

## **ABSTRACT**

*The “Skincare Overclaim” phenomenon has become a spotlight amid widespread public concern due to the proliferation of skincare products with excessive marketing. In response to this phenomenon, an influencer criticizes a number of overclaimed skincare products via the TikTok account @dokterdetektif. This research examines the audience reception of this overclaimed skincare product criticism on the @dokterdetektif TikTok account, with the primary objective of analyzing the factors that lead audiences to adopt Dominant-Hegemonic, Negotiated, or Oppositional reception positions, in line with Stuart Hall's Reception Theory. Using a qualitative case study approach, data were collected through semi-structured in-depth interviews with five active TikTok users who follow @dokterdetektif's content. Thematic Analysis was utilized to identify and interpret patterns in audience responses, with data trustworthiness enhanced through method and source triangulation. Key findings reveal a complex reception process, where the audience rarely takes a single, rigid position. Factors such as the perceived credibility of Dokter Detektif (sourced from the use of lab test evidence, medical background, and unique persona), audience skepticism towards potential bias and hidden agendas, evaluation of her confrontational communication style, as well as the significant role of personal experience and skincare subjectivity ("cocok-cocokan") proved to be crucial in shaping reception. Furthermore, the dynamics of the TikTok platform (algorithmic influence, public discourse) and the perception of industry responses also influenced audience interpretations. This research concludes that the audience actively decodes and negotiates meaning, with their reception positions being fluid and influenced by the interaction of various textual, personal, and contextual factors. This research contributes to the understanding of audience engagement with critical content from influencers in the contemporary digital media landscape, especially concerning science-based consumer information.*

**Keywords:** Audience Reception, Criticism, Influencer, Skincare Overclaim, TikTok