Digital Literacy on Beauty Information: A Case Study on Autobase Twitter @ohmybeautybank

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Abstract

This research aims to determine digital literacy among followers of the @ohmybeautybank account regarding beauty information. This research is a case study research with a qualitative approach. The selection of informants was carried out using a purposive sampling technique. Data was collected by interviewing informants who were followers of the @ohmybeautybank account with eight informants. The study results show that the digital literacy of followers of the @ohmybeautybank account tends to refer to the digital literacy of Paul Gilster and Japelidi. Four of the eight informants tended to Paul Gilster's digital literacy, and four others to Japelidi's digital literacy. In Paul Gilster's digital literacy, four informants carried out all literacy activities, namely searching the internet, guiding hypertext directions, evaluating information content, and compiling knowledge. Meanwhile, in Japelidi literacy, nine digital literacy activities, namely accessing, selecting, understanding, analyzing, verifying, evaluating, distributing, producing, and participating, were carried out by four other informants. One Japelidi digital literacy activity not carried out by the informant's involved collaboration. The results of this study indicate that the level of digital literacy among social media users about beauty information needs to be improved. This is important to help them understand, evaluate, and use information critically, especially considering the large amount of information circulating on social media.

Keywords: digital literacy, social media, Twitter, @ohmybeautybank, Beauty information.

1. Introduction

Social media plays an important role in human life. With social media, someone can communicate and interact with others and get information quickly (Sawyer, 2011). Various information circulates on social media, including information about beauty @ohmybeautybank, based on Twitter, is where people can interact and search for beauty information. The @ohmybeautybank account is an auto-base account on Twitter that focuses on beauty care, cosmetics, and personal care. It includes skincare, makeup, body care, nail care, fashion, perfumery, healthcare, and lifestyle products. This account joined Twitter in May 2018, and as of March 2023, the @ohmybeautybank account had 1,405,160 followers and 1,667,228 posts (Accessed on March 29, 2023). The @ohmybeautybank account regularly updates its tweet page with the latest beauty information, including experiences and reviews from para its users. This account aims to provide audiences a place to exchange and share information about beauty.

Based on the Table 1 data, it can be seen that the Twitter auto base account @ohmybeautybank has the highest number of followers and number of tweets comparedto other beauty autobase accounts.It shows that the @ohmybeautybank account attracts more attention and

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is chosen by many audiences to fulfill their beauty information needs. Apart from that, @ohmybeautybank followers are very active in sending comments and responding to various tweets containing questions, reviews, and recommendations regarding beauty products to increase their knowledge and need for the latest information about beauty.

Table 1. Beauty Autobase on Twitter

No	Account name	Number of Followers	Number of Posts
1	@ohmybeautybank	1,405,161 followers	1,667,228 Tweets
2	@beauthingy	196,068 followers	449,571 Tweets
3	@womanfeeds_id	193,235 followers	378,744 Tweets
4	@itsbeautyfess	29,683 followers	54,295 Tweets

Source: Beauty Autobase on Twitter

This research raises digital literacy as an object of study to explore more deeply the digital literacy possessed byfollowers @ohmybeautybank account, which is the subject of this research. Based on a pre-survey conducted with followers of the @ohmybeautybank account via Google form, it was found that they had difficulty distinguishing between correct and trustworthy information. Apart from that, the large amount of beauty product promotional content not for personal use makes followers of the @ohmybeautybank account feel doubtful about the information available, whether the content creator uses the product or is content taken from other people and exaggerated. Therefore, good digital literacy is needed to understand and select information that suits your needs. Moreover, suppose you want to consume beauty products. In that case, good literacy is required to minimize product use errors, which can negatively affect skin health, and to achieve the effectiveness and efficiency of the products used (Ekaputri et al., 2020).

Quoting from the Yellow Ribbon website, A video has circulated stating that the chemicals in sunscreen can cause cancer. It has given rise to debate among social media users, including doctors, beauty observers, and the public. The chemical that is said to cause cancer is oxybenzone (Pita Kuning, 2022).

