



TikTok as a Dermatology Education Medium: dr. Zie's Personal Branding Strategy

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Abstract: *The development of digital technology has transformed how individual communicate and construct their identities, including through self-branding strategies to increase visibility and enhance credibility in public spaces. In Indonesia's skincare industry, the shift toward dermatology-based products has also introduced new challenges, particularly the rise of exaggerated claims and misinformation on social media. In this context, the presence of healthcare professionals who provide education content has become increasingly important. This study aims to analyse the communication strategies used the TikTok account @dr.ziee in building personal branding through skincare educational content, as well as assess how such content contributes to shaping a professional image in the eyes of the audience. Using a descriptive qualitative approach, this research examines communication patterns, message consistency, and the professional representation displayed by dr. Zie as an aesthetic doctor actively producing dermatology content in TikTok. The finding show that dr. Zie's use of TikTok successfully established strong personal branding through consistent uploads, accurate science-based information, and friendly communication style. Analysis based on Montoya's eight personal branding principles indicates that specialization is the most dominant element, reflected on her clear focus on skin-health education and the absence of promotional motives in her content. These findings affirm that TikTok functions not only as entertainment platform but also as a strategi medium for professionals to build legitimacy and public trust through credible educational communication*

Keywords: *personal branding, digital dermatology, TikTok, health communication, dr. Zie*

Introduction

The development of digital technology has reshaped how individuals communicate and make sense of themselves in the public sphere. social media no longer functions merely as a channel for information sharing; it has become a space where identities are consciously constructed, negotiated, and performed. Users actively decide how they wish to be seen-through the content they post, the language they use, and the ways they interact with followers and other users. In this sense, digital communication now unfolds alongside the ongoing process of identity formation (Soh, 2024).

From this perspective, digital communication cannot be understood simply as an exchange of messages between individuals. It operates as part of a broader effort to construct a sense of self that is continually adjusted in relation to the audience, particularly among adolescents and young adults. Soh (2024) notes that interactive features on social media – such as comments, likes, and various forms of feedback – play a crucial role in

enabling users to evaluate how they are perceived, while simultaneously reshaping the digital identities they choose to present.

These practices extend beyond personal self-expression alone. Many social media users deliberately develop self-branding strategies to increase visibility, gain recognition, and establish credibility in the eyes of the public. Such strategies are especially pronounced on platforms that prioritize visual content and short-form video such as TikTok, where messages can be delivered quickly, engagingly, and in ways that are easy for audiences to process (Pradina & Azizah, 2025). Related findings by Boulianne and Lu (2023) suggest that contemporary digital ecosystems provide conditions in which identity construction can occur in a relatively consistent and observable manner, reflected in posting frequency, communication style, and patterns of audience response.

The shift in media consumption from text-based formats to video has further reinforced social media as a primary channel of contemporary communication. Visual content is generally perceived as easier to understand, more effective in capturing attention, and more influential in shaping public perceptions than text alone (Yao, 2025). In this context, TikTok plays a significant role in processes of personal branding. Its short-form video format enables the simultaneous integration of visual creativity, information delivery, and identity expression. TikTok's rapid growth has positioned it as a dynamic space of expression, where users can package messages concisely yet impactfully, supported by music features, visual effects, and user-friendly editing tools. These characteristics underscore that TikTok functions not only as an entertainment platform, but also as a strategic medium for building and managing digital identity (Vaterlaus et al., 2023). Platforms such as TikTok therefore occupy a strategic position, not only in shaping personal images, but also in influencing perceptions of specific professions.

Social media usage data further indicate TikTok's increasingly strategic role within Indonesia's digital communication landscape. A survey published by We Are Social (2025) reports that TikTok usage has reached 77.4 percent, placing it as the fourth most-used platform after WhatsApp, Instagram, and Facebook. This position reinforces the view that TikTok can no longer be understood merely as an entertainment platform, but as a space for creative content production and digital identity formation. TikTok's visual and audio-visual character also encourages cross-cultural and participatory communication trends. User creativity rarely operates in isolation; instead, it often develops through collaborative practices such as shared music, replicated video formats, or globally circulating challenges (Martin & Kovacs, 2025).

