



CONSUMER PUBLIC OPINION THROUGH INFLUENCER CONTENT ON TIKTOK: A CASE STUDY OF STUDIOSAJA ON THE @dunianadia ACCOUNT

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ABSTRACT

The development of TikTok as a digital promotional space has shifted consumer public opinion formation from one-way message exposure to two-way interactions in the comments section. This study aims to analyze how consumer public opinion is formed through influencer content on the TikTok account @dunianadia discussing StudioSaja services. The study used a descriptive qualitative approach by analyzing 294 comments on a single relevant uploaded video, supported by literature on influencer marketing, digital communication, and agenda setting. The results show that audience responses are concentrated in three main tendencies: seeking further information about prices, locations, and photo results; expressions of interest in the service; and testimonials from users who have used StudioSaja services. In addition, the practice of tagging friends shows that the comments section is not only a space for responses but also a vehicle for interpersonal information dissemination. The novelty of this study lies in its positioning of the TikTok comments section as an arena for digital public opinion formation, not simply as a complement to promotional content. Theoretically, these findings expand the application of agenda setting in social media by showing that influencers not only direct audience attention through videos but also trigger the reproduction of issues in comment interactions. Practically, this study emphasizes the importance of information transparency in promotional content to build trust and encourage consumer engagement.

Keywords: consumer public opinion, TikTok influencers, digital comment columns, agenda setting, digital marketing communications.

1. INTRODUCTION

The development of digital technology has transformed the way society produces, accesses, and interprets information in everyday life. Social media is no longer merely positioned as a means of interpersonal communication, but has evolved into an arena for message distribution, perception formation, and public negotiation of meaning. In this context, digital communication operates through a participatory logic, where audiences are not merely recipients of messages but also actors who contribute to the formation of

meaning through responses, comments, and re-dissemination of messages (Deba, 2024; Paramita et al., 2023). This shift is important to observe because the digital space has now become a primary arena for shaping public opinion, particularly when circulating information relates to products, services, or consumption experiences.

One form of communication that is rapidly growing on social media is influencer-based promotion. Influencers not only convey marketing messages but also present personal narratives that tend to feel close, familiar, and trusted by audiences. This symbolic closeness often makes influencer recommendations perceived as more authentic than conventional advertising, thus influencing consumer attention, perception, and response tendencies (Danendra et al., 2024; WALIDAH, 2025). In practice, influencer effectiveness lies not only in the content of the published videos, but also in the content's ability to spark further discussion in the comments section. Therefore, influencer influence in the digital ecosystem should be interpreted not only as promotional communication but also as a catalyst for public conversation.

TikTok is a highly relevant platform in this context because it combines the power of visuals, audio, distribution algorithms, and a culture of rapid interaction. The short-form nature of TikTok videos allows promotional messages to be conveyed concisely, engagingly, and easily go viral, while the comment feature extends the communication's longevity by providing a space for audiences to ask questions, rate, tag friends, and even share their personal experiences (Ferira, 2022; Husairi et al., 2025). At this point, the comments section can no longer be viewed as a technical complement to a post, but rather as a communication arena that demonstrates how an issue gains attention, is discussed, and negotiated collectively. This perspective aligns with agenda-setting theory, which asserts that media influence is not solely about what the public thinks, but primarily about what issues are deemed important to pay attention to (McCombs & Shaw, 1972; Kurniawan & Irwansyah, 2021).

Although studies on influencers and TikTok have expanded considerably, most previous research has focused on promotional effectiveness, purchase intention, brand awareness, or general sentiment analysis. While these approaches are important, they fail to fully explain how consumer public opinion is shaped through the dynamics of interactions within the comments section as a digital discursive space. In other words, much research still positions audiences as objects reacting to content, rather than as subjects actively constructing meaning, clarifying information, and expanding conversations through user-to-user interactions. This gap is why studies of digital public opinion on social media, particularly at the comment level, still require conceptual and empirical strengthening (Putra, 2024; Driyasmoro & Naryoso, 2025).

The case of StudioSaja content on the TikTok account @dunianadia is important to study because it demonstrates how service promotion doesn't stop at visual displays but continues into concrete public conversations. Unlike product promotions, which can be quickly assessed through physical appearance or simple specifications, photo studio services require consumers to seek additional, more detailed information, such as price, location, quality of results, and previous user experiences. This situation makes the comments section a space for social verification, where audiences test the completeness of information and form initial judgments about the promoted service. In this context, comments such as questions, testimonials, or tagging friends are not simply spontaneous

responses but part of the process of consumer public opinion formation in an interactive and participatory digital space.

