



Analysis of Comment Features of the Skintific Account on TikTok

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Abstract

This study aims to analyze the comment features of the Skintific account on TikTok, a skincare brand that has gone viral on the platform, in order to identify positive comments that can influence sales. The data on comment are comments posted during the period of twin date, collected and analyzed qualitatively with a focus on classifying them according to the sentiment positive, neutral, and negative, and on identifying the main idea. The results show that most of the comments were positive, while some were neutral and only a small number were negative. The main idea were predominantly comments on product satisfaction and product effectiveness. Majority of positive comments related to the experience of using the product. The analysis also highlighted that neutral comments relate to the importance of interaction in particularly recommendations on product usage as an opportunity to increase consumer engagement and knowledge. For Skintific, understanding consumer sentiment and focusing on positive testimonials are the key in designing more effective marketing strategies that are responsive to consumers' needs. In addition, addressing negative comments and spam is also necessary to maintain a positive brand image on the TikTok platform.

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1. INTRODUCTION



Social media has becoming a choice for businesses to promote and sell their products. Ability to reach more and wider consumers with less cost has made social media a popular choice. TikTok is one of the social media that gains higher popularity. It is attractive particularly for younger people since they can interact through videos rather than texts. It shifts from a media for social purposes to business purposes in which people can transact each other. TikTok is a platform that is currently popular among teenagers aged 18 to 24 years old (Rizaty, 2023). We are social reported that there are 113 million TikTok users in Indonesia by April 2023, which is the second largest after the United States. They spend on average 23 hours 28 minutes per day to access TikTok that is longer than other social media platforms. TikTok has become a platform for teenagers to interact with each other through comments (Azizah et al., 2023).

Many previous research have addressed TikTok and they focussed more on TikTok features, affiliate marketing, online customer review, online customer rating (Agustin, 2023), live streaming (Anindasari et al., 2023), electronic word of mouth (Kintradinata & Hidayah, 2023), like, comment, and share (Cheng & Li, 2023), user behavior (Zuo & Wang,

2019), and impact of TikTok (Almrafee, 2023). However, only very few focused on comments (Zulfah & Mulyadi, 2023). Therefore, this research aims to analyze the comments feature on TikTok.

Comments refer to features that can be taken into consideration when buying and selling products or services (Musyarofah et al., 2020). Comments may contain reviews or responses and information needed by customers to share with other social media users. Poecze et al (2018) indicate that comments from users are important because they provide valuable insight into the posts being shared. Through positive comments and information, users send positive signals or convey positive emotions related to the product to other users who can be influenced to have the same signals and emotions. Thus, comments are considerably important to be researched since they have great impact in influencing user product purchasing decisions (Carbonell & Brand, 2018; Rambe & Jafeta, 2017) and in increasing sales (Cui et al., 2018).

Skintific, a skincare brand developed by scientists from Canada and produced in China (Sagala et al., 2022), experienced an increase in its popularity among users as it went viral on TikTok in 2022 (Myindibiz, 2023). Referring to Kompas.co.id (2023), Skintific sales indicate that it is has the highest market share among several other beauty brands (figure 1). The contents uploaded to the TikTok account @skintific_id has attracted many comments from the users during June to September 2023 that has reached 900 comments. The comments were vary comprising both positive and negative ones. It raises question on whether these comments are the reason for Skintific's high market share and this is an interesting issue to be researched. This research aims to analyze the comments features on TikTok @skintific_id and identify positive comments that can influence sales.

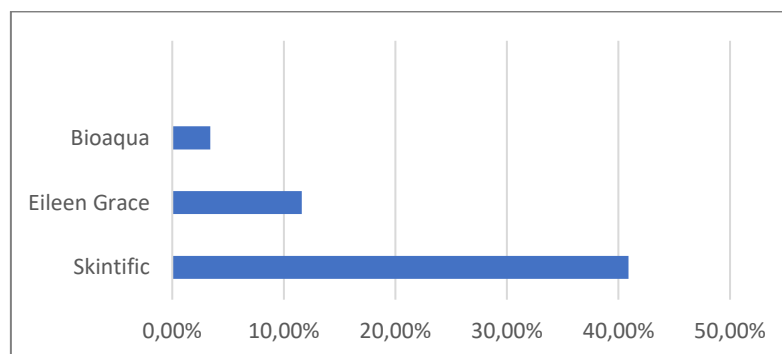


Figure 1. Market Share of Mask on 16-31 December 2022
Source: Kompas.co.id (2023)