However,the statement in the video is not true. According to the FDA (Food and Drug Administration – United States Food and Drug Administration), the oxybenzone content in sunscreen is considered safe to use. The FDA has approved using oxybenzone in sunscreen since 1978 (Mirsky et al., 2018). Currently, no significant evidence suggests that sunscreen chemicals can cause cancer. As long as the sunscreen product is listed in BPOM and has a distribution permit, the product is safe to use (Pita Kuning, 2022). Using sunscreen can reduce the risk of skin cancer and pre-cancer. Sunscreen can also help prevent premature aging, such as age spots and wrinkles (Richard, 2022).

Based on the statement above, research on digital beauty literacy is important, considering that many people, especially women, look for information online, one of which is through social media. Everyone needs to instill digital literacy within themselves to achieve the truth of information. With digital literacy, people can avoid false information or hoaxes (Sabrina, 2019). Various details on beauty circulate online. According to the 2019 Zap Beauty Index market research, before buying beauty products, 73.2 % of women first look for information online in the form of product reviews or reviews (ZAP…, 2019).

One of the digital platforms used to search for information is social media. Apart from being a place to interact, social media can now be used to get information about beauty (Hassan et al., 2021). This phenomenon becomes interesting when social media is used to obtain beauty information for its users. Moreover, beauty is a complex thing to discuss, not just about using a product to beautify and care for oneself but also regarding health, scientific, social, and economic aspects (Ekaputri et al., 2020).

Beauty products must be followed by adequate information to make their use more effective and reduce the negative impact of incorrect product use. There are various risks from using beauty products, such as poor product content, incompatibility with the skin, product authenticity, permission from BPOM, and halal certification from MUI (Ekaputri et al., 2020). With good digital literacy, a person will be more critical when reading product information, product reviews, halal, and product validity to make wise decisions about purchasing and using beauty products (Handriana et al., 2020).

Digital literacy is an important ability for everyone to have. Moreover, now more information dissemination occurs in digital media (Andriushchenko et al., 2020). According to Paul Gilster, digital literacy is the ability to understand and use information in various forms and sources accessed via computer devices (Nasrullah et al., 2017). Digital literacy has many benefits for individuals. With digital literacy, a person will have a creative and critical mindset and outlook, not easily influenced by provocative issues, and become a victim of false information (hoaxes) (Nasrullah et al., 2017).

Research on digital beauty literacy was carried out in 2022 by Amanda Lestari. This research aims to determine the literacy of female beauty information content among Instagram Female Daily followers. The research results revealed that the informants understood digital literacy well and utilized digital media effectively. This research also explains the core competencies of digital literacy and the form of messages on the Female Daily Instagram account (Lestari, 2022).

Other research was conducted by Sarah Derma Ekaputri, Cut Meutia Karolina, and Nisa N. Abdullah in 2020. This research aims to determine beauty information literacy among Female Daily Network users. The research results explain that beauty information literacy among users is in the high category, with a value of 75.95 %. Users can organize, search, manage, and use the information they get effectively and efficiently (Ekaputri et al., 2020).

This research complements previous studies. It is important to do because many people, especially women, are looking for information online. Then how is digital literacy regarding beauty information for followers of the @ohmybeautybank account? Therefore, this research aims to determine the digital literacy of Twitter followers @ohmybeautybank regarding beauty information.

2. Materials and methods
a.   *Digital Literacy*
Paul Gilster first introduced the concept of digital literacy in his "Digital Literacy" book in 1997. Gilster explained that digital literacy is the ability to understand and utilize information from various sources accessed via computer devices (Nasrullah et al., 2017).

Paul Gilster divides digital literacy skills into four competencies that a person needs to have (Gilster, 1997):

1)   Searching on the Internet (Internet Searching) is the ability to search on the internet using a search engine (search engine) and carry out various activities. This competency includes searching the internet using a search engine and carrying out multiple activities.

