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# Role of Digital Literacy: Information Processing Of Skincare On Twitter Beauty Bases

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**ABSTRACT**

*This study was motivated by cases of skin damage resulting from a lack of digital literacy in selecting skincare information on social media. Data from BPOM RI also stated that 23% of cosmetic advertisements in Indonesia do not meet the requirements, and 77% of them originate from social media. Twitter serves as a social media platform that functions as a discussion space and can even encourage beauty trends through beauty bases. However, there are many affiliates and buzzers. The purpose of this study is to examine the digital literacy of skincare users in processing information obtained through beauty bases on Twitter. This study uses a qualitative method with a phenomenological approach. The informants of this study were nine individuals, namely skincare users who had experienced skin damage due to insufficient digital literacy in processing skincare information obtained from beauty bases on Twitter. Research data were collected through in-depth interviews and analyzed using NVIVO 12 software. The results of this study indicate that, at the stage of receiving the stimulus, users do not immediately trust the information they encounter; instead, users check the validity of the available information. In the Acquisition phase, users have become aware of the prevalence of buzzers and promotional content. Furthermore, in the storage phase, users are only able to remember some information, so they choose to store information using the bookmark feature. During the retrieval process, the autobiographical memory system makes users more self-aware, specifically regarding the existence of memory limitations, thus necessitating external assistance.*

**KEYWORDS** *Information, Literacy, Twitter, Skin care, Users.*



## INTRODUCTION

The use of social media has created a major change in the way people access and share information, including when it comes to beauty care and skincare. Social media, especially Twitter, offers a space for the community to exchange views, provide recommendations, and even encourage viral beauty trends. The phenomenon of "beauty base" on Twitter, where users can share skincare product reviews anonymously, is increasingly loved in Indonesia, which is one of the countries with the largest Twitter users, reaching 25.25 million users (Annur, 2023). However, this freedom also carries the risk of misinformation, especially when the information presented does not have an adequate

scientific basis and is often influenced by commercial interests such as promotions from buzzers or affiliates (Henriques & Patnaik, 2020).

The main problem that arises from the rise of information on beauty base accounts is the number of users who choose the wrong skincare products due to the lack of digital literacy skills in verifying the accuracy of the information received. Based on a BPOM RI report, around 23% of cosmetic product advertisements in Indonesia do not meet the requirements, and 77% of these advertisements come from social media (Kautsar, 2023). Sangaji (2022) dan Nita (2021) stated that this phenomenon does not only show the dependence of the public, especially Twitter social media users in Indonesia for beauty information, one of which is through base accounts, or *menfess*. Alamer et al. (2023) and Wardah et al. (2019) revealed that there is a high risk for users to experience product purchase mistakes that can damage the health of their skin. This underscores the importance of digital literacy, especially in the ability to assess and verify information before making decisions.

The phenomenon of menfess (*Mention Confess)* is used by Twitter users anonymously (Syafitri et al., 2020). Starting from roleplays and Kpopers on Twitter who are now used to send messages anonymously on the base (Zarawaki, 2024). The individual who sends messages on the base is known as a sender, and the owner of the autobase account known as the base admin plays an important role in users of the Twitter Platform who have few followers but want to share information, or get advice, or something else that requires a public role (Riauan & Salsabila, 2022). The base on social media Twitter is a platform that is quite prone to misinformation because the public cannot find out who the sender of *the menfess* on the base is. Answers or comments from the base are also opinions that are not guaranteed to be true, so autobase users are advised to check the information obtained first before believing and disseminating the information (Sindonews, 2021).

In the beauty base account, there is a lot of information about product recommendations from par *affiliates* who are someone sent by the company to promote products with the aim of increasing sales, affiliates will get a commission if consumers make purchases through the link shared by the *affiliate*. Moreover. There is a buzzer on the beauty base account that is assigned to campaign for a product/service that wants to be marketed by creating a *word of mouth phenomenon* on social media (Pahlepi, 2023). With buzzers and affiliates on beauty base accounts, this makes information about product recommendations on the autobase less reliable in accuracy. In addition, the existence of buzzers and affiliates also causes a viral phenomenon of skincare products that causes people to become FOMO in purchasing skincare (Sari, 2024). Misinformation on Twitter about beauty has a significant prevalence and detrimental impact. One of them was experienced by a woman from Ciamis, West Java, who experienced severe acne on her face due to using viral beauty products promoted by influencers on social media (Bimantara, et al., 2022). In addition, a 13-year-old child experienced a skin infection that spread to her left eye due to trying skincare tips that she got from influencer recommendations on social media, namely by mixing retinol products with peeling products, which is actually not allowed (Azizah, 2024).