In the Indonesian context, TikTok's dominance is further reflected in the number of users, which surpassed 107.6 million as of Januari 2025, making Indonesia the second-largest TikTok user base in the world (We Are Social & Meltwater, 2025). This level of penetration aligns with findings that highlight TikTok's strong influence on the communication patterns of younger generations, particularly in processes of self-exploration and identity formation. Through repeated interactions and rapid feedback, TikTok becomes a space where young users experiment with ways of speaking, displaying expertise, and constructing the self-image they wish to project to the public (Vaterlaus et al., 2023).

Public interest in TikTok in Indonesia is also reflected in users' platform preferences. Survey findings indicate that approximately 19.9 percent of users identify TikTok as their preferred social media platform compared to others. This figure signals more than popularity alone; it suggests a sense of affinity between users and the communicative format and experience that TikTok offers/ international studies support this view, showing that TikTok's algorithm tends to generate relatively high levels of engagement by encouraging users to interact continuously, experiment with content, and perform digital identities through practices such as cultural remixing and repeated social interaction (Shin, 2024).

Within the context of personal branding, these characteristics create ample space for individuals to showcase expertise, character, and personal appeal through visual narratives that are brief yet emotionally resonant. TikTok enables messages to be conveyed without lengthy explanations, relying instead of gestures, expressions, and visual flow that audiences can easily grasp. Several studies demonstrate that short-form video plays a significant role in digital identity construction, credibility building, and the creation of emotional closeness between creators and audiences. Such closeness is shaped not only by message content but also by consistency in communication style and sustained presence within the digital space (Gend & Li, 2023; Boulianne & Lu, 2023).

In recent years, Indonesia's beauty industry – particularly the skincare sector – has experienced substantial growth. This expansion is not driven solely by aesthetic trends, but by shifts in consumer preferences toward greater attention to product safety, ingredient quality, and transparency in production processes. Consumers are increasingly less satisfied with instant results and more inclined to question the scientific basis behind the claims of the products they use. Research by Kurniawan and Halim (2024) indicates that contemporary consumers tend to favour products supported by scientific claims, safe formulations, and expert verification, such as dermatological testing and compositions free from high-risk ingredients. This finding marks an important shift: trust in beauty products is now built on scientific evidence rather than on visual appeal or promotional promises alone.

These developments run parallel to the growth of the halal cosmetics market at both national and global levels. Rahman and Pujiastuti (2023) note that halal cosmetics have become a category with steadily increasing economic value, largely driven by young muslim consumers who are more critical, well-informed, and digitally connected. Within Southeast Asia, Indonesia occupies a strategic position as a centre for halal cosmetics development and production, reflected in strengthened regulations, certification systems, and industry expansion that responds to consumer demands for ethical products aligned with Islamic principles (Hafiz et al, 2024). It means for younger consumers, the halal label is no longer understood solely as a religious marker. Within the contemporary beauty landscape, halal also functions as a symbol of trust, quality assurance, and product identity. choices related to halal cosmetics therefore reflect an intersection of value considerations, safety concerns, and self-image, all of which have become increasingly relevant in consumption practices and brand communication in the digital era.

The history of skincare practices in Indonesia also reveals a marked shift. Traditional approaches that once relief heavily on natural ingredients such as lulur, jamu, and various

herbs have gradually given way to methods grounded in modern dermatological technology. This transition has unfolded alongside stronger government regulation and growing public attention to product safety, ingredient quality, and compliance with halal principles. As health literacy improves, consumers are less likely to focus solely on aesthetic outcomes and increasingly consider skin health in a more comprehensive sense. These changes have driven greater demand for dermatological information that is accurate, accessible, and scientifically accountable (Lim et al., 2025).

Rapid growth in the skincare industry has also introduced new challenges. Social media platforms are saturated with promotional content promising instant results, often without adequate scientific explanation. Such claims carry the risk of misinformation and may lead consumers to make misguided decisions (Hwang & Joeng, 2024). In digital environments, public perceptions can be shaped quickly through repeated exposure to similar content. A number of studies suggest that public figures and content creators perceived as competent play a significant role in shaping audience trust in the information they deliver. When these figures are regarded as credible, their messages tend to be accepted more readily, often with limited additional verification (Jiang & Kim, 2023).

As the government authority responsible for regulating drugs and food, BPOM Indonesia has expressed serious concern over the growing volume of misleading skincare promotions circulating in digital spaces. Many promotional contents are designed primarily to boost sales, with limited regard for safety standards or the accuracy of the information provided. In response, BPOM has strengthened oversight of product marketing practices while also encouraging public participation through reporting mechanisms for content or products considered questionable. These measures aim to reduce health risks as well as the psychological impacts that may arise from unrealistic consumer expectations regarding skincare outcomes (Kashuri, 2024).

