

Beauty Influencer Marketing Strategy in Diffusion of Beauty Product Innovations through Instagram and TikTok Tasya Farasya 2025

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Article Info

Article history:

Submitted

November 1, 2025

Revised

January 14, 2026

Accepted

January 14, 2026

Abstract

This study analyzes Tasya Farasya's digital communication strategy in supporting the diffusion of beauty product innovations through the #TasyaFarasyaApproved label (branding) on TikTok and Instagram. The method used is qualitative with content analysis, as well as secondary quantitative data from FastMoss and InsTrack. The analysis refers to Rogers' (1962) Diffusion of Innovation theory which includes five stages of innovation dissemination. The results show that Tasya Farasya used personal credibility, scientific transparency, and digital interaction as the main strategies to build public trust. Her Instagram account has 7.3 million followers with an engagement rate of 1.02%, while TikTok reaches 4.5 million followers and a potential sale of 4.48 million per content. The hashtag #TasyaFarasyaApproved is used more than 22.3 thousand times and has become a symbol of collective trust, indicating that Tasya plays a role as an opinion leader and agent of evidence-based innovation diffusion in the digital marketing era.

Keywords: Innovation Diffusion, Beauty Influencer, Digital Communication, Tasya Farasya.

Abstrak

Penelitian ini menganalisis strategi komunikasi digital Tasya Farasya dalam mendukung difusi inovasi produk kecantikan melalui label (branding) #TasyaFarasyaApproved di TikTok dan Instagram. Metode yang digunakan adalah kualitatif dengan analisis konten, serta data kuantitatif sekunder dari FastMoss dan InsTrack. Analisis mengacu pada teori Difusi Inovasi Rogers (1962) yang mencakup lima tahap penyebaran inovasi. Hasil penelitian menunjukkan bahwa Tasya Farasya menggunakan kredibilitas personal, transparansi ilmiah, dan interaksi digital sebagai strategi utama membangun kepercayaan publik. Akun Instagram-nya memiliki 7,3 juta pengikut dengan engagement rate 1,02%, sementara TikTok mencapai 4,5 juta pengikut dan potensi penjualan 4,48 juta per konten. Tagar #TasyaFarasyaApproved digunakan lebih dari 22,3 ribu kali dan menjadi simbol kepercayaan kolektif, menunjukkan bahwa Tasya berperan sebagai opinion leader dan agen difusi inovasi berbasis bukti di era pemasaran digital.

Kata Kunci: Difusi Inovasi, Beauty Influencer, Komunikasi Digital, Tasya Farasya.

INTRODUCTION

Rapid technological advancements in the current era of globalization bring numerous benefits to various social sectors, including the development of

information technology (Abror *et al.*, 2025). Social media has become a strategic space in the world of modern marketing. Social media is rapidly developing in response to the growth and ease of access to information through the power of communication technology (Indrapuspita *et al.*, nd). Social media offers all the conveniences needed to achieve these goals (Primadesti *et al.*, 2024). Changes in increasingly digital consumer behavior have prompted major brands, particularly in the beauty industry, to shift from traditional promotional approaches to collaborating with beauty influencers. They are not just public figures who showcase products, but rather figures who shape people's perceptions, beliefs, and purchasing decisions. In this context, Tasya Farasya holds a unique position as one of the most influential influencers in Indonesia. Through consistent, honest, and personal content, she successfully combines authenticity, credibility, and professional expertise in communicating with her audience. Effective marketing is not just about selling products, but also creating lasting relationships between brands and consumers (Farni Syam Maella *et al.*, 2025).

In today's digital era, marketing communication strategies are also crucial for business continuity (Maghfuroh *et al.*, 2025). The phenomenon of Tasya Farasya is interesting to study because she is not just an endorser or brand ambassador but also a public opinion shaper in determining the quality standards of beauty products.

The hashtag #TasyaFarasyaApproved she created, has become a kind of digital quality stamp that holds deep meaning for her followers. When a product earns this label, the audience immediately understands that it has undergone Tasya's personal testing process, and the results are satisfactory. In other words, this hashtag functions as a form of "trust certification" online. Interestingly, this phenomenon has developed organically. Tasya isn't always asked by brands to create the hashtag, but her followers spontaneously use and share #TasyaFarasyaApproved as a symbol of recommendation. This means the public has positioned Tasya as an authoritative figure in the beauty world. This is where the ultimate power of a beauty influencer lies: she is not just a marketer, but also a mediator between brands and consumers, relying on interpersonal relationships based on trust.

Through the TikTok and Instagram platforms, Tasya Farasya builds two-way communication with her audience, the majority of whom are from Generation Z. These two social media platforms have become the primary platform for the younger generation to seek information, entertainment, and even lifestyle inspiration. According to a Kompasiana report (Zahrawany, 2024), Instagram users in Indonesia reached 100.9 million in early 2024, with 54.5% female and 45.5% male users. Meanwhile, TikTok boasts an even higher user base of 126.8 million, with 53.5% male and 46.5% female users (Zahrawany, 2024).

The data shows that both TikTok and Instagram have become almost must-have apps for the younger generation. Their easy accessibility, anytime and anywhere with just an internet connection, makes these two platforms the most effective communication medium for disseminating information and product innovation, including in the beauty industry. Tasya Farasya leverages the unique characteristics of each platform to strengthen her communication reach. On Instagram, she emphasizes professionalism and visual aesthetics, presenting product photos with neat lighting and narratives that focus on in-depth analysis of ingredients, textures, and results. The content displayed on Instagram conveys a sense of credibility and expertise, in line with Tasya's image as a beauty expert. Meanwhile, on TikTok, Tasya uses a more spontaneous, lighthearted, and interactive communication approach. She often posts short videos showing direct reactions to

products, quick reviews (first impressions), or simple tutorials accompanied by natural facial expressions and gestures. This style creates a close and honest impression, and strengthens emotional connections with her followers. The combination of strategies across these two platforms makes Tasya Farasya not only a beauty influencer but also a digital communicator who understands the dynamics of audience behavior across media. Instagram builds credibility and a professional image, while TikTok fosters emotional intimacy and trust. These two approaches complement each other in expanding the diffusion of beauty product innovations, especially among the younger generation, who are active and consume digital content.

Furthermore, this phenomenon demonstrates that beauty influencer communication strategies are inseparable from an understanding of the demographic and psychographic characteristics of social media users. Generation Z, who grew up in the digital era, tends to judge the authenticity and credibility of content through visual and emotional experiences. Therefore, Tasya Farasya's presence on these two platforms not only leverages social media algorithms but also combines elements of trust, empathy, and authenticity, making the hashtag #TasyaFarasyaApproved easily accepted, spread, and trusted by the public. The hashtag #TasyaFarasyaApproved also has strong symbolic value in digital culture. It is not just a code or label, but a representation of trust capital—social capital based on trust. Tasya's followers use the hashtag as a sign that they are part of a community that shares the same beauty standards: discerning, selective, and focused on quality, not just product popularity. In this context, the diffusion of innovation does not occur vertically from influencer to audience, but also horizontally among social media users who reinforce each other's opinions.