In the context of digital literacy, previous research has highlighted the importance of these competencies in helping individuals manage complex information in the digital

age. Knaus (2022) stated that digital literacy involves critical skills in selecting and evaluating credible information on social media. This literacy includes not only access to information, but also the ability to understand, analyze, and assess the credibility of information. SyahfIra et al. (2023) adding that low digital literacy can make users more susceptible to promotional information or hidden advertisements that can influence impulsive purchase decisions. Digital Literacy is an insight and expertise to utilize digital media, which consists of today's communication equipment, or the internet to search, evaluate, create information, and use it well, smartly, precisely, and of course must follow regulations and laws with the aim of establishing relationships and communicating well in real life (Suherdi, 2021).

Previous research by Prihartini & Damastuti (2022) and Mandjar & Sukendro (2022) shows that *electronic word of mouth* (e-WOM) on Twitter has a significant influence on the buying interest in skincare products. Moreover, Alamer et al. (2023) and Joshi et al. (2022), It also highlights the impact of beauty product promotion on social media, with the finding that users are less likely to do further verification before purchasing products recommended by influencers or *beauty base* accounts. However, it has not previously revealed how users process the information they receive on social media, especially when they experience purchase errors. Thus, although digital literacy and e-WOM have been widely discussed in previous studies, an in-depth study of how the information processing process occurs in users who mistakenly purchase skincare products on social media, especially Twitter, is still very limited.

Information Processing Theory by Gagne (1985) used in this research to provide a relevant framework in understanding how individuals receive, store, and use information in making decisions. This theory includes several main stages, namely *reception of stimulus*, *acquisition*, *storage*, and *retrieval*, each of which plays a role in shaping the individual's response to the information received. In the context of this study, Gagne's theory can be used to examine how users of Twitter's beauty base receive and process skincare information, as well as how digital literacy affects each stage of processing that information.

The relevance of the information processing theory in this study, for example, is that first, in the (1) *stage of reception of stimulus*, users receive various information from the beauty base account on Twitter, including reviews and promotions of skincare products. Social media users must have adequate digital literacy to filter out potentially misleading information, especially those coming from third parties such as buzzers or affiliates (Karimah & Fadillah, 2021). Second, stage (2) *acquisition*, users may feel compelled to follow the trend (FOMO) without verifying further information. Without strong digital literacy, users are easily swayed by promotions that are not entirely relevant or inaccurate, thus risking purchase errors (Sari, 2024). In stage (3) *information storage* allows the user to place information in long-term or short-term memory. On Twitter, users often use the bookmark feature to store important information, which allows them to re-access product reviews when needed (Gagne, 1985). Finally, stage (4) *retrieval* allows users to access stored information when they want to make a purchase decision. In the context of this study, users who have high digital literacy will be more likely to seek additional information to

ensure the accuracy of the reviews they receive on Twitter, thereby minimizing the risk of purchase errors.

This study aims to analyze the processing of information on beauty base users on Twitter who have experienced mistakes in purchasing skincare products. This study also examines the role of digital literacy in the information selection process on social media, with the aim of providing in-depth insight into the impact of digital literacy on the accuracy of purchasing decisions for skincare products among social media users. By using phenomenological studies, this research will contribute by providing an in-depth understanding of information processing in users and the role of digital literacy in the information selection process on social media.

## RESEARCH METHOD

This study uses a qualitative method with a phenomenological approach in line with research phenomena to get more in-depth research results, for example, how to process information on autobase @womanfeeds_id or @beautythingy accounts carried out by each follower reviewed through the experience of each individual, so that it can have a deep meaning in processing information about skincare. While the in-depth interview method Abdussamad (2021), used in this study according to the rules of qualitative research, especially the phenomenological approach.

The data collection method is carried out in a triangulation (combined) manner, data analysis is carried out inductively and the focus of qualitative research is not on generalization, but on meaning (Abdussamad, 2021). Data collection was carried out through interviews with 9 informants with criteria, including, (1) active followers *of base beauty* who follow the base Twitter accounts @ohmy_beautybank, @womanfeeds_id, and @beauthingy, (2) have experienced the mistake of purchasing skincare products from the recommendations obtained on *the base* to cause negative effects on the face. Meanwhile, the list of 9 Informants is as follows:

