

## Hashtag Trend Analysis on Tiktok: Building Engagement in Beauty Product Sales

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*TikTok, Hashtags, engagement, digital marketing, social media.*

### ABSTRACT

Social media is one example of today's rapidly evolving technology that makes communication and access information easier. In the digital era, including in the beauty industry, one of which is the MS Glow beauty product. TikTok, as a short video-based platform, allows brands to reach a wide audience through hashtag strategies. This study aims to analyze hashtag trends in increasing engagement towards the sale of beauty products and their impact, with a case study on the MS Glow brand. This study uses a descriptive qualitative approach with observation, documentation, and literature study methods. Lev Manovich's New Media theory is used to analyze the elements of numerical representation, modularity, automation, variability, and transcoding. The results of the study show that the use of hashtags on MS Glow products such as #msglow, #msglowskincare, and #msglowreview is able to build consumer engagement in the form of likes, comments, and reviews and can have an impact on improving product purchase decisions.

### INTRODUCTION

Social media is one example of today's rapidly evolving technology that makes communication and access to information easier. Nowadays, the internet and social media are developing quite quickly. Despite the convenience of the internet, the daily use of social media continues to increase. Social media has become one of the most effective marketing tools in the digital age, especially in the beauty industry. Based on a survey conducted by Hootsuite (*We Are Social*), data shows that active social media users in Indonesia in 2024 will be 191 million people, or around 67.64% of the total Indonesian population. This data has increased by 14.3% or around 24 million users when compared to active social media user data in 2023. One of the uses of social media is to be used as a medium to find, search, and provide reviews and share information about products, services, and brands or commonly referred to as *consumer review networks*. Generation Z, born in 1997–2012, is a group that grew up in the digital era with increasingly rapid technological developments. Changes in their consumption patterns and lifestyles are greatly influenced by social media, including in terms of skin care and beauty (Kompas, 2023). Today, Gen Z women are making the use of skincare a part of their daily routine, with a high level of attention to skin health and appearance. With considerable purchasing power, Generation Z is predicted to be the largest group of beauty shoppers by 2026, where Gen Z women spend around \$358 per year on beauty products (Savić et al., 2024; WGSN, 2023). In the world of marketing, communication strategies are an important element in increasing product sales, especially in the current era of digitalization (Firmansyah, 2020). Beauty companies

are increasingly relying on social media to introduce their products, build engagement with audiences, and drive purchasing decisions through digital content. One of the commonly used marketing strategies is promotion through social media by utilizing hashtag trends (Damayanti, 2017; Syaumi & Avina, 2020).

TikTok, as one of the fastest-growing social media platforms, has become the center of digital marketing trends, particularly in the beauty industry. TikTok allows its users to interact with brands and products through short video-based content that goes viral using hashtags (Puspitarini & Nuraeni, 2019). Hashtags serve as a tool to increase the visibility of content and expand the reach of the audience. When a hashtag becomes a trend, the product promoted through the hashtag has a greater chance of getting high engagement, which can ultimately contribute to increased sales (Hardilawati et al., 2019).

In addition, the use of beauty influencers and celebrity endorsers in digital marketing strategies is also growing, where they often use special hashtags to strengthen beauty product campaigns (Andriany, 2022; Lestari & Wahyono, 2021). Influencers on TikTok play a key role in building public opinion of a beauty product. Through their video uploads, influencers can guide consumer preferences and create new trends that attract the attention of other TikTok users (Chen & Benefactor, 2020).

When it comes to consumer behavior, Generation Z is known to be a very responsive group to social media trends, especially content that is interactive and based on recommendations from other users. They are more likely to buy beauty products that have received a lot of engagement on social media, such as a high number of impressions, positive comments, or reviews from their favorite influencers (Syafrianita et al., 2022).

One of the increasingly popular platforms for promoting is TikTok, which is known for its short video-based creative content. In this context, hashtags play an important role as a tool to increase audience visibility and engagement. The right hashtag trends can help a product reach a wider audience, create a community, and influence consumer purchasing decisions.