This phenomenon demonstrates that social media is not just a space for entertainment, but also a complex arena for social interaction, where the exchange of values, experiences, and trust occurs. When Tasya shares reviews of certain skincare or cosmetics, her audience not only receives information but also internalizes her personal values: honesty, consistency, and professionalism. These values are what set Tasya's recommendations apart from ordinary promotions.



Figure 1 Tasya Farasya Approved Branding Logo
(Source: Instagram @tasyafarasya)

Thus, this research is crucial in explaining how beauty influencers can utilize digital communication strategies to accelerate the diffusion of beauty product innovations. Through a study of the hashtag #TasyaFarasyaApproved, researchers aim to understand how personal communication, visual narratives, and user interactions contribute to the adoption of new products among digital consumers. Furthermore, this research seeks to uncover how public trust in influencers is formed through content authenticity and consistent personal values. Amidst the rise of paid promotional practices, Tasya Farasya demonstrates a distinct communication model: she prioritizes personal satisfaction and honesty over commercial interests. Therefore, the hashtag #TasyaFarasyaApproved not only

reflects promotion but also serves as a form of moral legitimacy for product quality in the eyes of her followers. By understanding these dynamics, this research is expected to contribute to the study of digital marketing communications, particularly in the context of influencer marketing in Indonesia. This study also broadens the understanding of how communication strategies based on authentic narratives and personal credibility can be key factors in accelerating the diffusion of innovations in the social media era.

Literature Review

Table 1Summary of Previous Research on Tasya Farasya

Researcher & Year	Research Title	Method / Theory	Research Focus	Key Results	Limitations of Previous Research
(Fahira Atsiilah & Hermawati, 2025)	<i>The Influence of Argument Quality, Credibility, and Attractiveness of the TikTok Account @TasyaFarasya on Consumer Purchase Interest</i>	Quantitative , Elaboration Likelihood Model (ELM)	The influence of influencer credibility on purchasing interest	The credibility and quality of arguments have a positive influence on purchasing interest.	Does not highlight the aspects of innovation diffusion and cross-platform
(Oktaviani et al., 2024)	<i>The Role of the “Tasya Farasya Approved” Label in Skintific Brand Purchasing Decisions</i>	Qualitative, literature study	The meaning of influencer labels on purchasing decisions	The #TasyaFarasyaApp roved label strengthens brand trust.	Limited focus on one brand (Skintific), not yet cross-product
(Ade Alifah & Ilah)	<i>Tasya Farasya’s Communication Strategy</i>	Qualitative, phenomenology	Communication strategies in	Casual, honest, and interactive language builds trust.	Focus on the trust-building aspect ,

Holilah, 2025)	in <i>Influencing Consumer Trust in Whitelab Product Reviews on TikTok</i>		building trust			not the diffusion of innovation
(Utami et al., 2025)	<i>The Influence of Tasya Farasya's Endorsement on the Perception of Cosmetic Product Quality</i>	Quantitative , descriptive	The influence of endorsement on product quality perception	Endorsement increases consumer perception	positive	Does not discuss the role of hashtags and audience interaction
(Oktavina et al., 2025)	<i>The Influence of Beauty Review Content on Generation Z Purchasing Decisions</i>	Quantitative	Gen Z consumer behavior towards beauty content	Review content influences purchasing decisions		Not focusing on the role of influencers and authentic narratives

Table 2 Novelty of the Research “Beauty Influencer Marketing Strategy in the Diffusion of Beauty Product Innovations through #TasyaFarasyaApproved”

Novelty Aspect	Novelty Explanation
Theoretical Approach	Using the Diffusion of Innovation theory (Everett Rogers) to understand how beauty product innovations are spread through influencer marketing, not just persuasive communication or trust effects.
Platform Context	Examining two major social media platforms (TikTok and Instagram) simultaneously — something that has not been done in previous research, which tends to focus on one platform.

The Role of Hashtags	Positioning the hashtag #TasyaFarasyaApproved as a mechanism for the diffusion of innovation and digital social capital , not just a promotional symbol or recommendation label.
Narrative and Multimodal Analysis	verbal, nonverbal, and visual communication in building digital credibility and authority through authentic narratives and persuasive delivery styles.
Scientific Contribution	Providing a new perspective on how influencers act as agents of innovation diffusion , accelerating the adoption process of beauty products among Generation Z through a combination of trust and social media algorithms.

Several previous studies have examined Tasya Farasya's role as a beauty influencer in shaping consumer behavior. Atsilah and Hermawati (2025) found that Tasya's credibility and argument quality on TikTok influenced purchase intention using the Elaboration Likelihood Model (ELM) approach. Oktaviani, Putri, and Zuhri (2024) highlighted the #TasyaFarasyaApproved label as a symbol of trust that strengthens purchasing decisions, but is limited to one brand. Meanwhile, Ade Alifah and Ilah Holilah (2025) emphasized Tasya's honest and relaxed communication strategy in building consumer trust, while Utami (2024) examined the influence of endorsements on perceived cosmetic product quality. Another study by Salma Oktavina (2024) focused on Gen Z's behavior toward beauty content without examining the mechanisms of innovation dissemination.

Unlike those studies, this research presents a novel approach by using the Diffusion of Innovation theory (Rogers, 2003) to explain how beauty product innovations spread through cross-platform interactions on TikTok and Instagram. Furthermore, this study positions the hashtag #TasyaFarasyaApproved not merely as a recommendation label, but as a mechanism for innovation diffusion and digital social capital that expands the reach of messages and strengthens Tasya Farasya's position as an opinion leader in the social media space.

Diffusion of Innovation Theory

The Diffusion of Innovation (DII) theory postulates how new ideas, products, technologies, and practices spread within a population or between groups over time. It offers a conceptual framework for understanding how new ideas are communicated, take root, and are diffused throughout social systems. Diffusion research is rooted in the social sciences, including anthropology, epidemiology, and sociology (Hornor, 2022). The spread of innovations is influenced by technological, social, and learning conditions, which influence user adoption and marketing strategies within individual, community, and market or industry contexts (MacVaugh & Schiavone, 2010).

Table 3 Main Models and Their Focus

Model/Framework	Focus Area	Key Insights	Quote
DOI Rogers	Social systems, communication	Stages, categories, characteristics	adopter innovation (Everett M Rogers <i>et al.</i> , 2004)

Rogers' innovation diffusion model in this study illustrates how **the process of spreading beauty product innovations** is no longer solely through interpersonal communication, but also through **multimodal digital communication** on social media platforms.

The hashtag **#TasyaFarasyaApproved** serves as **a symbolic marker of innovation**, marking the social confirmation stage of the product adoption process. The success of this diffusion is strengthened by three main elements:

1. **Source credibility (influencer trustworthiness)**
2. **Digital community participation (user-generated diffusion)**
3. **Platform algorithm support (visibility amplification)**

Thus, the diffusion of innovation, which was initially linear (innovator → adopter), has now developed into **a digital participatory model**, where the audience plays an active role in expanding innovation through hashtags, comments, and *sharing culture*.