Based on this description, this study aims to analyze how consumer public opinion is formed through influencer content on the TikTok account @dunianadia discussing StudioSaja services. Specifically, this study contributes in three ways. First, this study shifts the analytical focus from promotional content to the dynamics of comment interactions as the location for digital public opinion formation. Second, this study expands the reading of agenda-setting theory to the context of social media by demonstrating that public attention is not only shaped by the main content but also reproduced through audience conversations in the comments section. Third, this study makes a practical contribution to digital marketing communications by emphasizing the importance of information transparency in influencer content to encourage more meaningful audience engagement, build trust, and strengthen the quality of communication between promoters and potential consumers (Kurniawan & Irwansyah, 2021; Febriyanti et al., 2024).

2. RESEARCH METHOD

This study uses a descriptive qualitative approach to understand how consumer public opinion is formed through comment interactions on influencer content on TikTok. This approach was chosen because the focus of the study was not to measure influence statistically, but rather to interpret the meaning, response tendencies, and patterns of digital conversations that emerge in the comment space as an arena for public opinion formation (Rukin, 2019; Waruwu, 2024). The unit of analysis was purposively determined: a single video uploaded by the TikTok account @dunianadia specifically discussing StudioSaja services. This video was selected based on the consideration that the upload contained relatively comprehensive promotional information about the service, visually presented the user experience, and generated a high level of interaction, making it relevant for analysis as a case study of digital public opinion formation.

The primary data for the study consisted of 294 comments on the video at the time of data documentation. All available comments served as the data corpus because this study sought to examine the full spectrum of audience responses, not just the most popular or earliest comments. However, the researcher applied inclusion and exclusion criteria to ensure the data analyzed remained relevant to the research objectives. Included comments were those related to StudioSaja's services, such as questions about pricing, location, photo results, expressions of interest, testimonials, and tagging other accounts, which demonstrate engagement with the content. Conversely, duplicate comments, illegible comments, symbols lacking context, and responses unrelated to the service content were not the primary focus of the analysis. Secondary data was obtained from books, journal articles, and scientific publications discussing influencers, digital communication, public opinion, and agenda-setting theory to strengthen the research's analytical framework (Nurhayati et al., 2024; Kurniawati et al., 2024).

Data collection was conducted through documentary observation of the content and comment sections, followed by recording, grouping, and categorizing comments based on audience response themes. Data analysis followed a qualitative analysis model that

includes data reduction, data presentation, and conclusion drawing (Ahmad & Muslimah, 2021; Qomaruddin & Sa'diyah, 2024). In the data reduction stage, researchers selected relevant comments and grouped them into categories such as information seeking, expressions of interest, user testimonials, and interpersonal dissemination through the friend-tagging feature. In the data presentation stage, these categories were organized to examine the relationship between the issues raised by influencers in the videos and the issues emerging in the comments section. To maintain the validity of the analysis, researchers repeatedly read all comments, consistently comparing the categorization results with the research focus, and linking the empirical findings to the theoretical framework of agenda setting so that the resulting interpretations go beyond description and demonstrate the mechanisms by which public attention is shaped in digital interactions.

3. RESULT AND ANALYSIS

Characteristics of @dunianadia's TikTok Content as a Research Object

The TikTok content uploaded by the @dunianadia account, which discusses StudioSaja services, was chosen as the research object because it possesses strong digital communication characteristics: visual, concise, persuasive, and interactive. These videos not only convey promotional information but also build a symbolic experience for the audience through the concise yet engaging presentation of the studio space, the shooting process, and the final results. In the context of social media, the power of visuals and personal narratives such as these are crucial elements that make promotional messages more easily accepted, remembered, and responded to by users because they feel close to the audience's daily experiences (Febriyanti et al., 2024; Ferira, 2022). Therefore, the main characteristic of this content lies in its ability to combine informative and affective functions in one simple promotional display.

Empirically, the post generated 294 comments, demonstrating that the video did not remain a one-way presentation but evolved into a public conversation space. This number of comments indicates that the content has a high level of engagement, making it worthy of being positioned as an object for analyzing consumer public opinion formation. In digital communication studies, comment intensity is one indicator that the audience is not only exposed to the message but also encouraged to engage in the process of interpreting, clarifying, and responding socially to the message received (Junita, 2024; Nikmah et al., 2024). Therefore, a crucial characteristic of @dunianadia's content lies not only in the video content, but also in its ability to mobilize audience engagement in the comments section.

In terms of content, this content features several elements that directly trigger audience curiosity, such as studio visualizations, the experience of using the service, and hints about promotions or service advantages. These elements are important because in service promotions, consumers generally don't just look at the visuals; they require additional information before forming an initial judgment. This is evident in the emergence of comments asking about price, location, and photo quality. These responses indicate that audiences view the video not as final information, but rather as a catalyst for obtaining more detailed information. From this perspective, influencer content serves as a gateway to public attention, while the comments section serves as a space for expanding

the meaning of promotional messages that are not yet fully understood in the main video (Kurniawan & Irwansyah, 2021; Putra, 2024).

