



## Utilization Of Social Network Analysis To Analysis Content Beauty Influencer On The Twitter Application

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Informasi Artikel		Abstract
Tanggal masuk	4 Februari 2023	<p><b>Research Aim:</b> This research was conducted to determine the interaction analysis of Beauty Influencer social networks on Twitter users who focused on beauty influencers.</p> <p><b>Design/Method/Approach:</b> This type of research was qualitative descriptive with the SNA method. Researchers use secondary data from Twitter—data collection techniques through data collection techniques, data preprocessing, analysis, and data visualization.</p> <p><b>Research Finding:</b> The results show that beauty influencers are connections with nodes that can build social networks between influencers and audiences.</p> <p><b>Theoretical Contribution/Originality:</b> This study's contributions can be used as a marketing strategy to increase the beauty business's competitiveness.</p> <p><b>Practitioner/Policy Implication:</b> The implication is to increase brand awareness because they get exposure from influencer followers, build audience trust in products, and increase sales.</p> <p><b>Research Limitation:</b> Further research on beauty influencer content should be conducted with different and more complete methods.</p> <p><b>Keywords:</b> <i>beauty influencer, skincare review, makeup tutorial, cosmetics, make-up challenge</i></p>
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### Abstrak

**Tujuan Penelitian :** Penelitian ini dilakukan untuk mengetahui interaksi analisis jejaring sosial Beauty Influencer pada pengguna Twitter yang berfokus pada beauty influencer.

**Design/Metode/Pendekatan :** Jenis penelitian ini kualitatif deskriptif dengan metode SNA. Peneliti menggunakan data sekunder dari twitter. Teknik pengambilan data melalui teknik pengumpulan data, preprocessing data, analisis dan visualisasi data.

**Temuan Penelitian :** Hasil penelitian menunjukkan beauty influencer merupakan koneksi dengan node yang dapat membangun jaringan sosial antara influencer dan audien.

**Kontribusi Teoritis/Originalias :** penelitian adalah dapat digunakan sebagai strategi pemasaran untuk meningkatkan daya saing bisnis kecantikan.

**Implikasi Praktis :** untuk meningkatkan brand awareness karena mendapat exposure dari pengikut influencer, membangun kepercayaan audien terhadap produk serta meningkatkan penjualan.

**Keterbatasan Penelitian :** Diharapkan adanya penelitian lebih lanjut terkait konten beauty influencer dengan metode berbeda dan lebih lengkap.

**Kata kunci:** *beauty influencer, review skincare, tutorial make up, kosmetik, make-up challenge*

## Introduction

As technology advances, the growth of the Internet can make it easier for people to interact with others on social media and get the latest information that may not be obtained. Social media networks allow users to share ideas, content, thoughts, and interpersonal bonds via the Internet[1]. Nevertheless, the growth of social media can encourage consumers to influence product reviews