**Table 1 List of Informants**

| No | Name | Age | Domicile | Work | Tweet Accounts | Followers |
|---|---|---|---|---|---|---|
| 1. | Salma | 22 | Bandung | Student | @k**r**i* | @womanfeeds_id |
| 2. | Uji | 22 | Bandung | Student | @kotetsujang | @ohmy_beautybank |
| 3. | Alfina | 21 | South Jakarta | Junior Programmer | @alfina31321 | @womanfeeds_id |
| 4. | Fina | 22 | East Java | Teacher | @crffle | @beauthingy |
| 5. | Mey | 21 | Bandung | Student | @tue*** | @beauthingy |
| 6. | Ayi | 21 | South Kalimantan | Private employees | @airinnaa*** | @ohmy_beautybank |
| 7. | Irum | 21 | Bandung | Student | @yeonsieunmylov | @beauthingy |
| 8. | Pinky | 18 | East Java | Students | @yanke*** | @ohmy_beautybank |

| No | Name | Age | Domicile | Work | Tweet Accounts | Followers |
|---|---|---|---|---|---|---|
| 9. | Intan | 21 | East Java | Student | @254o3 | @womanfeeds_id |

Source: Prepared by the author, 2024

The data sources in this study were obtained, among others, primary data in the form of interviews with 9 existing informants. Interviews are conducted online through Google meet software to be able to reach informants whose positions are far from the researcher with the aim of producing meaningful data, not general results. Semi-structured interviews are conducted according to questions that have been prepared in advance or open-ended questions or questions that arise spontaneously. In addition, secondary data was obtained through observation to observe base users who have become aware and feel anxious about promotions or advertisements that buzzers and affiliates usually do on the beauty base on Twitter. Finally, the documentation method is carried out and produces data in the form of interview transcripts, interview recordings, photos from observations of beauty base users' concerns on Twitter regarding promotions in beauty product recommendations. Researchers also document sources in the form of storing supporting references such as books, journals, and articles.

Data analyst techniques are carried out using interactive data analysis. The stages of interactive model data analysis techniques include, (1) data collection from the results of interviews, observations, and documentation by re-examining the data obtained through observation and documentation, (2) data reduction is carried out through selection, editing, and alteration of rough data present from written records, (3) data presentation is carried out to provide an overview of a certain part or even the entire research activity, (4) Conclusions are drawn from the results of research processing, which emerges as new knowledge. In addition, data analysis techniques are carried out using Nvivo 12 software to help researchers to code the results of interviews with informants so that researchers can overcome challenges in qualitative research, namely validity and subjectivity.

## RESULT AND DISCUSSION

### Stimulus Reception

In analysis unit 1, the researcher obtained Coding references that showed the stimulus reception in skincare users in selecting information about skincare on the base on Twitter. The coding shows that users do not immediately trust the information obtained on the skincare base on Twitter or can be said to doubt the information obtained, which is 36%. Not far from that, researchers found another coding in the form of information that appears on its own on the timeline with a coding result of 28%. Furthermore, coding was found in the form of searching for information by 24%Finally, there was coding trusting the information obtained with a percentage of 12%.

**Table 2 Coding references of stimulus reception analysis units.**

| Codes | Number of coding references | |
|---|---|---|
| Nodes\\ Stimulus reception\ Dubious information | 9 | **36,00%** |
| Nodes\\ Stimulus reception \ \ Information appears in the timeline | 7 | **28,00%** |
| Nodes\\ Stimulus reception \ \ \ Conducting an information search | 6 | **24,00%** |
| Nodes\\ Stimulus reception \ \ Trust the information | 3 | **12,00%** |
| | 25 | 100,00% |

Source: Prepared by the author, 2024

Coding doubts the information present from 9 informants. Furthermore, the coding of the search for information that appears by itself on the timeline was found in 7 out of 9 informants, the difference was from informants 1 and 7. Coding conducted a search from 5 informants, the difference was found in informants 4,6,5,8. Finally, coding believes that information is present in 3 informants, namely informants 1, 2, and 5.