Interestingly, the characteristics of the interactions that emerge cannot all be directly categorized as public opinion in an evaluative sense. The predominance of comments involving tagging friends' accounts suggests that a significant portion of audience responses also take the form of social engagement and interpersonal circulation. While the practice of tagging friends does not necessarily represent a substantive assessment of StudioSaja's quality, it remains important to read it as an indicator that the content is deemed relevant for sharing within users' social networks. In other words, tagging friends is more accurately understood as a form of social amplification or interpersonal virality that expands the reach of a message, rather than simply expressing opinions in the form of approval or rejection. These findings confirm that within the TikTok ecosystem, digital engagement can occur across a diverse spectrum, from information seeking and expressing interests to social distribution among users (Driyasmoro & Naryoso, 2025; Gustin et al., 2024).

Another prominent characteristic of this content is the open space for user testimonials in the comments section. The presence of comments from users who have used StudioSaja's services demonstrates that influencer content doesn't stand alone but is enriched by the experiences of other consumers, serving as a source of social validation. In the context of digital marketing communications, these testimonials hold significant weight because they help other audiences assess the credibility of promotional messages through experiences perceived as more organic and not entirely controlled by the content creator (Danendra et al., 2024; Setiawan et al., 2024). Therefore, the object of this research lies not only in the video as the primary message, but also in the layers of audience responses that form the ecosystem of meaning surrounding it. This is where TikTok content transforms from a promotional medium into an arena for negotiating public perception.

Based on this description, it can be understood that @dunianadia's TikTok content is worthy of research because it exhibits three characteristics simultaneously: as a visual promotional medium, as a trigger for public attention, and as a trigger for social interaction that generates expanded discussion in the comments section. These characteristics make the content not simply ordinary promotional material, but rather a digital communication event that allows for the gradual formation of consumer public opinion. These findings support the view that on social media, the meaning of messages is shaped not only by content producers but also by audiences who ask questions, comment on, validate, and disseminate the issues raised in the posts (Kurniawan & Irwansyah, 2021; Husairi et al., 2025). Therefore, analyzing these content characteristics provides an important foundation for understanding how public attention agendas are shaped from the visual exposure stage to the broader digital conversation.

Influencer Information Transparency in Shaping Consumer Public Opinion

Promotional content delivered by influencers on social media not only serves as a marketing tool but also as a source of information for audiences in understanding a product or service. In the context of digital communication, information conveyed through social media content can influence public attention and response to certain issues.

Therefore, the transparency of information provided by influencers is a crucial factor in shaping consumer perceptions and public opinion regarding the product or service being promoted.

In this study, information transparency was observed through audience responses in the comments section of TikTok content uploaded by influencer @dunianadia regarding StudioSaja photo services. The video featured a video of a person trying out the photo studio service and provided information about a price promotion valid for a specific period. This content then triggered various audience responses, which were observed through interactions within the comments section.

Based on observations of 294 audience comments, several forms of consumer public opinion emerged in response to the information conveyed in the content. These comments were then classified based on the most frequently asked questions and responses.

The classification of audience comments indicated that the majority of interactions were related to the need for additional information regarding the promoted photo studio services. Audiences not only respond to content passively, but also actively ask for various information they consider important before deciding to use the service.

Table 1.1
Classification of Consumer Public Opinion in TikTok Comments

No.	Public Opinion Categories	Number of Comments	Percentage	Audience Comments
1.	Questions about photo results	±20	±6,8%	"Are the photos mirrored or not, sis?"
2.	Questions about service prices	±15	±5,1%	"How much do they cost here, sis?"
3.	Questions about studio locations	±12	±4,1%	"Where is the studio located, sis?"
4.	User Testimonials	±8	±2,7%	"I've taken photos there before, and the results were great."
5.	Tagging a friend's account	±239	±81,3%	"@friends, come here and let's take photos."
	Total	294	100%	

Source: Analysis of Comments on TikTok content @dunianadia (2025)

Based on the table, it can be seen that the majority of audience interactions involve tagging friends' accounts. This indicates that uploaded content is not only a source of information but also encourages interpersonal information sharing among TikTok users. Furthermore, some comments indicate an audience need for more detailed information regarding the services offered, such as pricing, photo quality, and studio locations.

This phenomenon suggests that audiences utilize the comments section as a communication space to obtain additional information not fully explained in the main content. Thus, the comments section serves not only as a place to provide feedback but also as a discussion space, demonstrating how consumer public opinion is formed through digital interactions (Driyasmoro & Naryoso, 2025).

