JOURNAL LA SOCIALE

VOL. 06, ISSUE 02 (429-444), 2025
DOI:10.37899/journal-la-sociale.v6i2.1898

Strategy to Build a Brand Image of Feminine Hygiene "Gendes" through Doctor's Educational Videos on Tiktok

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Article Info

Article history:
Received 25 January 2025
Received in revised form 9 March 2025
Accepted 26 March 2025

Keywords:
Strategy
Brand Image
Feminine Hygiene
Doctor's Educational Video
Tiktok

Abstract

The phenomenon of overclaim, which was first popularized by the TikTok account "Doctor Detective", has attracted public attention because it has dared to reveal facts based on the results of a skincare pregnancy laboratory test. The issue of overclaim can be a weapon in the brand image of a feminine hygiene whose existence is much more sensitive because it is related to the care of the reproductive organs. Therefore, this study aims to produce a strategy in building the brand image of "Gendes" as a sample, through the visual element in content of the doctor's TikTok video matrix to make it more attractive and reliable as one of the feminine hygiene. So that the target market is right on target, including educational campaigns about reproductive health care, especially for married women and children. The research method used is qualitative with a case study approach, involving data collection techniques such as literature studies, observations, documentation, interviews, and focus group discussions. The results of the study show that this strategy can improve the brand image of "Gendes" to be more reliable, because it is built from a strategy with a focus on visualization of the content of the doctor's video matrix that is convincing, credible and impresses the audience. In conclusion, a strategy to build a brand image when partnering with doctors is needed to build awareness, consideration, decision and retention/loyalty in the TikTok video visual container so that the content and safety are more reliable for consumers of the "Gendes" brand as a feminine wash product in accorandce with TikTok and health rules.

Introduction

The issue *of overclaims* on *skincare products* on the TikTok platform is becoming a hot topic. The phenomenon of *overclaim* was first popularized by the TikTok account "Doctor Detective" through a video. In the world, TikTok application users continue to increase dramatically. Based on data, there are around 1.09 Billion TikTok users in the world in April 2023 and the majority of users are Gen Z and Millennials (Wiwarottami & Widyatama, 2023). Indonesia is ranked second with around 113 million users (DataIndonesia.id, 2023).

There are a lot of educated people who voice a way of thinking critically that has played a role in the increase in the number of impressions related to health education content since the pandemic (Li et al., 2021). Social media has become a platform that presents digital content with major sources related to health information whose role in correcting misconceptions, as an educational medium, helps users and patients to control their own health (Richter & Kazley, 2020).

The digital content or video has attracted public attention because it dares to reveal facts based on the results of laboratory tests on the content of a skincare. Exploration of video content that is closely related to health education by adding interesting animated visuals, and the role of

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medical personnel or doctors will add credibility to the information so that it can increase the number of likes, comments, and reposts (Zhu et al., 2019). In recent times, digital content has provided more significant results in influencing consumers to extract value from content marketing exposure that leads to *brand loyalty* and consumer buying desire (Lou & Xie, 2021).

The success of a video content with several strategies including determining the theme, identity or title of medical professional (doctor), knowledge about diseases, education on healthy diets, healthy lifestyles at the end can slip product promotions (Zhang et al., 2021). Related to the issue *of overclaim* is a fraud from several local *brands* that sell treatment products and drugs and promote them through TikTok videos with visualizations that lead to the audience's great expectations for the product, but in reality it is not in accorandce with the claims marketed.

Overclaims or excessive claims are abused with the aim of luring consumers to be interested in the products sold, eventually consumers want to own the product (Kuncoro, 2024). The use of *overclaim* refers to the use of claims that are not allowed by BPOM as explained in the attachment to BPOM Number 3 of 2020 concerning Technical Requirements for Cosmetic Claims and the use of *overclaim sentences* on the percentage of skincare product content (BPOM, 2020).

The impact will cause emotional and material losses and enandger consumers and the public who are not educated and at risk of being misled due to being deceived by brand *image strategies*. (Peng et al., 2023). The issue *of overclaim* can be a detrimental weapon to an honest *brands* with health products in competition in the market, especially in building *brand image. Branding* is a specialized process in building *customer awareness* and *loyalty* to the products or services offered (Swasty, 2016). Creating brand awareness is the initial stage in creating *a positive brand image*. The purpose of building *a brand image* is to embed the brand through impressive visualizations in memory.

