


Development of Educational Tutorial Videos Through Tiktok on Double Cleansing Facial Treatments

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A B S T R A C T

In its development, social media now plays an important role in supporting the dissemination of educational content, especially in the realm of non-formal learning that is easily accessible with the lifestyle of people in today's modern era. Various social media platforms such as TikTok, Instagram, and YouTube have evolved from what were initially just places to share entertainment content to means of disseminating educational information. This study aims to develop educational tutorial videos on double cleansing facial care through the TikTok platform, which can be used as an additional learning resource for social media users based on evaluations by subject matter experts and media experts. This study employs the Research & Development (R&D) method using the ADDIE development model, which includes five phases: Analysis, Design, Development, Implementation, and Evaluation. The measurement tools used in this study include validation tools by media experts and users, as well as practical feasibility testing tools by media experts. The results of the study show that the educational videos produced received very high validation in terms of both content and media. The performance of the videos on the TikTok platform also supports the effectiveness of this media in reaching digital audiences. The output of this research is an educational tutorial video that can be accessed online anytime and anywhere, thereby supporting self-directed learning and enhancing digital literacy in the context of self-care.

Keywords: *Double cleansing, media development, facial care, TikTok.*

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INTRODUCTION

In the development of the times and current technological advancements, people can easily obtain new information and knowledge anytime and anywhere. Educative is an educational activity, providing knowledge, teaching, and understanding in the context of the learning process (Jambi City Education District, 2021).

In its development, social media now plays an important role in supporting the spread of educational content, especially in the realm of non-formal learning. This is in line with the lifestyle of modern society who prefer flexible and practical access to learning. Various social media platforms such as TikTok, Instagram, and YouTube have evolved, from just a means of entertainment to a medium for disseminating information that is educational in nature.

TikTok, which was launched by Zhang Yiming in 2016 through the company ByteDance, has experienced a surge in users and is now the main platform for creative and informative short videos (Rizky Tia, 2022). Instagram, which was introduced by Kevin Systrom and Mike Krieger in 2010, also dominates the dissemination of visual content (Agnes, 2021). Meanwhile, YouTube is still the largest platform for long-form video content with a very high number of active users.

In the digital era, adolescent girls aged 18–25 years are an active group of social media users, including TikTok. According to Monavia Ayu (2023), there are around 116.16 million active Instagram users in Indonesia, and most of them are also active on TikTok. Cindy Mutia

(2023) noted that the number of active YouTube users in Indonesia reached 139 million in January 2023. In terms of effectiveness, TikTok has an engagement rate of 13.7%, much higher than YouTube (4.06%) and Instagram.

The popularity of educational tutorial videos on social media is increasingly evident from the high level of user interaction. For example, the hashtag #doublecleansing on TikTok has been viewed up to 385 million times (TikTok, 2023). This phenomenon proves that the younger generation is very enthusiastic about educational information presented in the form of short, practical, and easy-to-understand videos.

However, challenges arise because not all educational content circulating on social media has credible sources. Nguyen et al. (2021) mentioned that most dermatology content on TikTok is not produced by professionals, so it is prone to information bias. Therefore, educational media that is scientifically valid, but still communicative and interesting, is needed. Research by Amalia et al. (2024) also proves that TikTok-based educational videos can improve student understanding, and Sitanggang et al. (2024) added that digital literacy through TikTok is able to improve the quality of student learning.

The results of a questionnaire of 15 social media user respondents showed that interest in makeup content was quite high (60%). However, as many as 73% of respondents admitted that they did not know the importance of double cleansing as a basic step to maintain healthy skin. In addition, 80% of respondents stated that they need an educational video that clearly explains the meaning to the stages of double cleaning. These findings reinforce the need for the development of video-based learning media.