2)   Guide the Direction of Hypertext (Hypertextual Navigation). These competencies areunderstanding hypertext and hyperlinks and how they work, understanding the difference between reading a textbook and browsing on the internet, understanding how the web works, including bandwidth, HTTP, HTML, and URL, and understanding the characteristics of web pages.

3)   Information Content Evaluation (Content Evaluation), is the ability to evaluate information by thinking critically. Information evaluation competencies include understanding the appearance of the website visited, tracing the source and author of information further, evaluating web addresses by understanding the various forms of domains for each institution or a particular country, the ability to analyze web pages, and understanding general questions in discussion groups.

4)   Preparation of Knowledge (Knowledge Assembly)organizes previously obtained information by collecting and evaluating facts and opinions without prejudice. This competency consists of several components, namely, the ability to search for information via the internet, the ability to receive notifications of the latest news by joining and subscribing to news in newsgroups, mailing lists, or other discussion groups that discuss certain topics according to needs or problems, the ability to verify information obtained in internet with real-world sources.

Meanwhile, the Digital Literacy Activist Network (Japelidi) formulated ten digital literacies as a framework for developing guidelines for writing the Japelidi digital literacy series in 2018 (Monggillo et al., 2021):

1)   Accessing, is competence to obtain information using digital media.

2)   Selecting, is competence in choosing and sorting information obtained from various sources and considered useful for users.

3)   Understanding, is competence in understanding previously selected information.

4)   Analyze, is analyze information by looking at the advantages and disadvantages of information.

5)   Verifying, is cross-confirming with similar information.

6) Evaluate, competency to consider risks before disseminating information.

7) Distributing, is competence to disseminate information by considering who will access the information.

8) Producing, is competence in compiling new information that is clear, accurate, and pays attention to ethics.

9) Participation, is competence plays an active role in sharing good and ethical information through social media and other online communication activities.

10) Collaboration, is competence to take the initiative and disseminate accurate, honest, and ethical information by collaborating with other stakeholders.

b.   Information

In everyday terms, information is anything someone communicates through spoken language, newspapers, videos, etc. Information can be defined as data that is given context and meaning (Long et al., 2016).

According to LawNumber14Year2008aboutOpenness of Public Information, states that information is information,statement, o r   idea,as well assignsThat contain values, meanings, data, and facts along with explanations that can be seen, heard, and read which are presented in various packages and forms by developments in information and communication technology both electronic and non-electronic(Ministry of Communication and Information, 2008). Based on the definitions above, information can be defined as a statement, idea, orinformation containing data, values, and facts processed in various forms that can be used in decision-making.

Information circulating has various types, forms, and levels. When informationcan help readers, then the information is considered useful. Sutanta stated that there are five benefits of information, namely increasing knowledge, reducing uncertainty in information users, reducing the risk of failure, reducing unnecessary diversity so that it will produce more focused decisions, and providing rules, measures, standards, and decisions to determine achievements and targets. as well as goals (Rusdiana, Irfan, 2014). Thus, information will help someone make decisions to achieve goals and objectivesthat have been more definedand well-basedinformation obtained.

c.   Beauty

Beauty has a very close relationship with women, and womenbecome a dreamfor everyoneWoman.WithThis method, every woman expects herself to be beautiful. A beautiful face is important for every woman because it can increase self-confidence. However, beauty is not always associated with physique but alsowithin oneself (innerbeauty).Even though it cannot be avoided, beauty is always associated with a woman's physique (Satria, Junaedi, 2022).

In the DictionaryBigLanguageIndonesia,Beautifulisan adjective meaning beautiful, beautiful, beautiful, which refers to a woman's face. Beautiful can also be interpreted as something beautiful. According to Synnott, beauty is happiness, truth, goodness, and positive characteristics, so beauty is not always seen from the face or physical; it is also seen through the nature and character of women (Saputra et al., 2018) . In contrast to Synnott, according to Kasiyan (2008), women are said to be beautiful not only based on the beauty of their faces but also with white, smooth, and tight skin, as well as a body shape that emphasizes the shape of the body, such as the chest and hips and everything related to the organs female body(Syahrania et al., 2022). In this case, Kasiyan sees beauty as being described by a person's physical form and ignoring inner beauty.

