

ABSTRACT

The misuse of social media as communication channel in promoting skincare product in Indonesia is increasingly prevalent, particularly through overclaims about product ingredients. The overclaim practices create unhealthy market competition and harm consumers. This phenomenon has led medical professionals to emerge as content creators on TikTok, critically addressing and providing information about overclaims. The emergence of the TikTok account Dokter Detektif which exposes overclaims, reflects high audience engagement. This engagement leads to diverse forms of message reception, as audiences interpret messages based on their knowledge and personal experiences. This study aims to examine audience reception of overclaim disclosures in skincare product review content on the TikTok account Dokter Detektif. The study employs a qualitative research method using Stuart Hall's reception analysis theory. The findings indicate that most audiences interpret the messages in a hegemonic-dominant position. However, some audiences adjust parts of the message to fit their personal perspectives, placing them in a negotiated position. No audience members were found to interpret the messages in an oppositional position. Overall, the findings show that the overclaim disclosure content presented by Dokter Detektif is received positively, actively, and is perceived as valuable by the audience.

Keyword: Audience Reception, Digital Communication, Dokter Detektif, Overclaim Disclosure, TikTok