



THE INFLUENCE OF BEAUTY INFLUENCERS ON THE KNOWLEDGE AND USE OF SUNSCREEN IN STUDENTS IN SURABAYA

Tanzylla Azzaranur Karyadi^{1*}, Yunus Karyanto², Ria Andriani Mukti³

^{1,2,3}PGRI Adi Buana University Surabaya, Indonesia

Email : tanzyllaazzaranurkaryadi@gmail.com¹, kar_yns@unipasby.ac.id², ria@unipasby.ac.id³

Abstract

This research is motivated by the increasing role of beauty influencers in conveying information about beauty and skin care through social media. Content containing education, product reviews, usage tutorials, and sunscreen recommendations is widely used as a reference by students in understanding the importance of protecting the skin from exposure to ultraviolet rays. However, the knowledge and habits of using sunscreen in students still need to be considered, especially in terms of regular use and reuse according to the rules. This study aims to analyze the influence of beauty influencers on sunscreen knowledge and sunscreen use in students in Surabaya. The method used is a quantitative approach with a type of correlational research. The research sample is a student in Surabaya who actively uses social media and has seen beauty influencer content related to sunscreen. Data collection was carried out using a Likert scale questionnaire which was compiled based on beauty influencer indicators, sunscreen knowledge, and sunscreen use. Data were analyzed through validity tests, reliability tests, descriptive analysis, and hypothesis tests using the help of SPSS. The results of the study showed that beauty influencers had a positive and significant effect on sunscreen knowledge in students in Surabaya with a significance value of $0.000 < 0.05$. This shows that the higher the exposure and trust of students to beauty influencers, the higher the students' knowledge about sunscreen. In addition, beauty influencers also have a positive and significant effect on the use of sunscreen. However, the effect on the use of sunscreen is still lower than the effect on knowledge. The descriptive results also show that students' knowledge about sunscreen is relatively high, but sunscreen usage behavior is not fully optimal, especially in the aspect of re-using or re-applying sunscreen. Based on these results, it can be concluded that beauty influencers have an important role as a digital educational medium in increasing knowledge and encouraging the use of sunscreen in students in Surabaya. However, knowledge improvement has not always been followed by consistent usage behaviors, so education that is more practical, repeatable, and easy to apply in daily life is needed.

Keywords: Beauty Influencer, Sunscreen Knowledge, Sunscreen Use, Social Media.

INTRODUCTION

Nowadays, technology not only plays a role as the main driver of a country's progress, but also becomes a source of influential innovation in various sectors, including the beauty sector (Candraningrum, 2025). The development of technology and social media has given birth to a new phenomenon in the beauty world, namely the emergence of beauty influencers who have a great influence on consumer behavior in using skin care products.

Beauty influencers play an important role in influencing people's views, trends, and consumption habits towards beauty products. Through content such as tutorial guides, product reviews, and personal advice, they can significantly influence an audience's purchasing choices. Recommendations from influencers are considered more honest than traditional ads because they are delivered personally and are based on first-hand experience (Rushworth, 2017). Social media algorithms that favor visual content and short videos also help expand their reach, so that the message conveyed quickly spreads and is accepted by the general public. As a result, many consumers,

especially the younger generation, trust the opinions of influencers when choosing skincare products, including in understanding the importance of using sunscreen to protect the skin from ultraviolet rays.

Beauty influencers are able to shape public opinion and increase public awareness of the importance of skin care, one of which is the use of sunscreen as the main protector from UV exposure. Sunlight contains ultraviolet (UV) radiation that can cause various problems on the skin. The impact can be short-term such as sunburn and tanning, as well as long-term such as premature aging and skin cancer risk. Therefore, the use of sunscreen is important to protect the skin from the adverse effects of UV rays, especially for teenagers who have a lot of outdoor activities (Riska, 2024)

Facial skin health is a crucial aspect of quality of life, especially in adulthood where hormonal changes, collagen declines, and genetic factors internally, as well as exposure to UV rays, pollution, and external lifestyles begin to impact skin conditions (Tan, 2025). Literature research shows that ultraviolet light is a component of the electromagnetic spectrum that comes from the sun. There are three types of UV rays, namely UVA, UVB, and UVC, which distinguish based on their wavelength. Exposure to UVA and UVB radiation is one of the main causes of skin cancer risk. Sunscreen is one of the methods of chemically protecting the skin from the sun. The active ingredients in sunscreen can absorb, disperse, and reflect sunlight to provide maximum protection to the skin (Wibawa, 2025). The correct use of sunscreen greatly affects the level of hyperpigmentation. Ultimately, it is important to educate the public about the benefits of using sunscreen to avoid the short- and long-term effects of excessive UV exposure.