The results can possibly support business people literacy on comment features from which they can manage the comments for benefiting the marketing purposes. Business people can strengthen positive comments to attract more buyers and minimize the impact of negative comments that may deviate prospective buyers to others. They also give business people an insight not only focus on sales and video content but also to be able to build relationships or interaction with buyers through comments. This research can direct business owners to pay more attention to comments in order to get user responses/feedback on products posted and thus promotional strategies through TikTok can be more effective.

Literature Review

Social Media Marketing

Social media marketing is an important part of modern marketing which is used as an interactive marketing communications through the company's official social media accounts (Pungkasari & Agustini, 2023; Yatminiwati et al., 2021). The interactions provide opportunities for customers to share information, exchange ideas, and communicate with

like-minded people about a particular product, service, or brand, and such interactions change the relationship between the company with its users (Bushara et al., 2023). Social media is a marketing platform that is significantly capable to provoke users to buy the product impulsively. Around 40% of social media users have purchased an item either online or offline after engaging in the interaction by liking, commenting, sharing or marking a comment as a favorite one (Zafar et al., 2021).

Comment Feature

Comment is a feature on social media. Comment on TikTok is not only a feature but also a communication and information tool that plays an important role in building relationships with customers through the company's social media. According to Arintowati and Wahyudi (2022), comment is review or response written by social media users to express their opinions on posts that are shared. Usually, comments on social media contain information seek from other business people or fellow users (Musyarofah et al., 2020). A user can give comments in the form of question or opinion which will then be answered or responded by the content creator. Interaction and relationship can thus be established between users and business people and sales can expectedly be closed (Ramadhan et al., 2021).

Comment is an indicator of a successful social media marketing strategy (Brilliantia et al., 2022). Comments on social media can build a company's reputation for trust (Fajar et al., 2022; Sari, 2019) through active interactions that can increase visibility of posted content as suggested by the social media publishers (Kintradinata & Hidayah, 2023; Prasetya et al., 2023). This potentially increases popularity (Hanifawati et al., 2019) of the products or services offered. Business people can actively participate and build interactions with users through answering comments, posting positive responses, and encouraging discussions so that relationships with users become strong (Arvy & Wahyuni, 2023). Fast response to a comment shows that the company pays attention and cares about its consumers. Therefore, comments can be used by a company to build relationship with its social media users.

Comment is classified into three categories: positive comments, neutral comments, and negative comments. The first are those containing consumers satisfactory experience after using the company's products or services (Kartika & Ganarsih, 2019). Positive comments usually refer to service, quality, consumer satisfaction, and positive influence on the product or service. Positive comments on social media can increase sales through customer trust, while negative comments can result in a decrease or lost sales (Wijayanti, 2021).

Negative comments are those containing complaints (Jumeilah, 2018) that can arise because of consumer dissatisfaction with the quality, influence of others, and delivery of service (Wijayanti, 2021). Negative comments that can interfere information on social media are spams. A spam is a message sent more than once, has nothing to do with the uploaded content, and is unexpected by the content owner (Musyarofah et al., 2020).

Meanwhile, neutral comments are comments that do not contain either positive or negative statements but questions related to the product or service (Jumeilah, 2018; Karsa et al., 2020). Companies can answer neutral comments with positive responses which are useful for encouraging purchase of their products or services. However, companies must pay attention to comments on social media to minimize negative comments that possibly direct to sales decline since social media users usually find information on the products or services they needs from the comments feature.

Comment Sentiment Analysis

Sentiment analysis is a type of research on text mining used to understand consumers' responses and opinions from the texts regarding to a product or service available in various media. (Sasmita et al., 2022; Sipayung et al., 2016). It categorizes responses and opinions into three comments comprising positive comments, negative comments, and neutral comments. It can be used as an approach for processing opinions collection, understanding, and extraction, and processing texts to automatically obtain useful information on an

opinion (Luqyana et al., 2018; Pramana et al., 2019). Thus, sentiment analysis can be used to determine trend of social media users' comments on products or services.