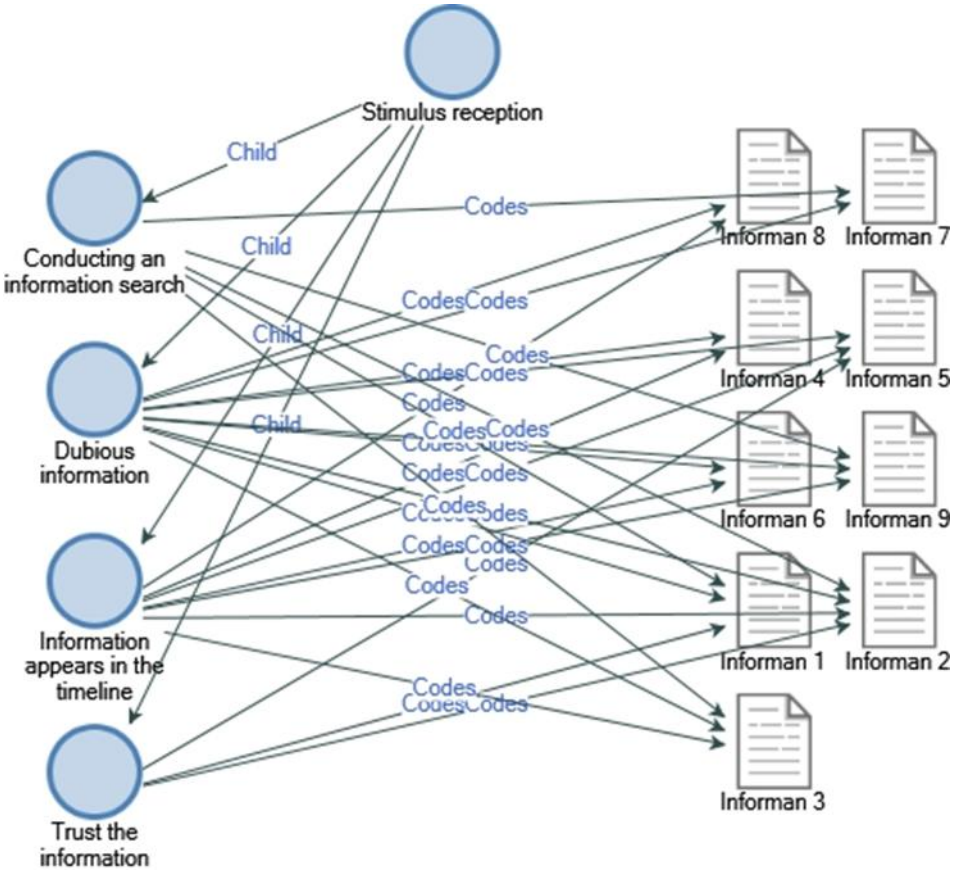


**Figure 2 Contribution of informants to the Stimulus reception analysis unit**

Source: Prepared by the author, 2024

The researcher continued the stages of research results through the most dominant coding, namely doubting information. This stage is shown in the word cloud image that the researcher presented to find out the words that most often appear in dubious coding in this study.


**Picture 3 World cloud for dubious information**
**Source: Prepared by the author, 2024.**

Based on the words that appear on the word cloud coding image that doubt the information, the word that appears most often is "cek" that meaning check.

The presence of social media makes it easier for people to get information about skincare, as well as research from Henriques & Patnaik (2021) which states that 72% of millennials buy beauty products based on the information they get through social media. However, the informants have now become digitally literate, especially in selecting information on social media, especially because they have experienced mistakes in purchasing skincare products which make them more careful, this can be seen from the results of the highest coding references which touched the number of 36% in the sub-chapter of the stimulus receipt is doubtful of information, meaning that the informant realizes that the information about skincare on the base on Twitter is not completely valid, One of them was done by Informant 4, namely "So initially I saw it from the keyword, at that time it looked like an advertising template, namely reviews from various parties immediately appeared at the same time, so I already knew it, and I didn't believe in reviews like that. I trust the comments of people who have already tried the product. I'm still skeptical about trying promotional products."

According to research from Ekaputri et al. (2020) which states that technological advances make it easier for users to access information about skincare, but this convenience can also backfire because the information obtained is not completely accurate and can cause losses for users, as happened to informant 3, namely "The public must be critical in analyzing the information obtained to avoid negative impacts due to mistakes in the consumption of beauty products." Informant 3 stated that he had experienced the wrong use of the product due to not checking the information he obtained. The acceptance of stimulus for informants is a sense of doubt about the validity of information. The doubts of the informants regarding information about skincare on the Twitter base also occur due to promotional elements, this is supported by the results of research from Hassan et al. (2021) which states that the audience can not trust influencers who promote a product too much, as done by Informant 5, namely "Oh, to find information related to skincare in the base, there are many affiliates who are promoting, so I do more checking, such as whether to ensure the correctness of the information conveyed, because even though in the skincare base, there are still marketing parties of a skincare brand who are wandering around, So I

realized that I shouldn't swallow information raw." Because informants are doubtful about the available information, they check the information before trusting the information, this is evidenced by the word cloud that is often encountered in the sub-chapter of stimulus acceptance, namely the word "check." As is the case with the journal owned by Joshi et al. (2022) that netizens should select information and ensure its accuracy before trusting and buying recommended beauty products on social media.

**Stage of acquisition**

In the analysis unit 2, the researcher obtained *Coding references* that show the Stage of acquisition regarding skincare on the base on Twitter. The coding shows that there are promotions whose percentage reaches 30%. Researchers also found that use depends on needs, which is 25%. In addition, the use is purely from the recommendation, namely with a percentage of 15%. The researcher also found that it was necessary to conduct research, namely the percentage was 15%. Furthermore, the last one found coding depending on the sender is 15%.