Irfan Wahyudi (2021), as an expert in Communication Science at *Airlangga University*, argues that TikTok is so popular because of the visual platform that is packaged through short videos and interesting content so that it is easy to grab everyone's attention. In addition, the advantage of this application is that the algorithm will work by displaying videos that are similar to those that have been viewed and liked by the user. TikTok is easily accessible to individuals around the world through smartphone devices.

The difference between TikTok and other competing applications is that it allows anyone to become a creator and can share their creative video content on this application. This convenience is widely used by users to become a content creator or influencer who is an expert in certain fields, for example, in the field of beauty or commonly known as a *beauty influencer*. Indonesian *beauty influencers* have used the Instagram platform first compared to TikTok. However, currently the use of TikTok for *beauty influencers* is considered more effective in spreading their content. Through TikTok, *beauty influencers* can create their video content with a maximum duration of up to 10 minutes. Meanwhile, Instagram with its new feature like TikTok, namely Reels, is only able to create video content with a maximum duration of only 1 minute (Dhuatu, 2020).

Hashtags are one of the promotional strategies that were initially used on Twitter, and are now also applied through TikTok social media. Hamidah (2020) stated that hashtags can create customer engagement by the way a brand user shares their experience with other social media communities so

that they know what they want to know about trending brands and they can even promote the brand. A hashtag is a label used to identify and make it easier to search for a specific topic, usually expressed by adding a fence symbol (#) in front of it. Thus, when you search for a specific topic, name, event, or product by using custom hashtags, you will easily find them (Karam & Robertson, 2022). Thus, hashtags provide advantages in the form of convenience for TikTok users to search for content that contains certain information according to their interests, as is the case with #racunskincare that makes it easier for TikTok users who have an interest in the beauty field to be able to connect and find information about skincare product recommendations they are looking for.

One of the beauty brands that has successfully taken advantage of this trend is *MS Glow*. *MS Glow* is a local skincare brand known for various skincare and cosmetic products that are claimed to be able to brighten and care for the skin. *MS Glow* products are quite popular among the Indonesian people, especially because of their aggressive digital marketing strategy on various social media platforms, including TikTok.

There is a study of 259 users that reveals that the impact of Youtube, Instagram, and Facebook ads can increase a person's interest in cosmetic products. Similar results were observed in a study conducted on Indonesian men aged 19–39 (Sanny et al., 2020). Social media actually provides a lot of information that can be used as a consideration for consumer purchase decisions. With the amount of content available, sometimes there is also content that contains fake ads so that it can influence consumers to make the wrong decision in buying the right skincare products for them.

Their motivation to buy often is also due to just wanting to follow the skincare trends that are currently popular. Fatmawati (2020) stated that they make online purchases not solely for the sake of necessity, but to maintain a cool appearance. Then, when making a purchase, consumers tend to prefer products with well-known brands so that they can be recognized and noticed. This can be seen in consumer behavior when choosing a product, which is ignoring its usefulness, price, and consequences while product trends are the main factor in their selection. As a result, the purchase transactions they made started from something unplanned and accidental.

Research by Mar'atul Fahimah and Isyam Rotul Ainiyah (2023) with the title "Interest in Buying Fashion Products: The Use of Hashtags and Product Reviews on the TikTok Application" from the results of this study it can be found that the variable of the use of hashtags #racuntiktok partially has a positive and significant influence on the interest in buying fashion products in *aii\_colection* and the variable of product reviews has a positive and significant influence on the interest in buying fashion products in *aii\_colection*. Two independent variables in this study, namely the use of hashtags #racuntiktok and product reviews simultaneously, had a positive and significant effect on the buying interest of fashion products in *aii\_colection*. The difference in this study is that for previous research, the expected result is an understanding of the influence of reviews and hashtags on fashion product purchase decisions on TikTok. Meanwhile, the expected results of this research are to identify hashtag strategies that can increase engagement and sales of beauty products.