Educational efforts regarding the importance of using sunscreen become increasingly relevant when associated with climate conditions in Indonesia which have high intensity of sunlight throughout the year. One example can be seen in the city of Surabaya, which is one of the largest metropolitan cities in Indonesia with quite extreme levels of sun exposure. Sunscreen users in Indonesia are still very low because they only reach two percent. This is because many consumers feel uncomfortable when using sunscreen products. This makes the use of sunscreen an important step in protecting the skin, especially for students who often do outdoor activities. However, the reality is that students' awareness of using sunscreen is still relatively low, so there is a need for encouragement and education about the importance of protecting the skin from the dangers of ultraviolet rays (Sakinah, 2024).

Although research on the influence of beauty influencers on consumer behavior in the beauty industry has grown rapidly, there is still a significant gap in the literature that specifically examines their impact on sunscreen usage behaviors, rather than just product purchase intentions. Most previous studies have focused more on commercial aspects, such as increased sales or brand preference, so they have explored less how influencers can encourage the adoption of healthy skincare habits on a sustainable basis. This research is important to fill these gaps, as it allows for an in-depth

understanding of the effectiveness of influencers in shaping healthy skincare behaviors, such as regular sunscreen use to prevent skin damage from UV rays.

LITERATURE REVIEW

Source Credibility

Source Credibility explains that the success of a message in influencing the recipient of information is greatly influenced by the credibility of the source delivering the message. Source credibility generally includes aspects of expertise, trustworthiness, and attractiveness. With the development of social media, beauty influencers can become one of the sources of information that influence the knowledge and decisions of their followers, including regarding skincare and sunscreen use.

Beauty influencers have the ability to convey information through content such as product reviews, tutorials, personal experiences, and skincare recommendations. The closeness of communication established through social media can make followers feel that they have a more personal relationship with influencers. This condition can increase the acceptance of the information conveyed. However, the high popularity of influencers does not always indicate that the information provided has high quality or accuracy. Diehl et al. (2025) found that user engagement with sunscreen-related content on social media is not always associated with the accuracy or quality of the educational content.

Health Knowledge and Behavior

Knowledge is one of the important components in the formation of health behavior. Knowledge about sunscreen includes an understanding of the function of sunscreen, the benefits of protection against ultraviolet radiation, the meaning of SPF and PA, the timing of application, the amount to be used, and the importance of reapplying sunscreen. Such knowledge can be obtained from various sources of information, including social media and beauty influencers.

Exposure to information provided by beauty influencers can help students gain knowledge about the importance of skin protection. Repeated exposure to information can increase a person's understanding of the risks of sun exposure and the benefits of sunscreen use. However, increased knowledge does not always directly result in changes in behavior. Other factors such as attitudes, habits, environment, product convenience, price, and perceptions of the need for sunscreen can also influence its use.

Ayu et al. (2024) showed that students' level of knowledge about sunscreen is associated with its use behavior, although the relationship between knowledge and behavior is not always straightforward. Therefore, this theory is relevant for explaining the knowledge variable in research on the influence of beauty influencers on students' knowledge and sunscreen use. Beauty influencers can be viewed as one of the sources of information that provide knowledge stimuli. This information

is then processed by students and can serve as a basis for developing understanding and making decisions to use sunscreen in their daily lives.

Social Learning

Social Learning explains that individuals can acquire knowledge and develop behavior through the process of observing the behavior of others. This process can occur through observation, imitation, and behavioral modeling. In the context of social media, beauty influencers can function as models observed by students.