d.   Beauty Information

Information is information, statements, or ideas containing data, values, and facts that are processed in various forms that can be used for decision-making. Meanwhile, beauty comes from the word pretty, an adjective that means beautiful, beautiful, and beautiful, which refers to the face or can be interpreted as something beautiful. Beauty information is various information, statements, and ideas about beauty. In this case, what is meant is how to make someone look lovely—for example, using beauty products such as makeup, skincare, etc. Beauty information can be in the form of beauty and fashion tips, product quality, price of a beauty product, benefits of beauty products, how to use beauty products, and so on.

This research is a type of case study research with a qualitative approach. Qualitative research aims to understand phenomena in a social context naturally by prioritizing the communication interaction process between the researcher and the phenomenon being studied (Herdiansyah, 2019). Case study research is a study that explores a problem in detail by collecting in-depth data and including various sources of information. This research uses a case study type of research to understand in depth the digital literacy carried out by followers of the

@ohmybeautybank account. In addition, a qualitative approach was chosen to explain and compare different aspects of the digital literacy of Twitter followers @ohmybeautybank regarding beauty information on the internet.

The selection of informants in this research used a purposive sampling technique, namely a sampling technique for data sources with certain considerations. In this research, informants were selected based on the criteria: Active followers of the @ohmybeautybank account, aged 18-25 years, willing to be interviewed, and actively looking for beauty information for at least the last three months (March until May 2023). Based on these criteria, eight informants who were followers of the @ohmybeautybank account were obtained.

The data collection techniques used in this research were in-depth interviews and a literature review of literature such as books, articles, the internet, and other relevant information that supported the research. Data analysis was carried out using the qualitative research data analysis model by Miles and Huberman: data reduction, data presentation, and conclusion. In research, it is necessary to test the validity of the data, namely triangulation and source triangulation (Sugiyono, 2019).

3. Discussion

Digital literacy is understanding and using information in various forms and sources accessed via computer devices (Nasrullah et al., 2017). Everyone needs to have digital literacy to search for, select, use, and disseminate information that suits their needs and avoid false information or hoaxes. One of the pieces of information spread on digital media is beauty information. Various information is spread on the internet, starting from reviews of beauty products, recommendations for beauty products, and so on.

Based on the research results and findings, it can be seen that the digital literacy of the informants is in line with the digital literacy of Paul Gilster and Japelidi.

a. Paul Gilster

1) Search on the Internet

Information search activities on the internet for all informants were carried out using social media searches. However, three informants also used the help of the search engine, namely Google. Informants used various keywords, including beauty products, skin types, tips, reviews, and recommendations. Activities carried out by informants related to beauty information on the internet include reading beauty information and viewing photos and videos about explanations and comparisons of beauty products. One informant also stated that he follows beauty communities on social media. Based on these various explanations, the informants' information search was in line with the digital literacy competencies presented by Paul Gilster, namely searching on the internet. It is because the eight informants carried out searches on the internet using search engines and carried out various online activities (Gilster, 1997).

2) Guide Hypertext Directions

In this study, the eight informants understood how the link worked. They know that the link will take them to more specific information. In this case, the link will take them to a place to purchase beauty products. This place has a complete description and review of a beauty product.

The statement above is based on the hypertext guidelines expressed by Paul Gilster. Hypertext navigation is one of the abilities that users must have when searching for information on the internet. Hypertext can make it easier for users to understand information on the internet because users will be guided through hyperlink facilities in the information content. With links, readers will be taken to more specific information (Gilster, 1997).

It shows that digital literacy equipped with hyperlink facilities on the internet will make it easier for users to search and find information effectively and efficiently. Thus, users who can use and understand hypertext and hyperlinks well will find it easier to obtain the information they need (Ashari, Idris, 2019).

