2025. The videos analyzed were selected based on high levels of engagement, such as the number of views, comments and likes. From the total available comment, the researcher then conducted a screening process to obtain approximately 250-300 relevant comments for analysis. The analyzed comments were those directly related to Nuface products, user experiences with the products, or responses to Fuji endorsements.

The data sampling technique used in this study is purposive sampling, which involves selecting data based on specific criteria relevant to the research objectives. These criteria include: comments from TikTok users who directly responded to Nuface promotional videos on Fuji account, comments containing opinions, experiences, or evaluations of the product or the influencer and comments that are not spam, advertisements, or context-free emojis (Indriani & Wenerda, 2024).

Data collection was conducted using the SocialKit application, a software tool designed to monitor and download social media interaction data, including comments on the TikTok platform. Using this application, researchers entered the links to the TikTok videos to be analyzed, and the SocialKit system automatically collected the comment data associated with those videos. The collected information such as comment content, comment likes, and the user account that posed the comment. Using SocialKit helps make the data collection process more systematic, faster, and more accurate compared to manual data collection (Mayring, 2023).

As seen in Fig. 2, data then went through a verification stage, in which researchers double-checked the comment to ensure that the selected comments truly reflected the audience's opinions regarding the Nuface product and Fuji endorsement. The next stage was the sentiment categorization process. In this study, the verified comments were classified into three sentiment categories: positive, negative, and neutral. Positive sentiment reflects the audience's support, trust, praise, or positive experiences regarding the product or Fuji as an influencer. Negative sentiment includes criticism, doubt, or distrust regarding the product or the promotional strategies employed. Neutral sentiment consists of informative comment or questions that do not convey any specific emotions or judgments.

As seen in Fig. 2, the process of data analysis was conducted systematically through several stage, namely: collecting comment data using the SocialKit application. Verifying the data to ensure the comment were relevant to the research topic. Categorizing the sentiment of the comment into positive, negative and neutral group. Interpreting the data, which involved analyzing emerging sentiment patterns to understand the audience's perception of Fuji endorsement of Nuface products on TikTok (Belk, 2006).