METHOD

This study uses **a descriptive qualitative approach with a content analysis method**, with quantitative supporting data, calculating the engagement rate of beauty influencer accounts. The calculation aims to understand how the process of **diffusion of beauty product innovation** occurs through digital communication strategies carried out by **Tasya Farasya on TikTok and Instagram** social media, specifically through the use of the **#TasyaFarasyaApproved** label (branding) as a symbol of credibility and adoption of innovation. The theoretical basis uses **the Diffusion of Innovation Theory** (Everett M Rogers *et al.*, 2004), which explains the five stages of innovation dissemination, namely knowledge, persuasion, decision, implementation, and confirmation. Content analysis was carried out with a descriptive qualitative approach and thematic analysis based on Rogers' Diffusion of Innovation theory. The units of analysis were caption text, video narratives, and product visuals. Two researchers conducted the coding, and reliability was tested with Cohen's kappa ≥ 0.70 .

In the context of social media, these five stages are reinforced by digital interactions such as comments, likes, shares, and hashtag usage (MacVaugh & Schiavone, 2010). The sample used in this study is Tasya Farasya's content uploads on Instagram and TikTok social media accounts @tasyafarasya for the period September 24, 2025 to October 25, 2025. The data used consists of **primary qualitative data** and **secondary quantitative data**. Primary data was obtained through non-participant observation and upload documentation, while secondary data came from **the FastMoss (for TikTok) and InsTrack (for Instagram) analytics platforms** that provide information on the number of followers, engagement rate, audience growth, and potential content sales.

Miles and Huberman's (1994) interactive model goes through three stages: data reduction, data presentation, and conclusion drawing. This study also considers three conditions for the diffusion of digital innovation according to (MacVaugh & Schiavone, 2010), namely, technological, social, and learning conditions. With this approach, the study attempts to interpret how Tasya Farasya builds credibility, influences audience decisions, and strengthens the process of diffusion of beauty product innovation in the digital space. This study's limitations are limited to a one-month observation period. The study also uses data from third parties using special subscription access, which is publicly accessible but requires a fee. This study does not reveal personal identities; all data is used for academic purposes.

Table 4engagement rate formula

Platform	Formula	Typical Denominator	Quote
Instagram	(Likes + Comments + Shares) / Views × 100	Show	(Jha & Chaurasia, 2024)
Instagram	(Likes + Comments + Shares) / Followers × 100	Follower	(Jha & Chaurasia, 2024)
TikTok	(Like + Comment + Share) / Views × 100	Show	(Patel <i>et al.</i> , 2025)
\TikTok	(Likes + Comments + Shares) / Followers × 100	Follower	(Patel <i>et al.</i> , 2025)

Model Difusi Inovasi Rogers dalam Konteks Media Sosial Tasya Farasya

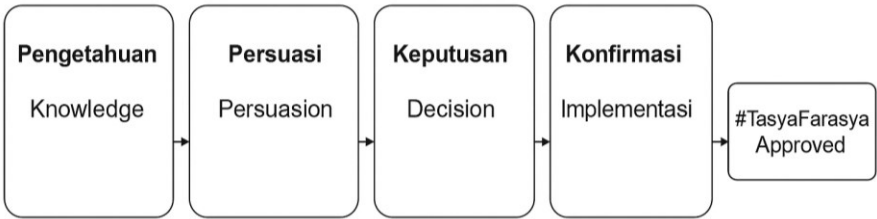


Figure 2Rogers' Innovation Diffusion Model in the Context of Social Media Tasya Farasya.

The process of spreading beauty product innovation through five stages of diffusion (Knowledge, Persuasion, Decision, Implementation, and Confirmation) adapted on social media TikTok and Instagram with the digital credibility symbol #TasyaFarasyaApproved.

RESULTS AND DISCUSSION

Digital Influencer Tasya Farasya's Profile on Social Media

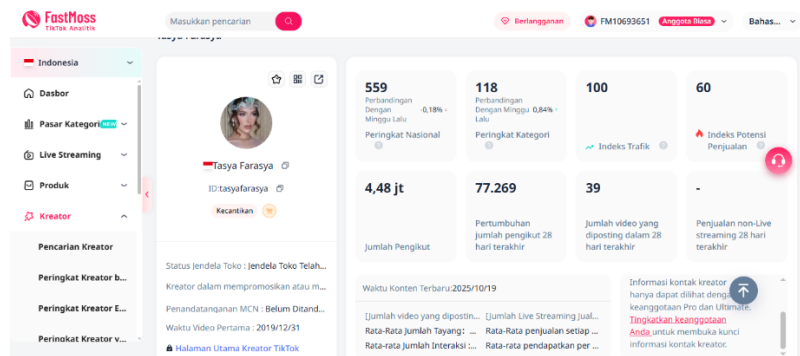


Figure 3 TikTok Analytic FastMoss

Tasya Farasya is one of the most influential *beauty influencers in Indonesia* who is active on two main platforms, namely **TikTok** and **Instagram**. Based on data (Tasya Farasya@tasyafarasya | Riwayat Penjualan Kreator Toko TikTok | FastMoss, n.d.), her TikTok account is verified and categorized in the *Beauty & Fashion* sector with an **active TikTok Shop feature**, indicating the potential for digital promotional and sales activities. Meanwhile, from the data (Tasya Farasya Instagram Stats and Analytics (@tasyafarasya) - InsTrack.App, n.d.), the Instagram account @tasyafarasya has **7,353,677 followers**, with a **growth rate of 1.7% in the last 90 days** and an **average engagement rate of 1.02%**.

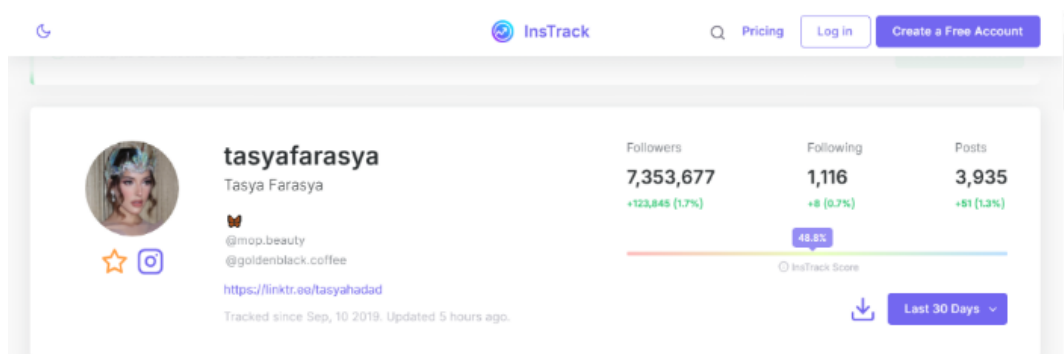


Figure 4 InTrack Analysis Instagram Account
(Source: Intrack)

Additionally, there has been an increase of **123,845 new followers** in the last three months, with an **average of 74,245 likes** and **543 comments per post**. The number of posts reached **3,935**, with an upward trend of **51 new posts** in the last 90 days. This consistent activity confirms Tasya's character as an **active and organic influencer**, not just a passive promotional figure. *Followers-to-following* ratio of **6,589:1** indicates a **high level of social authority**, in line with the concept of **opinion leaders in Rogers' (1962) Diffusion of Innovations** theory. This indicates that Tasya has a significant influence on her audience's decision-making, especially in the context of beauty product adoption.

