

## ABSTRACT

This research explores the discourse surrounding crisis communication related to overclaim issues faced by two local skincare brands, Azarine and Daviena, on the TikTok platform. The primary aim of this study is to analyze the emerging discourses and examine how these discourses are interrelated in shaping public opinion. Using a qualitative approach with the Discourse Network Analysis (DNA) method, this research maps the structure and dynamics of discourse formed in response to the crisis. Data were collected through observations of public comments and responses on TikTok, as well as official press releases issued by both brands. The findings reveal that Azarine and Daviena employed contrasting crisis communication strategies. Azarine adopted a *rebuild* strategy by issuing a public apology, while Daviena applied a *deny* strategy by discrediting critics. These differing approaches significantly influenced public perception in terms of brand trust, loyalty, perceived quality, and perceived risk. The study highlights that the effectiveness of crisis communication in the digital age relies heavily on timely responses and the ability to craft credible narratives on social media. This research serves as a valuable reference for managing brand crises within digital environments.

*Keywords: brand trust, Discourse Network Analysis, crisis communication, overclaim, TikTok*