So, *brand image* is a customer's perception of a brand which is reflected through brand associations (characteristics) in the memory of Herzog customers, 1963 (in, Swasty, 2016). For example, the use of *feminine hygiene products* whose existence is much more sensitive, because it is related to special care for the health of the reproductive organs. Several types of *feminine hygiene* that are often popularly applied are *the vaginal douching* technique. Many women do it as a cleansing routine. (Graziottin, 2024).

Based on female reproductive health research data, around 75% of women in Indonesia use *feminine wash products* with a percentage of 51% soap and 18% commercial liquid cleaners Septian (in, Supriyatiningsih 2015). Some *feminine wash products* are considered to have an impact that causes the risk of vaginal infections. *Lactobacilli* are good bacteria in the vagina that help maintain pH balance (normal pH 4.0-4.5), by producing acidic substances or lactic acid so that good bacteria can be killed which eventually the vagina can be contaminated by the *fungus Bacterial Vaginosis*, which is the cause of vaginal discharge (Chen et al., 2017).

A person can also be at risk of infection even if they do not use *feminine wash.* Some information that needs to be straightened out so as not to cause major misunderstandings. About 50% of women are instructed or still taught in the practice of maintaining intimate organ hygiene by medical personnel (Murina et al., 2021). The practice of caring for *feminine hygiene* by vaginal *douching* is not andgerous. The public needs to be educated that the main causes of vaginal infections are several, including irritation, the habit of changing partners that causes HIV or HPV transmission. Other causes are stress, unhealthy food, rarely changing underwear or sanitary pads and often wearing pants that are too tight, smoking habits and excessive exercise or *exercise* (Holdcroft et al., 2023). It is recommended not to wash the vaginal area

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too often even with water, limited to once a day (Royal College of Obstetricians and Gynaecologists., 2013).

Therefore, it is necessary to research how to design the visual of the doctor's TikTok video by building a *brand image* strategy for the feminine hygiene product of the "Gendes" brand into educational content whose visualization is trusted that matches health standards. This research aims to produce *a brand image* strategy in a TikTok video matrix content for the "Gendes" brand in the form of recommendations for structured stages in order to organize visuals in doctors' educational videos on TikTok. This algorithm creates a “filter bubble”, where users only see content that matches their preferences and views. The impact will lead to information isolation resulting in limited viewpoints which in turn can strengthen the polarization of society (Ruhyat & Wahidin, 2024)Strategy that involves a visual approach is needed to be able to strengthen brand associations, through aesthetic elements that are in harmony with the brand identity of "Gendes." So that it can increase awareness, consideration, decision and retention/loyalty of consumers, especially for married women and children. In this research, several analyses of previous research are needed that are indicators in this study. In order to get an exclusive answer, the researcher analyzed four main points to be able to find the novelty *of* this research.

Table 1. Research Relevance

Heading	Method	Theory	Result	Similarities & Differences
How Health Communication via Tik Tok Makes Difference: A Content Analysis of Tik Tok Accounts Run by Chinese Provincial Health Committees (Zhu et al., 2019)	Quantitative, Content analysis from PHC's official Tik Tok account.	Health communication theory through TikTok. This research refers to the "Healthy China 2030" strategy which emphasizes the importance of health communication to improve public health literacy.	PHC has taken advantage of TikTok. The most liked videos often contain educational content about illness and the promotion of a healthy lifestyle. In addition, videos with a duration of less than 60 seconds, using original music and formal Chinese, are considered more interesting.	**Equation:** Strategies to increase health-related awareness through TikTok. Data in the form of the number of *followers*, the number of interactions (*likes, comments, reposts).* **Difference:** Discuss the analysis of health content in general, diseases and lifestyle.
Communication for health through TikTok. Study of influencers in the pharmaceutical field and connection with their audience (Martínez-Sanz et al., 2023)	Systematic content analysis and literature study.	Digital platform theory. The role *of influencers* shapes public perception of health issues, the importance of simple language for young people.	*Pharmaceutical influencers* on TikTok are able to convey their professional experiences and opinions openly, using language that is close to the audience and avoiding technical terms. Some key findings; TikTok Acceptance Rate, Communication Strategies, Popular Topics.	**Equation:** It aims to form public perception of the importance of health issues involving "experts" in their fields through TikTok. **Difference:** Examine the role of *pharmaceutical influencers* and focus on language-only and non-commercial analysis.