Analysis of Engagement Rate and Growth Rate of Instagram Account @tasyafarasya and Content Analysis of TikTok Account @tasyafarasya

Table 5 analytical data from InsTrack (2025)

Date	Followers Count	Following Count	Media Count	Engagement Rate
Oct 24 2025 Fri	7,354,934 +552	1,119	3,938 +2	0.77% -0.02
Oct 23 2025 Thu	7,354,382 +705	1,119 +3	3,936 +1	0.79% -0.23
Oct 22 2025 Wed	7,353,677 +226	1,116 +1	3,935 +2	1.02% +0.02
Oct 21 2025 Tue	7,353,451 +505	1,115	3,933 +2	1% +0.06
Oct 20 2025 Mon	7,352,946 +589	1,115 +1	3,931 +1	0.94% -0.04
Oct 19 2025 Sun	7,352,357 +1,082	1,114	3,930 +1	0.98% -0.03
Oct 18 2025 Sat	7,351,275 +792	1,114	3,929 +1	1.01% +0.15
Oct 17 2025 Fri	7,350,483 +895	1,114 +1	3,928 +1	0.86% -0.6
Oct 16 2025 Thu	7,349,588 -370	1,113	3,927 +2	1.46% +0.01
Oct 15 2025 Wed	7,349,958 +789	1,113	3,925 +1	1.45% -0.36
Oct 14 2025 Tue	7,349,169 +729	1,113	3,924	1.81%
Oct 13 2025 Mon	7,348,440 +377	1,113	3,924 +1	1.81% +0.02
Oct 12 2025 Sun	7,348,063 -57	1,113	3,923	1.79% -0.09
Oct 11 2025 Sat	7,348,120 +779	1,113 +1	3,923 +1	1.88% -0.14
Oct 10 2025 Fri	7,347,341 +1,354	1,112	3,922 +1	2.02% +0.03
Oct 9 2025 Thu	7,345,987 +959	1,112 -1	3,921 +3	1.99% +0.02
Oct 8 2025 Wed	7,345,028 -593	1,113	3,918	1.97% -0.25
Oct 7 2025 Tue	7,345,621 +1,310	1,113	3,918 +1	2.22% +0.03

Oct 6 2025 Mon	7,344,311 -16	1,113	3,917 +2	2.19% +0.34
Oct 5 2025 Sun	7,344,327 +3,871	1,113 +1	3,915	1.85% +0.03
Oct 4 2025 Sat	7,340,456 +3,893	1,112	3,915 +4	1.82% -0.08
Oct 3 2025 Fri	7,336,563 +3,289	1,112	3,911 +1	1.9% -0.47
Oct 2 2025 Thu	7,333,274 +2,607	1,112	3,910 +3	2.37%
Oct 1 2025 Wed	7,330,667 +2,994	1,112	3,907 +2	2.37% -1.96
Sep 30 2025 Tue	7,327,673 +3,905	1,112 +1	3,905 +2	4.33% -0.01
Sep 29 2025 Mon	7,323,768 +7,351	1,111 +1	3,903 +6	4.34% +0.22
Sep 28 2025 Sun	7,316,417 +13,094	1.11	3,897 +1	4.12% +0.62
Sep 27 2025 Sat	7,303,323 +16,489	1,110 +1	3,896 +3	3.5% -0.02
Sep 26 2025 Fri	7,286,834 +13,671	1,109	3,893 +2	3.52% +1.01
Sep 25 2025 Thu	7,273,163 +24,896	1,109 +1	3,891 +4	2.51% +0.9

Based on analytical data from **InsTrack (2025)**, the Instagram account **@tasyafarasya** shows very strong performance in terms of audience engagement and follower growth. With **more than 7.3 million followers**, this account has an **engagement rate of 1.02%**, accompanied by an average of **74,245 likes** and **543 comments** on each post. Although this figure may seem small in percentage terms, in the context of *macro influencers* with millions of followers, this value is considered **high and stable**, reflecting meaningful interactions between Tasya and her follower community. The *Influencer Marketing Hub study (2025)* shows that an engagement rate above 1% for accounts with more than one million followers is considered active and credible. This indicates that each of Tasya's posts is able to generate significant emotional and social resonance among the audience.

Audience engagement on Tasya Farasya's account isn't superficial. Comments on posts aren't just short compliments, but rather reflective and informative dialogue. Many followers ask for technical details like skin type, long-term results, and product recommendations. This kind of interaction demonstrates *a sense of trust* and the perception that Tasya is competent and experienced in the beauty industry. This demonstrates that engagement on Tasya Farasya's account is a lively,

two-way communication, where audiences feel valued and included in authentic conversations.

Within the framework of **Rogers' (1962) Diffusion of Innovation theory**, this active engagement illustrates two crucial stages in the innovation dissemination process: **persuasion** and **confirmation**. In the persuasion stage, interactions through comments, likes, and *story replies* become a space for negotiating meaning between influencers and followers. Audiences not only receive messages but also participate in shaping their understanding of the product innovation being introduced. Meanwhile, in the confirmation stage, dialogue between users sharing similar experiences strengthens the social legitimacy of the innovation. In other words, digital engagement, in Tasya Farasya's context, functions as a form of interpersonal persuasion facilitated by social media.

In terms of follower growth, data shows that the @tasyafarasya account experienced **an increase in followers of 123,845 people (1.7%) in the last 90 days**, with an **increase in upload activity of 51 new posts (up 1.3%)**. This trend indicates that Tasya Farasya is not only able to maintain the loyalty of old followers, but also continues to attract new audiences organically. This growth is in line with a consistent upload pattern — an average of ten posts per week — containing educational content, product reviews, and campaigns using the **#TasyaFarasyaApproved** label.

Consistency in posting strengthens the audience's perception of an influencer's authenticity. Influencers who regularly and consistently share content are considered more authentic, thus increasing audience trust and loyalty (Zniva et al., 2023). Tasya leverages this consistency with her communication style, which is not patronizing, but rather invites the audience to learn together about beauty product innovations. Thus, this **positive growth rate** not only represents an increase in the number of followers but also reflects the expansion of the social network that strengthens the **horizontal diffusion process of innovation**. Highly connected individuals (centers) and opinion leaders play a crucial role in expanding the network and strengthening the diffusion process, especially in the early stages of adoption (Muller & Peres, 2019). Every new follower who interacts and uses the hashtag #TasyaFarasyaApproved becomes a secondary agent who helps spread Tasya's message and values to the wider digital community.

The correlation between Tasya Farasya's engagement rate and growth rate demonstrates that both indicators work in harmony to create stable digital communications. An engagement rate of 1.02% ensures deep engagement with existing audiences, while a growth rate of 1.7% demonstrates continued engagement with new audiences. Both demonstrate that Tasya's communication model is **multi-layered and sustainable** —relying not on short-term promotions but on social trust *generated* through interactive experiences and honest communication.

This phenomenon reinforces the view (MacVaugh & Schiavone, 2010) The success of innovation diffusion in a digital context is influenced not only by technological superiority but also by a community's social capacity to collectively learn, imitate, and internalize innovations. In this case, Tasya's community of followers functions as a **learning network**, a place where Tasya's personal experiences are adopted, interpreted, and replicated by her followers in the form of real-life consumption behavior.