Table 2 Coding references unit of analysis Stage of acquisition

| Codes | Number of coding references | |
|---|---|---|
| Nodes\\Stage of acqusition\ There is a promotion | 6 | **30,00%** |
| Nodes\\Stage of acqusition\ Depends on skin needs | 5 | **25,00%** |
| Nodes\\Stage of acqusition\ Pure recomme ndation | 3 | **15,00%** |
| Nodes\\Stage of acqusition\ Need to be researched | 3 | **15,00%** |
| Nodes\\Stage of acqusition\ Depends on sender | 3 | **15,00%** |
| | 20 | 100,00% |

Source: Prepared by the author, 2024

Coding there is a promotion that appears from 6 informants, there are differences in informants 1,5, and 8. Coding depending on skin needs is present in 5 informants there are differences in informants 1, 5, 6, 8. In addition, pure coding recommendations appear on informants 2, 3, and 6. Furthermore, coding needs to be researched appears in informants 1, 2, and 5. Finally, sender-dependent coding appears on informants 1,5 and 6.

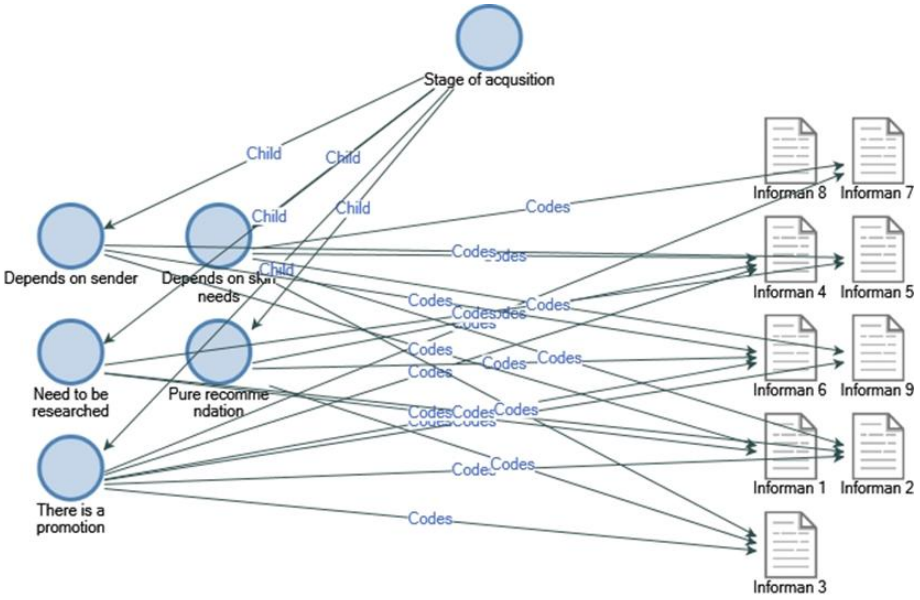


**Chart 4 Informant's contribution to the Stage of acquisition analysis unit**
Source: Prepared by the author, 2024


**Picture 5 World cloud for there is a promotion**
**Source: Prepared by the author, 2024**

The next stage is word cloud, at this stage the research is carried out on coding with the highest value, namely coding there is a promotion that touches the value of 30%. Researchers found that the words that often appear are *"buzzer"* and "promotion". This can be proven by the results of the interview as follows,

In the sub-chapter of the highest stage of acquisition coding references, there is a promotion that reaches a percentage of 30%. In this coding, it means that the informant is aware of the promotion on the skincare base on Twitter. Based on research from Prihartini & Damastuti (2022) This is usually done through E-WOM, namely by commenting or reviewing a product, as happened in the experience of Informant 3, namely, "Well, the way I make sure that the information is correct or not, I see from the netizens' replies. If netizens' replies are in line with praising the brand, it could be a buzzer, especially since we find many buzzers at the base. However, I also believe that there are still many netizens in the base who are honest, so I think it can be distinguished which ones are buzzers and which ones are not."

The informant also realized that the promotions on the skincare base on Twitter were carried out by buzzers, this can be seen from the results of the existing word cloud

that the words that most often appear are "promotion" and also *"buzzer"*. *Buzzers* themselves are used by brands to increase their sales because the existence of *buzzers* is considered as if the involvement of the audience who participate in supporting their products, besides that the existence of buzzers can also increase brand awareness due to the continuous messages it sends (Karimah & Fadillah, 2021). According to research from Winanti & Purwasito (2023) that there are many reviews of skincare products on Twitter that are carried out by buzzers, usually they make product review *threads* to look as if they are real recommendations without any promotion, like what Informant 7 believes who realizes that not all recommendations on the beauty base on Twitter are honest reviews. Informant 7 stated, "Honestly, I don't think everything is purely a recommendation. So there are indeed one or two posts that do have elements of covert promotion, or endorsements. So it does have to be seen one more time, or two more times to receive their posts."