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Utilizing the Tool of Tiktok in Medicine, Public Health, and Medical Education (Shrivastava & Shrivastava, 2023)	The systematic review method through search engines and PubMed journals related to TikTok in medical and health education totaled 49 articles.	The conceptual framework underlies the study of social media, the behavior of TikTok users to share medical information and increase engagement in health education.	The results of the study show that TikTok has great potential in improving medical education and the dissemination of health information by teaching medical concepts and reducing stress levels. Not just an entertainment platform.	**Equation:** Researching the potential effectiveness of TikTok as a medium for disseminating health information to increase *awareness*. **Difference:** It only focuses on researching user behavior through medical concepts after and before receiving medical information. Absence of observation and interviews.

Source: Results of Researchers' Literature Reviews

Based on the description of previous research, it directs researchers to find *research gaps* against previous research with research that will be carried out next. The three previous studies only focused on strategies to raise *awareness* in a very technical way, namely the number of *likes, comments, shares, viewers, reposts,* etc. In addition, the similarity with the previous research is that it is commercial in nature which represents an institution or a certain interest in the form of a health education campaign through medical experts.

The difference is that it does not involve the participation of doctors as health practitioners who are more credible as educators. The role of doctors has a greater effect because their expectations are more dominant in the eyes of the public or consumers. In addition, the commercial nature of this educational video is only centralized and does not open opportunities for B2B or *brand-to-brand* categories of health care that are needed daily, one of which is *feminine hygiene* brands, namely Gendes, Sumber Ayu, Betadine, Lactacyd and Mama's Choice. Reproductive health is considered taboo but very worrying especially for women. Many end up infected and experience stress, mistreatment that makes it easy to irritate their feminine area, due to the lack of medical information and promotion of visual elements that are difficult to believe because their credibility is not validated. In this case, it is necessary to build a *brand image* strategy or brand image based on visual aesthetic elements that are associated with the visual identity of a *feminine hygiene care brand. The novelty* or novelty in this study focuses on finding a standard, recommendation pattern or terms and conditions in making reproductive health education videos so that the campaign becomes *fyp* as well as succeeds in building *a brand image* of a *feminine hygiene* product Gendes becomes familiar and is included in the *top of mind category*.

The importance of the role of USP (unique selling point) of a product that suits the needs of consumers, so that doctors as educators can easily introduce products accompanied by daily health education to be more targeted to the needs. This issue needs to be researched more deeply, especially to educate the public. It takes the involvement of doctors as experts in their field in order to provide information on data, evidence, self-care procedures to the public. (Zheluk et al., 2022).

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Methods

The research was carried out by a qualitative method with a case study approach to find primary and secondary data through book and journal literature studies, observations, interviews and FGDs (forum discussion groups). Case studies are exploratory, meaning that the cases are researched based on phenomena that are currently occurring and are holistic. Case studies aim to explore something that is less noticed but has a dominant role, but is only not realized by some people. Case studies can reveal the reality behind a phenomenon. Thus, a case study is a research that involves researchers exploring a special phenomenon (case) in a time and activity (program, event, institution or social group). The stage is to collect information centrally and in detail, using various data collection procedures over a certain period of time John W. Creswell., 2022 (in, Assyakurrohim, et al. 1998).