through YouTube, Instagram, and Twitter users. Social media contains a variety of entertainment content. The entertainment aspect can be found in various social media on Instagram, YouTube, tiktok, and Twitter. Twitter is one of the social media used as a source of data[2]. The data is processed in text form. But that is why social media Twitter is used as research material. Because Twitter can allow anyone to communicate without restrictions, Twitter social media is used as a form of communication, can interact with people, and provide income or comments on product information via Twitter[3]. [4]Twitter limits opinion posts or tweets (text-based messages) to only 280 characters, restricting posts to allow users to express their opinions briefly and clearly. So, researchers can make it easier to retrieve data according to the keywords that have been determined. [5]Social Network Analysis (SNA) modeling on the use of symbolic nodes as well as the interaction between these users by symbolizing a line (edges); this matter is required Analysis due to new opportunities to master people or society related to patterns of social interaction. SNA can be used to study network patterns of organizations, ideas, and people connected via various methods within an area. [6]In particular, SNA is for mapping network-related accounts, hashtags, or keywords to a conversation. But there is content information. The most popular ones on YouTube are the makeup and beauty communities. Shapers, the beauty community, is a beauty influencer[7]. [8]A Beauty Influencer is someone who explains product descriptions, especially products beauty products they have used and reviews product reviews. As beauty communicators, influencers are expected to be able to convey a good message about the product. Because of the product he delivered to target consumers in purchase intention. It is generally assumed that all beauty influencers are women; even gender is no longer used as a limit in work. So some men choose a job as a beauty influencer even though the target audience is women[7]. A beautiful woman has different meanings, but now as time goes by, that is beautiful inside Indonesian people are defined as having white and glowing skin. [9]73.1% of Indonesian women define beauty as having clean, bright, glowing skin. The presence of beauty influencers is motivated by the increasing understanding of women about appearance so that it looks more attractive and confident. Beauty content created by beauty Influencers is content for makeup and skincare tutorials, product reviews, to video blogs about their life. Beauty influencer is a form of marketing strategy using influencer marketing. Meanwhile, beauty influencers' focus on beauty products has a role in promoting products in the form of written, photo, and video content[8]. With beauty influencer review content, the audience can receive beauty information. One of the beauty content reviewed by Dr. Richard is a review of skincare where he conveys information that safe skincare products have been tested and are free from containing hazardous substances, and has obtained BPOM permits[10]. Not all content Education has a positive impact but also a negative one. As stated by Dr. Richard, his content has a positive impact. [9]On the other hand, 13.1% more consumers choose to read brand logos, product effects, or people who promote products directly but ignore the ingredients' composition. Product reviews are critical because many people want to buy the product but need clarification on its quality. Not all content Education has a positive impact but also a negative one. As stated by Dr. Richard, his content has a positive impact. Therefore, efforts to facilitate consumers in remembering the brand, product effects, characteristics, and product review. Based on reviews, this analysis process is sourced on the sentiment aspect of aspects of beauty products[11]. So that opinions or views of beauty product reviews are increasing along with developments beauty industry. The beauty influencer's expertise in endorsing beauty brands can affect consumer confidence. One of them is Tasya Farasya, her job as a beauty influencer. Tasya Farasya's expertise in beauty makes Tasya like making makeup tutorial videos for beauty product reviews. Because he has unique characteristics in makeup, such as makeup to go to parties or invitations so that it looks attractive and not tacky. Therefore, the makeup that Tasya uses is simple, and a lot of young people imitate. [12]The presence of makeup changes a woman's appearance. However, makeup requires special skills. Currently, makeup is considered a high priority because makeup can sustain the existence of women (self-existence so that the public can see the ability to



make up). Because he has unique characteristics in makeup, such as makeup to go to parties or invitations so that it looks attractive and not tacky. Therefore, the makeup that Tasya uses is simple, and a lot of young people imitate [13] Several unscrupulous skincare manufacturers make products from unsafe ingredients for skin health use. [14]So consumers need to observe the contents of messages conveyed through social media influencers regarding beauty products. [15]promotion through social media has a positive and significant effect on product purchase intention.[16] so that millennial women have the freedom to be a beautiful version of themselves and not compare to what other women have. Millennial female beauty is not only looking beautiful from the outside but beauty from within. [12]The millennial generation of women uses YouTube to find make-up tutorials because the information on YouTube is more accurate. So that the child experience Young people can open their jobs to become MUAs. It can be concluded from previous research is Beauty Influencers are essential to provide educational content to the public through social media to find out which products are free of harmful ingredients and the right makeup tutorial content so that the makeup looks simple. The number of social media users in the digital era has raised questions regarding information on beauty products that are safe and according to their skin type. Of course, it requires a tool to analyze the conversations of these internet users to detect them in detail.