Thus, engagement and follower growth are not merely digital metrics, but reflections of deeper social dynamics. The relationship between Tasya and her audience creates a communication ecosystem that supports the organic and

sustainable diffusion of beauty product innovations. Through authentic narratives, visual consistency, and empathetic interactions, Tasya Farasya has successfully maintained her position as a **key opinion leader** in Indonesia's digital beauty community, a figure who not only shapes trends but also educates the market and strengthens the legitimacy of product innovations in the public eye.

Stable engagement rates and positive follower growth prove that trust-based digital communication is more effective than conventional promotional strategies. Tasya Farasya has built a communication space that is not transaction-oriented, but rather **social transformation-oriented**, where beauty, confidence, and product awareness are woven into a collective experience shared through digital interactions. This also demonstrates that **the diffusion of innovation in the social media era** is not simply about spreading information, but rather about establishing a participatory and reflective consumption culture.

Tasya Farasya's TikTok Video Data Summary (September 24–October 25, 2025)

Table 6 Summary of Tasya Farasya's TikTok Video Data (September 24–October 25, 2025)

No	Video Type	Number of Videos	Products Sold	Total GMV	Highest Spectacle	Average Interaction	Videos with the Highest Engagement
1	Shoppable Video	1	17 units	Rp. 2.31 million	1,400,000	3.06%	"3CE Sketchstick"
2	Non-ecommerce Video	47	0	Rp 0	18,200,000	7.45%	"When I'm in the mood I become a doll" (26.73%)
Total		48 videos	17 units	Rp. 2.31 million	18.2 million (highest)	Average 6.21%	-

Table 7 5 Videos with the Highest Interaction

Ranking	Video Title	Video Type	Number Views	Number Likes	Interaction Level
1	When I'm in the mood to become a doll, I'm like a doll	Non-ecommerce	456,484	121,499	26.73%
2	Depression what? Depression where?	Non-ecommerce	2,800,000	352,000	12.74%
3	Wrapped in yellow once more 🧡	Non-ecommerce	12,100,000	1,300,000	10.95%
4	Replying to @Ila Q part 5 honey!!!	Non-ecommerce	1,500,000	152,500	10.35%
5	TASYA FARASYA HOT WIDOW APPROVED BY HUDA BEAUTY	Non-ecommerce	2,600,000	347,100	13.59%

Based on the analysis of Tasya Farasya's TikTok content performance data from September 24 to October 25, 2025, it was found that the majority of uploads

(97.9%) were **non-ecommerce content** or non-direct sales videos. Despite this, this type of content still demonstrated very high engagement performance with **an average engagement rate of 6–7%**. This indicates that Tasya Farasya's main communication strength lies not in direct sales, but rather in **the emotional connections and personal communication style** she builds with her audience.

Content with **humorous elements, spontaneous expressions, and Tasya Farasya's signature "memong" style** proved to be more engaging, with the highest interaction rate reaching **26.73%** on short videos such as "Lg moof jd boneka jyakh." Meanwhile, there was only one **Shoppable Video content**, but it was able to generate **IDR 2.31 million in gross merchandise value (GMV)** from 17 products sold. This shows that despite the small number of sales content, Tasya Farasya's promotional effectiveness remains high due to her strong **level of credibility and personal branding influence**. Overall, the highest engagement pattern appears on **videos under 30 seconds** with expressive, humorous titles that authentically depict the influencer's personal style.

Table 8Quantitative Analysis of Tasya Farasya's Social Media (Instagram & TikTok, 2025)

Analysis Variables	Instagram (@tasyafarasya)	TikTok (@tasyafarasya)	Analytical Interpretation & Its Relation to Diffusion of Innovation Rogers (1962)
Number of Followers	7,353,677	4,500,000	Both platforms have large audiences, enabling rapid and widespread innovation diffusion. A massive audience strengthens the <i>knowledge</i> and <i>persuasion stages</i> .
Number of Following	1,116	14	The extreme followers-to-following ratio demonstrates Tasya's position as <i>an opinion leader</i> with high authority in the digital beauty ecosystem.
Follower Growth (last 28–90 days)	+123,845 (+1.7%)	+77,269 (+16%)	Steady growth on Instagram and rapid growth on TikTok signal a balance between a loyal audience base and expansion to new users (Generation Z).

National Ranking (TikTok)	-	118 (up 0.84%)	Ranking increases indicate increased content visibility and success in building engagement with new audiences.
Category Ranking (Beauty)	-	100	Indicating Tasya's significant influence as a <i>top-tier influencer</i> in the beauty category, strengthening the <i>persuasion stage</i> .
Traffic Index	-	60	This illustrates the high visibility of her TikTok content. The large traffic indicates her ability to attract attention at the innovation <i>knowledge stage</i> .
Sales Potential Index	-	4.48 million	This value indicates a high conversion rate from impressions to purchase actions; reflecting the <i>decision and implementation stages</i> .
Number of Posts (Content)	3,935 (increase of 51 in 90 days)	39 videos (last 28 days)	Consistency of posting strengthens the rhythm of communication, maintaining the relevance and continuity of innovation diffusion.
Engagement Rate	1.02% (74,245 likes, 543 comments)	±2.3% (average estimate for large TikTok accounts)	Engagement above the standard indicates strong emotional and social participation, strengthening the <i>confirmation stage</i> .
Best Selling Product Categories	Skincare, make-up, perfume	Care & Beauty (96.94%)	The alignment of Tasya's persona with the product being promoted accelerates the adoption of innovation

			due to the high level of <i>compatibility</i> (Rogers).
Sales Ratio by Product (Live Streaming)	Care & Beauty 61.84%; Baby & Childbirth 36.26%		This sales ratio indicates the audience's high level of trust in educational live content, strengthening the <i>confirmation stage</i> .
Followers-Following Ratio	6,589 : 1	321,000 : 1	The extraordinarily high ratio on TikTok confirms Tasya's role as a very dominant <i>reference influencer</i> .
Commercial Features	Linktr.ee is active (directs to @mop.beauty & @goldenblack.coffee)	TikTok Shop active (beauty category)	Direct integration between content and e-commerce simplifies the transition from <i>persuasion</i> to <i>implementation</i> .
Main Hashtags	#TasyaFarasyaApproved	#TasyaFarasyaApproved	The hashtag serves as a social certification and a symbol of public credibility towards the innovation that Tasya approves of.

Her large number of followers on **Instagram (7.35 million)** and **TikTok (4.5 million)** indicates that Tasya Farasya is in a unique position where she is not only a *beauty influencer*, but also a **cultural intermediary** —a link between the beauty industry and consumers. The high follower-to-following ratio on TikTok (**321,000:1**) demonstrates very strong **symbolic authority, in line with the concept of opinion leadership** in Rogers' theory. Followers seek not only information, but also validation and trust before adopting innovations. The rapid follower growth on TikTok (+16%) compared to Instagram (+1.7%) indicates a **two-way diffusion dynamic**:

TikTok serves as a vehicle for *early-stage diffusion* through its short, easily viral video format (*knowledge-persuasion stage*), while Instagram plays a role in *late-stage diffusion* through in-depth reviews and more credible interactions (*decision-confirmation stage*).