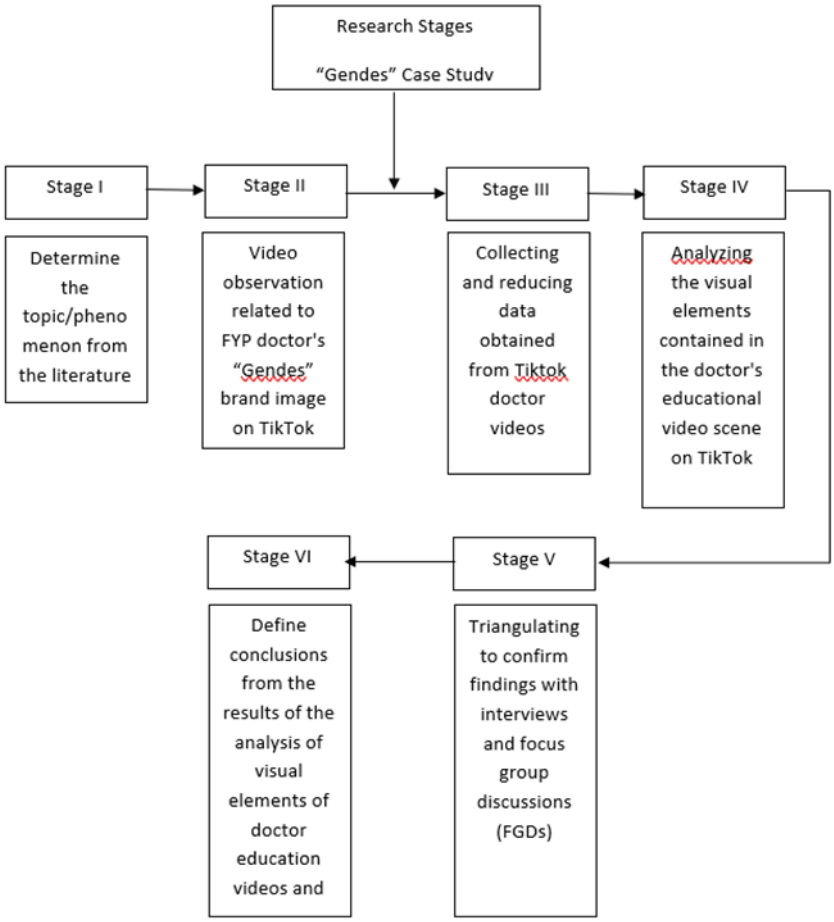

Figure 1. Research Stages

Source: Researcher

The initial stage is to find out more deeply regarding the issue of the revelation of skincare facts by the detective doctor's TikTok account. Conduct literature studies to obtain the relevance of the research and related theories. The second stage of observing doctors' TikTok accounts, reducing accounts to get a total of accounts that have successfully FYP (for your page) repeatedly is five doctor accounts with three FYP content each. The video discusses reproductive health education and the third stage collects and reduces the data obtained, the fourth stage analyzes the visual elements in the feminine hygiene education video of doctors on TikTok who partner with the Gendes brand as one of the feminine hygiene validated by doctors who partner to build a brand image or brand image through educational videos. Visual

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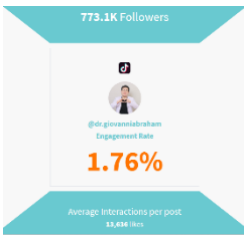
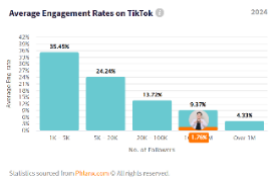
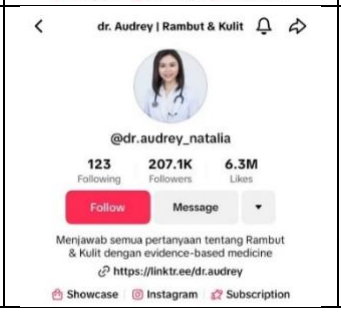
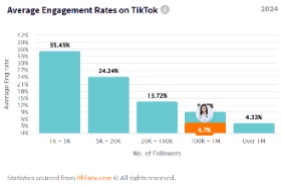
elements can affect viewers' perception by encouraging new points of view based on the visual characteristics presented (Pasha et al., 2023). The fifth stage is triangulation of findings to confirm the analysis, interviews involving two people with expertise in the field of design and social media specialists and conducting FGD (forum group discussion) with four people with expertise in the field of business development. The sixth or final stage is to determine the conclusion of the results of the analysis of the visual elements of the doctor's educational video and interviews along with FGD.