According to research from Joshi et al. (2022) stated that the many promotions posted on social media can endanger consumers in making decisions when buying beauty products, especially if the information trusted is inaccurate. This has also been experienced by Informant 6 who has experienced the wrong purchase of products, even Informant 6 also feels that the promotion carried out is like an honest recommendation. Informant 6 said, "Maybe there are some such elements such as the incident of a mistake in me. However, from their reviews it seems to be valid, so the review is like an honest review." Storage. In the analysis unit 3, the researcher obtained Coding references that showed the storage analysis of skincare on the base on Twitter. The coding shows that the presentation is saved 38.46%. Not far away, researchers found another coding with long-term memory with a coding result of 26.92%. Furthermore, it was found that coding in the form of short-term memory was 23.08%. Finally, the presentation was remembered which was 11.54%.

**Table 3 Coding references storage analysis units**

| Codes | Number of coding references | |
|---|---|---|
| Nodes\\Storage\ Save | 10 | **38,46%** |
| Nodes\\Storage\ Long Term Memory | 7 | **26,92%** |
| Nodes\\Storage\ Short Term Memory | 6 | **23,08%** |
| Nodes\\Storage\ Remember | 3 | **11,54%** |
| | 26 | 100,00% |

Source: Prepared by the author, 2024

The saved coding appeared by the 9 informants. Second, long-term memory coding is present from the 7 informants, there are differences in informants 6, and 7. Short-term memory coding appeared by the 6 informants, the difference was present in informants 4, 8, and 9. Coding is remembered to arise from 3 informants, namely informants 1, 3, and 4.

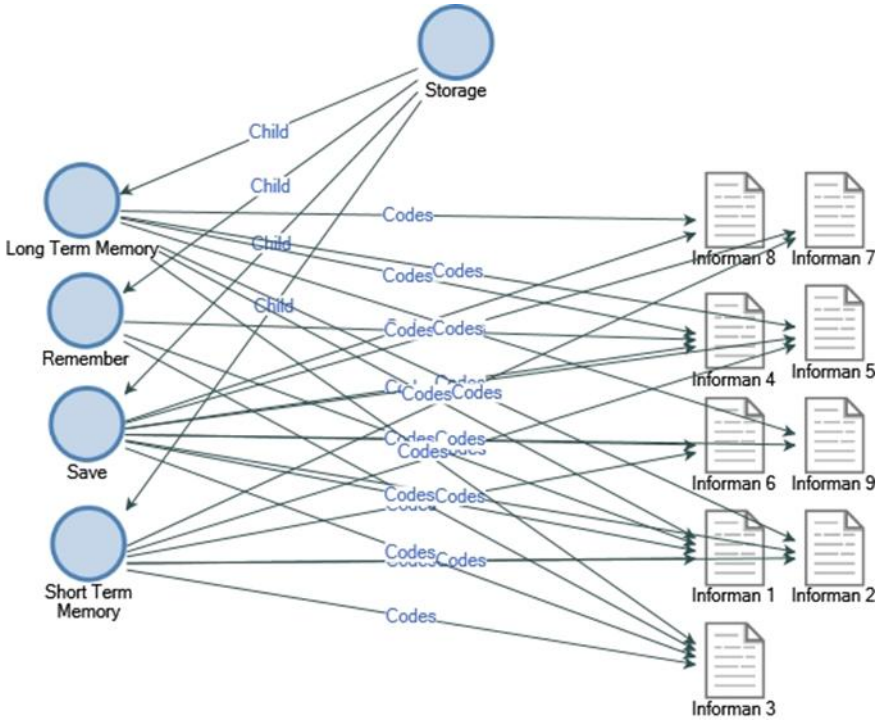


**Figure 6 Contribution of informants to the Storage analysis unit**
Source: Prepared by the author, 2024


**Figure 7 World cloud for save**
**Source: Prepared by the author, 2024**

The researcher found that the coding results in the storage analysis unit were 38.46%, the number fell on the coding of the stored information. Based on the word cloud coding is stored. The word that often appears is "bookmark". Bookmark itself is one of the features on Twitter to save selected posts so that they can be viewed again without the need to search for the name of the account that posted it.

According to Chomsky and Habermas as quoted in Knaus (2022) stated that media literacy is formed based on communicative competence which in the study is evidenced by the "storage" process carried out by the base users until it becomes the highest coding. By performing storage competencies in the form of using the bookmark feature, it means that users are active in organizing and storing relevant information for future use. With the use of the bookmark feature, it also emphasizes that users are ready to support the further processing of information or diwat, which is called retrieval.