A potential sales index of **4.48 million** on TikTok confirms that Tasya Farasya's communication not only increases *awareness* but also drives conversion. The **96.94%** dominance of beauty products confirms the high *compatibility* between Tasya's persona and product innovation, reinforcing Rogers' argument that adoption increases when innovation aligns with users' values, needs, and lifestyles. On the other hand, the **1.02% engagement rate on Instagram** and an estimated **2.3% on TikTok** indicate a socially and emotionally engaged audience. User

comments not only convey appreciation but also reflection and testimonials, reinforcing the *confirmation stage*. This phenomenon transforms *the follower base* into a **collaborative community**, where the audience helps spread the message, using the hashtag #TasyaFarasyaApproved, and acting as secondary diffusion agents.

Table 9Quantitative Data on Tasya Farasya's Social Media Based on Digital Analytics Sources (InsTrack & FastMoss, 2025)

Social Media Platforms	Data source	Quantitative Data Types & Indicators	Quantitative Values/Findings (2025)	Technical Data & Description Category
Instagram	InsTrack (2025)	Number of followers	7,353,677	Instagram account performance analytics (descriptive quantitative). Taken directly from Instagram's public API by InsTrack (a Detroit, USA-based analytics platform).
		Follower growth in the last 90 days	+1.7% (+123,845)	Demonstrates consistent organic audience growth.
		Engagement rate	1.02%	Indicator of active audience participation; high for accounts with >7 million followers.
		Average likes	74,245 per upload	Reflects the audience's level of visual engagement with the content.
		Average comments	543 per upload	Describes deep two-way interactions between influencers and followers.
		Number of uploads (last 90 days)	3,935 total (+51 new uploads)	Demonstrates consistent content production and

				ongoing activity.	account
		Followers–following ratio	6,589: 1 (1,116 following)	This indicates Tasya's position as <i>an opinion leader</i> with high credibility.	
		Data update time	Updated 5 hours before access (October 2025)	Data is <i>real-time</i> and verified by the API system.	
TikTok	FastMoss (2025)	Number of followers	4,500,000	TikTok account performance analytics (performance metrics & sales index). FastMoss is an AI analytics platform for <i>the creator economy</i> in Asia.	
		Number of followings	14	The followers–following ratio is very high (321,000 : 1), indicating digital authority.	
		Follower growth (last 28 days)	+77,269 (+16%)	Significant growth, indicating the increasing popularity of short video content.	
		National ranking (Indonesia)	118 (up 0.84%)	The high ranking strengthens Tasya's status as a national <i>macro influencer</i> .	
		Category ranking (Beauty)	top 100	Indicates a dominant position in the <i>Beauty & Personal Care category</i> .	
		Traffic Index	60	Describes a high level of content visibility and exposure.	

Sales Potential Index	4.48 million	Demonstrates the account's ability to convert attention into actual transactions.
Number of videos (last 28 days)	39 videos	High activity strengthens the diffusion reach of beauty product innovations.
Product category sales ratio	- Care & Beauty: 96.94% - Baby & Maternity: 36.26% - Food & Beverages: 1.9%	The sales dominance in the beauty category shows the high <i>compatibility</i> between Tasya's persona and the products being promoted.

- Description*The quantitative data above is descriptive comparative, used for:
1. Objectively analyze Tasya Farasya's social media performance, including audience growth, interactions, and sales potential.
 2. It is the basis for theoretical interpretation in linking digital communication phenomena with the stages of Innovation Diffusion (Rogers, 1962), especially the knowledge, persuasion, and confirmation stages.
 3. Demonstrates the methodological credibility of the research as all data is obtained from trusted secondary sources (InsTrack & FastMoss) based on real-time analytics and API validation.

Table 10 Ranking of the top 5 stores that have collaborated with Tasya Farasya
Data based on Fastmoss

Ranking	Store Name	Main Category	Best Selling Products	Total Sales Turnover
1	Skintific Indonesia	Care & Beauty	MSH Niacinamide Moisturizer	Rp3.52 billion
2	Sohoney Jr	Baby & Children's Childbirth	Vitamin Honey	Rp1.24 billion
3	MOP Beauty by Tasya Farasya	Care & Beauty	Bulletproof Mist Setting Spray	Rp1.27 billion
4	Something	Care & Beauty	Idol Blurry Soft Lip Matte	Rp758.33 million
5	Maybelline Indonesia	Care & Beauty	Superstay Vinyl Ink	Rp671.66 million

The data in Table 7 shows that Tasya Farasya's communication strategy successfully optimized two main content formats— **short videos and live streaming** —in driving the diffusion of beauty product innovations. Although the number of stores and products collaborating with the live streaming format was greater (146 stores and 799 products), the performance of short videos remained significant as a *knowledge stage channel* in Rogers' (1962) Diffusion of Innovations theory. Short videos functioned to introduce innovations through concise, engaging,

and memorable product visualizations, with an average sales volume of IDR 3.59 million per video. Meanwhile, live streaming sessions played a significant role in the *persuasion* and *decision stages*, as they enabled direct interaction between influencers and audiences, generating an average turnover of up to IDR 140.24 million per session. This phenomenon demonstrates that real-time, two-way interaction accelerates the innovation adoption process by strengthening trust and credibility of the source.

In terms of product categories (Table 8), data shows that **care and beauty dominated 97% of total promotions** and contributed **61.84% of total sales**. This demonstrates a high level of *compatibility* between Tasya Farasya's persona and the product categories she promotes—in line with Rogers' principle that innovations are adopted more quickly if they align with user values and needs. Stores such as **Skintific Indonesia, MOP Beauty by Tasya Farasya, and Somethinc** are key actors in the digital innovation diffusion ecosystem that forms around influencers. This collaboration demonstrates how Tasya's personal credibility as an *opinion leader* can shift consumer behavior from mere awareness to purchasing decisions (*implementation stage*). Thus, the communication model implemented by Tasya Farasya not only impacts increased sales but also creates a social value chain that strengthens public trust in beauty product innovation in the digital era.

Table 11Diffusion of Innovation Based on #TasyaFarasyaApproved Content

Stages of Diffusion of Innovation Implementation by Tasya Farasya Empirical Evidence (Rogers)		
1. Knowledge	Tasya introduces product innovations through in-depth reviews on TikTok & Instagram, explaining ingredients, benefits, and results.	Medium-length, “honest review” video content with close-ups of product textures is widely used by resellers as a reference.
2. Persuasion	Tasya emphasizes personal credibility through evidence of BPOM testing and independent laboratory testing (SIG Saraswati).	Story October 15, 2024: "From now on, the skincare I review must be lab-tested. Just in case I'm called a fraud, huhu."
3. Decision	Followers decided to try the product that had been labeled #TasyaFarasyaApproved because it was considered safe and proven.	Many public comments ask for purchase links or tag friends to try the product.
4. Implementation	Tasya uses a product for at least one month before recommending it, so her content is based on personal experience.	Story October 17, 2024: "I used the product for a month to give a thorough review."
5. Confirmation	The presence of an official brand certificate and the latest <i>Terms and Conditions (TnC)</i> policy strengthens audience trust.	The October 11, 2024 story featured a trademark certificate from the Ministry of Law and Human Rights accompanied by the message: "Don't use it carelessly."