3) Information Content Evaluation

Two informants stated that they evaluated information by sorting the information and not completely swallowing the information they received. Meanwhile, the other six informants conducted an in-depth search for information regarding the product they would buy, including benefits, how to use it, ingredients suitable for their skin, product brand, and so on. Based on this explanation, it can be concluded that the evaluation of the information content of the eight informants is in line with digital literacy by Paul Gilster. Evaluation of information content is a person's ability to think critically and provide an assessment of the information obtained (Gilster, 1997).

It is proven by the critical thinking abilities of the eight informants who did not immediately accept the existing information at face value.However, they carried out further analysis and identification, looking for more information regarding the effects, how to use a product, and the suitability of a beauty product for their skin type(Sukwika, 2022). Information on the internet can help them think critically before buying beauty products they will consume later.

By reading a lot and studying existing information resources, a person can be more careful in evaluating information. They can also spot weaknesses or biases in the information. Critical thinking is very important for dealing with various problems in public and personal life (Cynthia, Sihotang, 2023). In this case, this refers to purchasing beauty products that suit your skin's needs.

4)   Knowledge Compilation

The final digital literacy proposed by Paul Gilster is the construction of knowledge. In compiling knowledge, informants search for information on the internet by utilizing Google and social media using keywords that suit their needs. Apart from that, informants held discussions with peers directly to disseminate information. By having discussions, there will be an exchange of information. Three informants carried out this stage. Meanwhile, apart from discussing directly, one of the other informants also conducted discussions through discussion forums on the internet. This statement is in line with Paul Gilster's digital literacy competency, namely the ability to search for information via the internet and join discussion groups (Gilster, 1997).

Based on the various explanations above, it can be concluded that four informants carried out all stages of Paul Gilster's digital literacy. Meanwhile, the other four informants did not use all of Paul Gilster's digital literacy.

b.   *Japelidi*
1)   Access

All informants accessed information using digital devices in the form of cellphones and laptops as well as digital media, namely Google and social media. Based on the results of the interviews, all informants used social media to obtain information. However, three informants also used Google to search for further details. This statement aligns with Japelidi's digital literacy, namely, access to the competency to obtain information using digital media (Monggilo et al., 2021). The use of digital media cannot be separated from the inherent ability of every person who actively uses the internet and cell phones to easily use and access various information available on digital media (Anggia et al., 2022).

2)   Selecting

Based on the results of the interviews, all informants selected and sorted the information they obtained from various sources. Information is selected in multiple ways, for example, by looking at responses from other readers, such as the number of people who view the information. Supportive comments, then selecting information by looking at several criteria such as who the author is when the information was posted, how many people gave it responses, and comparing several pieces of information, then choosing the one closest to your needs. Apart from that, informants also compare information from previously obtained information to see the advantages and disadvantages of product information and verify information with other people who have used the product.

The explanation above is by Japelidi's research indicators in information selection, namely selecting information according to needs, ignoring information that does not suit needs, and deleting information that is not appropriate (Kurnia, Wijayanto, 2020). In this case, informants determine various criteria for selecting information and compare the information they get.

3)   Understand

Based on the results of the interviews, the five informants understood the information they received. They know information related to how to use beauty products, product benefits, product composition, and ingredients that need to be avoided and used. Other informants understand information in terms of presentation because information on social media is usually presented in short, written form to be easily understood. Meanwhile, one informant stated that he did not understand beauty information because several terms were difficult to understand.

Understanding information is part of digital literacy. Understanding information leads to interpreting messages in various forms, whether written, photos, or videos, understanding the symbols used, and responding to them in digital media (Rianto, Sukmawati, 2021). In this case, the informant understands various information found on the internet in written form, even though some terms are difficult to understand.

4) Analyze

Based on the interview results, the informant carried out an analysis by looking at the advantages and disadvantages of information about the product to be searched for and by looking at the positive responses or comments from the information. If the information has many negative reactions, it will not be searched further. Good analytical skills will make readers safer when looking for information in digital media because readers will be accustomed to distinguishing between quality information and information that is better ignored (Amihardja et al., 2022).