Results and Discussion

Based on some visual analysis of educational videos in table 2, the researcher found the things that underlie the success of this educational video so that it is included *in the for your page* or FYP whose purpose is to be able to reach the audience's homepage so that the video gets direct *feedback* from the public in the form of *comments*, *shares*, *likes* and *save* videos. Things that need to be applied by *content creators*, especially those who work as medical personnel who concentrate in the education category. So that the scope of exploration to work tends to be limited because of several factors such as codes of ethics, conditions and *guidelines*, namely not containing explicitness, violence, and leading to pornographic elements even in the context of *feminine hygiene* or reproductive health education. In this case, medical personnel, especially doctors, really need to have a standardized video content pattern that can contain medical information and promotions in an effort to build *a brand image* of a *feminine hygiene* such as Gendes that is not excessive and in accordance with the provisions that must be complied with. The impact is very fatal if you are negligent in creating content, including videos will be restricted, videos in *takedowns* or TikTok accounts will be frozen for some time.

Doctor Account Data and Videos on TikTok

Table 2. Doctor's TikTok Account Performance

No.	Doctor's Identity	TikTok Account	Engagement Rate	Average ER
1.	dr. Giovanni Abraham			
2.	dr. Audrey Natalia			

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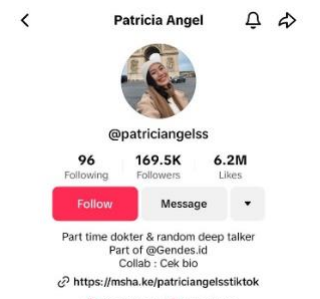
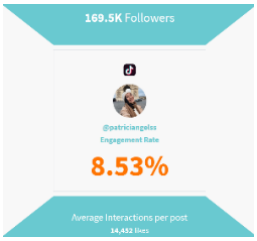
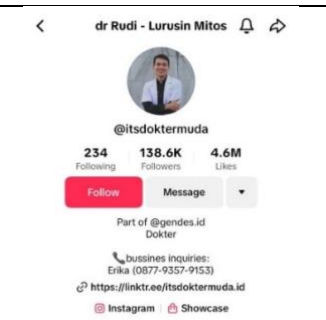
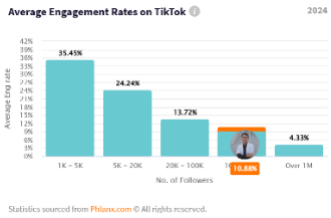
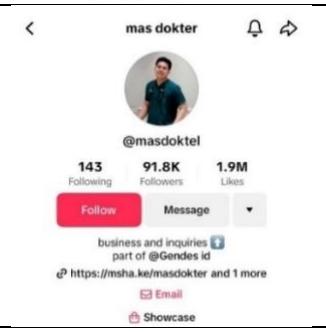
3.	dr. Patricia Angel			
4.	dr. Rudi			
5.	dr. Graffico			

Source: Data Collection Results by Researchers

The performance of each TikTok account determines the success of the content dissemination to be watched more widely. The higher the ER of an account, the more significant it is that it has superior information value and content uniqueness. Although a strategy is still needed to build content that can attract more viewers' interest to decide to complete the video content. A high percentage of ER is obtained from the consistency of account owners in producing video content that is interesting, informative and most sought after by the audience.

Table 3. Reach of Doctor Feminine Hygiene Videos on TikTok

No.	Account	Visual 1	Visual 2	Visual 3	Total Viewers
1.	@dr.giovanniabraham				332.9K

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2.	@dr.audrey_natalia				5.0M+
3.	@patriciangelss				5.6M+
4.	@itsdoktermuda				13.1M+
5.	@masdoktel				6M+

Source: Data Observation by Researchers

From the visual observation of the doctor's video content above, there is a very significant difference in how a content penetrates the number of viewers to reach millions. This is influenced by each strategy set to create a content. Until now, the most decisive thing for the content to be witnessed by more audiences is the role of reading algorithms through the information received by the system, to be able to determine its suitability, uniqueness, information, needs and influence through visual elements such as images, copywriting, colors and shapes or formats.

FGD & Interview

This primary data involves direct observation by video recording by the researcher on several resource persons consisting of four people with a background as Senior Business Development at PT. Yesdok Indonesia. Four resource persons were chosen because their fields of work are

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very relevant to the issues in this study. PT. Yesdok Indonesia is one of the companies that partners with the Gendes brand in building the brand image of feminine hygiene Gendes.

