

ABSTRACT

This research was based on the phenomenon of increasing consumption of skincare product review content on social media, particularly TikTok, along with the significant role of beauty influencers such as Tasya Farasya in shaping public opinion through informative and persuasive communication styles. The purpose of this study was to explore how audiences interpreted the review content of the Calm Down moisturizer by Somethinc, uploaded by Tasya Farasya on her TikTok account, as a source of information. This study used a descriptive qualitative method with a reception analysis approach, applying Stuart Hall's encoding-decoding theory to examine how audiences received the review content. Informants were selected through purposive sampling, specifically individuals who commented on the TikTok review video. Data were collected through content observation, in-depth interviews, and documentation. The results showed that audiences had diverse interpretations of the content, which were categorized into three reception positions: dominant-hegemonic, negotiated, and oppositional. The majority of informants were in the negotiated position, meaning they generally accepted the message but adjusted it based on their personal needs. One informant was in the dominant position, fully agreeing with the content. No informants were found to be in the oppositional position. This study indicated that influencer credibility, content quality, and product relevance were key factors in the audience's interpretive process.

Keywords: *Encoding-Decoding, TikTok, Beauty Influencer, Skincare, Tasya Farasya.*