5) Verifying

Based on interviews with informants, one of the informants carried out verification by checking information with other people, whether they were relatives or influencers. Meanwhile, two other informants verified by comparing similar pieces of information. This statement is in line with Japelidi's digital literacy, namely verifying. Verifying means cross-confirming with similar information (Monggillo et al., 2021). Verification can be done by comparing the information received and the information available in trusted news media and determining reliable sources of information. Verification will eliminate doubts about information (Amihardja et al., 2022).

6) Evaluate

Based on the interview results, the informant evaluated by selecting review information with the same skin type, not swallowing the information at face value but needing to identify further and compare the information. Assessing this information includes analysis and selection and interpreting and evaluating the relationship of the information found to the problem at hand. In considering information, grouping and organizing the information found is done to determine which information is the best and most accurate. Evaluation activities are carried out to find appropriate information that can truly be used as a problem solver and is relevant to users' information needs (Ayuni et al., 2022).

7) Distribute

Based on the interview results, an informant disseminates his information by sharing his experiences about a product and providing comments. Meanwhile, the other informants, namely three other informants, spread information by posting beauty information on their social media accounts through text, photos, and videos. The above statement is based on Japelidi's research indicators. Distribution is divided into three, namely disseminating information according to the target message, adapting the message to the media application, and disseminating information according to the nature of the message (Kurnia, Wijayanto, 2020). It means that the informant disseminates information to his followers on social media (message target), adapts the message by creating content according to social media regulations, and disseminates information according to the nature of the message.

8) Produce

Producing means compiling new information that is clear, accurate, and pays attention to ethics (Monggillo et al., 2021). Based on the data and findings, it was found that three informants created beauty information content on social media. One informant stated that he posted information in text on his personal Twitter account. Meanwhile, two other informants created beauty information content in the form of photos and product review videos on their individual Instagram accounts. The statement of data and findings follows activities in the production process, including creating messages in written form on digital media, creating messages in the form of photos/images on digital media, and creating videos on digital media (Amihardja et al., 2022).

9) Participate

Participating means sharing good and ethical information via social media (Monggillo et al., 2021). In this case, it was found that four informants actively participated in sharing beauty information via social media. In this case, the informant actively provides information and advice on social media by sharing experiences and creating content on social media (Monggilo et al., 2021).

10) Collaborate

Based on the results of the interviews, there were no informants who collaborated with stakeholders to disseminate information. Information they only share privately. Meanwhile, in Japelidi digital literacy, collaborating means collaborating with stakeholders in disseminating information (Monggillo et al., 2021).

Based on the Japelidi digital literacy above, it can be concluded that of the eight informants, only four people tended to Japelidi digital literacy even though not all stages of literacy were followed. Of all the stages, the four informants did not follow the collaboration stage.

4. Conclusion

Based on the research results and discussion in the research entitled "Digital Literacy Regarding Beauty Information", it can be concluded that the informant's digital literacy tends to be Paul Gilster's and Japelidi's digital literacy. Four of the eight informants tended to Paul Gilster's digital literacy. Meanwhile, four other people tended to Japelidi digital literacy even though not all literacy activities were carried out.

On Paul Gilster's digital literacy, All of Paul Gilster's digital literacy activities were carried out by the four informants, namely searching on the internet using social media and Google, guiding hypertextual directions where informants understand how links work, evaluating information content, namely by thinking critically to select and evaluate information and organize it – knowledge by having discussions with peers.

Meanwhile, four other people tend towards digital literacy in Japelidi, although not all of their activities are carried out. The activities carried out by informants are accessing, selecting, understanding, analyzing, verifying, evaluating, distributing, producing, and participating – meanwhile, the activity they did not do in Japelidi's digital literacy activities involved collaboration.

The advice is that there is much beauty information on the internet. Therefore, internet users must be more careful in selecting and using information to avoid false information or hoaxes and to minimize errors in the use of products to be consumed. Then, for further research, it is hoped that we will dig deeper into digital literacy in other digital media. Because information on digital media will continue to develop, everyone's digital literacy will also be affected.

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