Diffusion of Innovation Through the Hashtag #TasyaFarasyaApproved on TikTok and Instagram

#TasyaFarasyaApproved phenomenon on TikTok demonstrates how the power of symbols and personal credibility can be key factors in the diffusion of beauty product innovations in the digital space. As of October 2025, the hashtag had been used more than **22,300 times**, mostly featuring content related to recommendations, reviews, or promotions of skincare products previously reviewed by Tasya Farasya. Many cosmetic sales accounts have also used Tasya's video clips and narratives in their promotional materials, as the label is considered a form of publicly recognized "quality assurance." This indicates that *#TasyaFarasyaApproved* functions not only as a promotional tag but has evolved into a **social mechanism and symbol of collective trust**.

Digital Legitimacy and Brand Certification as a Credibility Strategy



Figure 5 Tasya Farasya Validation
(Source: Instagram @tasyafarasya)

On the other hand, Tasya uses Instagram as an official validation medium for her digital reputation. She created a special *highlight* titled "**Tasya Farasya Approved**," which displays the officially licensed logo from **the Ministry of Law and Human Rights of the Republic of Indonesia** (Registration Number IDM001214721 in the name of CV. TFJA Makmur Sejahtera). This certification indicates the formalization of her digital identity and legal protection for her personal brand. Thus, the "Approved" symbol is no longer merely a symbolic gesture from an influencer but becomes **legal proof of professional credibility**. This step strengthens Tasya's position in the *confirmation stage* of Rogers' (1962) diffusion of innovation theory, where innovations gain social legitimacy through authoritative systems.

Implementation of the Five Stages of Innovation Diffusion in Tasya Farasya's Communication Strategy

From an innovation communication perspective, Tasya Farasya's strategy reflects the five stages described by Rogers (1962). In the **knowledge stage**, Tasya introduces various beauty products through in-depth reviews on TikTok and Instagram, explaining the formula, ingredients, and results. This content typically takes the form of videos with personal narratives and close-up visuals to showcase the product's texture, indirectly providing initial education for potential users. The **persuasion stage** emerges when Tasya strengthens audience trust by showing scientific evidence in the form of BPOM testing and independent laboratory test

results from SIG Saraswati. In a *story post* on October 15, 2024, she wrote, "From now on, the skincare I review must have lab testing. Just in case I'm called a fraud, huhu." The message emphasized that the recommendations given were based on the principle of scientific transparency, not just promotion.

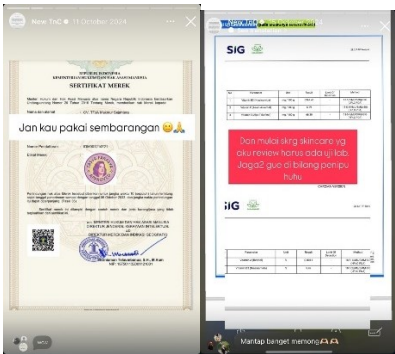


Figure 6Evidence of Tasya Farasya Lab Test
(Source: Instagram Tasya Farasya (proof using BPOM and independent laboratory test results from SIG Saraswati))

Decision stage occurs when the audience begins to purchase or try products that have been labeled *Approved*, as seen by the many comments in the form of requests for purchase links and user testimonials. Next, in the **implementation stage**, Tasya explained that she always uses the product for at least one month before giving a final assessment. She conveyed this in a *story* on October 17, 2024: "I used the product for one month to give a thorough review." Finally, in the **confirmation stage**, Tasya strengthened her trust by issuing an official brand certificate and new *Terms and Conditions (TnC)* to ensure that every collaboration takes place ethically and professionally. The certificate uploaded on October 11, 2024, even included a warning, "Don't use it carelessly 😊🙏", demonstrating protection of the credibility and integrity of her personal brand.

Scientific Transparency as a Hallmark of Ethical Innovation in the Digital Age

Table 12Scientific Transparency as a Characteristic of Ethical Innovation in the Digital Age

Core Principles of Ethical and Scientific Communication	
Objectivity and Expertise	Science communicators emphasize evidence-based information, avoid personal bias, and clearly distinguish between fact and opinion (Desmond, 2024). Their expertise is built through rigorous training and peer review, unlike influencers who may rely on personal experience or popularity (Zhang & Lu, 2023).
Transparency and Disclosure	Ethical communicators disclose conflicts of interest, funding sources, and the limitations of their knowledge. This

	transparency builds public trust and helps audiences critically evaluate the information presented (Elliott & Resnik, 2014).
Responsibility and Accuracy	Scientific communication is guided by the obligation to present information accurately, avoid sensationalism, and acknowledge uncertainties or limitations in the evidence. This differs from the marketing or persuasive tactics often used by influencers (Schroeder, 2022).
Audience Engagement and Respect	Ethical communicators engage in two-way dialogue, respect diverse values, and aim to inform rather than manipulate. They facilitate informed decision-making rather than push a specific agenda (Dahlstrom & Ho, 2012).

Tasya's move represents a form of **ethical and scientific communication** that sets her apart from the majority of other influencers. Through the updated *Terms and Conditions* (TnC), she emphasized that every product reviewed must pass BPOM testing, undergo independent laboratory testing, and be tested directly on her own skin for one month. This approach demonstrates the courage to uphold the principles of transparency and accountability amidst the growing phenomenon of *overclaiming* beauty products. Tasya no longer acts merely as *an endorser* or brand ambassador, but as **a product curator who is morally and scientifically responsible**. This also demonstrates the *moral authority dimension* in the process of innovation diffusion, where public acceptance of a product is determined not only by its technological or functional superiority, but also by **trust in the source of information disseminating the innovation** (Rogers, 1962; MacVaugh & Schiavone, 2010).

The Role of Hashtags as a Horizontal Communication Mechanism Between Adopters

Beyond personal credibility, the hashtag **#TasyaFarasyaApproved** plays a crucial role in the digital innovation diffusion ecosystem. This hashtag not only serves as a vertical communication channel between influencers and their audiences, but also creates **horizontal communication between adopters**, where users share their experiences after using the same product. With over 22,300 posts, this hashtag serves as *a symbolic community* for users who believe in Tasya's validation. Products marked with this hashtag are automatically associated with high quality and guaranteed safety. In the context of Rogers' theory, this mechanism creates a network effect, where innovation spreads not only through the primary source (influencer) but also through the active participation of the online community.