Table 4. FGD Summary

No.	Question	N.1	N.2	N.3	N.4	Conclusion
1.	What is the aspect that people fear the most in life?	Life Social	Financial	Financial	Financial	Financial
2.	What type of health problems are most worried about?	*Feminine Hygiene*	*Feminine Hygiene*	*Feminine Hygiene*	*Feminine Hygiene*	*Feminine Hygiene*
3.	When is the right moment to educate the audience?	Fenomena Tertentu	Big Day	Latest Trends	Certain Phenomena	Phenomenon
4.	Where is the right place/media for you to build *a brand image*?	TikTok & Instagram	TikTok & Event Offline	TikTok & Instagram	TikTok	TikTok
5.	Who is the right figure to build *a brand image* in the aspect of reproductive health?	Doctors & Medical Personnel	Female Doctors & Influencers	Doctor	Doctor	Doctor
6.	What are the strategies for building *a brand image* that can encourage products to be *top of mind*?	According to Market Needs	USP	USP	USP	USP *(Unique Selling Point)*
7.	Why is the *brand image of* feminine hygiene *products* by involving doctors needed?	Validation	Trusted	Guaranteed	Validation	Validation
8.	How to avoid inconsistencies with the IDI (Indonesian Doctors Association)?	*Medical fact* (Jurnal), Regulasi, *Term & Conditions*	*Medical fact* (Jurnal), Regulasi, *Term & Conditions*	*Medical fact* (Jurnal), Regulasi, *Term & Conditions*	*Medical fact* (Jurnal), Regulasi, *Term & Conditions*	Regulation and Code of Ethics

Source: Data Observation by Researchers

PT. Yesdok Indonesia is engaged in the field of e-health which facilitates and provides online consultation services with doctors in Indonesia via video call from the Yesdok application.

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Therefore, the Gendes brand partners to expand health education related to feminine hygiene together with doctors who contribute to PT. Yesdok Indonesia. This discussion focused on discussing strategies to build a brand image of a pod based on the explanations of resource persons in their fields N1, N2, N3, N4. A total of eight questions were summarized by the researcher based on the cross check with one of the most frequently stated words.

This primary data was carried out by recording a video of the statement of two speakers. The researcher interviewed one by one to get accurate and more in-depth answers regarding the application and analysis of visual element strategies to build brand image through educational videos on the TikTok platform. The resource persons were selected based on their expectations in the field of visualization, namely video and design. N.1 and N.2 are both Senior in the field of design, communication and visual at PT. Yesdok Indonesia. This interview is aimed at obtaining objective data and a more neutral point of view so as not to be biased, so it only requires a statement through a health perspective from Gendes brand partners in the educational campaign, namely PT. Yesdok Indonesia, an e-health online consultation service provider. The researcher summarized the answers from the interview results in seven questions.

Table 5. Interview Summary

No.	Question	N.1	N.2	Conclusion
1.	What is the difference between designing and commercial purposes or social activities??	*Strategy Pyramide Canvas (goal, strategy, tactics)*	*Positioning of visual element*	*Strategy Pyramide Canvas*
2.	How to overcome reproductive health education content on TikTok from being violated?	With visual elements and *copywriting techniques.*	Typography and visual elements	Typography and visual elements
3.	What are the steps to align visual design with the educational vision and mission of "Gendes" as a sensitive product, namely feminine hygiene?	USP, color elements, images, shapes and *taglines*	Color and visualization of *ingredients* as a representation of *brand personality*	USP, color elements, images, shapes and *taglines*
4.	How much does the USP (unique selling point) play in design and *brand image*?	*Top of mind*	*Top of mind*	*Top of mind*
5.	How to combine aesthetics with complex medical information to keep TikTok video content interesting and easy to understand?	The first 3-5 seconds define the visual elements, *hooks* and *music*	Layout, Color elements and typography	Layout, Color elements and typography
6.	What is the role of design to help reinforce doctors' statements about *feminine hygiene?*	*Placement*, shapes, colors, visual effects and *copywriting*	*Placement*, shapes, colors, visual effects and *copywriting*	*Placement*, shapes, colors, visual effects and *copywriting*

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7.	How to measure the success of a doctor's video in building *a brand image* through videos on TikTok?	*Viewers, like, comment* and *share*	*Viewers, like, comment* and *share*	*Viewers, like, comment* and *share*