The widespread circulation of misinformation carries consequences that extend beyond immediate consumer harm. It risks blurring the boundary between valid information and manipulative claims, thereby eroding public trust in brands and educators who are, in fact, credible. In digital spaces crowded with similar content, audiences often struggle to distinguish reliable sources from misleading ones. This situation ultimately disadvantages those who seek to deliver education grounded in knowledge, evidence, and professional responsibility (Nguyen & Lin, 2025).

The widespread circulation of misleading information about skincare on TikTok highlights the growing need for educational content grounded in professional medical expertise. Evidence-based information delivered by medical professionals serves as a trusted reference for the public, particularly in helping audiences distinguish valid knowledge from claims that lack scientific grounding. This role is crucial in reducing the risk of misinformation that frequently emerges in online discussions surrounding skincare (Lee & Cho, 2023).

Within this landscape, aesthetic doctors who actively produce educational content occupy a strategic position as health communicators. One such example is dr. Yessica Tania, who consistently uses TikTok as a medium for skin health education. Through the account @dr.ziee, she provides explanations of active skincare ingredients, product mechanisms,

and usage guidelines aligned with dermatological principles. This approach reflects an effort to translate clinical expertise into language that is accessible to a broader audience. Several studies note that medical professionals who act as health influencers tend to achieve high levels of credibility, as they are associated with clearly defined professional competence and authority (Zhang et al., 2024).

Public reception of the @dr.ziee account is also reflected in its audience reach, with more than 1.9 million followers and 60.3 million likes. These figures represent more than popularity alone; they signal the formation of trust and legitimacy as a source of science-based skincare education. Such trust is built through relatively consistent communication practices, including topic selection, delivery style, and a sustained focus on educational content over time. Her communication approach is evident in the use of visuals that are simple yet informative, an emphasis on message clarity, and the selection of topics closely aligned with everyday audience needs. Previous research emphasizes that the performance of professional identity on social media is strongly shaped by clarity of expertise, message consistency, and the relevance of issues addressed (Hwang & Lee, 2025). Audience interaction also plays a significant role, as seen in the use of hashtags such as #tanyadrzie, which create opportunities for dialogue and direct questions. Participatory communication practices of this kind contribute to emotional closeness between creators and followers, while simultaneously strengthening audience trust in the messages conveyed (Santos & Park, 2025).

Much of the existing research on health professionals' use of social media has focused on popularity metrics, promotional strategies, or the effectiveness of information delivery format. While these approaches are valuable, they leave a gap when it comes to understanding how health education – particularly skincare education – is employed as a personal branding strategy by aesthetic doctors. Such communication practices point to another potential of social media: its function as a space for constructing professional identity through consistent knowledge presentation, clearly defined expertise, and responsible information sharing. Figures such as dr. Zie illustrate how medical professionals can leverage digital platforms to build a strong professional image by delivering evidence-based information in ways that are accessible to the public. This role becomes increasingly significant as misleading skincare information continues to circulate widely, while the demand for credible health communicators grows more urgent (Lee & Col 2023).

Building on this gap, the present study examines the communication strategies employed by the TikTok account @dr.ziee in developing personal branding through skincare education content. The analysis extends beyond content form to explore how these communication practices contribute to the construction of professional image in the eyes of the audience. Specifically, the study seeks to explain how message consistency, information credibility, and the effective use of visual elements are integrated with dr. Zie's communication practices on TikTok, particularly in the context of delivering dermatological education to the public.

Research on the use of social media – particularly TikTok – for building personal branding has attracted growing attention within digital communication studies. A range of

studies suggest that social media provides space for individuals, including professional, to construct self-images through visual presentation, personal narratives, and patterns of interaction with audiences. Through the combination of these elements, professional identity is not merely displayed but continuously produced through everyday communication practices (Hwang & Lee, 2025). TikTok's character as a short-form video platform reinforces this process by enabling messages to be delivered in ways that are concise, memorable, and consistent over time.