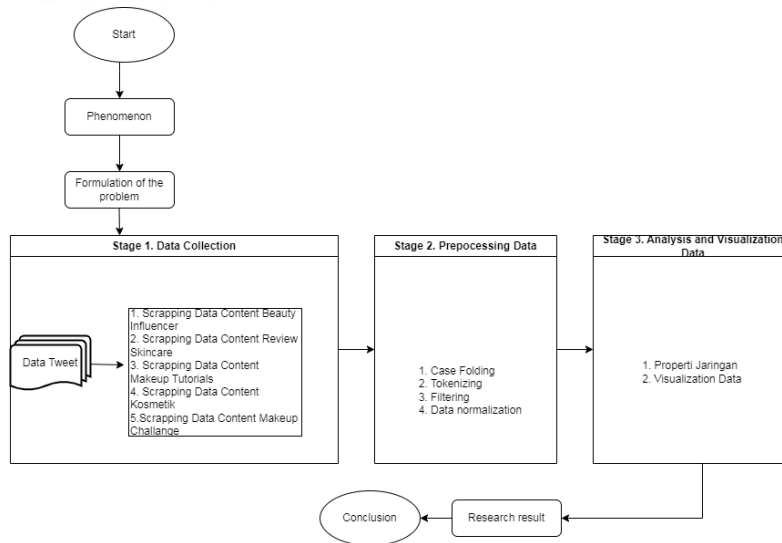
So that the limited research literature related to business in the field of beauty from interactions on social media can be a gap in research, the study analyzed the beauty influencer keywords which became a topic of conversation on social media, and the researchers further emphasized the conversations of netizens on Twitter[17]. This research needs to act as a fill-in for the lack of beauty content literature influencers using the Social Network Analyst (SNA) method to investigate relationships and social interaction on social media Twitter. Because previous studies have never used the SNA method, this research has research updates in social network analysis methods in the field of beauty

### **Statement of problem**

This study aims to determine the interaction analysis of the Beauty Influencers' social network with Twitter users, focusing on beauty influencers, skincare reviews, makeup tutorials, cosmetics, and makeup challenges. The hope is that it will become a reference for the public to select beauty products by looking at the quality, whether it is safe or not, and being researched to determine digital marketing standards. As well as material for evaluating the marketing strategy of the beauty industry through beauty influencers to increase public trust is maintained.

### **Method**

The type of research used is descriptive qualitative research with the Social Network Analyst (SNA) metode. [18]One of the interaction modelling methods used in the analysis of social interaction relationships is to understand the individuals or communities involved in patterns of social interaction. This study uses secondary data whose data is processed first from Twitter. The subject of this research requires hashtags and tweets for search keys on Twitter which are used as data to be tested. This study uses purposive sampling which focuses on search keyword of beauty influencers, skincare reviews, makeup tutorials, cosmetics, and makeup challenges. Meanwhile, data collection begins in 2018-2022 with a maximum of 500 data. Research location on social media Twitter.



Source: data processed by the author (2022)

Figure 1. Data Processing Techniques

The researcher determines the topic of the problem to be researched to use as the research object so that the study can influence Twitter social media through hashtags and beauty influencers and determines the problem to be studied during the research. After that, the researcher carried out a research process technique that had three stages, namely data collection, preprocessing, analysis, and visualization. The *first* is technique data collection. Data collection uses the Jupyter Notebook application with the help of the Python programming scrape library. the focus taken is "Beauty Influencer" based on the keywords "beauty influencer, skincare review, makeup tutorial, cosmetics and makeup challenge. Scrape to search for tweets with a certain time block[19]. Retrieve tweets using Indonesian. Then tweet data is stored in CSV format for processing in the next step. The following is the result of tweet data collection in 2018-2022.

**Table 1. Marketing Content Withdrawal**

No	Content	Year	Amount of data
1	Beauty Influencer	2018-2022	262
2	Skincare Reviews		506
3	Makeup Tutorials		801
4	Cosmetics		801
5	Makeup challenge		340

Source: data processed by the author (2022)

**Second**, Technique Preprocessing Data. The steps for eliminating noise in tweets include emoticons, numbers, symbols, abbreviations, and non-standard words. [20]The stages in the text preprocessing carried out are: Case Folding is used to generalize the use of capital letters. Regarding "ReVie Skincare", case folding means changing all letters to lowercase. Tokenization truncates the input string based on each word or splits the sentence into words. This filtering stage takes the important words from the tokenizing results. Common words that occur frequently and have no meaning are called stopwords, such as conjunctions, which, what, too, and others removing stopwords to reduce



index size and processing time. Data normalization, at this stage eliminates duplication of data and standardizes documents. After processing, the text is saved in CSV format and processed with Wordij, the results are excel, net, stp and stw. *And the last one* is technique analysis and Data Visualization. At this stage, the creation of network capital is assisted by Gephi software to analyze the relationship between words so that the value and property structure of the network can be formed and then visualized

### Result and Discussion

The process is carried out after the data collection process (crawling). Next is data preprocessing, which aims to eliminate irrelevant tweets to make it easier to carry out the analysis process. This process is called the filtering process, which removes words that are not used and then processed using Wordij.