Text mining is the process of extracting unstructured text such as word documents, PDF, text, XML, and others (Pramana et al., 2019) into information that is generated from the trends determined using statistical patterns (Luqyana et al., 2018). In its process, text mining converts text into numeric to produce numerical data (Sasmita et al., 2022). The purpose of text mining is to analyze opinions, sentiments, evaluations, judgments, attitudes, and emotions towards a particular product or service (Luqyana et al., 2018). The process is directed to find meaning in the text and to analyze the relationships between the comments.

2. METHODS

This research applies qualitative descriptive method which aims to describe the data based on particular category in order to reach conclusions (Arintowati & Wahyudi, 2022). This research describes comments on the TikTok Skintific social media account intended to find positive comments that influence sales. The results may give higher awareness for business people to have more attention to comments as the feedback from users.

The data is a secondary one (Agustino et al., 2020) that is in the form of comments on the TikTok account of @skintific_id available on twin dates. Twin dates were chosen because they are the time when TikTok usually conducts grand beauty and fashion festivals. It is thus expected that during the dates there are more consumers give comments/opinions or look for information compared to other dates.

The collected comments are the data that were then processed in two steps. The first step is to classify the comments into positive, negative, or neutral comment using sentiment analysis. The text mining was to identify sentiment in a comment that was conducted based on the researcher's judgment. The researcher analyzed each comment by determining the dominant idea of a comment and identified it as positive, neutral, or negative. A comment is considered as positive if it addresses satisfaction and praise for Skintific and shows positive nuance. It is considerably neutral if it is questions about Skintific products without any negative or positive statements. It is categorized as negative if it contains complaints about Skintific products or statements with negative nuances. The modus of each classification was then calculated in order to understand which sentiment (positive, negative, or neutral) dominates the comments.

The second step is to group the comments based on the main idea identified from each comment. Judgment of the researchers was also applied in categorizing the main idea. Categories were determined based on similarity of the main ideas identified during analyzing the comments. A description was created for each category and this was used to ensuring consistency in classification. This process resulted in a list of main idea categories and modus of each category was determined to understand the phenomena that were then analytical interpretation was given accordingly.

Classifying comments into these two steps helps in getting deeper insight in the variation of sentiments and the contexts of the key ideas that exist in user responses to Skintific products better. It can be identified whether a comment is about positive product satisfaction or price and value related issues, or negative nuances or complaints. Based on the insight, more effective responses or actions such as to increase customer satisfaction, to address complaints directly, or to improve specific aspects the consumers concern on were identified.

The classifications resulted during the proses were presented in a table showing the categories and frequency of each category. This was designed to understand what comments appear most frequently, how sentiment correlates with key idea, and how consumer perceptions on Skintific products can be mapped.

3. RESULT AND DISCUSSION

There were 814 comments collected from the TikTok Skintific account on the twin dates, which show various comments with different sentiments. Classification based on positive, negative or neutral comments shows that the majority of comments (488 comments or 59.9%) are positive (Figure 2). Meanwhile, 247 comments (30.3%) represents neutral sentiment and only 27 comments (3.3%) were negative comments. A total of 52 comments (6.4%) were classified as spam which could not be identified as positive, negative or neutral comments.

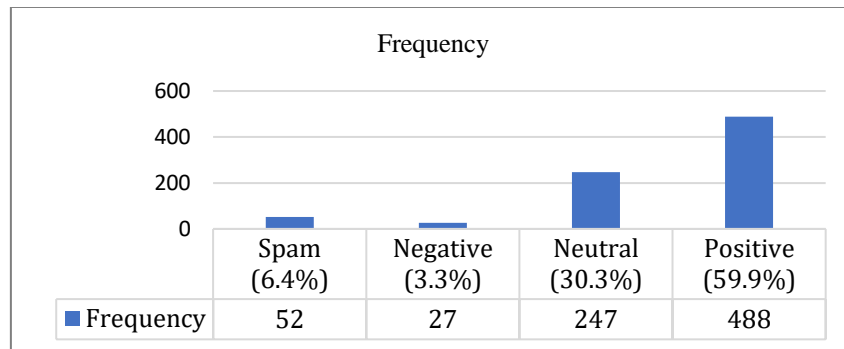


Figure 2. Comments Based on Sentiment
Source: Data Processed (2024)

Positive comments are characterized by expressions of satisfaction or enthusiasm for Skintific skin care and beauty products. Expressions of satisfaction were more related to the benefits of using the product (Table 1). The majority of comments (59.9%) express positive results after using Skintific products. This shows that Skintific has a significant impact on users and therefore comments about the product show that Skintific products are of high quality and safe to use. Therefore, the product also gets high recommendations from the consumers expressing in for example '*sangat recommended*' (highly recommended). This positive sentiment indicates positive recognition and acceptance of Skintific products among TikTok consumers.