Research by Rizky Amelia, Indira Fatra Deni, and Fakhrur Rozi (2024) with the title "The Effect of the Poison Hashtag on the Consumptive Behavior of Communication Science Students of the State Islamic University of North Sumatra" found that the *Poison Hashtag* has an effect and is significant on the consumptive behavior of Communication Science students of UINSU Medan. The influence is in the strong category. More often students access this application and see videos with the hashtag *racuntiktok* can arouse desire and interest in an item that they end up buying. When this

is not properly controlled, it can result in consumptive behavior. The use of a certain item or media will certainly have an effect that it causes; in this case TikTok users can trigger the emergence of consumptive behavior. From the existence of promotions carried out by sellers or just recording a product, it can have a certain effect on those who see it. The difference in this study is that for previous research, the expected results are to understand the impact of the #RacunTikTok hashtag virality in influencing students' consumption habits. Meanwhile, the expected results of this research are to identify hashtag strategies that can increase engagement and sales of beauty products.

This research is based on the research gap in previous research. Based on research conducted by Fahimah & Ainiyah (2023), it is stated that using hashtags #racuntiktok that attract consumer interest increases interest in buying fashion products in *aii\_colection*. Research conducted by Amelia, Deni and Rozi (2024) states that the Hashtag *racuntiktok* has an effect and is significant on the consumptive behavior of UINSU Medan Communication Science students. The influence is in the strong category. More often students access this application and see videos with the hashtag *racuntiktok* can cause desire and interest in an item that they end up buying.

This study aims to analyze hashtag trends in beauty product sales on the TikTok application to increase engagement and analyze the impact of beauty product sales hashtags. The main focus of the research is to understand how certain hashtags can increase engagement, build brand awareness, and support sales growth. Utilizing an analytical approach to hashtag data and user interaction, this study provides strategic insights for businesses in the beauty industry to optimize their presence on the TikTok platform. The benefits of this study include contributing to academic knowledge in the field of digital marketing, particularly on social media platforms, and providing practical recommendations for beauty industry players to maximize their online presence. Furthermore, this research can serve as a reference for businesses to develop more targeted and effective promotional campaigns that leverage trending hashtags to enhance customer engagement and brand visibility.

## METHODS

This study employs a descriptive qualitative approach to analyze trends in the use of hashtags on the TikTok platform to increase engagement in beauty product sales, using Lev Manovich's (2001) New Media theory. *New media* refers to forms of media that combine digital technology, the internet, and user interaction, as opposed to traditional media such as television, radio, or newspapers. According to Lev Manovich, in his book *The Language of New Media*, *new media* encompasses all computer-based media, such as digital videos, websites, and social media applications, which allow interactivity and personalization. This type of media opens new opportunities for consumers to interact and participate in content production.

The qualitative descriptive method was chosen because it can provide an in-depth depiction of phenomena based on data obtained from TikTok, including content, comments, and patterns of interaction. The focus of this research is to analyze popular and relevant hashtags within the context of beauty product sales and to examine the relationship between specific hashtags and levels of engagement (likes, comments, shares). Furthermore, the study explores strategies employed by creators or beauty brands in using hashtags to capture audience attention.

The data was collected through three primary methods. First, social media observation, as explained by Baker (2006), enables researchers to obtain real-time data on how users interact with specific content, including the use of hashtags and audience engagement. Hashtag tracking was

conducted on popular hashtags used for promoting beauty products over the past three months. Second, documentation, according to Bowen (2009), involves systematically collecting, evaluating, and analyzing documents as data sources. This included gathering video content, view counts, likes, shares, and comments from accounts utilizing relevant hashtags. Third, literature review, as stated by Ridley (2012), was conducted to understand existing theories, identify research gaps, and build a conceptual foundation, particularly regarding digital marketing strategies in the beauty industry.

Data analysis in this study uses Lev Manovich's (2001) *New Media* theory, which includes five key elements: numerical representation, modularity, automation, variability, and transcoding. These elements help explain how hashtags on TikTok can build engagement in beauty product promotions. Numerical representation allows content to be converted into digital data that can be easily edited, while modularity ensures that individual components of content—text, video, music, and effects—can be processed separately yet combined into a cohesive whole.

Automation plays an important role as TikTok's recommendation system automatically displays videos based on user interests without requiring manual searching. Variability allows a single piece of content or a song to be reused in thousands of different creative video versions. Meanwhile, transcoding emphasizes the blending of human culture and digital technology logic, influencing how creators produce short, concise content that aligns with platform algorithms.