Based on the description above, it can be concluded that there is a gap between the public's need for valid and interesting double cleansing educational content and the limitations of the content currently available. Therefore, the development of educational media in the form of TikTok-based short videos is a strategic step. This video is expected to be able to present correct, interesting, and appropriate information in accordance with the media consumption patterns of the digital generation, while also functioning as an alternative source of non-formal learning.

METHOD

This research uses the Research & Development (R&D) method with the ADDIE development model, which includes five phases: Analysis, Design, Development, Implementation, and Evaluation. Development research is a process carried out to develop and validate a product (Borg & Gall, 1983, referred to in Sugiyono, 2019:394-395). The purpose of this study is to develop an educational tutorial video on the practice of double cleansing in facial care for young women aged 18–25 years, especially active users of the social media application TikTok. This research was conducted in the Bachelor of Makeup Arts Program, Faculty of Engineering, University of Jakarta, from November 2024 to January 2025. The analysis was carried out in the first stage through an online survey sent to 15 participants to identify their needs. The measurement tools used in this study include validation tools by media experts and users, as well as practical feasibility testing tools by media experts. The measurement is based on indicators of visual appearance, audio clarity, presentation systematics, content feasibility, and media usability. All the measuring tools were built on a 5-point Likert scale (1–5, from bad to very good), and the data were analyzed descriptively and quantitatively. The calculation is carried out on the data based on the percentage formula, which is the total score divided by the maximum score multiplied by 100, as well as in qualification categories such as excellent, good, adequate, poor, and very poor. The findings of the assessment are the basis for evaluating the level of conformity and improvement areas of the developed product.

FINDINGS AND DISCUSSION

Product Development Results

The results of this study are a learning tutorial video about facial care using the double cleansing method for TikTok audiences aged 18–25 years. This video was created using the CapCut app and is tailored to Generation Z characteristics in terms of duration (four minutes), aesthetic appeal, and the use of trending background music. The main purpose of this product is to increase the awareness and knowledge of users about the importance of double cleansing as the first step in facial treatment. The video content is informative yet in a relaxed atmosphere, accompanied by short texts, dynamic transitions, and attractive visual design. Thus, this product will be an efficient, modern, and up-to-date learning tool for teens' online behavior.

Features and Content of Educational Videos

This educational video consists of five main segments that are designed sequentially and systematically, taking into account learning flows that are easy for the target audience of Gen Z. Each segment of this video has also been adapted to TikTok's aesthetic and visual branding values, such as the use of dynamic captions and quick transitions. Background music is selectively selected based on relevant and popular trends among TikTok users today, taking into account the audience's comfort level.

Unveiling

Conveying the urgency and reason for the importance of double cleansing, especially for teenagers and young adults who are exposed to pollution, makeup, and skincare residues. This opening narrative aims to build relevance and grab the audience's attention at the beginning of the show.

First Stage: Oil-Based Cleanser

Explain the use of oil-based cleansers, such as cleansing oil, cleansing balm, milk cleanser, or makeup remover. It also shows the application steps visually with gentle massaging movements on the face, to help remove oil-based impurities such as sunscreen and heavy makeup.

Second Stage: Water-Based Cleanser

Describe the use of water-based cleaners, such as facial washes, gel cleanser, or foam cleanser, which function to clean residual dirt deeply (deep cleansing). Visual examples and applicable steps are inserted, so that users understand that this stage should not be skipped.

Tips for Choosing Products for Your Skin Type

A brief but concise presentation of the recommended active ingredients for skin type:

Oily skin: products containing tea tree or centella asiatica.

Dry skin: it is recommended to use products with glycerin.

Sensitive skin: goes well with the soothing content of aloe vera.

Combination skin: it is recommended to use two different types of cleanser for oily and dry areas.

Closing

An invitation to make double cleansing a daily routine in maintaining skin hygiene and health. This closing aims to strengthen motivation and form new habits among the audience in doing facial treatments.