**The following Table 2 is the result of Wordij data processing.**

**Table 2. Results of Data Processing Using Wordij**

No	Focus	Year	The total number of words	Unique word	Flat -Average Amount
1	Beauty Influencer		742	129	5.751938
2	Skincare Reviews		1524	352	4.329545
3	Makeup Tutorials	2018-	6263	129	48.550388
4	Cosmetics	2022	11896	257	46.287938
5	Makeup challenge		103	30	3.433333

Source: data processed by the author (2022)

It can be concluded in table 2 that the total number of words with a high value is cosmetics, which is 11,896. The highest unique word is skincare review, which has a value of 352, and the highest average number of makeup tutorials is 48,0388.

In the following, you can see the calculation of the beauty influencer social network property from the data processed by the researcher above.

From the results of wordij data processing in table 2. next, the researcher found that the calculation of social network properties "beauty influencers, skincare reviews, makeup tutorials, cosmetics and makeup challenges".

**Table 3. Beauty Influencer Network Properties 2018-2022**

Network Properties	Beauty Influencer	Skincare Reviews	Makeup Tutorials	Cosmetics	Makeup Challenge
Nodes	132	497	136	136	150
Edges	129	268	128	233	30
Average Degree	1.894	1.242	1.882	3.475	0.4
Avg. Weighted Degree	11.242	5.634	92.103	168.738	1.373
Network Diameter	7	9	7	7	5
Modulatory	0.696	0.676	0.108	0.541	0.748
Average Path Length	2.586	3.61	3.089	2.719	1.962

Source: data processed by the author (2022)



From the above data, nodes (points or nodes) mean systems that can be connected to the network to interact on Twitter social media so that they can be aware of the existence of such content. Edges (lines) show a relationship that occurs between users. Average Degree describes the average number of users in a social network. The more value obtained, the stronger the relationship between users, and the information can be disseminated more widely. Avg. Weighted Degree shows the average weight of the node effectively. Network diameter is the maximum distance between nodes. The smaller the diameter, the faster information circulates in social networks. In the network property, there are 7, 9.5, so the diameter of 5 indicates a small number, which is the fastest information is spread. While the number 9 indicates the longest distance between nodes, the larger the diameter, the more unwanted information that is applied takes a long time. Modularity measures how well the network is divided into communities. The average Path Length is the average distance between other nodes. The next stage is the data visualization process to remove irrelevant tweets to become relevant so that the data is easy to analyze.

