

## COMMUNICATION STYLE AND SELF PRESENTATION OF @DokterDetektif IN EDUCATIONAL CONTENT ON TIKTOK MEDIA

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**Abstract.** The communication style of a KOL, Detective Doctor is able to create informative and interesting content, starting from a TikTok account that has its own characteristics, to the content that makes it known to the wider community. In the context of verbal communication, the message conveyed by Detective Doctor through social media content is expressed in the form of certain words or sentences that reflect the characteristics of his communication style. The aim is to find and understand the communication style of detective doctors in reviewing skincare products. This research applies a qualitative method with a descriptive approach. This study uses the theory of communication style and self-presentation. primary data through non-participant observation by observing the TikTok account @dokter and reviewing the content of the detective doctor who reviews products. The results of this study concluded that there are four communication styles used by detective doctors to create success in their communication. and one element of self-presentation that is consistently used by detective doctors.

**Keywords:** Kol Skincare; Education; Communication Style; Self-Presentation

**Abstrak.** Gaya komunikasi seorang KOL, Detective Doctor, mampu menciptakan konten yang informatif dan menarik, mulai dari akun TikTok yang memiliki ciri khas tersendiri hingga konten yang membuatnya dikenal oleh masyarakat luas. Dalam konteks komunikasi verbal, pesan yang disampaikan oleh Detective Doctor melalui konten media sosial diungkapkan dalam bentuk kata atau kalimat tertentu yang mencerminkan karakteristik gaya komunikasinya. Tujuan dari penelitian ini adalah untuk menemukan dan memahami gaya komunikasi Detective Doctor dalam mengulas produk skincare. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Kajian ini menggunakan teori gaya komunikasi dan self-presentation. Data primer diperoleh melalui observasi non-partisipatif dengan mengamati akun TikTok @dokter dan menelaah konten-konten Detective Doctor yang mengulas produk. Hasil dari penelitian ini menyimpulkan bahwa terdapat empat gaya komunikasi yang digunakan oleh Detective Doctor untuk menciptakan keberhasilan dalam komunikasinya, serta satu elemen self-presentation yang secara konsisten digunakan oleh Detective Doctor.

**Kata Kunci:** KOL Skincare; Edukasi; Gaya Komunikasi; Self-Presentation

## INTRODUCTION

The presence of social media has brought significant changes to the social lives of people, particularly by facilitating access to information and its dissemination, as well as serving as a means to gain social and economic benefits (Nurul Fatmawati, 2021). Over time, social media has become an essential tool integrated into online business activities. This shift is driven by the fact that online buying and selling has become the preferred choice for many due to the convenience it offers. Social media is utilized as a modern promotional medium that plays a crucial role in delivering messages and information to potential buyers or consumers in an innovative, engaging, and trend-aligned manner. With the large number of social media users, it is highly likely that product or service promotions conducted through these platforms will present promising opportunities for sellers (Nurul Agustin, 2022).

Social media continues to be a platform used for promoting products online. Several platforms are utilized, including Instagram, Facebook, Twitter, and TikTok. Currently, TikTok has become a trend among teenagers and adults, leading many marketers and business owners to leverage it as a promotional tool for their products. Interestingly, TikTok is now also being used as a business platform that allows products to be marketed directly to consumers (Maria Catharine Amanda S et al., 2024). The emergence of new business marketing methods through social media has given rise to new definitions and terminologies, one of which is Key Opinion Leader (KOL). KOLs play a crucial role in effectively conveying messages from brands to consumers. KOLs have become a crucial part of marketing in reaching target audiences and achieving promotional goals. The combination of social media and TikTok serves as a powerful

strategy in promotional media, especially since social media has become a primary necessity for users, whether for obtaining information, entertainment, communication, or expanding their networks.

One of the KOLs currently gaining attention on TikTok is Dokter Detektif, also known as Dokitv. Dokter Detektif is a female content creator who frequently shares educational videos related to skincare on social media (Kanalindonesia, 2024). In addition to Dokter Detektif, there are several other doctors who actively create educational skincare content on social media. Two of them are Dr. Ika and Dr. Yessica Tania. Each of these doctors has a unique approach and communication style when conveying information to their audience.