Within personal branding scholarship, Montoya's Eight Laws of Personal Branding remains a widely used framework for understanding how individual images are built and sustained. The eight elements – specialization, differentiation, personality, visibility, consistency, persistence, leadership, and reputation – provide a conceptual basis for examining practices of personal identity construction in public spaces. Research by Boulianne and Lu (2023) shows that in digital environments, these principles are reflected in visual consistency, the use of storytelling, and the ongoing management of impressions. This perspective highlights how digital personal branding is strongly shaped by clarity of expertise, continuity of messaging, and consistency of values presented to audiences.

Studies that focus specifically on TikTok further demonstrate that the platform supports personal branding through a combination of visual storytelling, repeated short-video formats, and algorithmically mediated interaction. Users tend to develop relatively consistent digital personas while maintaining active engagement with audiences through comments and follow-up responses. These practices suggest that TikTok functions as more than a space for entertainment; it operates as a strategic medium through which individuals can build and manage professional images on an ongoing basis (Santos & Park, 2025).

Research on the personal branding practices on medical professionals on social media has become increasingly prominent in recent years. International studies report that doctors and healthcare practitioners who use social media as a channel for health education tend to gain higher levels of public trust. Such trust develops when the content shared is grounded in clear scientific evidence, presented in visually engaging ways, and maintained consistently with the professional identity being projected. In the setting, educational content is not understood merely as a means of knowledge dissemination, but also as a representation of media competence and professional integrity (Zhang et al., 2024).

Similar patterns emerge in studies that focus specifically on skincare education on TikTok. Educational videos delivered in accessible language and concise visual formats have been shown to contribute to improved audience literacy regarding skincare practices. At the same time, this type of content strengthens the creator's personal branding, particularly when combined with interactive and repetitive communication patterns. Audience credibility and engagement tend to grow alongside the creator's consistency in delivering relevant, accountable information, especially on topics related to health and dermatology (Nguyen & Lin, 2025).

Overall, existing research points to relatively consistent patterns in social media – based personal branding practices. Effective professional images are built through content that feels authentic, the consistent use of visual elements, narratives aligned with areas of expertise, and continuity of messaging over time. Differences across studies are more often

found in the choice of research subjects – ranging from public figures and general content creators to healthcare professionals – rather than in the underlying logic of image construction itself. Drawing of these findings, the present study specifically examines how an aesthetic doctor utilizes TikTok as a medium for building personal branding through skincare education content. This analysis integrates perspectives on source credibility, visual strategy, and the performance of professional identity, with the aim of enriching current understandings of medical professionals' personal branding practices on short-form video platforms.

Methodology

This study focuses on the use of TikTok as a medium for dermatological education by examining the personal branding strategies employed by dr. Zie and how her content delivery patterns contribute to the construction of a professional image in the eyes of the audience. The research is not intended to measure effectiveness in quantitative terms, but rather to understand how educational communication practices operate within digital spaces. A descriptive qualitative approach is adopted because it allows for a more in-depth reading of audience experiences, interpretations, and perceptions, as well as the meanings produced through content. This approach is particularly suited to examining digital communication phenomena that are contextual, dynamic, and not easily reduced to numerical indicators or measurable variables (Yin, 2024). Through this lens, the study seeks to explore the meanings embedded in skincare education practices and to understand how content consistency contributes to the strengthening of credibility and personal branding for an aesthetic doctor on TikTok.

Data were collected through in-depth interviews with participants selected intentionally using purposive sampling. This technique was chosen to ensure access to informants who possess relevant experience, knowledge, and direct engagement with the phenomenon under investigation. Rather than pursuing statistical representativeness, the study prioritizes the relevance and depth of information that each participant can provide. Within qualitative research, purposive sampling is widely regarded as an effective strategy for generating context-rich data and enabling a deeper understanding of social phenomena (Palinkas et al., 2023).

This approach is also commonly employed in contemporary qualitative studies that emphasize alignment between informant characteristic and research objectives, particularly when examining experiences, practices, and meaning – making processes in digital communication environments (Fletcher & Robinson, 2025). Related work further suggests that selecting participants based on substantive relevance allows researchers to capture communication dynamics and digital experiences that are difficult to access through quantitative survey methods (O'Reilly & Parker, 2023). On this basis, purposive sampling is considered the most appropriate technique for addressing the aims and scope of this study.

