

ABSTRACT

The rapid growth of social media, particularly TikTok as a short-form video platform, has led to increasingly innovative digital marketing strategies. One such strategy gaining popularity among marketers is the use of clickbait—provocative headlines or visuals designed to capture user attention. While effective in increasing reach and engagement, excessive use of clickbait can create negative perceptions of brand image. Therefore, it is crucial to understand how clickbait influences consumer perceptions, especially in the beauty industry.

This study aims to examine the relationship between the use of clickbait in TikTok content and the brand image of Skintific, a skincare brand. A quantitative approach was applied, using a survey method involving 100 TikTok users who had previously encountered Skintific promotional content. The research instrument was developed in the form of a Likert-scale questionnaire, with clickbait indicators including incomplete information, appealing expressions, repetition and serialization, exaggeration, and content variables. The collected data were analyzed using descriptive statistics and Pearson correlation, assisted by SPSS 22 software.

The findings indicate a positive and significant relationship between the use of clickbait and brand image. When executed strategically and accompanied by relevant content, clickbait can enhance positive consumer perceptions of the brand on TikTok. Thus, clickbait can be considered an effective marketing strategy for building brand image, provided it is used ethically and aligns with audience expectations.

Keywords: Clickbait, TikTok, Brand Image, Digital Marketing, Skincare