Video Performance Results on TikTok

After going through the product development stages using the ADDIE model and getting validation from material and media experts, an educational video about double cleansing was uploaded to the TikTok platform to analyze its performance quantitatively. This evaluation was carried out using the TikTok Analytics feature as a form of measuring the success of digital media implementation in the real world. The data was obtained and analyzed on June 9, 2025 at 16.31 WIB as a fixed time for measurement. This performance analysis involves a number of key indicators such as the number of video views (views), user engagement (engagement metrics), and audience demographic data. All of this data is quantitative and is a significant complement to the validation and practicality data discussed earlier.

Table 1. TikTok Video Performance Statistics

Indicator	Value
Date of Analysis	June 9, 2025
Number of Viewers (Views)	12
Number of Likes	883
Comments	21
Save	25
Shared (Share/Copy Link)	13
Total Watch Time	252 minutes 91 seconds
Average Watch Time	3.7 seconds
Percentage of Views To End	0,32%
Additional Followers	8 accounts

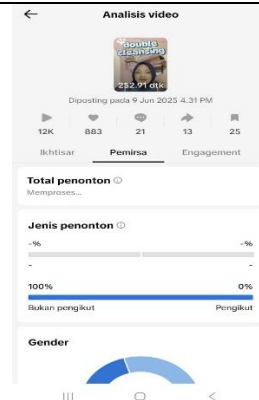


Figure 1. Screenshot from the researcher's TikTok account on June 9, 2025.

Source : Screenshot from the researcher's TikTok account dated June 9, 2025, 2025.

From the results of the analysis, the video obtained a fairly high reach, with 12,000 views in just a few days. The high number of likes (883) as well as other interaction data such as saves and shares indicate that videos have significant appeal and are considered useful by users. However, the relatively low average watch time (3.7 seconds) and low percentage of watch to the end (0.32%) indicate that there are challenges in maintaining viewer attention or retention rate. This can be caused by the video being four minutes long, exceeding the ideal duration of viral content on TikTok (usually 15–60 seconds). However, this approach is still important because the content is educational in nature, not instant entertainment.

Characteristics of Audiens

Based on TikTok analytics data, educational videos about double cleansing have managed to reach the target audience. The majority of the audience is female (56%), followed by men (41%), and 3% identify outside of the binary category. In terms of age, the largest audiences come from the 18–24 (41%) and 25–34 (34) age groups, reflecting the dominance of Generation Z and early millennials as active TikTok users. These results show that the delivery mechanism through TikTok is technically effective and on target. Relaxed delivery methods, contemporary graphics, and trending music content make the material relevant and engaging to young audiences. This shows that digital learning content can be created in an engaging way and in line with the evolving digital culture. User engagement is a key indicator in assessing the success of message delivery through digital media.

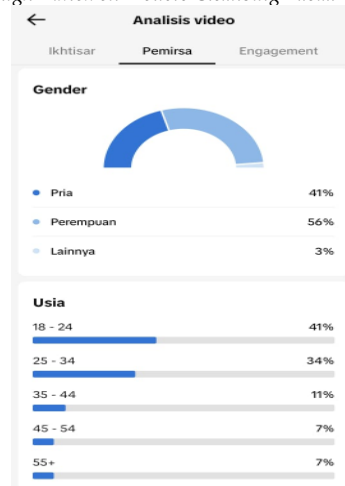


Figure 2. TikTok Video Viewer Gender and Age Distribution Chart

Source : Screenshot from the researcher's TikTok account dated June 9, 2025, 2025.

Engagement Analysis

According to analytical statistics, the video tutorial on double cleansing has 12,000 views, 883 likes, 21 comments, 13 shares, and 25 saves. A high level of storage and sharing indicates that the content is rich, relevant, and worth sharing or saving for future reference. Comments also show active interaction between producers and audiences, with content serving as a discussion forum. Although the videos are four minutes longer than TikTok's standards, the high engagement rate suggests that educational content presented with structured narratives, compelling visuals, and engaging messages has the potential to captivate audiences. This shows that educational materials developed with a creative approach can compete with entertainment-based content and successfully raise user awareness of the importance of a good skincare routine. The fact that user demographic data and user engagement rates are combined is a testament to the success of delivering and accepting this educational video content among the target audience.

