ABSTRAK

Perkembangan TikTok sebagai media sosial telah menjadikan konten review skincare sebagai salah satu sumber informasi yang memengaruhi keputusan audiens dalam memilih produk. Salah satu konten kreator yang aktif membuat konten review skincare adalah Suhay Salim yang dikenal dengan gaya komunikasi yang jujur, objektif, dan edukatif. Penelitian ini bertujuan untuk menganalisis strategi komunikasi Suhay Salim dalam mereview produk skincare pada akun TikTok berdasarkan lima unsur strategi komunikasi dan teori AISAS (*Attention, Interest, Search, Action, Share)*. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh melalui observasi terhadap lima konten review skincare pada akun TikTok Suhay Salim dan dokumentasi berupa tangkapan layar video serta komentar audiens. Analisis data dilakukan berdasarkan lima unsur strategi komunikasi menurut Cangara, kemudian diinterpretasikan menggunakan teori AISAS. Hasil penelitian menunjukkan bahwa Suhay Salim menerapkan strategi komunikasi melalui penyampaian pesan yang edukatif, objektif, dan berdasarkan pengalaman pribadi sehingga mampu membangun kredibilitas sebagai komunikator. Berdasarkan analisis AISAS, seluruh konten mencapai tahapan **Attention**, **Interest**, dan **Search**, sedangkan tahapan **Action** dan **Share** tidak ditemukan secara merata pada seluruh konten. Temuan penelitian menunjukkan bahwa strategi komunikasi yang diterapkan mampu menarik perhatian, membangun ketertarikan, serta mendorong audiens mencari informasi mengenai produk skincare, namun keberhasilan mencapai tahap tindakan dan berbagi pengalaman bergantung pada respons audiens terhadap karakteristik masing-masing konten.

Kata Kunci: Strategi Komunikasi, TikTok, Review Skincare, AISAS, Suhay Salim.

ABSTRACT

The evolution of TikTok as a social media platform has established skincare review content as a key source of information that influences audience decision-making when selecting products. One content creator active in this space is Suhay Salim, known for her honest, objective, and educational communication style. This study aims to analyze Suhay Salim's communication strategy in reviewing skincare products on TikTok, based on five elements of communication strategy and the AISAS (Attention, Interest, Search, Action, Share) model. A qualitative, descriptive research approach was employed. Data were gathered through the observation of five skincare review videos on Suhay Salim's TikTok account, supplemented by documentation in the form of video screenshots and audience comments. The data were analyzed using the five elements of communication strategy as defined by Cangara and subsequently interpreted through the lens of the AISAS model. The findings indicate that Suhay Salim employs a communication strategy characterized by the delivery of educational and objective content rooted in personal experience, which helps establish her credibility as a communicator. According to the AISAS analysis, all the content reached the Attention, Interest, and Search stages, whereas the Action and Share stages were not consistently present across all videos. The study concludes that while the communication strategy is effective in capturing attention, generating interest, and prompting the audience to seek further information about skincare products, the successful progression to the Action and Share stages depends on how the audience responds to the specific characteristics of each piece of content

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Keywords: *Communication Strategy, TikTok, Skincare Review, AISAS, Suhay Sali*