Communication Style of @halodoc.id Content on the Tiktok Platform Regarding Hair Health Awareness

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Abstract

This research examines the communication style employed by @halodoc.id on the TikTok platform specifically regarding hair health education content. The study analyzes how this healthcare information provider adapts medical knowledge into accessible, engaging short-form videos while maintaining accuracy. Through content analysis of @halodoc.id's hair health-related videos, the research identifies key communication strategies including the use of visual demonstrations, simplified medical terminology, expert testimonials, and interactive elements that encourage viewer engagement. The findings suggest that @halodoc.id effectively balances educational substance with entertainment value, employing a conversational tone and culturally relevant examples to enhance audience comprehension and retention of hair health information. This approach has implications for health communication in digital spaces, demonstrating how medical content can be successfully adapted for social media platforms without compromising informational integrity.

Keywords: Communication Style, Hair Health, TikTok Platform

1. Introduction

The development of social media has opened up new opportunities for disseminating health information, including TikTok, which is now a very popular platform in Indonesia. Amidst a variety of entertainment content, @halodoc.id offers a unique approach to conveying health information, particularly about hair health, to users (Qhoirunnisa & Azizah, 2024).

Hair health is an important aspect of a person's holistic health that is often overlooked. Hair issues such as hair loss, dandruff, or oily hair can affect an individual's self-confidence and quality of life (Asiwaju, 2015). However, public understanding of hair health remains limited, and the information circulating is often not based on scientific evidence.

@halodoc.id, as a leading health platform in Indonesia, sees an opportunity to use TikTok as an effective tool for hair health education. By leveraging TikTok's signature short, visual, and interactive format, @halodoc.id aims to simplify complex hair health information into content that is easy to understand and engaging for diverse segments of the population. This aligns with Halodoc's use of TikTok as a health education medium.

This study aims to analyse the communication style used by @halodoc.id in conveying hair health information on the TikTok platform, as well as to identify effective strategies used to enhance the public's understanding of hair health.

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2. Literature Review

Research shows that effective health communication on social media requires a different approach from traditional media. Social media enables more interactive, personalised health communication that can reach a wider audience at a lower cost (Moorhead et al., 2013).

Platforms such as TikTok have unique characteristics that influence how health information is communicated. Short video formats encourage the delivery of information that is concise, succinct, and visually appealing (Tang et al., 2020). This presents its own challenges in communicating complex health information such as hair health.

Hair health is a complex topic that encompasses various aspects such as nutrition, care, medical conditions, and environmental factors. According to Trüeb et al. (2021), communication about hair health is often hindered by myths and misinformation that are widespread in society. Effective communication approaches for hair health topics include:

1. Explaining the structure and function of hair in a scientific yet easy-to-understand manner
2. Discussing hair care practices based on scientific evidence
3. Connecting hair issues to general health conditions
4. Correcting common myths and misconceptions

3. Methods

3.1. Research Approaches and Types

This study is a descriptive study with a qualitative content analysis approach. Krippendorff (2018) defines content analysis as 'a research technique for making replicable and valid inferences from texts (or other meaningful material) to the context of their use'. This method was chosen because it aligns with the research objective of analysing communication messages in digital content.

This study uses a qualitative approach with content analysis to analyse the communication style of @halodoc.id content on the TikTok platform regarding hair health awareness. The qualitative approach was chosen because this study aims to deeply understand how digital health communication strategies are applied in social media.

According to Creswell (2017), qualitative research is an approach to exploring and understanding the meanings that a number of individuals or groups of people attribute to social or human issues. This approach allows researchers to analyse the nuances of complex communication in digital health content.

3.2. Research Object

The object of this study is hair health-related content published by the TikTok account @halodoc.id between January 2024 and March 2025. During this period, there were 75 video contents specifically discussing hair health that became the research sample.

3.3. Research Subject

The subject of this study is the TikTok account @halodoc.id as a producer of digital health content, which is the digital representation of Halodoc's health services in Indonesia.

3.4. Data Collection Techniques

To answer research questions related to @halodoc.id's communication style in conveying hair health information on the TikTok platform, this study used several data collection techniques as follows:

3.4.1. Digital Observation

Researchers conducted digital observations of hair health content on the TikTok account @halodoc.id. The observation was conducted by:

a. Identifying all hair health-related content published during the research period.
b. Watching each video repeatedly to observe the verbal and non-verbal aspects of the content.
c. Recording the visual, audio, and textual characteristics of each piece of content.
d. Observing audience interaction patterns with the content through comments, likes, and shares.

3.4.2. Qualitative Content Analysis

Qualitative content analysis was conducted to identify and interpret themes, patterns, and meanings in the hair health content on @halodoc.id. The steps taken included:

a. Transcription of the verbal narrative of each video.
b. Open coding to identify units of meaning in the content.
c. Axial coding to categorise units of meaning into broader themes.
d. Selective coding to integrate themes into a comprehensive communication style concept.

The instrument used in digital observation is a structured observation sheet containing observation indicators such as:

a. Content format (educational, narrative, testimonial, etc.)
b. Language style used
c. Dominant visual elements
d. Duration and structure of information delivery
e. Use of music and sound effects
f. Presence of medical personnel or experts in the content

3.4.3. Visual Semiotics Analysis

To understand the visual meaning in hair health content, this study also uses visual semiotic analysis by identifying:

a. Visual signs (icons, indices, symbols) used in the content.
b. Signifiers and signifieds in the representation of hair health problems.
c. Denotative and connotative meanings of the visual elements used.
d. The relationship between visual elements and verbal narratives.

3.5. Data Analysis Techniques

Data analysis in this study used a thematic analysis approach with the following stages:

3.5.1. Data Preparation

a. Organise all observation data, transcriptions, interview results, and documentation.
b. Perform initial coding to identify units of analysis.