Beauty influencers often demonstrate skincare routines, how to apply sunscreen, the amount of product used, the timing of application, and the reasons why sunscreen use is important. Such visual content allows students not only to receive information verbally but also to directly observe how a particular behavior is performed. Repeated exposure to content can reinforce the learning process and increase the likelihood that a person will adopt the observed behavior. Engel et al. (2024) explain that social media influencers have become an important source of health information for adolescents. In the context of sunscreen use, students who routinely see beauty influencers using sunscreen can gain knowledge while also developing the perception that sunscreen use is an important part of skincare and skin health maintenance.

METHOD

This study uses a quantitative approach with a type of correlational research, which aims to analyze the relationship between independent variables, namely *Beauty Influencer* (X), and dependent variables, namely Sunscreen Knowledge (Y_1) and Sunscreen Use (Y_2) in Students in Surabaya. Correlation research was chosen because it is epistemologically in accordance with the goal of identifying the existence or absence of statistical relationships between variables without manipulating or intervening on the research subject.

Theoretically, correlational research is part of the design *Non-Experimental Research*, that is, a design that does not treat variables, but observes phenomena as they are. According to (John W. 2025), correlation research aims to “*to measure the degree of association between two or more variables and to make predictions based on these relationships*”. Thus, this study not only assesses whether the relationship between variables X and Y is significant, but also allows an analysis of how much a variable contributes in predicting changes in other variables.

Sugiyono, (2022) Explains that quantitative research is a method based on the philosophy of positivism, used to research a specific population or sample, and data analysis is statistical with the aim of testing hypotheses. The principle of positivism encourages the use of standardized instruments and numerical approaches, so that the relationship between exposure *Beauty Influencer* and knowledge of sunscreen use can be objectively measured, measurable, and statistically tested.

Correlation research also allows researchers to identify the direction of the relationship between variables whether the relationship is positive, negative, or uncorrelated and measure their strength using correlation coefficients. This is in line with the opinion (Hasan, 2024) which states that.

Place and time of the research

1. Research Place

The research location was conducted in the city of Surabaya, focusing on students who actively use social media and have the potential to be exposed to beauty influencer content.

2. Research Time

The research implementation time is planned for January-June 2026, which includes the stages of instrument preparation, data collection, data processing, and preparation of final reports.

The population in this study is students in Surabaya who actively use social media and have the potential to be exposed to beauty influencer content regarding sunscreen. The research sample amounted to 100 respondents who were determined using *purposive sampling* techniques. Respondent criteria include students aged 18–25 years, domiciled or studying in Surabaya, actively using social media, having seen beauty influencer content related to sunscreen, and willing to be a research respondent.

The data collection technique used is a questionnaire. In quantitative research, the preparation of questionnaires must be based on a strong theoretical study so that each statement item is able to accurately describe the indicators of research variables. Each item is prepared using clear language, easy for respondents to understand, and in accordance with the context of the research so as to minimize the occurrence of measurement bias. In addition, the use of measurement scales, such as the Likert scale, is a common choice because it is able to measure the level of approval or perception of respondents to a phenomenon in a more structured manner. Questionnaires that are compiled based on theoretical indicators will produce more accurate data and improve the quality of analysis conducted by researchers (Azzahra, 2020).

The data obtained was then analyzed using the help of the SPSS program. The analysis stages include descriptive analysis, instrument validity and reliability tests, and prerequisite tests in the form of normality tests and homogeneity tests. Furthermore, hypothesis testing was carried out using simple linear regression analysis, t-test, and determination coefficient (R^2) to determine the influence of Beauty Influencer on Sunscreen Knowledge and Sunscreen Use in students in Surabaya.

RESULTS AND DISCUSSION

Research Results

The Influence of Beauty Influencers on Sunscreen Knowledge

The results of the study indicate that beauty influencers have a positive and significant influence on sunscreen knowledge among students in Surabaya. Beauty influencers function not only

as promotional media but also as an educational source that can shape students' understanding of sunscreen. Through product reviews, skincare routines, tutorials, and personal experiences, beauty influencers provide accessible information regarding the benefits, functions, and proper use of sunscreen.

The simple linear regression analysis showed an R value of 0.794, indicating a strong relationship between beauty influencers and sunscreen knowledge. The R Square value of 0.631 indicates that beauty influencers explain 63.1% of the variation in sunscreen knowledge, while the remaining 36.9% is influenced by other factors not examined in this study. The hypothesis test obtained a significance value of $0.000 < 0.05$, indicating that beauty influencers have a statistically significant influence on students' sunscreen knowledge.