Discussion

The learning media developed in this study is in the form of an Educational Video Tutorial on Double Cleansing Facial Care which is intended for TikTok social media users, especially those aged 18–25 years (Gen Z). These videos are designed to be informative yet still visually and emotionally appealing, adapting to TikTok users' algorithms and preferences. Based on the results of the feasibility test, 95% of the feasibility test was conducted by media experts in the "very feasible" category and 94% according to material experts in the "very feasible" category. This shows that the video developed has met the standards as a learning medium in the context of digital learning.

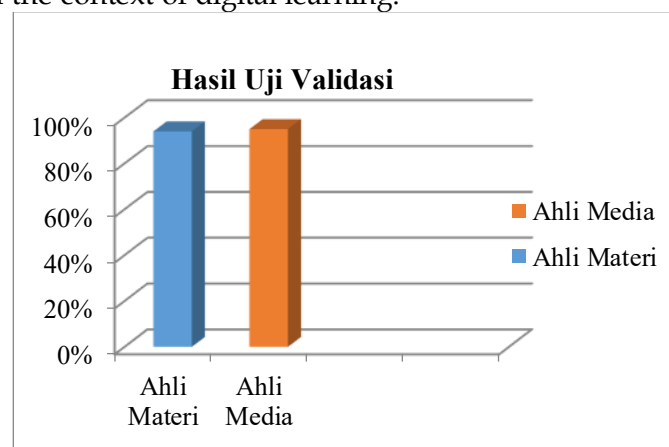


Figure 3. Educational Video Validation Test Results

Source : Results Data processed by researchers, 2025

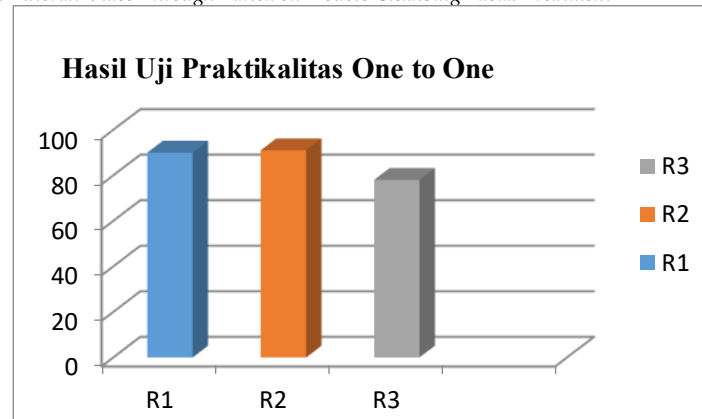


Figure 4. Results of a one-to-one practical test

Source : Results of validation and practicality data processing by researchers, 2025

Furthermore, based on the results of the practicality test, it was carried out on active TikTok users in a one-to-one test of 83.3% with the category of "very practical". The results show that users find these videos easy to understand, engaging, and provide new and useful information. This high practicality indicates that educational videos are not only theoretically feasible, but also effective when used by actual users.

Performance analysis on TikTok through the Analytics feature provides a quantitative picture of user responses to published content. Although the average watch time is low due to the long video duration for TikTok's size, other indicators such as the number of views, likes, saves, and comments show that this video has high appeal and share value.

CONCLUSION

The study successfully developed an educational video about double cleansing through TikTok using the ADDIE model, which is specifically designed for users aged 18–25 years. The validation results showed that the video was very feasible according to subject matter experts (94%) and media experts (95%), and very practical according to users (83.33%). The video received a positive response on TikTok with 12,000 views, 883 likes, and a female primary audience aged 18–24. This shows that TikTok is effective as a medium to present educational content to the younger generation

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