3.5.2. Coding and Categorisation

a. Perform open coding to identify patterns in the data.
b. Develop initial categories based on the coding.
c. Refine the categories through axial coding.

3.5.3. Theme Identification

a. Analyse the relationships between categories to identify the main themes.
b. Map themes in relation to health communication styles.

3.5.4. Interpretation and Conclusions

a. Interpret themes in the context of health communication theory and the characteristics of the TikTok platform.

b. Formulate the health communication style used by @halodoc.id.

c. Analyse the implications of this communication style on audience understanding.

3.6. Data Validity Techniques

To ensure data validity, this study used several techniques:

3.6.1. Data Source Triangulation

Comparing data from various sources (content observation, interviews, documentation) to obtain a comprehensive picture of the communication style of @halodoc.id.

3.6.2. Method Triangulation

Using multiple analysis methods (content analysis, visual semiotics, thematic analysis) to gain a deeper understanding.

3.6.3. Member Checking

Confirming research findings with informants (Halodoc content team) to ensure that the researcher's interpretation aligns with the content producers' intentions.

3.6.4. Peer Debriefing

Discussing findings and analyses with other researchers specialising in digital health communication to obtain alternative perspectives.

3.6.5. Thick Description

Providing detailed and contextual descriptions of the analysed content to enable the transferability of findings.

4. Results and Discussion

Research on the communication style of @halodoc.id content on TikTok in the context of hair health education shows that the communication style used is combinative and interactive, emphasising openness, expressiveness, and effective message reinforcement. Although previous research has primarily focused on Halodoc's communication style in facial skin health education, these findings can serve as a reference for understanding Halodoc's communication approach in the educational and informative topic of hair health. According to Fariza (2021), Halodoc's dramatic communication style emphasises affirmation, emphasis, and emotion in message delivery, supported by expressive non-verbal communication such as facial expressions and hand gestures. This makes the content feel alive and able to arouse the audience's interest and emotional engagement.

One of the main strengths of Halodoc's communication style on TikTok is its collaboration with the TikTok platform and direct audience engagement through the comment feature. Halodoc encourages two-way interaction, where users can ask questions about hair health and get answers directly from doctors through video replies. This approach not only increases engagement but also strengthens the audience's trust in the information provided because it comes from a reliable source. Halodoc's educational content on TikTok is presented in short videos lasting 15-60 seconds, which is perfectly suited to TikTok users who prefer quick and easy-to-digest information. These videos typically feature doctors or healthcare professionals from the Halodoc ecosystem, providing concise

explanations on hair health issues, such as how to treat dandruff, maintain scalp health, and dietary tips to support hair growth.

Norton and Miller (1975) theory, states that the dramatic style is a communication style that uses emotional expression and emphasis to attract attention and make the message more memorable. This style is effective in situations where the sender of the message wants to ensure that the audience not only understands the information cognitively, but also feels the urgency and importance of the message emotionally.

Based on Norton and Millers' Communication Style Measure (CSM) theory, Halodoc's communication style on TikTok contains six main styles, namely:

a. Open: Demonstrates openness in conveying information, inviting the audience to interact and ask questions.
b. Dramatic: Uses emphasis and emotional expression to attract the audience's attention.
c. Precise: Clear and structured delivery of information, making it easier for the audience to understand.
d. Relaxed: A casual style that makes the content feel more intimate and less rigid.
e. Attentive: Showing attention to the needs and questions of the audience.
f. Animated Expressive: Using expressive nonverbal communication such as facial expressions and gestures to reinforce the message.

In the context of hair health education, this dramatic style is very useful for explaining issues such as the causes of hair loss, the importance of proper care, and debunking common myths. With a straightforward and friendly style, Halodoc is able to encourage the audience to ask questions and engage in discussion, thereby significantly improving their understanding of hair health.

For example, short video content on TikTok featuring Halodoc doctors often uses a firm yet friendly tone of voice, accompanied by confident facial expressions and hand gestures that support the explanation. This approach aligns with the views of communication experts who note that dramatic communication can enhance audience engagement and information retention (Normann, 2024).

In addition to a dramatic style, Halodoc also combines other communication styles such as openness, precision, relaxation, attentiveness, and animated expressiveness to create holistic and effective communication in hair health education.

Through the #InfoKesehatan campaign, Halodoc and TikTok are working to combat hoaxes and misinformation that often circulate in society regarding hair health. The content presented is always based on medical facts and the latest research, so that it can educate the public correctly and reduce confusion caused by misinformation. This is important given the high level of hoaxes in the health sector, which can have a negative impact on people's hair care behaviour.

5. Conclusion

The communication strategy implemented by @halodoc.id has proven successful in simplifying complex medical information into content that is easy for the general public to understand. The use of simple language, familiar terminology, and step-by-step explanations on hair care has proven effective in improving public health literacy. This approach is particularly important given the significant health knowledge gap that still exists in Indonesia. Analysis shows that the hair health content produced by @halodoc.id has a significant level of engagement, as reflected in the high number of likes, shares, comments, and views. This indicates that the public has a great need and enthusiasm for health information presented in an attractive and easily accessible format. The high level of audience

interaction also shows that the content is able to build trust and credibility as a reliable source of health information.

Digital transformation in the health sector is not only about technology, but also about how to communicate health information in a relevant and effective manner in line with audience preferences. This research is expected to contribute to the development of more innovative and impactful digital health communication strategies for the public. Moving forward, the integration of technology, communication, and health will become increasingly important in creating a healthcare ecosystem that is accessible, reliable, and user-friendly. Collaboration among various stakeholders, including healthcare providers, regulators, academics, and the public, will be key to achieving the vision of a healthy Indonesia through digital transformation.

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