Result and Discussion

dr. Yessica Tania, professionally and publicly known as dr. Zie, is an aesthetic doctor and content creator who utilized TikTok as her primary platform for disseminating

educational information on skincare. Her TikTok account, @dr.ziee, currently has more than 1.9 million followers and 61.9 million likes, indicating a high level of visibility and engagement. This achievement is closely linked to her ability to communicate dermatological information in a simple, concise, and relevant manner through accessible visuals and a consistent communication style.

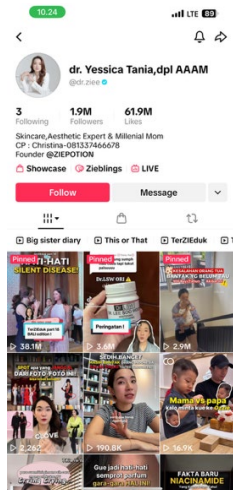


Figure 1: dr. Ziee TikTok Account (Source: @dr.ziee)

dr. Ziee’s digital career began unexpectedly. Although she initially aspired to become a pediatrician, her clinical rotation experiences encouraged her to shift her interest toward aesthetics. During the Covid-19 pandemic, she began producing skincare education content more intensively, which gradually developed into a digital identity positioning her as an accessible, science-based, and credible source of dermatological information for the public.

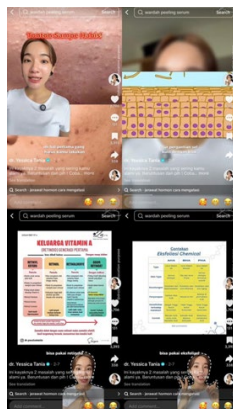


Figure 2: dr. Ziee TikTok Account (Source: @dr.ziee)

Her contributions to digital education have received institutional recognition through various awards, including a nomination for Best Educator at the TikTok Awards Indonesia 2020 and the Pharmafluencer Digital Creators award at the Wardah Brave Beauties Awards 2024. These accolades affirm her capacity as a medical professional capable of translating clinical knowledge into effective digital communication formats, while strengthening public legitimacy regarding her role as an authoritative and influential skincare educator.

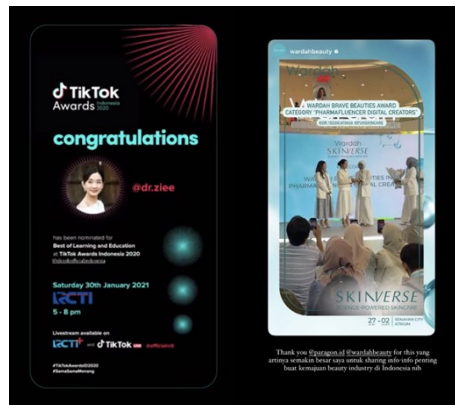


Figure 3: dr. Zie's Achievement (Source: @dr.ziee)

Construction of dr. Zie's Personal Branding through Dermatology Education on TikTok

The Law of Specialization

The principle of specialization emphasizes a clear and sustained focus on expertise as the foundation of personal branding, whereby individuals consistently assert a specific area of competence in order to be easily recognized by the public. The findings of this study indicate that dr. Zie's communication strategy fully reflects this principle. Her content is entirely centred on dermatological education grounded in medical knowledge, thereby clarifying her positioning as an aesthetic doctor with a strong orientation toward health literacy. This sustained focus aligns with the view that professionals who maintain coherent consistency in digital communication are more likely to strengthen their authority and the clarity of their public identity (Hwang & Lee, 2025).

This consistency is also evident in the management of her digital identity. dr. Zie's social media team emphasizes that all content activities are deliberately directed toward maintaining her image as a credible reference in dermatology. This perspective is reinforced by feedback from interviewed followers, who noted that dr. Zie's medical background makes her content easier to understand, more relevant, and reassuring when making skincare-related decisions. They perceive her content not only as informative, but also as a protective on social media. In line with this, Zhang et al. (2024) find that the presence of healthcare professionals as health influencers significantly enhances audience trust and perceptions of competence in digital environments.

Insights from the expert informant further confirm the importance of specialization in establishing professional authority for medical practitioners in digital spaces. dr. Zie's clear focus on skincare education, without direct commercial involvement, is viewed as a form of professional integrity that distinguishes her from non-medical beauty content creators as well as from doctors who simultaneously act as product marketers. such clarity of positioning contributes to the formation of an image as a trusted medical educator. This observation is consistent with studies on communicator credibility which suggest that non-commercial educational content strengthens perceptions of trustworthiness and professional reputation on social media (Santos & Park, 2025). Taken together, the application of the specialization principle emerges as a central pillar of dr. Zie's personal branding, reinforcing her credibility while fostering an authoritative and sustainable digital identity.