In the storage analysis unit, it was found that the way informants store information related to skincare from the base that they consider important is by storing it. This is

reinforced by the presence of a word cloud "bookmark" in this unit of analysis. Boomark itself is one of the features on Twitter to save selected posts so that they can be viewed again without the need to search for the name of the account that posted them.

However, even though the informants kept the important information they got, it is possible that they also have long-term memories about skincare, as evidenced by the second highest coding references, namely long-term memories. Informants have long-term memories related to the skincare they use or that they keep, this happens because there is an effort to associate new information with existing knowledge or experience or commonly called reherical elaboration, which can lead to long-term memory. As happened to informant 1, namely, "Yes, like that, I used to like to wear sunscreen like that, like vit c and sunscreen." Elaboration plays a role in increasing the representation of memory of something by generating its meaning and connecting to a network of associations that already exist first. This has been proven to add episodic memory to a person (Craik & Tulving, 1975).

Users tend to remember information about the skincare they use, such as the presentation by Informant 2, "I sometimes forget, sometimes I remember, I tend to remember the ingredients that I really need, if I don't really need them I don't remember." The informant also said "Yes." when the researcher asked if the ingredients he needed were the materials he used or applied. This is referred to as Visual Long Term Memory (VLTM). The presentation was also supported by research from Tozios Caitlin J. I. & Fukuda (2024) which states that the more often a person has the opportunity to encode on information, this will strengthen their memory. Not only the LTM visual, it seems that event boundaries are also applied to this incident. Boundaries create a relative phase for subsequent memories, petrifying the association of elements to coherent memories of events (Bernhard et al., 2024). As informant 8 said, "Because for example what I have used is a personal experience, so I know what skincare is suitable for me and what is not suitable for me." The transition made by the user from reading information to experiencing first-hand in using the product creates a boundary that can help the brain to associate the 2 experiences.

**Retrieval**

In the analysis unit 4, the researcher obtained coding references which showed that the user did recognition with a percentage of 50%. Not far away, researchers found another coding in the form of recall with a coding result of 40%. Furthermore, the researcher found redintegrative coding of 10%.

**Table 4 Coding references retrieval analysis units**

| Codes | Number of coding references | |
|---|---|---|
| Nodes\\Retrieval\Recognition | 5 | **50,00%** |
| Nodes\\Retrieval\Recall | 4 | **40,00%** |
| Nodes\\Retrieval\Redintegrative | 1 | **10,00%** |
| | | 100,00% |

Source: Prepared by the Author, 2024.

Coding recognition is present by informants 1,2,3,6,7, Next, coding recall is present by 4 informants, the difference is found in informants 1,3,6,7, and 8. Finally, reintegrative coding is present in the 8th informant.