It can be seen from table 6 in the form of visuals in the doctor education video on TikTok below, which is a representation of the feminine hygiene education campaign in partnership with the aim of building a brand image of a feminine hygiene brand, namely Gendes. Based on the researcher's analysis, the content pattern applied by several doctor accounts in table 6, is close to the success of the for your page or FYP category. Social media is very helpful in promoting products and services to the world, providing opportunities for users to gain information and knowledge from various sources (Pratama et al., 2024). In addition, visuals must support the suitability of the problems emphasized, safe visual requirements based on the latest medical research journals, animations of how a body system works and avoid visual explicit even in health education purposes. The color chosen must match the theme discussed and preferably a light or bright color to attract the audience's interest. The choice of color in the video greatly determines the first 3-5 seconds of the viewer's interest to decide whether to continue or ignore the video. To be more harmonious, the color selection can adjust the unique selling point of the product used as a sample, Gendes' color identity is magenta pink which indicates a woman. Next what will be the center of attention is copywriting in content. Not only a complement, copywriting is an aspect that helps understand the results in the form of taglines and the audience's perspective on the content. Copywriting aligns with the typography in the content.

Table 6. Visual Analytics in Doctor Educational Videos on TikTok

No.	Account	Visual 1	Visual 2	Visual 3	*Viewers*
1.	@dr.giovanniabraham				216.6K
2.	@dr.audrey_natalia				2.2K

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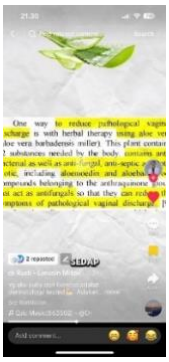
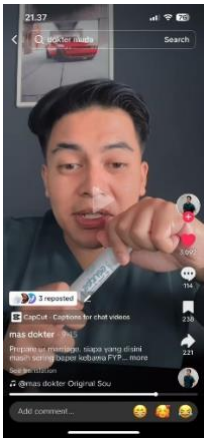
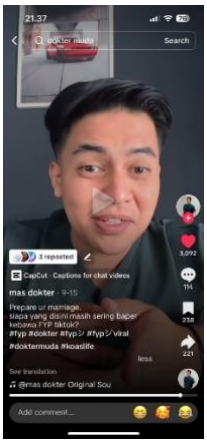
3.	@patriciangelss				4.4M
4.	@itsdoktermuda				7.9M
5.	@masdoktel				109.7K

Source: Data Observation by Researchers

Copywriting emphasizes the meaning and uniqueness of sentences, while typography emphasizes the focus of the direction of the eye and eye comfort. The last aspect is layout and placement. The most common thing that content creators overlook, even though this placement determines the aesthetics of the content and products being discussed. This placement edge is not just how to display the shape, but how the object appears at the right time. Especially in educational videos that also aim to build a brand image of feminine hygiene, for example Gendes. It will be more appropriate to be shown in the scene before the closing to provoke curiosity and the extent to which the audience has been educated with the statement at the beginning. This stage is not a marker that the product is not important, in fact, education will be maximized if the main object is placed at the end to provide space for the audience who have been educated at the beginning to be able to decide rationally. So that the brand image

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built will be more organically understood and accepted by the audience so that it slowly becomes top of mind because the USP of the product is embedded with the information that the audience has learned through educational videos at the beginning.

The results of the analysis of exposure to several educational video scenes in table 6 show that video no.2 has a smaller number of viewers than other videos. Although the account has an engagement rate or ER of 4.70%, which is higher than the No.1 ER video of 1.76%. This happened because video no.2 was subject to an explicit violation of the uncensored "Whiteness" copywriting, this had an impact on restricting the distribution of videos to be shown to viewers. Video no.5 with an ER account of 10.88% has the most number of viewers compared to others because there are no violations at all, the topics discussed are appropriate and validated supported by medical sources such as attaching journal citations and layouting or placement of Gendes products in order near the end so that it succeeds in provoking the curiosity of the audience. The video is the second most viewed video, although the visuals are not too dominant, but in the educational video emphasizes storytelling storylines or copywriting techniques that lead to daily reality which makes it interesting to hear, this is also supported by an account ER of 8.53% so that videos are more often fyp. Finally, video no.5 tends to be average, this is due to the lack of visual elements, colors, layouting and copywriting that are less conceptual, ER account 5.81%.