Analysis of Agenda Setting in Audience Interaction

From the perspective of agenda-setting theory, the media has the ability to influence public attention on certain issues through the information conveyed to the audience (Fasha et al., 2025). This can also be seen in content uploaded by influencers on social media. The information presented in the content can determine which topics the audience focuses on in the comments section.

Table 1.2
Analysis of Agenda Setting in @dunianadia's TikTok Content

No.	Issues Raised in the Content	Issues Discussed by Audiences in the Comments	Forming Consumer Public Opinion
1.	Influencer introduces a new photo studio	Audiences inquire about photo quality	Consumers want to ensure service quality before trying it
2.	Price promotions are mentioned in the video	Audiences inquire about pricing details	Price is a primary consumer concern
3.	A visual of the studio is shown in the video	Audiences inquire about studio locations	Consumers need location access information
4.	Influencer demonstrates the experience of trying out the studio	Other users provide testimonials	Public opinion is strengthened through user experience
5.	Content is a recommendation for a photo location	Audiences tag friends' accounts	Information is disseminated interpersonally

Based on the table, it can be understood that the information conveyed by influencers in content influences the audience's focus on certain aspects of the promoted service. Audiences tend to re-inquire about information they deem important, such as service prices, photo quality, and studio location.

This finding suggests that content uploaded by influencers plays a role in shaping the public's attention on certain issues. In other words, although influencers do not directly shape audience opinion, the information presented in the content can influence the discussion topics that develop in the comments section. Therefore, information transparency in digital promotional content is a crucial factor in shaping consumer public opinion on social media.

An Islamic Value Perspective on Information Transparency in Digital Communication

In digital communication, information must be conveyed to the public clearly and responsibly, especially when the information relates to the promotion of a product or service (Irawan et al., 2025). Information transparency is crucial because it can influence consumer trust and perception of messages conveyed by influencers on social media. The delivery of information must be based on the principles of honesty and information verification, known as the concept of tabayyun. Tabayyun is an effort to ensure the accuracy of information before believing it or sharing it with others (Samsir & Yusril, 2024). This principle is explained in the Quran through Allah SWT's words in Surah Al-Hujurat, verse 6:

آٰتِيهَا الَّذِيْنَ اٰمَنُوْا اِنْ جَاەءَكُمْ فَاٰسِقٌۢ بِّنَبَاٍ فَنَّبِئُوْا اَنْ تُصِيْبُوْا قَوْمًاۢ بِجَهَالَةٍ فَتُصْحَبُوْا عَلٰى مَا فَعَلْتُمْ نَادِمِيْنَ

"O you who believe! If a wicked person comes to you with news, ascertain its truth, lest you harm a people out of ignorance, then become regretful of what you have done." (Surah Al-Hujurat: 6)

In the context of this research, the audience's repeated inquiries regarding service prices, studio locations, and photo quality can be understood as an attempt to clarify the information conveyed in TikTok content by influencer @dunianadia. This demonstrates that social media users do not simply passively receive information but also seek to verify it before believing it.

Several users who have tried StudioSaja's services also provided testimonials in the comments section. These testimonials then serve as additional sources of information for other users considering using the service. This interaction demonstrates that the process of consumer public opinion formation on social media is not only influenced by the content conveyed by influencers, but also by the exchange of experiences between users.

Thus, the Islamic principle of tabayyun (reference) has strong relevance in today's digital communication practices. The audience's critical attitude in seeking clarity of information and transparency of messages conveyed by influencers can support the creation of more ethical and responsible communication in the social media space.

4. CONCLUSION

This study shows that TikTok content uploaded by influencer @dunianadia regarding StudioSaja services triggered various audience responses, reflected in the comments section. Of the 294 comments analyzed, most interactions involved tagging friends, while others indicated a need for clearer information regarding service pricing, photo quality, and studio location. These findings demonstrate that audiences are not merely passive recipients of messages but are also actively seeking clarification on the information conveyed in promotional content. From the perspective of agenda-setting theory, the information presented in influencer content can influence audience focus on specific aspects of the promoted service. This is evident from the topics that then develop in the comments section, such as questions about pricing, photo quality, and studio location. These interactions demonstrate that social media content functions not only as a promotional tool but also as a communication space that allows for the exchange of information and experiences between users. Furthermore, the findings of this study also indicate that audiences' repeated inquiries regarding services can be understood as an effort to obtain information certainty before making a decision as consumers. From an Islamic communication perspective, this behavior aligns with the principle of tabayyun, which is the effort to verify the truth of information before believing or sharing it with others. Therefore, transparency of information in digital promotional content is an important aspect to maintain public trust while supporting the creation of more ethical communication practices in the social media space.

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