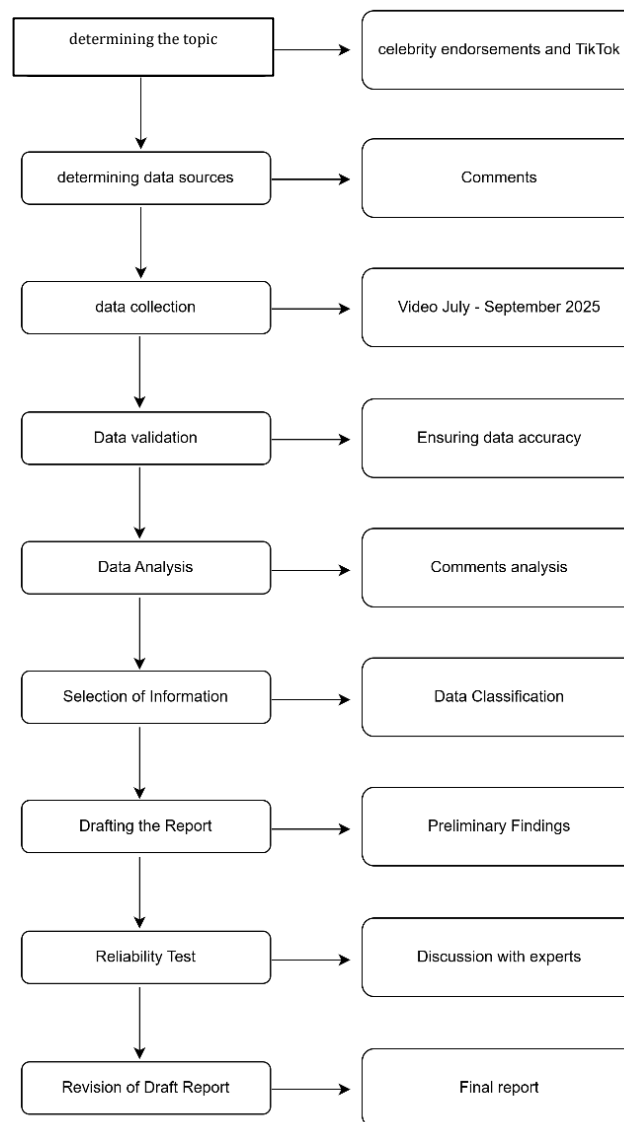


Fig. 2. Research Flow

#### 4. Result and Discussion

Based on the results of data analysis using SocialKit Software, which analyzed links to Fuji promotional videos on the TikTok platform, the audience sentiment was classified into positive, negative and negative sentiments. The sentiment percentages were calculated based on the total number of comments analyzed, resulting in a total of 100% for each video period.

As seen in Fig. 3, in the video uploaded in July, the analysis results showed that 85% of the comments were positive, 5% were neutral and 10% were negative. As seen in Fig. 4, in the August video, positive sentiment was 40%, with 35% of comment neutral and 25% negative. Meanwhile, in the September video, positive sentiment was recorded at 90%, with 10% of comment neutral and 0% negative (Fig. 5). Overall, the data indicates that positive sentiment dominates audience responses to Fuji endorsement of Nuface skincare products on TikTok. This dominance of positive sentiment suggests that the audience tends to receive the promotional messages conveyed by the influencer favorably and holds a positive perception of the promoted product.

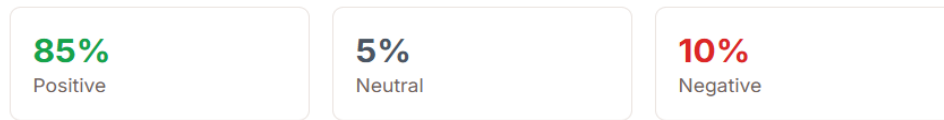


Fig. 3. July sentiment results

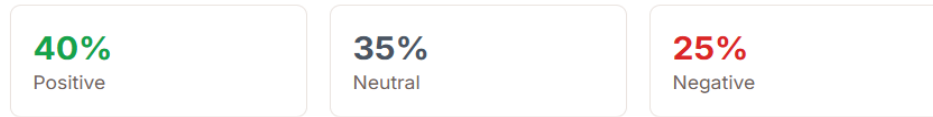


Fig. 4. August Sentiment Results

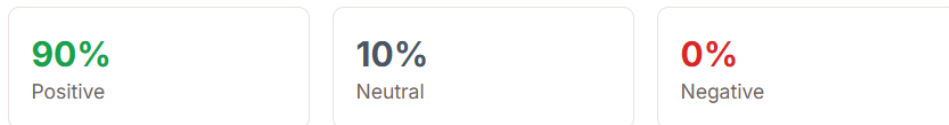


Fig. 5. September Sentiment Results

Positive sentiment is evident in the various comments praising Fuji performance and her experience using Nuface products, as showcased in the video. Many viewers expressed interest in trying the products after watching the content created by Fuji. Some comments even mentioned that they purchased the products because they trusted Fuji recommendations as an influencer. This indicates that viewers do not merely view the content as mere promotion, but also as a genuine account of the product experience. The findings of this study indicate that promotions via the social media platform TikTok have led to an increase in the number of viewers who have become consumers of Nuface products, as well as heightened audience awareness and knowledge of the products. These results are consistent with previous research (Azizah et al., 2022). As seen in Fig. 6, This demonstrates Fuji success in promoting Nuface products and indicates that the way Fuji conveys its messages is well-received by the audience watching the videos (Anjani, 2020).