Data interpretation was conducted using triangulation, linking hashtag data with engagement metrics to assess their effectiveness in increasing audience interaction. This approach provides a comprehensive understanding of how hashtag use on TikTok can serve as an effective digital marketing strategy for beauty products, while also demonstrating the relevance of *New Media* theory within the context of modern social media.

## RESULTS AND DISCUSSION

### Analysis of Beauty Product Sales Hashtag Trends on TikTok

In analyzing the trend of hashtag use in the sale of beauty products on TikTok, the New Media theory of Lev Manovich (2001) becomes a relevant framework for understanding how digital media works and influences user behavior. The five key principles Manovich explained—numerical representation, modularity, automation, variability, and transcoding—can be used to explain how beauty content on TikTok is created, disseminated, and widely accepted by audiences.

#### *Numerical Representation*

Numerical representation means that digital media content—including TikTok videos—has been converted into numerical (binary) data, so that it can be read and modified by computers. In the context of TikTok, beauty videos such as makeup tutorials or product reviews are uploaded in a digital format that allows the system to add visual effects, music, text, and filters automatically. This process makes content flexible and easy to process for a variety of purposes, including promotion. For example, when a beauty influencer uses #GlowUpMSGlow hashtag, TikTok can identify, group, and recommend similar videos to other users thanks to the digitization process.

#### Adding Visual Effects

Because TikTok content is already in the form of digital (binary) data, the TikTok system can add visual effects such as animations, transitions, or stickers automatically. For example, when a user

selects a "sparkle" or "beauty glow" effect, the system instantly applies it to the entire video frame using an image processing algorithm. This happens because visual data (images/videos) have been represented in the form of numbers so that they can be processed by computers. Example in the context of beauty promotion: The "glow" effect can accentuate smooth skin or highlight the face when the beauty influencer shows the results of using MS Glow products.

### Music

TikTok allows users to add songs or sounds that are available automatically through the sound library. The system recognizes the duration and tempo of the video, then adjusts the rhythm of the music to synchronize with the movements or transitions in the video. Example in promotion: Beauty influencer chooses trending sounds to accompany makeup tutorial videos. Since the video is already numerical data, the music can be automatically cut, volume adjusted, or fade-in/fade-out without changing the main content.

### Text

TikTok's system can automatically generate or display text such as subtitles, captions, or product descriptions. There's even an "auto captions" feature that recognizes the voice in the video and automatically writes it down in the form of text. Example use: When an influencer says "use MS Glow to brighten your skin," the system can automatically display the text on the video screen. This is very helpful in increasing the understanding of the audience.

### Automatic Filter

Filters are digital layers that change the appearance of color, texture, or lighting in a video. TikTok provides filters such as "Smooth skin," "Warm tone," or "Vintage look," which can be applied automatically with just one click because the visual data is already in numerical format. Example in beauty product promotion: The "Soft skin" filter makes the skin look smoother when reviewing MS Glow skincare, helping to strengthen the product's image without the need for a complicated manual editing process.

Numerical representation means that all content on TikTok—such as videos, music, text, and filters—has been converted into digital data (numbers), so that it can be read and processed by a computer system. Therefore, the process of creating or editing content is much easier and faster. Users can simply select effects, add music, or write captions, and everything can be processed directly by the system without having to edit manually. In the promotion of beauty products such as MS Glow, this is a big advantage. Content can be made more interesting with the right visual effects, filters, and music, without any hassle. For example, the "glow" effect can be applied directly to highlight the results of using the product on the face. Then, what does it have to do with hashtag trends? Since all content is already in the form of data, TikTok can easily read and group videos based on specific hashtags, such as #GlowUpMSGlow. The system automatically recognizes videos that use the hashtag and recommends them to other users who have similar interests. As a result, videos spread quickly, were seen by many people, and hashtag trends grew. So, numerical representation is not only about technology, but also an important basis in the formation of trends on TikTok. Without this, the process of analyzing and disseminating hashtag trends would not be as fast and effective as it is now.