Table 1. Respondents' Positive Comments

Phrase Topics	Comment
Benefits of Using the Product	At first I thought it wasn't suitable, but it turns out I used it the wrong way. After I know the right way, now my face is bright and clean I just tried it, after using the pink moisturizer for a week with, the spots fade. Thanks God It works on me, sis. My acne scars fade away and peeled off. I've finished one, thank God my face looks clean now The effect of using Skintific is great, your face becomes glowing and moist It's really good, my face is getting healthier, even though yesterday it was reddish
Quality of Product	Very safe Highly recommended, I like using the product

Source: Data Processed (2024)

Neutral sentiment refers to questions or comments given by the audience without expressing specific positive or negative feelings towards Skintific products (Table 2). The questions asked by most of the audience are related to how to use the product. Other questions related to price and packaging. Interestingly, questions about packaging were related to the concern for the environment, in particularly possibility to recycle the package.

Neutral comments also concern suggestions or sharing of product use from others which appear as responses to questions from others. For instance, comments about experiences in using the product appear as the response on questions related to how to use the product. Besides showing positive testimonials from Skintific users, this also shows communication between audiences. This phenomenon can be an opportunity for Skintific to better interact with the audiences, provide answers or additional information that can enrich consumers experience and strengthen relationships with consumers, increase brand loyalty, and expand the user base.

Table 2. Respondents' Neutral Comments

Phrase Topics	Comment
Questions about How to Use the Products	Can you share the steps for using it, sis? What's the correct way to use it, sis? Is it safe to use it every day? Is it possible to get rid of spots at the age of 53?
Questions about Price	How much does one package cost?
Questions about Packaging	Does Skintific provide recycling containers? It seems wasteful to throw away the unused jars
Usage Suggestions from Other Audiences	In the morning around 8/9, wash your face then repeat but don't use toner, so try to always use sunscreen, but for faces with active acne, don't use sunscreen with SPF 50+++. The point is, don't be lazy about washing your face at night Initially at night I clean my face with cotton wool + micellar water then wash my face with Skintific facial soap which immediately produces foam.

Source: Data Processed (2024)

Comments expressing negative sentiment towards Skintific related to consumers complaints and dissatisfactions. The complaints are mostly about the Skintific price that is considered as expensive. Comments that show this include *"Bukan lumayan lagi bun (harganya) tapi cukup menguras dompet, bun"* (it's not only less expensive (the price) but it's enough to drain your wallet, mom". For some consumers, the high price of Skintific products is surprising. *"Mehong (mahal) juga"* (*mehong* (a specific expression of shock in informal local language), it's incredibly expensive." Dissatisfaction also arises regarding to the lack of expected benefits from using the products. An example of the comment is *"Aku pake belum ada perubahan 😊"* (I've been using it, but there hasn't been any changes yet 😊). However, comparing the negative comments with the many positive comments related to the benefits of the product, it can be said that Skintific products are generally considered as advantageous for meeting the needs in using cosmetic.

Some comments are identified as spam because they do not provide relevant or useful information, such as "Bhahahahah" or "Sttt". Likewise, the symbols or emoticons conveyed such as "😊" are also identified as spam since they can be interpreted in various ways.

Based on the main idea, the comments can be categorized into eight based on the similarity of the main idea (Table 3). With 306 comments (37.6%), comments with the main idea of product satisfaction dominated the overall comments. This is significant evidence of satisfaction with Skintific products. The comments expressing satisfaction with Skintific products include *"bagus banget 😊😊"* (it's very good 😊😊), *"produknya mantap"* (the product is great), *"produk ini bagus banget"* (this product is really good), *"cukup bagus itu"* (that's quite good), and *"udah bagus banget tuh kakak"* (I think, it's already good, sis).