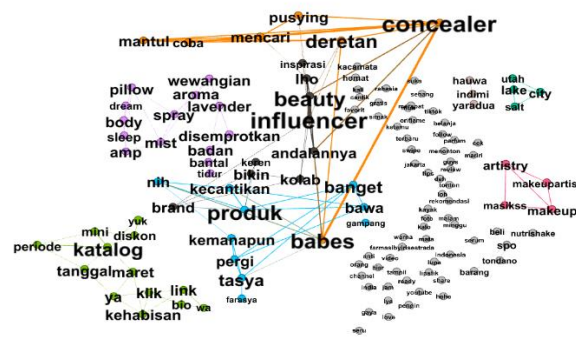


Figure 2. Visualization of Beauty Influencer Network Models in 2018-2022

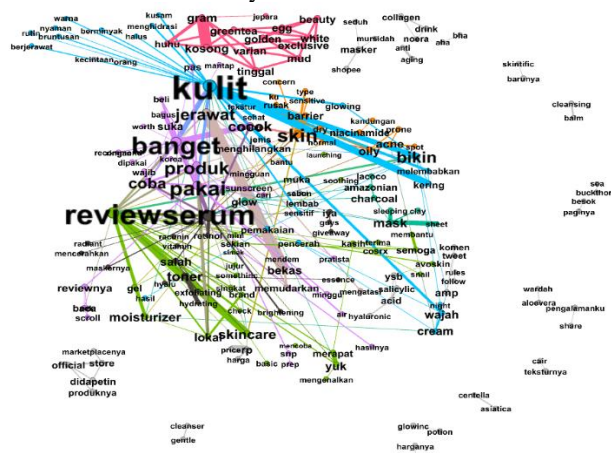


Figure 3. Visualization of the 2018-2022 Skincare Review Network Model

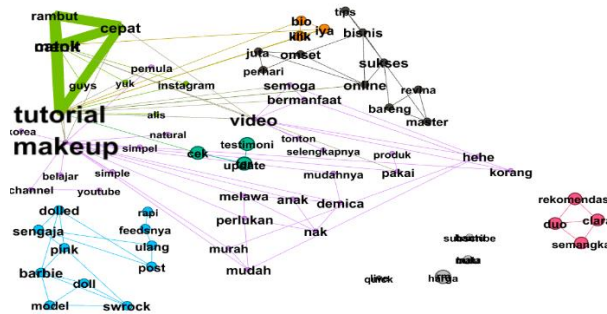


Figure 4. Visualization of the 2018-2022 Makeup Tutorial Network Model

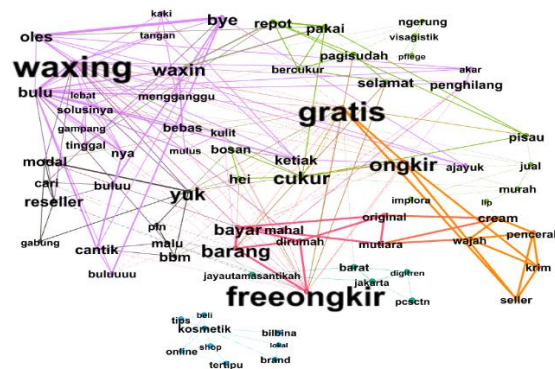


Figure 5. Visualization of the 2018-2022 Cosmetic Network Model



Figure 6. Visualization of the 2018-2022 Makeup Challenge Network Model

The visualization results of the Beauty influencer content network in 2018-2022 show that the most significant nodes and edges are often used keywords with solid relationships (Figure 2). The presence of beauty influencers who show people's lifestyles from skin beauty patterns increases consumer demand. Beauty influencers often talk about reviews and values from beauty brands. There is also information on promo programs to attract consumers. For example, beauty influencer Tasya Farasya is very specific in describing a beauty product, from the ingredients, price, and place of purchase to the declaration of conformity of beauty products for all skin types. The content presented in the delivery of messages is a factor that can influence followers' interest[21]. So the beauty industry must collaborate with beauty influencers to carry out marketing strategies by choosing people or public figures with many followers to influence society. Convince the



public to choose the reviewed product by providing information, advantages, and packaging. The higher an influencer's ability to communicate, the greater the level of consumer buying. Suppose the beauty industry does not collaborate with a beauty influencer[22]. In that case, the industry will be unable to compete with other companies, and the resulting products will not circulate in the community, causing people not to know certain products.

The visualization results of the skincare review content network in 2018-2022 show that many people are talking about skin problems, serum reviews, and skincare products (Figure 3). The public's response to skincare reviews is related to skin health. Because many people choose products at random and do not adapt to the condition of their skin, causing skin problems on the face such as skin barriers, acne, and breakouts. So the results of the researchers show that related skin care products, especially serums, moisturizers, toners, sunscreen, face creams, sleeping masks, exfoliations, and essence, are essential. In a skincare review, the product content is the most important, so you don't choose the wrong skincare that contains harmful substances. And consistency in skin care is an essential factor in facial care. Thus, people are more familiar with the influencer marketing strategy in reviewing skincare according to its product content and the type of skin type[15]. There is no need to consult a dermatologist, but it is enough with the skincare user community, who can share their stories and ask questions to each other on Twitter and social media.

The Makeup Tutorial content network's visualization results in 2018-2022 show that many people talk about makeup users (Figure 4). The word makeup has nodes that are bigger than the other nodes, but the edges between the two words are pretty thick, so it is said that the two words have a strong relationship. Other terms such as vise, hair, fast, and others have large nodes, and the edges tend to be so thick that many Twitter users talk about these words because words between words have the most robust relationship. The conclusion that can be drawn from makeup tutorial content is that beauty influencer and Twitter users' responses to makeup are strongly related. In this case, people's satisfaction with makeup is often discussed on Twitter because simple makeup is simple makeup that is not excessive. Many makeup tutorials on ig and youtube are used as online makeup business classes with relatively low prices. [23]Makeup tutorial businesses are suitable for beginners, where the videos are not just short videos but how to implement them correctly and are delivered clearly and in detail to technique.