In this context, the communication style and self-presentation of Dokter Detektif on TikTok play a significant role in determining how well the messages conveyed are received and understood by the audience. Emphasizing a communicative, engaging, and easily understandable style is essential for establishing a good relationship between the doctor and the audience. Presenting information in an appealing manner will more effectively capture the audience's attention and motivate them to be more concerned about health issues.

One of the important characteristics of a detective doctor's communication style is the use of straightforward yet professional language. Detective doctors tend to simplify complex medical terms so that they can be understood by laypeople. They also use a narrative approach to arouse the audience's curiosity, such as telling a case or presenting a medical puzzle that needs solving.

This approach can make the audience feel more engaged in the learning process and helps them remember the information presented more easily. Additionally, the use of visual and interactive elements is another aspect that supports the

success of Dokter Detektif's self-presentation on TikTok. On this platform, the ability to combine text, images, and sound in a single video is crucial for reinforcing the message being conveyed. With creative editing techniques, Dokter Detektif can create content that is not only informative but also entertaining, making the audience more interested in following their account and learning more about health topics..

However, as previously mentioned, it is important for doctors to maintain the quality of the information they provide. This not only relates to medical accuracy but also to how they manage interactions with their audience. Responding to comments or questions from followers can be an opportunity to clarify information and avoid misunderstandings that may arise from differing perceptions. Therefore, two-way communication between doctors and the audience is crucial in creating a healthy and supportive relationship.

The communication style used by Dokter Detektif also influences how the audience perceives their credibility. An overly casual or exaggerated style can diminish a doctor's professional image. Thus, while a relaxed and engaging communication style is essential on social media, doctors must still be mindful of existing boundaries to maintain their professional image and uphold the medical ethics they represent.

In a study conducted by Sari et al. (2023), it is explained that the use of social media, particularly TikTok, has great potential in health education. However, there needs to be oversight and guidance to ensure that the information shared is accurate and reliable.

The information shared must adhere to ethical standards and not be misleading. This research also emphasizes the importance of doctors' involvement in the interaction process with the audience to provide clarification in case of misinformation.

Additionally, a study by Pratama and Nurhayati (2022) revealed that audiences tend to be more interested in content presented in an engaging and interactive manner, especially when it is packaged in simple yet targeted language.

The communication style and self-presentation of Dokter Detektif in educational content on TikTok are crucial for capturing the audience's attention and conveying accurate information. It is essential for doctors to always consider medical ethics and the quality of the information shared, while also maintaining a good relationship with the audience so that the messages conveyed can be well-received and beneficial to the community.

Observing this phenomenon, the researcher is interested in exploring the topic of communication styles used by Dokter Detektif. On the Dokter Detektif account, there are several categories of content, including product reviews, claim analyses, and brand comparisons. However, not all content is reviewed; only content deemed relevant and attention-grabbing is typically discussed. Based on this background, the researcher is keen to further investigate the topic with the title "Communication Style and Self-Presentation of Dokter Detektif in Education on TikTok."

## LITERATURE REVIEW

**Account Of KOL Dokter Detektif.** Known as Dokter Detektif, began posting content on August 5, 2020. So far, Dokter Detektif has kept her true identity hidden; she has never revealed her full name, referring to herself only as "Doktif," which is short for Dokter Detektif. Additionally, she has not clearly shown her face in her video content, often wearing a hijab and a mask to cover her features. Her background as an aesthetic doctor is utilized to create educational content about skincare

### **Communication Style Theory.**

Communication style explains how individuals behave when delivering and receiving messages. It is evident during interactions, whether through conversation or expressed in facial expressions, behaviors, and body movements. The way of communicating is often referred to as "communication style." The choice of communication model depends on the goals of the communicator (sender) and the expectations of the receiver (Viana F A, 2020). There are various forms of communication styles (Tubbs and Moss, 2008), as explained below:

**The Controlling Style.** The goal of this communication style is to manage, influence, or even direct the actions and thoughts of others to achieve specific objectives. This is also known as one-way communication, as it focuses on sending messages rather than receiving them. Even individuals with good communication skills can use both positive and negative words to control others.

**The Equalitarian Style.** Effective communication occurs when there is interaction between the sender and the receiver. This indicates that the message conveyed is well-received and understood by the recipient. In other words, an effective two-way communication process takes place, where the message not only reaches the receiver but is also understood according to the intended meaning. This style fosters a harmonious and mutually binding relationship between both parties.