Figure 7Hashtags that are frequently used by Tasya Farasya on her TikTok account
(Source: Fastmoss)

Table 13Top 5 Hashtags Used by Tasya Farasya on TikTok Account

No.	Hashtag	Percentage of Usage	Hashtag Categories	Meaning and Interpretation
1	#capcut	5.33%	Editing Technology & Visual Aesthetics	Demonstrating the use of popular editing tools to maintain the aesthetic quality of content, this hashtag also serves to expand reach through trending video algorithms.
2	#duet	4.67%	Digital Interaction & Collaboration	Describes an engagement strategy based on active audience participation through the <i>duet feature</i> , strengthening interpersonal relationships between influencers and followers.
3	#fyp	4.00%	TikTok Popularity & Algorithmics	Used to increase the likelihood of appearing on the <i>For You Page</i> , expand the distribution of content and accelerate the process of innovation diffusion at the <i>knowledge</i> and <i>persuasion stages</i> .
4	#everythingbecomesbeautiful	2.67%	Branding & Social Values	Representing the values of inclusivity and universal beauty messages that align with Tasya Farasya's personal branding as a figure who promotes self-confidence and authenticity.
5	#beautiful	2.67%	Language Trends & Cultural Adaptation	Using a style of language popular among young audiences, increases <i>relatability</i> and emotional closeness between content and followers.

Tasya Farasya's use of hashtags demonstrates a balance between **algorithmic and brand identity functions**. Hashtags like **#capcut** and **#fyp** are used to increase the visibility of content through the TikTok algorithm, placing it in a wider digital circulation space. Meanwhile, hashtags like **#semuajadisyantik** and **#syantik** demonstrate a *humanized branding* approach, namely building a beauty narrative that is friendly, authentic, and close to the experiences of Indonesian women. In the context of Rogers' Diffusion of Innovation theory (1962), this pattern indicates the **persuasion phase**, where influencers not only introduce products but also strengthen the social values that accompany these innovations. Through a combination of technical and cultural hashtags, Tasya Farasya successfully balances *reach* and *relevance*, two important elements in a digital communication strategy oriented towards trust and audience engagement.

Analytical Synthesis: Evidence-Based Communication Models and Public Trust

Overall, Tasya Farasya's communication strategy through the *#TasyaFarasyaApproved* label can be seen as **an innovative, evidence-based communication model (evidence-based diffusion)**. She successfully combines three main dimensions: **scientific validity** through laboratory testing and certification, **social credibility** through legal brand protection, and **digital interaction** through active audience participation on TikTok and Instagram. This combination positions Tasya not just as an influencer, but as **an innovation diffusion actor** who plays a role in establishing new ethical standards in the world of digital marketing. With this approach, Tasya Farasya not only disseminates new beauty products but also **spreads new norms of trust, accountability, and transparency in the digital communication era**.

Discussion

Based on the results of the analysis of quantitative and qualitative data on Tasya Farasya's social media, both through the **InsTrack (Instagram)** and **FastMoss (TikTok)** platforms, as well as in-depth observations on content labeled *#TasyaFarasyaApproved*, this study found that **Tasya Farasya's digital communication strategy is a real form of the innovation diffusion process as explained by Rogers (1962)**. Through the synergy between personal credibility, legal legitimacy, and digital social interaction, Tasya has succeeded in transforming the mechanism of beauty product promotion into a communication ecosystem based on trust, scientific evidence, and public participation.

Quantitatively, Tasya Farasya's Instagram account has **7.35 million followers** with **an engagement rate of 1.02%**, while her TikTok account is followed by **4.5 million users** with a **follower growth of 16% in the last 28 days**. The data shows that Tasya is not just a popular figure, but a **digital opinion leader** with high social authority and credibility in the beauty sector. The extreme *follower-to-following ratio* (6,589:1 on Instagram and 321,000:1 on TikTok) indicates the presence of *asymmetrical communication power*, a large one-way influence on the audience. This is in line with Rogers' concept that change agents with a high level of connectedness play a crucial role in accelerating the adoption of innovation.

From a qualitative aspect, Tasya's narrative and content demonstrate the systematic implementation of **the five stages of innovation diffusion**. In the *knowledge stage*, Tasya introduces the product with informative explanations and engaging visuals. The *persuasion stage* emerges through evidence-based communication strategies, such as displaying BPOM certificates and independent laboratory test results from SIG Saraswati. The *decision stage* is evident from the

enthusiasm of the audience who provide testimonials and ask for purchase links, while the *implementation stage* is realized by the practice of using the product for at least one month before the review is given. Finally, the *confirmation stage* is strengthened through the issuance of the official **#TasyaFarasyaApproved brand certificate** by the Indonesian Ministry of Law and Human Rights, marking the formality of credibility and ethical accountability in its digital activities.

Beyond being a symbol of validation, **#TasyaFarasyaApproved serves as a horizontal social mechanism** that connects communities of users of the same product. This hashtag creates a participatory network where users share experiences, forming a *digital word-of-mouth effect* that expands the reach of innovation without the need for direct promotion. With over **22,300 posts**, the hashtag has transformed into a *symbolic community* that affirms Tasya's influence as a *reference influencer* — a figure who sets trends, not simply follows the market.

Furthermore, the research results show that **Tasya Farasya combines three main dimensions of innovative digital communication**, namely:

1. *Scientific validity*, through laboratory testing and empirical evidence of the product;
2. *Social credibility*, through official certification of personal brands; and
3. *Digital empathetic interaction*, through open, educational, and real-life experience-based communication.

The combination of the three strengthens public trust (*social trust*) and creates an **evidence-based communication model (evidence-based diffusion)** that is ethical, transparent, and long-term oriented.

Conceptually, the results of this study confirm [MacVaugh & Schiavone's \(2010\)](#) view that **the diffusion of innovation in the digital era depends not only on technological or content excellence, but also on the power of communities to collectively learn, imitate, and internalize innovations**. In this context, Tasya Farasya's audience functions as a *learning network* that actively studies, discusses, and implements the product innovations she introduces. Thus, the relationship between influencers and their followers is not transactional, but transformational, forming a new consumption culture rooted in trust, education, and moral values.

Overall, **the common thread of this research's findings** indicates that Tasya Farasya's communication strategy through the *#TasyaFarasyaApproved label* not only accelerates the spread of beauty product innovations, but also **creates a new paradigm in influencer communication practices in Indonesia**. Tasya positions herself as an *agent of trust* that prioritizes transparency, accountability, and social collaboration. This communication model is a form of evolution of the role of beauty influencers — from mere *endorsers* to **ethical curators and digital educators**, which makes the diffusion of innovation not just the dissemination of information, but also a social process based on values and evidence.

CONCLUSION

The results of the study indicate that Tasya Farasya's success in disseminating beauty product innovations through the hashtag *#TasyaFarasyaApproved* depends not only on popularity, but also on the scientific credibility and consistency of the digital communication built. The use of an evidence-based approach through BPOM testing, laboratory testing, and new TnC (Terms and Conditions), encourages the creation of strong public trust in each recommended product. Quantitative data from FastMoss and InsTrack shows a positive correlation between engagement rates, follower growth, and sales potential, which demonstrates the effectiveness of

Tasya's communication strategy in strengthening the persuasion and confirmation process as explained in Rogers' Diffusion of Innovation theory. In addition, the hashtag #TasyaFarasyaApproved acts as a means of horizontal communication between users, expanding the reach of diffusion through online community participation. Thus, Tasya Farasya has successfully positioned herself not only as an endorser, but as an opinion leader and innovation diffusion agent that combines professional authority, personal authenticity, and social interaction as the keys to a successful digital marketing strategy in the beauty industry.

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