### **Modularity**

Modularity refers to the structure of digital media that consists of independent elements that can be arranged and rearranged without changing the entire system. In TikTok videos, elements such as background music, text, stickers, and filters are separate modules. Users can choose viral music, add captions, and combine it with popular hashtags like #SkincareRoutine or #MSGlowReview. With this modularity, content creators can quickly create variations of promotional videos in different styles, but still use the same basic material—for example, the same video but uploaded with different effects and hashtags to reach a wider audience.

#### **Background Music**

Background music is a separate element in a TikTok video that can be added, replaced, or removed without affecting the main content (e.g. the user's image/video). Due to its modular nature, users can choose trending songs or specific music that suits the mood of the video, such as upbeat music for makeup tutorials. Example in promotion: Beauty influencers use the same video, but upload it twice with different music—one using viral music to get more views, the other using elegantly themed music to build a luxurious impression of MS Glow products.

#### **Text**

Captions in TikTok, whether in the form of captions or subtitles (automatic text from voice), are stand-alone modules. This text can be edited, changed its color/size/position, or even removed without damaging other elements in the video.

Example use: Influencer adds "Brighter Skin with MS Glow!" text that appears in sync when the product is displayed. This text can be replaced in another version of the video without having to re-record.

#### **Stickers**

Stickers are graphic elements (icons, emojis, symbols) that you can stick on a video. Because they're modular, stickers can be added to specific parts of the video, reshaped, or removed altogether without changing the content of the original video.

Examples in beauty content: Adding a star-shaped sticker or "Check this out!" in the section where the skincare results are shown, giving an interactive and fun impression, perfect for attracting the attention of young audiences.

#### **Filter**

Filters are visual modules that change the overall look of a video, such as lighting, skin tone, or vintage feel. Filters can be added at any time, even after the video has been recorded. Because they are modular, the filter can be flexibly enabled or deactivated. Examples in product promotions: MS Glow video tutorials can use the "Soft Beauty" filter to give the impression of glowing skin, then re-upload it with a different filter (e.g. "Cool Tone") to make it look different and reach the visual tastes of other audiences.

Modularity means that digital content on TikTok is made up of small parts that can be arranged and replaced without disrupting the overall video. Elements such as music, text, filters, and stickers

can be added, replaced, or removed as needed. This makes it easier for creators to create multiple versions of the same video, making it more practical and efficient. In beauty product promotions like MS Glow, modularity allows beauty influencers to create content with different styles and moods by simply replacing a few elements. For example, one video can be reposted with a different filter or another trending music. Then, what does it have to do with hashtag trends? Because content can be created in different versions, creators can embed different hashtags for each version, such as #MSGlowReview, #GlowingSkin, or #SkincareRoutine. This makes it easier for their content to get into the various trends that are currently popular on TikTok. That way, videos have a greater chance of appearing on other users' homepages and being part of an upward trend. So, modularity helps speed up the spread of content and maximize the use of hashtags, which ultimately strengthens engagement and promotion success on TikTok.

### ***Automation***

Automation refers to the ability of digital systems to process and modify content without full human intervention. TikTok utilizes an algorithm that automatically selects, suggests, and distributes videos to users based on preferences, activities, and hashtags used.

For example, when a video with a hashtag #ProdukKecantikanViral gets high engagement, TikTok will automatically show it on the homepage (FYP) of other like-minded users, without the need for manual promotion. This is very helpful in expanding the marketing reach of beauty products.

TikTok automatically displays videos to FYPs based on interactions & hashtags

On TikTok, videos can appear on the For You Page (FYP) page without having to be selected individually by humans. The system on TikTok automatically reads a user's activity—such as what videos are frequently watched, liked, or commented on—and then matches them with videos that have similar characteristics. One of the important factors is hashtags. If a video uses a hashtag that is in a crowd, such as #ProdukKecantikanViral, and the video gets a lot of positive responses, then TikTok will automatically recommend it to other users who have similar interests. So, the more relevant the hashtag is and the high level of interaction, the more likely it is that the video will enter someone else's FYP.