The results of the visualization of cosmetic content networks in 2018-2022 show that many people talk about waxing, accessible, and free shipping (Figure 5). The word waxing, free shipping, and free shipping have more prominent nodes than other nodes. But waxing has edges that aren't that thick, so you can say it's not that strong. Meanwhile, free shipping, high-paying goods, original, pearl, face cream, brightening, seller, and free edges tend to be thick, so it is said that these two words have a strong relationship. It can be noted that many Twitter users talk about these words because words between words have the most robust relationship. Strong. The conclusion that can be drawn from cosmetic content is that the responses of beauty influencers and Twitter users to cosmetics are strongly related. This means that people's satisfaction with cosmetics is often discussed on Twitter because having clean, bright facial skin is a woman's wish to be more confident in using cosmetics. Not only to beautify yourself but also to treat your skin to avoid other skin problems. One is a pearl face lightening cream that brightens the skin. This product is an





attractive offer for consumers because there is free shipping for the seller (seller), and cream can pay at home when the goods arrive. Tips for buying cosmetics at an online shop so you don't get fooled by asking lots of questions before buying, looking at trade reputation information, the number of stars and buyer testimonials, and identifying product characteristics so you don't get fooled[24].

The visualization results of the makeup challenge content network in 2018-2022 show that many people talk about Uzumaki makeup and subscribe (Figure 6). The words subscribe, and makeup has more prominent nodes than other nodes. But edges makeup, Uzumaki, and subscribe are thick, so it can be said that the relationship is vital; so many Twitter users talk about the word because the words have a strong relationship. The conclusion that can be drawn from the makeup challenge content is that the responses of beauty influencers and Twitter users to the makeup challenge are strongly related. This means that people's satisfaction with makeup challenges is often discussed on Twitter because a challenge is considered problematic. Still, when someone completes the challenge, they feel satisfied because they have an advantage and have gained popularity on Tiktok's social media. Like Azami Kurotani Uzumaki's makeup challenge on TikTok, many people are curious because the makeup challenge is unique and creative. Making makeup like Azami did was difficult; not everyone can do makeup. According to the results of the Makeup Challenge, Millennials and Generation Z who take part in the Glow Up Challenge trend are driven by the desire to change their appearance so that people don't take them for granted because they have a physical shape that doesn't conform to "social standards" to become famous. They followed this trend and showed the changes with before and after videos following the Glow Up Challenge trend [25]. Because women often want to be recognized for their existence, they are willing to do anything to get that recognition. Although some women have realized that beauty is not just physical but inner beauty, personality, and attitude.

## **Conclusion**

This research shows that by using SNA and building relationships between words, we can see Twitter users discussing various topics on social media. Understanding the focus of the topic of discussion on social media can help a Beauty Influencer make it easier for people to choose beauty products and can create business classes like MUA. The data visualization results show that beauty influencers can influence the audience. Various information and accurate messages are distributed to audiences who are seen as inspirational figures in the field of beauty. The information shared with the audience tends to discuss beauty products through exciting content such as beauty, lifestyle, and fashion. Thus, beauty influencers are considered connections, where connections with these nodes can build social networks between influencers and audiences. So this research finds a new perspective on beauty influencers to broaden the scope of applying social networking theory that analyzes the relationship between words from Twitter.

The implication is that beauty industry works closely with influencers to increase brand awareness because it gets exposure from influencer followers, builds audience trust in products, and increases sales. The contribution of this research is that Social Network



Analysis through the role of beauty influencers on Twitter can be used as a marketing strategy to increase the competitiveness of the beauty business. Future research is expected to examine more broadly apart from data collection from Twitter social media. [26] Thus the analysis of large amounts of Twitter data (Big Data) presents a challenge for researchers to consider methodological and analytical shortcomings.

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