**The Structuring Style.** For someone who communicates clearly and systematically, this style allows the communicator to deliver verbal messages effectively, creating an impact while reinforcing the message conveyed to the recipient.

**The Dynamic Style.** The communicator employs a dynamic speaking style with the aim of compelling the audience to take further action based on the previously delivered message. This dynamic speaking style is particularly suitable for addressing issues.

**The Relinquishing Style.** When the communicator is open to suggestions or feedback during communication, this style is most appropriate. In addition to collaborating and accepting feedback, the communicator can also influence and guide the audience. This style is highly recommended for use in group settings.

**Self Presentation.** Self-presentation, according to Goffman (1959), can help an individual achieve their goals and shape their self-image in accordance with personal desires (Amelia & Amin, 2022). Goffman (1959) further states that individuals engage in self-presentation both verbally and nonverbally towards those around them within a specific social interaction context (Hati, 2019). In the process of self-presentation, an individual attempts to create an impression of what others think and to foster a positive perception of themselves (Kassin et al., 2008; Maryam, 2018). Based on the explanations provided, it can be concluded that self-presentation is the process by which an individual shapes their self-image and communicates information about themselves to others, whether to a private audience or the general public. To align with their own desires, an individual must be able to manage others' perceptions and the information that will be conveyed.

### **METHOD**

This research employs a qualitative approach. Qualitative research methods aim to understand the research object's situation

in its natural condition, in contrast to experimental research. In this approach, the researcher acts as the primary instrument for data collection, which is conducted through triangulation techniques or a combination of methods. Data analysis is inductive or qualitative, with the goal of exploring meaning rather than seeking generalizations (Nadira et al., 2022).

Qualitative research aims to gain an understanding of a context, situation, and the setting of the natural phenomena being investigated, with each phenomenon considered unique due to its context, which differs from others (Muhammad Rijal Fadli, 2021). Based on the background and problem formulation regarding "The Communication Style and Self-Presentation of Dokter Detektif in Skincare Product Reviews on TikTok," this study applies a qualitative method with a descriptive approach. This research utilizes descriptive qualitative methods to obtain a deeper understanding and a comprehensive picture of the phenomenon being studied. The reason for using this method is that it aligns well with the title and discussion, and the data obtained will consist of information from observing a content creator through content analysis on TikTok and non-participant observation of skincare review content on the @doktif account.

## RESULTS AND DISCUSSION

Through the research findings, the researcher concludes that there are four communication styles that align with the criteria of Dokter Detektif when delivering skincare education content on the TikTok account @dokterdetektif, based on the communication styles outlined by Tubbs and Moss (2018). These styles are The Structuring Style, The Controlling Style, The Equalitarian Style, and The Dynamic Style. Among these four communication styles,

there are seven factors that influence Dokter Detektif's communication style: physical condition, role, historical context, chronology, language, relationships, and constraints. These four communication styles and the seven influencing factors can generate a self-presentation strategy, as described by Delamater and Myers (Maryam, 2018), specifically the strategy of Managing Appearance.

According to Tubbs and Moss, there are six communication styles; however, in the context of Dokter Detektif's social media account, only four styles are applicable: The Structuring Style, The Controlling Style, The Equalitarian Style, and The Dynamic Style. In the TikTok content titled "Don't Easily Trust Marketing," the Structuring Style is applied based on Tubbs and Moss's theory (2008). This style is characterized by a clear, organized message delivery that reinforces the message through supporting facts. In this content, @dokterdetektif constructs her argument by presenting valid scientific data about skincare products to enhance the audience's understanding of the conveyed message. She shares personal stories to connect with the audience while maintaining a focus on fact-based explanations. For example, when discussing her experience participating in a "war" and obtaining frequently highlighted products, @dokterdetektif emphasizes the quality and trustworthy claims of the products. The use of the Structuring Style in an educational context proves effective, as well-organized, data-driven information helps the audience build a stronger understanding. In this way, @dokterdetektif can establish credibility and strengthen the audience's trust in her content. Although this style focuses more on message reinforcement, interaction with the audience is also maintained through comment features and invitations to share opinions.

In terms of information delivery, detective doctors often use engaging visual

elements, such as overlay text, graphics, and animations, to clarify the medical concepts being discussed. For example, when discussing a particular disease, they often show anatomical images or diagrams explaining the condition. This visual technique has been shown to be effective in strengthening the audience's understanding of complex medical topics, as explained by Nisa et al. (2022), who found that good visualizations can improve the understanding of health information among social media users.