Content distribution that occurs without manual promotion

Usually, in order for a content to be widely known, we have to spread it ourselves through advertising or promotion. But on TikTok, the system works differently. Engaging and relevant videos can be spread automatically without the need for direct promotion from their creators. TikTok will distribute it to many users based on the data and patterns read by the algorithm. This is called automation—the process of distributing content is done by the system, without having to be done manually by humans. This is very profitable for business people, because beauty product promotion videos can reach many people with just the right hashtag strategy.

Automation means that the system on TikTok works on its own without having to be directly controlled by humans. From displaying videos in FYPs, suggesting content to users, to widely distributing videos—it's all done automatically by algorithms based on the interaction, interest, and hashtag data used.

For beauty product promoters such as MS Glow, this is very profitable. They don't need to do manual promotions because TikTok's system will automatically distribute interesting and relevant videos to users who have similar interests. Then, what does it have to do with hashtag trends?

TikTok relies heavily on hashtags to read this type of content. If a video uses a trending hashtag, such as #ProdukKecantikanViral or #MSGlowReview, it will be easier for the system to recognize that the video is suitable for a specific audience. If the video also gets a lot of likes and comments, TikTok's algorithm will automatically push the video to other people's FYPs who have similar interests. So, automation helps content with popular hashtags spread faster and widely, without having to manually promote it. This accelerates the creation of trends and increases engagement opportunities in a short period of time.

### *Variability*

Variability means that digital content is not fixed, but can have multiple versions and adapt to the needs of the user. On TikTok, a single hashtag trend can generate thousands of videos with different styles, durations, and audiences. For example, trends #BeforeAfterMSGlow generate videos from different users with their own versions—some show skin changes, some insert humor, or even combine with other trends. This variability allows product promotions to appear more personal and relevant in the eyes of diverse audiences.

Hashtags #BeforeAfterMSGlow generate videos with different versions: funny, informative, dramatic

A single hashtag that's trending on TikTok, like #BeforeAfterMSGlow, can spawn thousands of videos that appear in different ways, depending on who created them. Some share their original experiences honestly and informatively, some package it in a funny and relaxed style, and some even make it more dramatic to touch the emotions of the audience. This shows that digital content on TikTok is not just one form, but can have many versions because each user can process it according to their own creativity.

Content that varies according to the audience

On TikTok, not all viewers like the same type of content. Because of this, users usually create videos that adapt to who their target audience is. For example, for a young audience, the content is made funnier and faster; Meanwhile, for a serious audience, it may be made more informative or educational. This is called variability—digital content can be customized and created in many forms to make it more relevant and appealing to different types of audiences. This helps promote the product to be closer and personal, as it feels like it's tailor-made for a specific audience.

Variability shows that digital content, such as videos on TikTok, does not have just one form. Content can be created in different versions, depending on the style of the creator and who the audience you want to target. For example, in #BeforeAfterMSGlow hashtag trend, some make videos funny, some are informative, some are dramatic—they all use the same hashtag, but look different.

This makes product promotions, especially beauty products like MS Glow, more flexible and feel close to the audience. Content can be tailored to your audience's tastes—whether they like short, entertaining videos, or those who prefer educational content. That way, promotional messages can reach more people effectively. Then, what does it have to do with hashtag trends?

Since each creator can create their own version of a single hashtag, the trend becomes more lively and spreads faster. The more versions that are created, the more likely it is that hashtag will appear in the FYP of different types of users. TikTok will read those variations and spread them to matching audiences. So, variability not only makes content more creative and engaging, but also helps one hashtag grow into a big trend because it is acceptable to many different user segments.

### ***Transcoding***

Transcoding is a process in which digital media influences the way humans think, as well as being shaped by the way computers work. TikTok as a digital platform is not only a place to share content, but also shape the way people express themselves and market products. For example, because TikTok's algorithm favors short videos that are engaging, so does the beauty promotion strategy—brands or users choose to create short videos with specific hashtags, using specific audio trends or filters. It shows how media culture is changing due to the influence of digital technology.