The Law of Leadership

Within Montoya's framework, leadership is understood as an individual's capacity to provide direction and guidance that can be trusted by the public. The findings of this study indicate that this principle is clearly reflected in dr. Zie's communication practices. she consistently emphasizes data accuracy and the use of up-to-date scientific information in her educational content, ensuring that the material presented is grounded in credible academic sources. As a result, audiences are able to access knowledge that is both relevant and accountable. This evidence – based approach represents a key characteristic of professional leadership in digital environments, supporting research that shows healthcare professionals gain authority when they consistently communicate scientific information with accuracy and transparency (Zhang et al., 2024; Santos & Park, 2025).

This leadership role is further reinforced by the content curation process carried out by her social media team, including systematic reference validation prior to publication. At the same time, audience responses suggest that dr. Zie's communication style is perceived as approachable rather than patronizing, easy to follow, and helpful in supporting more informed skincare decisions. Her ability to deliver medical education in a manner that is both scientifically sound and audience-friendly has positioned her as a key reference figure for TikTok users seeking dermatological information. These findings are consistent with the study by Liang and Gu (2025), which describes health education content creators as opinion leaders when they are able to translate scientific knowledge into concise, clear, and accessible formats.

Insights from the expert informant further strengthen dr. Zie's position as a digital opinion leader in skincare education. Her professional credibility as a medical doctor, reliance on scientific data, and capacity to offer practical solutions to audience concerns reflect a form of leadership grounded in expertise and authenticity. Similar characteristics are highlighted in the work of Sinclair and Marquez (2025), which identifies effective digital opinion leaders as those who demonstrate scholarly authority, message consistency, and communicative integrity. Taken together, this leadership dimension not only reinforces dr. Zie's personal branding but also enhances public trust in the medical education she provides through TikTok.

The Law of Personality

The principle of personality emphasizes that effective personal branding must be grounded in authenticity, understood as an individual's ability to present themselves honestly, consistently, and without artificial construction in public spaces. This principle is clearly reflected in dr. Zie's communication practices. she emphasizes that she does not create a separate persona for social media, but rather presents herself in the same way she does in her everyday life. By placing evidence-based information at the core of her communication, dr. Zie's personality appears natural and uncontrived. This finding aligns with previous research showing that authenticity in digital personas plays a crucial role in strengthening audience trust in educational content, particularly in health-related context (Santos & Park, 2025).

This sense of authenticity is also recognized by both her internal team and her followers. Baby Nida describes dr. Zie as being positioned as a credible, warm, and approachable figure, especially for younger audiences such as Generation Z. This view is reinforced by feedback from followers including Elisa, Putri, and Rahma, who perceive dr. Zie's communication style as relaxed, informative, and occasionally infused with humour, making skincare education easier to follow and more relevant to their needs. The combination approach has been shown to enhance engagement and comprehension, supporting research that suggests education creators who authentically share personal elements tend to develop stronger emotional connections with their audiences (Liang & Gu, 2025).

This perspective is further supported by insights from the expert informant, who emphasizes that personality is a central component of personal branding because it shapes how the public evaluates a communicator's authenticity and credibility. In dr. Zie's case, consistency in the speaking style, empathetic responses to audience concerns, and the appropriate use of humour contribute to her positive reception on TikTok. Together, these elements of authenticity, competence, and relational closeness form an image of a doctor who is knowledgeable, approachable, and educational. Accordingly, a natural, consistent, and contextually appropriate personality emerges as a key factor strengthening dr. Zie's personal branding in the contemporary digital sphere.

The Law of Distinctiveness

The Law of Distinctiveness emphasizes that strong personal branding must be grounded in clear uniqueness that differentiates an individual from others within a competitive digital environment. This principle is evident in dr. Zie's communication strategy, which combines dermatological education with a delivery style that is light, interactive, and easy to understand. By incorporating distinctive TikTok features such as trending music, duets, and stitches, she is able to translate medical information into inclusive content without compromising its scientific foundation. This approach sets her apart from many beauty content creators who tend to follow trends without offering evidence-based explanations. Hwang and Lee (2025) note that the distinctiveness of a creator's communication style is a key factor in differentiating professional creators within digital ecosystems.