Table 3. Comments by Category Main Idea

Category Main Idea	Description	Total
Product Satisfaction	Comments that describe the level of user satisfaction on the results of using Skintific products.	306
Emoji	Comments expressing in emojis to convey responses to Skintific products, which may provide additional information about the user's feelings or responses to the product.	139
Product Price and Value	Comments discuss the price of Skintific products and the extent to which they are worth the price, taking into account factors such as quality, quantity and benefits provided.	95
Usage Recommendation	Comments provide guidance and advice from users on how to use Skintific products, including recommended steps, frequency of use, and additional tips for optimal results.	94
Product Effectiveness	Comments that evaluate how well Skintific products achieve the user's desired skin care goals by paying attention to the concrete results obtained from using the product.	79
Irrelevant Comments	Comments in which the main ideas are considered irrelevant or unconstructive and tend to disrupt the discussion by being unclear or meaningless.	52
Product Features and Variants	Comments that review various Skintific product features, including the available product variants, the advantages of each variant, and how these features meet user needs.	46
Environmental Concern	Comments highlighting the sustainability and environmental awareness aspects of the Skintific brand, including questions about recycled packaging, eco-friendly materials or responsible production practices.	3
Total		814

Source: Data Processed (2024)

Comments submitted in emojis were the second most common comments (139 comments). Some of the emojis used include “😊”, “👍”, “😬”, “😄”, dan “😁”. Expressing the idea in the form of emoji shows the user's involvement and enthusiasm to provide responses in a simple and fast way, even though the meaning of an emoji can vary. The number of emojis conveyed in an expression can also be assessed in terms of the level of involvement and enthusiasm. More emojis in an expression can be assessed as a higher level and vice versa.

Comments in the product price and value consist of 95 comments. They show that users are concern on the price they paid and the value offered by Skintific. Comments in this category include those such as “*bagus sih tapi yang gak bagus harganya*” (it's good but the price isn't good), “*pengen coba takut ga cocok udah beli mahal-mahal* (I want to try it but afraid it won't works on me for an expensive product I've already bought), “*berapa sih harganya bun*” (how much does it actually cost, mam), and “*coba harganya standar para emak-emak berdaster*” (I wish the price is affordable for a housewife). These comments indicate a desire to use Skintific products but are hampered by the product's price which is considered relatively high, making it unaffordable for some consumers.

Consumers who have used Skintific products expressed their comments regarding use of product and recommendations. Of the 94 comments on recommendations for using Skintific products, they generally contain questions, guidance, and suggestions from other users about how to use Skintific products including recommended steps, such as “*boleh spill step-step penggunaannya kak?*” (can you share the steps for using it, sis?) or “*pagi cuci muka,*

toner, serum, moist, sunscreen, malam pake micellar n kapas toner serum moist" (in the morning, wash your face, put toner, serum, moisturize, sunscreen, and at night use micellar and moist serum toner using cotton pad)" or *"terus kalau udah cuci muka pake kapas+toner, diamkan kering sebentar lalu pake serum biarkan meresap baru pake moist* (after washing your face, use cotton + toner, let it dries for a while then use the serum, let it absorbs before using moisturizer). Other comments are about frequency of use such as *"pakainya aman kalau tiap hari?"* (is it safe to use it every day?) and additional tips for optimal results such as *"terus kalau udah cuci muka pake kapas+toner, diamkan kering sebentar lalu pake serum bairkan meresap baru pake moist"* (after washing your face, use cotton + toner, let it dries for a while then use the serum, let it absorbs before using moisturizer) and *"intinya di malam hari jangan males bersihin muka"* (the point is don't be lazy to clean your face at night).

There were also comments on recommendations for product use that relate to product effectiveness which reached 79 comments. These comments reflect testimonials on the use of Skintific products which are considered to be effective, such as *"aku baru coba. Seminggu pake mois yang pink, flek aku luntur. Alhamdulillah"* (I just tried it. After a week using the pink mois, my spots faded. Thank God), *"cocok kak. Bekas jerawatku memudar juga pada ngelupas-ngelupas gitu"* (it works, sis. My acne scars faded and peeled out), and *"emang sebagai itu sih menurut aku kak. Soalnya wajah aku sensitif kak, tapi alhamdulillah aman pake skintific"* (I think it's really good, sis. My face is sensitive, sis but thank God it can use Skintific safely).