Table 1. Regression Results of the Influence of Beauty Influencers on Sunscreen Knowledge

Indicator	Result	Interpretation
R	0.794	Strong relationship
R Square	0.631	63.1% explained variation
Significance	0.000	Significant influence

Source: Primary data, processed by the researcher.

The finding is consistent with Djafarova and Rushworth (2017), who found that online celebrities can be perceived as credible and trustworthy, particularly when they communicate through personal experiences. Their findings also indicate that non-traditional influencers can be influential because audiences perceive them as relatable and credible. ([ScienceDirect](#)) Therefore, repeated exposure to beauty influencer content may strengthen students' understanding of sunscreen and increase their awareness of the importance of skin protection.

The Influence of Beauty Influencers on Sunscreen Use

The results also show that beauty influencers have a positive and significant influence on sunscreen use among students in Surabaya. However, the strength of the relationship is lower than that found for sunscreen knowledge. The regression analysis produced an R value of 0.354, indicating a low relationship between beauty influencers and sunscreen use behavior. The R Square value of 0.125 indicates that beauty influencers explain 12.5% of the variation in sunscreen use, while the remaining 87.5% is influenced by other factors.

Table 2. Regression Results of the Influence of Beauty Influencers on Sunscreen Use

Indicator	Result	Interpretation
R	0.354	Low relationship
R Square	0.125	12.5% explained variation
Significance	< 0.05	Significant influence

Source: Primary data, processed by the researcher.

The lower contribution to behavior suggests that knowledge gained from beauty influencers does not automatically result in consistent sunscreen use. Students may understand the importance of

sunscreen but may not apply it regularly because of factors such as personal habits, product price, discomfort, forgetfulness, skin conditions, or perceived necessity. According to Ajzen (1991), behavior is influenced by attitudes, subjective norms, and perceived behavioral control in addition to knowledge.

Overall, the findings demonstrate that beauty influencers have a substantially stronger role in shaping sunscreen knowledge (63.1%) than sunscreen use behavior (12.5%). This indicates that beauty influencers are particularly effective as information and educational sources, while consistent behavioral change requires additional supporting factors.

Discussion

The Influence of Beauty Influencers on Sunscreen Knowledge

Based on the results of the study, beauty influencers are proven to have a positive influence on sunscreen knowledge in students in Surabaya. This shows that beauty influencers not only play a role as a promotional medium, but also as an educational source that shapes students' understanding of sunscreen.

The results of a simple linear regression analysis showed an R value of 0.794, which means that the relationship between Beauty Influencer and Sunscreen Knowledge is in the strong category. The R Square value of 0.631 shows that Beauty Influencers are able to explain 63.1% of the variation in Sunscreen Knowledge, while the remaining 36.9% are influenced by other factors that were not studied in this study. These findings are in line with Djafarova and Rushworth (2017) who stated that influencers are considered more credible than traditional advertising because they convey personal experiences directly. This credibility makes information more receptive to the audience.

In addition, these results also support the Theory of Planned Behavior by Ajzen (1991), which explains that behavior change begins with the formation of attitudes and knowledge. In this study, beauty influencers play a role in increasing students' knowledge about sunscreen. The results of the hypothesis test showed a significance value of $0.000 < 0.05$, so it can be concluded that beauty influencers have a significant effect on sunscreen knowledge. The higher the exposure to beauty influencers, the higher the level of student knowledge. This finding is also supported by Zed et al. (2024) who state that influencer marketing contributes to increasing consumer awareness and knowledge of beauty products.

The Influence of Beauty Influencers on Sunscreen Use

The results of the study show that beauty influencers also have a positive and significant effect on the use of sunscreen in students in Surabaya. This means that the content delivered by beauty influencers not only increases knowledge, but also encourages changes in sunscreen use behavior.

The results of a simple linear regression analysis showed an R value of 0.354, which means that the relationship between Beauty Influencer and Sunscreen Use Behavior is in the low category. The R

Square value of 0.125 indicates that Beauty Influencers are able to explain 12.5% of the variation in Sunscreen Use Behavior, while the remaining 87.5% is influenced by other factors that were not studied in this study. However, the influence on usage behavior is lower than the effect on knowledge. This shows that although students know the importance of sunscreen, not all of them apply it consistently.