The content is made short, engaging, uses sound & filters because it follows the TikTok algorithm

TikTok users don't create content carelessly—they usually follow a pattern that the system prefers. Because TikTok's algorithm more often shows videos that are short, engaging from the first second, and use popular elements such as trending music, visual filters, or certain effects, many creators adjust the style of their content accordingly. This means that the way people create and organize content is also shaped by the logic of the computer's work—in this case, TikTok's algorithm. So, even if creators are free to express themselves, they still consider how the system will "like" their videos in order to reach a wider audience.

Promotion strategy adapts to the platform's logic (e.g. fast style, visually appealing)

Product promotions on TikTok no longer use old formats such as long ads or heavy text. Now, promotions must be fast, visual, and instantly attention-grabbing to suit the character of TikTok users who like light content and fast consumption. For example, beauty brands create 15-second videos that show before-after product use, use viral music, and add popular hashtags to get found quickly. This shows that marketing strategies have also changed because they are adapted to how digital technology works—that is, how TikTok's system "treats" content. This is the essence of transcoding: culture (way of promotion) changes due to the influence of the structure of digital technology.

Transcoding means that the way humans create, compose, and convey messages in digital media is influenced by the way the technological system itself works. On TikTok, we can see that people don't just make videos—they adapt to the TikTok system, like an algorithm that likes short, interesting videos, and uses popular elements like music and filters.

Because of this, the promotion strategy on TikTok has changed. Brands or users no longer create long ads like they used to, but instead choose to create short videos with strong visuals, trending sounds, and relevant hashtags to get their content out quickly. This proves that the culture of creating content has now followed the way digital technology works. Then, what does it have to do with hashtag trends?

Hashtags are no longer just regular hashtags, but have become an important part of the system. Creators and brands deliberately choose certain hashtags that are in accordance with algorithms and trends, so that their content can be found and disseminated more widely by TikTok. So, the crowded

and viral hashtag did not just appear, but was also the result of a strategy adapted to TikTok's digital logic.

In other words, transcoding explains how hashtag trends are formed due to a combination of user habits and the working system of digital platforms. Content is created according to the rules of the system, and the system spreads content that conforms to the preferred digital pattern—which is why hashtag trends can quickly rise and spread widely.

### The impact of the hashtag on the sale of beauty products

TikTok has become a major platform in the marketing of beauty products, including MS Glow. Based on direct observation on TikTok, the use of hashtags in product marketing has a big impact on visibility, engagement, and increased sales through the TikTok Shop feature.

1. Hashtag Reach and Virality: Based on searches on TikTok, some MS Glow-related hashtags have a very high number of impressions:

#msglow: hashtag #msglow on a social media platform, with a total of 601.5K posts. (600k +views)

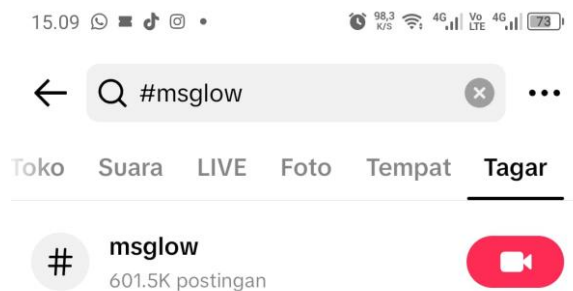


Figure 1. #msglowskincare : #msglowskincare hashtag on the social media platform TikTok, with a total of 373.1K posts. (300+ views)

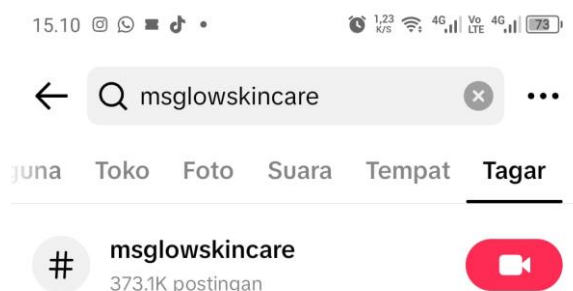


Figure 2. #msglowbeauty : The hashtag #msglowbeauty on TikTok has been used in 279.5K posts, (200+ views)