The audience's response to this communication style was very positive, as seen from comments supporting the delivery of data-based information delivered by @dokter. One comment expressed enthusiasm for the explanation that revealed laboratory facts, reflecting the success of the Structuring Style approach in increasing the credibility and trust of the audience. In the TikTok content @dokter entitled "Is This Viral Skincare Overclaim or Not?", the communication style used is The Equalitarian Style. This style emphasizes balanced interaction between the sender and recipient of the message, where @dokter tries to build a two-way relationship with its audience. In this content, @dokter not only provides fact-based information, but also encourages the audience to participate in the discussion through open-ended questions such as "Do you agree, guys?". This creates an inclusive and interactive atmosphere, where the audience feels valued and their opinions are taken into account. In addition, @dokter also praises parties who are open and admit their mistakes, which further strengthens the harmonious relationship between the communicator and the recipient. By using Equalitarian Style, @dokter has succeeded in creating a communication atmosphere that is mutually respectful and opens up space for the audience to share their opinions, which ultimately strengthens the credibility and

trust of the audience in the message delivered. The audience's response to this communication style is very supportive, as seen from comments that show involvement and support for the message delivered, as well as a desire to share personal experiences. This proves that the Equalitarian Style is effective in creating harmonious two-way communication.

The Dynamic Style communication style is used by @dokter in TikTok content titled "Battle Brand S vs Brand C Part 1". This style is characterized by dynamic message delivery and aims to motivate the audience to participate more actively. @dokter invites the audience to guess the lab test results of two skincare products being compared, creating a sense of urgency to engage in the discussion. With sentences like "let's comment while we play," @dokter successfully encourages the audience to participate in the content and guess the results, which increases engagement and curiosity. This style is effective in attracting the audience's attention because it creates a more lively and interactive atmosphere, which makes the audience feel more connected to the content presented. In addition, this dynamic communication style builds a sense of enthusiasm to follow the continuation of upcoming content, which strengthens the audience's loyalty and interest in @dokter's TikTok content.

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In the TikTok content titled "Battle Brand S vs Brand C Part 2", @dokter uses

The Controlling Style communication style. This style emphasizes delivering clear and targeted messages with the aim of influencing the audience to accept certain views or actions. In this video, @dokter provides a detailed explanation of the lab test results of two skincare products, while directing the audience to be more critical of the claims circulating. The straightforward and firm delivery, such as "Retinol with a small concentration can be used to reduce these complaints," makes the audience understand the difference between legitimate product claims and misleading claims. With this approach, @dokter tries to direct the audience to be more careful in choosing products and assessing claims that are not based on facts.

The Controlling Style has proven effective in educating audiences and clarifying false claims. Audience responses that show understanding of the message conveyed, such as acknowledging the consequences of using products with low retinol concentrations, indicate that this style has succeeded in directing the audience's thinking positively.

TikTok content @dokter entitled "Battle Brand Viral di Kalangan Gen Z" uses the Equalitarian Style communication style, where balanced interaction between communicator and communicant is a priority. In this content, @dokter tries to create more relaxed and friendly communication with young audiences, especially Gen Z. By using familiar language and touching their feelings, such as when talking about feeling sorry for Gen Z who have saved up to buy products, @dokter has succeeded in creating a closer relationship with the audience. This communication style is effective because it not only provides information, but also invites the audience to feel appreciated and involved in the conversation more personally. @dokter provides an opportunity for the audience to share experiences and

opinions, so that the communication that is established is more inclusive and builds trust.

The Controlling Style communication style is also used in @dokter's TikTok content titled "Dokter Cosplay Manusia Heboh". In this video, @dokter directs the audience to pay attention to important issues related to the product being sold, by giving a strong emphasis to respond to the issue. This communication style is very effective in situations that require urgency, such as warnings about potential dangers that can occur if the product is used. By using sentences full of pressure, such as "no excuses," @dokter tries to influence the audience to pay attention to this issue and act according to the information conveyed. This style successfully attracts the audience's attention to the message conveyed, even with little interaction.