According to Ajzen (1991), a person's behavior is not only influenced by knowledge, but also by attitudes, subjective norms, and perceived behavioral control. These factors lead to a gap between knowledge and real action. In addition, Djafarova and Rushworth (2017) explain that influencers influence perception and knowledge more strongly than long-term behavior, because behavior is influenced by many other external factors.

CONCLUSION

Based on the results of the research, it can be concluded that beauty influencers have a positive and significant influence on the knowledge and use of sunscreen in students in Surabaya. The influence of beauty influencers on sunscreen knowledge was relatively strong with an R Square value of 0.631 or 63.1%, while the influence on sunscreen use was relatively lower with an R Square value of 0.125 or 12.5%. This shows that beauty influencers are more effective in increasing students' knowledge about sunscreen than in encouraging consistent use behavior.

Although the level of knowledge of students about sunscreen is relatively high, its application in daily life is not fully optimal, especially in reusing or re-applying sunscreen. Thus, beauty influencers have an important role as a digital educational medium about sunscreen, but it is necessary to deliver information that is more practical, repeatable, and easy to apply so that increased knowledge can be followed by more consistent sunscreen use habits.

REFERENCES

- Ayu, D. M., Mustiqawati, E., & Supardi, S. (2024). Usage and knowledge of sunscreen in Politeknik Baubau students. *International Journal of Multidisciplinary Learners*, 1(1), 110–118.
- Azzahra, R. K. R. M. (2020). Anteseden cyberloafing pada karyawan perusahaan start-up. *Acta Psychologia*, 7(1), 18–35.
- Creswell, J. W. (2013). *Research design: Qualitative, quantitative, and mixed method approaches*. SAGE Publications.
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>

- Efendi, R., Khairita, M. N., & Martiya, R. M. (2024). Pengembangan media pembelajaran digital Smart Book berbantuan aplikasi Canva pada pembelajaran IPAS kelas IV SD Negeri 06 Sitiung. *Didaktik: Jurnal Ilmiah PGSD STKIP Subang*, 10.
- Engel, E., Gell, S., Heiss, R., & Karsay, K. (2024). Social media influencers and adolescents' health: A scoping review of the research field. *Social Science & Medicine*, 340, Article 116387. <https://doi.org/10.1016/j.socscimed.2023.116387>
- Hasan, E. N. (2024). *Pesantren dalam memecahkan masalah kesehatan tubuh: Studi kasus di Pondok Pesantren Mamba' Us Sholihin* 8, 2(1).
- Roland-McGowan, J., Diehl, K., Tobey, T., Shafer, A., Clement, P., Wisco, O. J., Ortega-Loayza, A. G., & Leachman, S. (2025). Perception, quality, and accuracy of sunscreen content on TikTok: SkinMedia cross-sectional content analysis. *JMIR Dermatology*, 8, e70010. <https://doi.org/10.2196/70010>
- Rusdianto, S. J., & Candraningrum, D. A. (2025). Pemanfaatan teknologi pada industri kecantikan dalam upaya mengatasi stigma standar kecantikan perempuan. *Kiwari*, 4(1), 154–161.
- Sugiyono. (2022). *Metode penelitian administrasi dan metode R&D*.
- Sundari, E. (2024). Cendikia Pendidikan. *Cendekia Pendidikan*, 4(4), 50–54. <https://doi.org/10.9644/sindoro.v3i9.267>
- Tan, S. T., Santoso, A. H., Destra, E., Amanda, S. T., & Adhim, L. Al. (2025). Kegiatan edukasi dan pemeriksaan kesehatan kulit wajah melalui face analyzer untuk peningkatan kesadaran masyarakat dewasa. *Jurnal Pengabdian Kolaborasi dan Inovasi Ipteks*, 3(3), 719–725. <https://doi.org/10.59407/jpki2.v3i3.2578>
- Wibawa, G. E., Yuar, A. A., Rahmawati, F., Valencia, P. N., Sheila, B., Hakim, O., Rizky, M., Bisa, Y., & Ayu, N. M. (2025). Effectiveness of sunscreen in preventing skin problems. *Jurnal Biologi Tropis*.