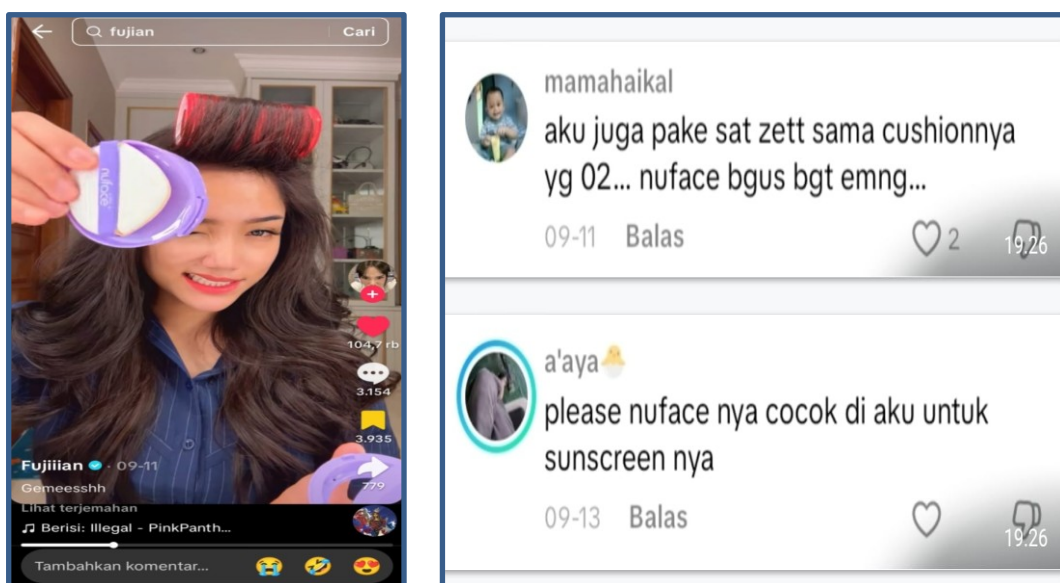


Fig. 6. Fuji Video Review and Comments

Video Link: <https://vt.tiktok.com/ZSfuAhpS3/>

In addition, there is also a very influential factor, namely the closeness between Fuji and her fans, which is the main driver of positive sentiment. Many audiences feel a personal connection with Fuji because they often follow her activities on social media. This feeling is in line with the concept of parasocial interaction, which is the relationship formed between influencers and their followers through interaction on digital media. This closeness makes the audience trust the products promoted by Fuji compared to influencers who do not have an emotional connection with their audience.

Meanwhile, neutral sentiment is often found in the form of informative questions, such as the availability of cushion refills, suitable shades, when the live stream will be held, and skin types suitable for Nuface products. Comments like these indicate that the audience already has an interest in the product but is still seeking additional information before deciding to purchase (Fig. 7). This pattern shows that promotions through TikTok not only serve to introduce products but also as a means of education and direct communication between the brand and potential consumers.



**Fig. 7. Example of a Neutral Comment**

Meanwhile, negative sentiment usually involves doubts about the product's effectiveness or skepticism toward promotions by influencer. As seen in Fig. 7, from Fuji's promotional videos for Nuface products, researchers have not found any negative sentiment comments in the three months that Fuji has been promoting Nuface products. However, the comments that researchers found were only personal hate comments directed at Fuji's influencers. Such as Fuji magrib, the most perfect one.

Based on Social Learning Theory, as proposed by Albert Bandura. This theory explains that individuals can learn new behaviors through the process of observing models or figures they perceive as influential. In the context of social media, influencer serve as social models observed by their audience. When an influencer demonstrates a positive experience using a product, the audience tends to imitate or adopt that behavior (Dylian et al., 2025). In this study, Fuji as an influencer, has a high level of credibility and emotional connection with her followers on TikTok. Through video content that directly demonstrates the use of Nuface products, the audience can observe the product usage process and result shown. As seen in Table 1, this observation process serves as one of the primary mechanisms in social learning, where the audience learns from the experiences demonstrated by the influencer before deciding to try the product.