This differentiation is also acknowledged by both her internal team and her followers. dr. Zie's social media team explains that each piece of content is intentionally designed to remain grounded in scientific data while being presented in simple language that resonates with audiences across age groups. Followers such as Elisa and Putri highlight that dr. Zie's primary distinction lies in her medically grounded educational focus, rather than personal opinion or anecdotal experience. Rahma further adds that her warm and relaxed communication style makes the content more memorable and approachable. These assessments are consistent with recent studies indicating that a distinctive communication style and thematic consistency are key determinants in differentiating educational creators on TikTok (Liang & Gu, 2025).

Insights from the expert informant further reinforce the importance of differentiation in building a strong digital identity. the informant emphasizes that dr. Zie's decision to consistently focus on skincare education – without expanding into unrelated health topics

or prioritizing commercial activities – makes her easily recognizable while simultaneously strengthening her credibility as an educational figure. This approach aligns with research suggesting that content uniqueness and consistency enhance audience recall of professional figures, particularly with the health and beauty sectors (Sinclair & Marquez, 2025). Accordingly, strategically constructed and consistently maintained distinctiveness emerges as a key element reinforcing dr. Zie's personal branding as a trusted source of skincare education.

The Law of Visibility

Visibility is a central component of personal branding, emphasizing the importance of maintaining a consistent, sustained, and relevant presence in digital spaces. Within contemporary communication frameworks, visibility extends beyond the frequency of a creator's appearances to include the ability to maintain coherent and continuous messaging, enabling audiences to clearly recognize the identity being presented. This perspective is supported by the findings of Shin and Park (2024), who argue that professional creators must remain regularly present, adapt to algorithmic dynamics, and respond to audience needs in order to sustain both reach and credibility. Accordingly, visibility functions as a foundational link between content consistency and public perceptions of professionalism.

The findings of this study indicate that dr. Zie applies the principle of visibility effectively through a routine of near-daily content uploads, with exceptions only when she is abroad, given TikTok's location-based algorithmic considerations. Her digital activity extends beyond content production to include active engagement through comments, response video, and the strategic use of various TikTok features. This consistency is reinforced by a structured content management system implemented by her internal team, encompassing scheduled posting and topic selection aligned with algorithmic patterns. Such an approach is consistent with research demonstrating that regular posting significantly increases the likelihood of content distribution via For You Page (FYP) and contribute to audience retention (Liang & Gu, 2025).

dr. Zie's visibility is also reflected in her ability to present content that remains relevant, credible, and aligned with medical professional ethics. The expert informant emphasizes that professional visibility is not merely a matter of how often one appears, but rather the capacity to sustain meaningful visibility that is consistent with scholarly and ethical values. dr. Zie's ongoing efforts to update information, communicate clearly, and engage strategically with platform trends reinforce public perceptions of her authority. These findings are further supported by recent research results by Sinclair and Marquez (2025), which highlights that ethical, education-oriented visibility is essential for maintaining audience trust in professional figures on social media. Taken together, the visibility strategies employed by dr. Zie play a significant role in strengthening her personal branding as a credible and influential media educator on TikTok.

The Law of Unity

In Montoya's framework, the Law of Unity emphasizes the importance of alignment between personal values, professional ethics, and the public image presented by an individual. The findings of this study indicate that this principle is strongly reflected in dr.

Zie's communication practices. She ensures that all content shared on TikTok remains consistent with her medical expertise, allowing the information delivered to remain valid, update, ethical, and professionally accountable. This alignment between professional competence and communication practices reflects an authentic identity rather than an artificial construction, resonating with research that identifies values integrity as a core element of successful professional personal branding (Santos & Park, 2025).

Consistency between professional identity and educational content is also evident in the management of her digital output. Dr. Zie's social media team ensures that every video, visual narrative, and use of medical terminology adheres to principles of health communication and medical ethics. This approach leads audiences to perceive dr. Zie as a trustworthy medical figure who doesn't not engage in commercial driven content that could compromise professional integrity. Her followers also confirm that the image presented on TikTok aligns closely with her educational intentions, as reflected in topic selection, delivery style, and even the accurate use of medical terms. These findings are consistent with the work of Liang and Gu (2025), which highlights alignment between values and messaging as a crucial factor in sustaining the credibility of professional figures within digital ecosystem.