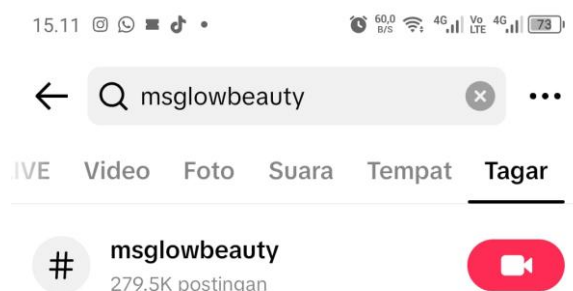


Figure 3. #msglowbeauty

2. The Influence of Testimonials and Consumer Reviews: Many creators create honest review content after using MS Glow products, especially in the following formats:
  - a) Before-after videos of using MS Glow for 7-14 days (mostly used in videos with hashtags #MSGlowReview).
  - b) Unboxing and first impression of product usage.
  - c) Complete review with close-up of the face after regular use.
3. Audience Interaction and Engagement: Observations show that videos with the following strategies have the highest engagement:
  - a) Tutorials on using aesthetic editing → get a lot of comments from potential buyers who want to know more.
  - b) Educational videos about the benefits and content of → products are usually made by beauty doctors or beauty influencers.
  - c) Challenge content such as the "Glow Up Challenge" with MS Glow products → attract many users to participate and create their own videos.Many comments show the interest of potential buyers, such as:  
"Is it really that powerful? I want to try it!"  
"Sister, what variant is suitable for dry skin?"

408 komentar



**Figure 4. Instagram's Comments**

4. Viral Trends and Potential  
The "transformation" effect (e.g. from dull to glowing skin after MS Glow) is one of the trends that attracts attention.  
Collaborations with TikTok influencers help increase awareness, especially if the influencer has more than 100K followers.  
MS Glow often enters the TikTok trend thanks to collaborations with creators who create storytelling or challenge content.
5. Increase Consumer Engagement and Trust  
Many TikTok users look for reviews and testimonials before buying beauty products. Hashtags such as #MSGlowReview, #MSGlowAsli, and #RealTestimoni play an important role in building the trust of potential buyers. Evidence from TikTok:
  - a) Video reviews by @sukmaningrum\_\_ beauty influencers with hashtags #msglow #msglowskincare get 50 thousand views, 50 thousand likes, and 300 comments.
  - b) Comments in the video contain questions such as "make your skin dull as oily as what package?" and "how much does it cost for 1 msglow?", showing high interest from potential buyers.

- c) Videos with honest reviews of side effects or positive results are shared more often, increasing consumer confidence in MS Glow.
6. Competition with Other Brands & Collaboration Strategies
- MS Glow competes with other brands such as Scarlett Whitening and Somethinc, which also use similar marketing strategies on TikTok. Evidence from TikTok:
- a) MS Glow collaborates with TikTok influencers to increase brand awareness, such as through video reviews, unboxing, and live selling.
  - b) Giveaway with hashtags #GiveawayMSGlow managed to attract thousands of comments and interactions in a short period of time.
  - c) Videos that include before-after test results from influencers with high follower numbers often go viral and contribute to increased sales.

## CONCLUSION

This research concludes that the strategic use of hashtags on TikTok significantly enhances engagement and marketing effectiveness for beauty products, particularly *MS Glow*. Through the lens of Lev Manovich's (2001) *New Media* theory, elements such as numerical representation, modularity, automation, variability, and transcoding are shown to be highly relevant in shaping how promotional content is produced and consumed on TikTok. By leveraging visual effects, music, text, filters, and trending hashtags like #MSGlowReview and #BeforeAfterMSGlow, *MS Glow* effectively captures user attention, builds consumer trust, and increases interaction (likes, comments, shares). TikTok's algorithm-driven automation system further amplifies content reach, while flexible content formats allow for greater adaptability to diverse audience segments. This highlights that hashtags are not merely visibility tools but are integral to digital marketing strategies that shape consumer perceptions and behavior. It is suggested that *MS Glow* and other beauty brands continuously analyze hashtag trends, collaborate with micro-influencers for authentic content, and experiment with interactive formats such as challenges or user-generated content to maintain audience interest and maximize engagement.

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