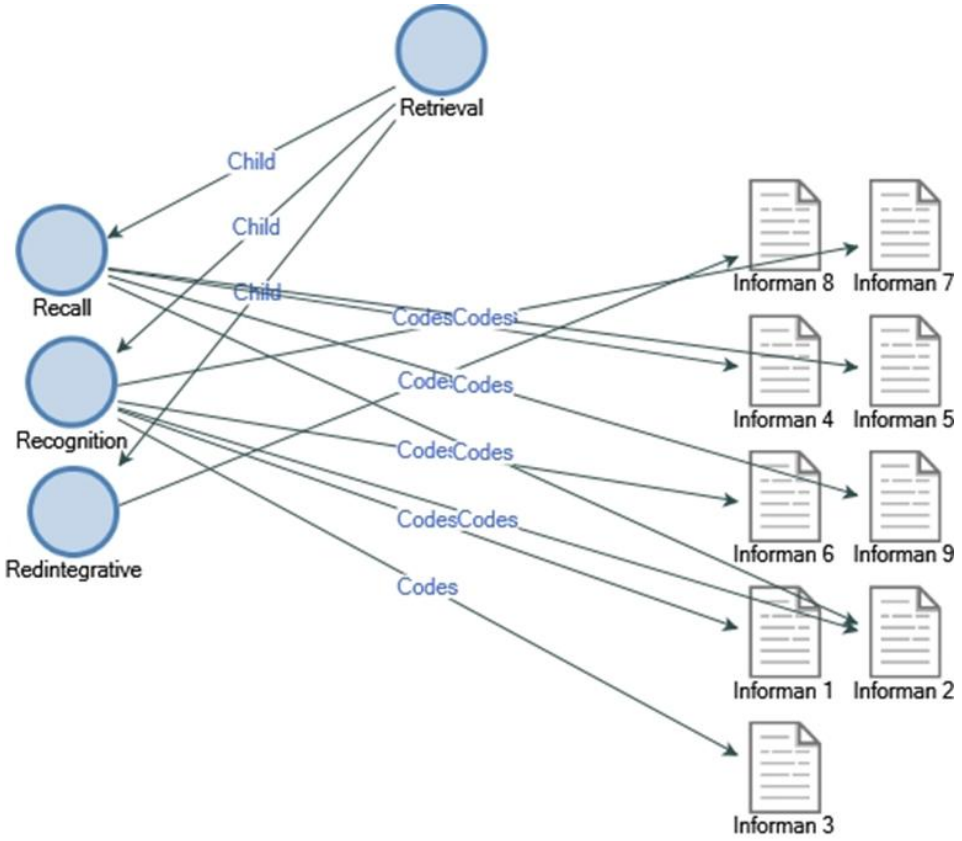


**Figure 7 Informant's contribution to the Retrieval analysis unit**
**Source: Prepared by the author, 2024**


**Figure 8 World cloud for recognition**
**Source: Prepared by the author, 2024**

In the retrieval analysis unit, the researcher found that at the word cloud stage, the word that often appears is "search".

Hilgard, (1975),states that there are 3 retrieval processes, namely:

1. Recall, which is the phase of remembering information that has existed without being faced with new information clues.
2. Recognition, which is the phase of remembering information that has existed and needs to be faced with new information clues.
3. Redintegrative, which is the phase of remembering and associating information into a concept.

Coding references in the retrieval analysis unit are recognition which reaches 50%. The informants tried to recall information about skincare that they had previously known from the base on Twitter by requiring external help, namely looking for clues in the form of re-finding information about related skincare to reconfirm or recognize the information. This means that base users on Twitter cannot immediately remember information about skincare without being confronted with information clues, and base users are also unable to remember information about skincare and connect it to discussions and build a more detailed understanding without information clues. Previous research is Ekaputri et al. (2020) has also been done on User-Generated Content (UGC) users, namely the Female Daily Network. The result of the study is that beauty information literacy among users is included in the high category with an average score of 75.95%.

Based on memory and knowledge of the self, informants are more likely to remember and choose products they use frequently in the future, which is an example of how autobiographical memory guides goal-oriented behavior.

Users experience an autobiography or experience of something personal and meaningful in human life. This autobiographical memory is the existence of an event to use skincare products that makes it easier for users to remember the products they use, as happened to informant 1, "I'm typical if the product I use a lot, I will definitely remember, but if I rarely use the product I will look for info about the product again such as in a tweet or search, so it is short-term." and informant 2 "I sometimes forget, sometimes I remember, I tend to remember the materials I really need, but if I don't need them too much, I can't remember them." This statement is supported by the findings of Conway & Pleydell-Pearce as quoted in Moscovitch et al. (2023) revealed that the autobiographical memory system obtains information and self-knowledge about oneself from these events and becomes a behavioral guideline aimed at goals based on self-knowledge. This experience makes the user aware of the self-knowledge that exists within him, which is an incomplete memory that the user remembers that he or she feels needs external help through recognition.

Meanwhile, information about skincare that is forgotten by users can be recalled with the efforts they make, namely through external assistance such as research by Nagel et al. (2024) states that success rates and failure rates in remembering can be a way to consider memory power and decision-making strategies. In the retrieval process, when the user's memory is incomplete, they look for clear information with external help such as through the beauty base on the Twitter platform, this is supported by the statement of informant 7, "Honestly, if it seems like I should also tell you the point, but for details, if they ask, I will definitely open the source again, be it a gallery or Twitter." This is also supported by research that states that reactivating memories contained in storage can shift memories from inaccessible conditions to accessible memories and make the recall of previously obtained information (Wang et al., 2023). As done by informant 3 "If I myself forget, like I once knew, but I forgot, it's like searching for a few." Forgotten memories do not mean that they are completely lost, they are simply inaccessible and require external help for them to be reactivated.

## CONCLUSION

Users in the stimulus reception phase do not immediately trust skincare information on Twitter, even from influencers, and actively check its validity, as indicated by frequent use of the term *cek* ("check"). During the acquisition phase, users recognize the prevalence of *buzzers* and *promosi* ("promotion") content, becoming skeptical of endorsement threads. In the storage phase, users often save information using the *bookmark* feature to avoid forgetting, relying on visual long-term memory and event boundaries for information about products they use. However, in the retrieval process, users depend on external aids to recognize information due to limitations in autobiographical memory, demonstrated by frequent searches rather than recall. This study highlights users' awareness of misinformation but also their memory constraints. A limitation is the exclusive focus on Twitter; future research should explore other social media platforms like TikTok and Instagram using quantitative methods to provide broader and numerically supported insights into digital literacy in skincare information processing.

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