The Law of Persistence

Within Montoya's framework, the Law of Persistence emphasizes the importance of steadfastness, defined as the ability to maintain a consistent identity while remaining adaptive to the evolving dynamics of digital media. This principle is clearly reflected in dr. Zie's communication strategy. She sustains her presence on TikTok by engaging with emerging content trends without compromising her professional identity as an aesthetic doctor. While recognizing that shifts in media consumption require creators to remain responsive in order to stay relevant, she consistently ensures that every posting she made is grounded in accurate and professional accountable medical information. This approach aligns with research highlighting that value consistency and contextual relevant from the long-term foundation of personal branding in digital environments (Hwang & Lee, 2025).

This persistence is further reinforced by the role of her social media team, which systematically monitors content trends while ensuring that educational value remains the core of each publication. dr. Zie's follower also express appreciation for her consistency in maintaining a strong focus on skincare education, even as she occasionally share personal content to foster a sense of closeness with her audience. The stability of her posting frequency and the continued relevance of her topic contribute to the perception of dr. Zie as a dedicated professional committed to delivering accurate and accessible dermatological information. This findings are consistent with studies demonstrating that sustained content consistency directly supports audience retention and strengthens perceptions of professional credibility (Liang & Gu, 2025).

Insights from the expert informant further reinforce the view that persistence in delivering scientifically grounded content is a fundamental element in building a professional image that is both credible and respected. Long-term consistency signals a strong commitment to informational quality and educational values. Recent research by Sinclair and Marquez (2025) similarly emphasizes that continuity and stability in

communication style enhance audience trust and reinforce the personal branding of medical professionals on social media. Accordingly, the persistence strategy employed by dr. Zie emerges as a key pillar in strengthening her reputation as a trusted educator in dermatology.

The Law of Godwill

Montoya's Law of Goodwill emphasizes that a positive reputation is a fundamental element in strengthening personal branding, as public perceptions of integrity and ethical conduct play a decisive role in sustaining a professional image. The findings of this study indicate that this principle is strongly reflected in dr. Zie's communication practices. she consistently prioritizes medical information grounded in scientific evidence and deliberately avoids sensational content or narratives that could undermine or discredit others. This cautious, ethical, and education-oriented approach demonstrates a clear commitment to professional standards, aligning with research that identifies authenticity and ethical responsibility as key determinants of credibility for professional figures in digital ecosystem (Liang & Gu, 2025).

This ethical consistency is further reinforced by a transparent and structured content production process, as described by her social media team. Each video is carefully designed to communicate information honestly, without exaggeration, while maintaining an inclusive and educational tone. Such an approach allows audiences to feel respected rather than intimidated, particularly when discussing sensitive issues related to skin health. Followers consistently affirm that dr. Zie's language is clear, credible, and reflective of professionalism, thereby fostering long-term trust. These findings are consistent with studies showing that medical content is perceived as more trustworthy when delivered transparently and with sensitivity to audience concerns (Shin & Park, 2025).

Conclusion

The findings of this study indicate that dr. Zie has successfully utilized TikTok to build strong personal branding through the consistent dissemination of dermatology – based educational content. regular posting, scientifically grounded information, and an approachable communication style contribute to her being perceived as credible professional figure within the landscape of digital skincare education. Using Montoya's eight principles of personal branding as an analytical framework, the study shows that specialization emerges as the most prominent element, reflected in her clear focus on skin health and the absence of promotional or commercial messaging in her content. nevertheless, challenges remain in the area of distinctiveness, as an increasing number of both medical and non-medical content creators produce similar content on TikTok, highlighting the need to further strengthen differentiation among creators.

These findings reinforce the view that medical professionals can effectively utilize TikTok – a short-form video-based social media platform – to build a credible and accessible professional image. Future research is encouraged to adopt quantitative or mixed-method approaches in order to examine causal relationships between content consumption patterns, perceptions of credibility, and the formation of personal branding among healthcare professional. Overall, this study affirms that TikTok function not merely as a space for

entertainment, but as a strategic medium through which professionals can establish legitimacy and public trust through informative, transparent, and education-oriented communication. These findings contribute to the field of digital communication by demonstrating how short-form video platforms can serve as effective tools for shaping professional self-presentation in the social media era, particularly in dermatological education.

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