TikTok content @dokter titled "Review Sunscreen Gen Z Part 1" also uses the Equalitarian Style communication style. This style emphasizes friendly and open communication between @dokter and the audience, especially for young audiences. @dokter acknowledges the contribution of the team involved in its production and invites the audience to take part in a casual conversation that builds closer relationships. With easy-to-understand and familiar language, he managed to create a more open and inclusive atmosphere. This makes the audience feel more appreciated and involved in a conversation that is not only informative, but also fun.

TikTok content @dokter entitled "Review Sunscreen Gen Z Part 2" uses the Structuring Style communication style which focuses on delivering messages in a structured and clear manner. In this content, @dokter presents information systematically, starting with an explanation of the importance of using sunscreen, followed by details of the product being discussed, such as its advantages, ingredients, and how to use

it. At the end of the video, @dokter presents the results of lab tests that make the audience interested in watching until the end. This coherent and sequential explanation ensures that the audience can follow the content easily, understand the information conveyed, and gain a clear understanding of the product being discussed. For example, @dokter says, "So there's no reason anymore in a closed room in a room without windows, why doc really beg you to keep using sunscreen." This sentence is a clear opener regarding the importance of using sunscreen, before then diving into further product details. This communication style succeeds in conveying the message in a way that is easy to follow. With a clear structure, the audience can easily capture information about sunscreen products, and understand the importance of using the product. The information presented is also educational and evidence-based, which makes the audience feel more confident in the content presented. In addition, a neat presentation with detailed explanations allows the audience to remember and understand the material provided without confusion.

The success of @dokter's communication in delivering product reviews can be seen from several key elements that underlie the way he interacts with his audience. One of the main keys is the ability to simplify information. In every video review, @dokter is always able to package information that may be complex into something that is easier to understand for a diverse audience. By using simple language, he ensures that audiences from various backgrounds can grasp the message well. For example, in a sunscreen product review, @dokter explains the ingredients and benefits of each product clearly and easily understood, without using confusing technical terms.

There are seven factors that influence Doctor Detective's communication



style in delivering educational content, factors that influence communication style have been associated with physical conditions when communicating. @dokter's physical appearance plays an important role in creating comfort and credibility in front of the TikTok audience. A professional and audience-appropriate appearance will build a positive impression. In visual communication like TikTok, physical appearance is often the first impression received by the audience. @dokter's appearance, for example the use of a mask that is not just an accessory, but an element of a visual communication strategy that makes the audience more involved. @dokter can also utilize other visual elements, such as a background that supports his professional image. For example, using a clean and well-organized studio or workspace can strengthen the impression that the information provided comes from a trusted source.

The researcher will conclude that based on the communication style and influencing factors of the Detective Doctor's communication style, there is 1 Self Presentation that is considered to be in accordance with the Detective Doctor's criteria while delivering skincare educational content which is associated with 9 self-presentation strategies according to Delamater and Myers in (Maryam, 2018), namely, the strategy of managing appearance (managing appearance). Appearance refers to what others see about a person, such as clothing, how to make up, visible habits, verbal communication (dialect or vocabulary), and nonverbal communication. So that an individual can tell others what they are like and what they want to do (Agustin & Aji, 2023). The Detective Doctor manages his appearance in the skincare educational content on his TikTok account. In the eight contents selected by the researcher, the Detective Doctor always consistently uses a face mask. The mask worn is not only a visual

characteristic that distinguishes the Detective Doctor from other creators. In addition, the Mask which is the hallmark of the Detective Doctor can also be understood as a symbol of the critical and investigative approach taken, reflecting the role of the "Detective" who focuses on scientific data.

## **CONCLUSION**

Based on the analysis of the communication style and self-presentation of detective doctors in educational content on TikTok, it can be concluded that a relaxed, creative, and interactive approach is very effective in attracting the attention of the audience, especially the younger generation. The use of simple language, interesting narratives, and supporting visual elements have been shown to increase audience understanding of complex medical topics. In addition, the interaction that occurs between detective doctors and the audience through comments or clarifications helps strengthen the relationship and increase the credibility of the information conveyed. However, it is important for detective doctors to maintain the professionalism and accuracy of the information they provide, given the risk of spreading inaccurate information on social media. To that end, doctors must ensure that the content they create is based on valid scientific evidence, and pay attention to medical ethics in conveying information. Thus, TikTok can be an effective platform for health education, as long as the content presented remains accurate, useful, and considers the interests of the audience.

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