Although it is only few, there were 46 comments discussing Skintific product features and variants. The example of comments are *"apa bedanya yang pink sama yang biru"* (what's the difference between the pink one and the blue one), *"kalau untuk flek pake yang mana ya"* (which one should I use for reducing spots), *"manfaatnya untuk apa"* (what are these for), and *"bukannya ni ingredient dari moist dari kamila jadi kok sama ya"* (isn't this the ingredient in Kamila's moisturizer so it's supposed to be the same). These show that consumers need more detailed information about products, including special features and variations offered by Skintific.

Moreover, there were 52 comments indicating main ideas that are irrelevant or do not contribute to the discussion, unclear, spammy, or unrelated to the content. The examples of such comments are "bhahahahah", "okok 9loooo9yuuuinn llo 99kl", "sttt", "p", dan "mvv vlv b mv vvv b chubby".

Although the number is relatively small (3 comments), there were comments indicating concern for the environment that highlighted questions about recycled packaging, environmentally friendly materials, or environmentally responsible production practices. These three comments are *"skintific menyediakan wadah daur ulang ngga ya? Ngga tega mau buang jar-jar yang udah pada abis"* (does Skintific provide recycling containers? can't bear to throw away the unused jar) which was responded by a comment *"sama"* (same) and *"aku juga gitu kak aku kumpulin soalnya bagus jarnya hehehe"* (me too sis, I collected it because the jar is good hehehe).

Table 4 presents a cross tabulation between sentiments and main ideas which is intended to better understand the characteristics of comments on Skintific TikTok account. Of the 488 positive comments, majority comments were related to the produc, covering user satisfaction with Skintific products (268 comments) and product effectiveness (72 comments). There were also many positive comments (117 comments) submitted using emojis in expressing positive response to Skintific products.

On the other hand, negative comments were more related to the price and value of the product (17 comments) and effectiveness of Skintific products. The only negative comment related to the product is an expression of dissatisfaction either with the results of the Skintific product expressed in *"aku pake belum ada perubahan 😊"* (I'm using it, there hasn't been any changes 😊) or the product features or variants which impli distrust on the originality of the product based on basic ingredients, *"bukannya ni ingredient dari moist dari kamila jadi kok sama ya"* (isn't this the ingredient in Kamila's moisturizer so it's thus supposed to be the same).

Table 4. Cross-tabulation of Sentiment and Main Idea Categories

	Sentiment				Total
	Spam	Negative	Neutral	Positive	
Product Satisfaction	0	1	37	268	306
Emoji	0	7	15	117	139
Product Price and Value	0	17	63	15	95
Recommended Use	0	0	88	6	94
Product Effectiveness	0	0	7	72	79
Irrelevant Comments	52	0	0	0	52
Product Features and Variants	0	2	35	9	46
Environmental Concern	0	0	2	1	3
Total	52	27	247	488	814

Source: Data Processed (2024)

Neutral comments were dominated by those showing interest in recommendations for using Skintific products (88 comments) and interest in the product features and variants (35 comments). Comments that are considered spam are comments that fall into the irrelevant comments category.

The results show that positive and neutral comments are more related to the product indicating that Skintific products are rated well by users. Of the 814 comments, the majority of comments were positive and neutral. In line with the research conducted by Wijayanti (2021), positive comments can increase sales through customer trust. As the most positive comments are in the product satisfaction category, positive comments on Skintific products also show that the product is rated well by users and plays an important role in building reputation and trust in the product (Brilliantia et al., 2022; Fajar et al., 2022; Sari, 2019). Positive testimonials from Skintific users also show good level of content visibility of Skintific products (Kintradinata & Hidayah, 2023; Prasetya et al., 2023). Overall, positive comments can potentially increase sales as indicated by customer trust, product reputation and trust, as well as good content visibility accompanied by positive testimonials from Skintific users (Brilliantia et al., 2022; Fajar et al., 2022; Sari, 2019; Wijayanti, 2021).