**Table 1.** Summary Table of research findings

Topics for Discussion	Key Findings	Explanation	Theoretical Connection
Audience sentiment results	Positive sentiment predominates (July: 85%, August: 40%, September: 90%)	The majority of the audience responded positively to Fuji endorsement of Nuface products	This demonstrates the success of the influencer marketing strategy
Positive sentiment	The audience trusts the product and is interested in purchasing it	Influenced by authenticity and Fuji personal experience using the product	Social learning Theory: the audience mimics the behavior of the model (Influencer)
Neutral sentiment	In the form questions and information searches	The audience shows interest but is still weighing their options before making a purchase	The retention and evaluation stages in the social learning process
Negative sentiment	Virtually none (0% in September)	Criticism is directed more at the influencer personally than at the product	Indicates that the product's image remains positive
Parasocial interaction	An emotional connection form between Fuji and the audience	The audience feels like they know Fuji personally, which builds trust	Strengthens trust and the impact of communication
Influencer credibility	Fuji is perceived as credible (Honest, down-to-earth, experienced)	Credibility builds audience trust in the product	Influences purchasing decisions
Electronic word of mouth (e-WOM)	Comments serve as a source of information for other audiences	Positive testimonials reinforce the public's perception of the product	Expanding the reach of digital communication
The social learning process	There are four stages: attention, retention, reproduction, and motivation	The audience is interested, remembers, tries, and is motivated to buy the product	Albert Bandura theory has been proven in the digital context
Impact on purchases	Endorsement's drive purchasing decisions	Many consumers make purchases based on Fuji recommendations	Influencer as agents of change in consumer behavior
Conclusion of the discussion	Effective promotions are authentic and emotional	It's not just product quality-it's the influencer communication that makes the difference	Digital marketing strategies based on emotional connections

According to Albert Bandura, the social learning process consists of four main stages: Attention, information retention, behavioral reproduction and motivation. In this study, the attention stage is evident from the high number of comments and interactions on Fuji video. The audience was drawn to the content due to its relaxed, authentic, and relatable communication style. The information retention stage occurs when the audience recalls information about Nuface products presented in the video. This information may include product benefits, instructions for use, or results demonstrated by the influencer. Next, the behavioral replication stage occurs when the audience begins to try the same product after seeing the influencer experience. This is reinforced by audience comments stating that they are interested in purchasing or have already tried the product after watching Fuji video.

The final stage motivation is evident in the positive sentiment that dominates audience comments. This positive response indicates that the audience is motivated to follow the audience is motivated to follow the influencer recommendations because they trust the influencer credibility

and expertise. In other words, influencers act as social agents who influence consumers decision-making processes. Based on the reliability test conducted by the author in communication with Muhammadiyah digital dakwah member and content creator Dr. Muh. Najih Farihanto, M.A., he stated that the sentiment classification used was appropriate. These three categories are standard in content analysis and reflect the variety of audience responses on the TikTok platform. Fuji's emotional closeness to the audience greatly influences the audience's response, so this aspect is in line with the theory used (Fajri et al., 2025). The comments displayed illustrate the variety of sentiment that emerge, and the selection of comments reflects the audience's response patterns in the analyzed data. Overall, the discussion shows a strong relationship between the promotion carried out, audience perception, and the impact on product purchase interest. The flow discussed is appropriate and supports the research objectives (Fadillah et al., 2022).

Overall, the result of this study indicates that Fujianti Utami Putri endorsement has a significant influence on the positive perceptions and purchasing decisions of audiences on TikTok. The dominant positive sentiment proves that promotional strategies based on authenticity and emotional closeness are more effective than social media such as TikTok is not only a space for shaping public opinion about a product, especially among the younger generation who tend to trust recommendations from figures they like.

## 5. Conclusion

This study shows that Fujianti Utami Putri endorsement of Nuface products on TikTok is dominated by positive sentiment, which is influenced by factors such as authenticity, credibility and emotional closeness with the audience. Theoretically, these findings reinforce the concepts of Social Learning Theory, parasocial interaction, influencer credibility and e-WOM in explaining how audiences form perceptions and make purchasing decisions. Practically, the research results confirm that influencer-based marketing strategies that are communicative, authentic, and build emotional connections are more effective in increasing purchase interest compared to conventional promotions. For future research, it is recommended to expand the scope of analysis by incorporating a quantitative or mixed-method approach to measure the causal relationships between influencer credibility, parasocial interaction, e-WOM, and purchase intention more rigorously. In addition, further studies could compare multiple influencers or different product categories to examine whether similar sentiment patterns and influencing factors persist across contexts. Future research may also explore platform-based differences (e.g., TikTok vs. Instagram or YouTube) to understand how varying content formats and audience engagement features influence sentiment formation. Moreover, longitudinal studies are suggested to analyze changes in audience sentiment over time, particularly in relation to influencer consistency, brand reputation, and evolving consumer trust in digital environments.

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