Apart from that, the results also show that there are negative comments that focus on price, which is found as an inhibiting factor for some consumers from buying and using Skintific products. Negative comments complaining about the price and the desire to buy if the price is cheaper expressing in for example "*mehong juga*" (it's darned expensive) and "*cukup menguras dompet*" (it's quite draining the wallet) illustrate that price can be a deterrent for some consumers. Negative comments can result in reducing or even losing sales (Wijayanti, 2021). Thus, the existence of negative comments must be managed by Skintific. Skintific may more actively interact with users in the comment column (Arvy & Wahyuni, 2023; Hanifawati et al., 2019). The large number of requests for explanations on product usage open an opportunity for Skintific to interact with users by giving clarification and understanding to the users. In this case, Skintific can see comments that ask for relevant information regarding product use and price, and direct the discussion in the comments column to check the added value offered by Skintific.

The sentiment analysis has directed to understanding Skintific consumers' responses and opinions available on TikTok regarding to its product (Sasmita et al., 2022; Sipayung et al., 2016). It is known that consumers perceived the Skintific products as more positive than negative. They regarded the products as beneficial and have good quality. This result confirms the description of positive comment according to Kartika and Ganarsih (2019) who noted that positive comment are those contain consumers satisfactory experience after using the company's products or services. Only very few consumers expressed dissatisfaction not with the Skintific products but the price that is considerably high. Since the positive sentiments dominate the comments, it can be stated that the trend of comments on Skintific products identified from the modus is toward product satisfaction. This refers

to Luqyana et al (2018) and Pramana et al (2019) stating that sentiment analysis can be used to determine trend of social media users' comments on products or services.

Regardless the complaints, it seems that the positive comments had been able to create consumers trust on the products. This is evidenced by the positive testimonies indicating satisfaction in using the Skintific products. According to (Wijayanti, 2021), satisfied customers will have trust on the products and can then increase sales. It is apparent that consumers engaged in communication with others about the product. One asked about the product benefits and the others gave their positive experience in using the product. This testimony may strengthen trust of others on Skintific product. It can thus be stated that positive comments are possibly the key for the high market share experienced by Skintific. This fact supports what was stated by Brilliantia et al (2022) in which comment is an indicator of a successful social media marketing strategy. In other word, positive comments on Skintific product can be the indication of succesful Skintific marketing and thus they are needed to be managed well.

4. CONCLUSION

The results confirm that positive testimonials from the product users have a crucial role in strengthening the Skintific brand image, which in the end can influence sales. The existence of positive comments can encourage customer confidence toward the product and thus can increase sales. On the other hand, the presence of negative comments can reduce sales.

Marketing strategies that prioritize deep interaction with users, moderate the contents actively, and be responsive to consumer questions and needs are the key to increasing engagement and brand trust. In addition, price adjustments or information on the added value of Skintific products can also be important steps in overcoming negative comments focusing on price issues. In other words, focusing efforts on strengthening positive testimonials along with appropriate pricing strategies is important in optimizing Skintific's marketing performance.

Skintific can also provide active responses to consumer questions, provide detail guides on using product, and form an online community focusing on beauty and skin care. These interactions can possibly make Skintific to deepen consumer engagement and bring its brand closer to the needs and desires of its target market. Designing a more targeted response strategy, strengthening positive interactions, and addressing issues that may arise will be important steps for Skintific in strengthening relationships with consumers and improving its brand image. This can further encourage comments with positive sentiment that may lead to higher sales.

In relation to price issue, Skintific still needs to adjust its pricing strategies although higher prices can still be accepted by consumers if it is equivalent with the value they can get for the money they spend for the product, Skintific can focus the upper middle class as the target market according to price or adjust the price to make the product more affordable for more consumers. However, a more in-depth study needs to be carried out to determine the most effective alternative according to market conditions and the company's long-term strategy. In this way, Skintific can reduce negative comments, especially those regarding to prices and thereby sales can be increased.

Using twin dates and researcher's judgment are considerably the limitation of this research. Future research may extend the date of observation covering not only the twin dates for uncover variety in sentiments in the comments that possibly differ from those in the twin dates. Triangulation can be applied in the process of text mining. Judgment of a researcher may result in identification of main idea that is highly subjective. Triangulation in which identification of main ideas and their category was conducted by more than one person can be expected to increase objectivity of the results.

5. REFERENCES

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