From the results of table 4 summary of FGD results, table 5 summary of interview results and table 6 visual analysis of doctor education videos, the researcher found a novelty or novelty in the form of matrix content recommendations related to Gendes' feminine hygiene brand image strategy, so that educational videos can provide benefits to consumers and encourage Gendes feminine hygiene brands to provide more benefits in the future because to be top of mind means that the brand has provided qualified usefulness. This strategy recommendation can be the foundation and standardization in creating educational content and building a brand image of reproductive health products so that it is easier to reach more people with fun visualizations.

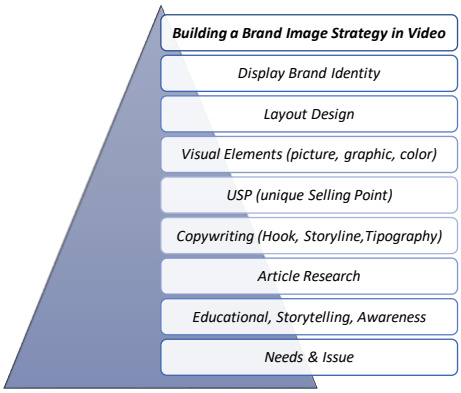

Figure 2. Pyramid of Brand Image Strategy in Video

Source: Researcher Observation

From Figure 2, the researcher recommends a structure in the form of provisions or procedures that should exist when creating educational video content on the TikTok Platform with the target user, namely doctors or other medical personnel. Doctors or medical personnel need to understand and know the standardization in creating educational content that partners with brands. Brands should be assumed to represent the character of their users. A strong brand personality is created in various ways (Ravsanjani et al., 2023). This is so that the goals of each party are achieved and do not harm one of them, especially from the doctor's side. The first

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thing that is determined is the needs and problems that exist (needs & issues). As a video topic, content creators need to investigate the latest trends or public unrest, which can depart from daily reproductive health and sexual problems. Second, it is necessary to determine the type of video between educational, storytelling and awareness. Because this category leads to manuscript creation or copywriting. Third, before writing a storyline, you should look for literature research from research to increase the credibility of the video even though the content will be more directed even though it conveys a doctor. Fourth, copywriting, this stage is to determine the hook, storyline and tipography. It supports the first 3-5 seconds of content can be liked or not. Typography is important because it will play a big role in the words that the doctor will say so that it is not explicit or censored, for example the vagina being v491na, the k*w*n*t**n area, the r*pr*d*k*s* organ, and others. Fifth, the importance of understanding the USP or unique selling point of a product, it does not need to be too clear, can convey the most crucial or can be in the form of visual elements only. Sixth, namely visual elements strongly support visualization in content, especially making video content unique, fun and not boring. In addition, this visual element can be an indicator of the quality of an educational video. The seventh layout design, at this stage has been edited, as much as possible displaying the product clearly, precisely and not excessively. Finally, the display of brand identity, this stage can be optional, because in delivering education there is no need to be too hardselling. It can be done by softselling, for example, only displaying product footage, or only displaying one of the most attractive visual identities, such as colors and taglines. The best way to build a brand image of feminine hygiene is one that focuses on health education, meaning that the duration is longer, and the display part is only fleeting and not excessive to prevent overclaims.

Building a brand image of feminine hygiene products through short education involving medical personnel such as doctors is certainly still ambiguous because it seems to violate the professional code of ethics. Recently, this phenomenon has begun to spread, especially on the TikTok platform before and after the emergence of "Detective Doctor" which appeared with educational discussions related to the contents in skincare products. This certainly raises pros and cons, but many people need medical education related to health products. This concern arises and provides business space, especially for brands in the reproductive health category to partner with doctors in building a brand image. The main goal is to provide extensive education to consumers and non-consumers about the importance of caring for feminine hygiene. About 50% of women are instructed or still taught in the practice of maintaining intimate organ hygiene by medical personnel (Murina et al., 2021). The role of doctors is to provide a perspective from the medical side through video content. But on the other hand, doctors cannot state or give opinions like influencers who tend to be subjective. Because the focus is only allowed to discuss the contents and effects on the body. There are still many doctors who are new to becoming content educators who are still confused and have difficulties due to the many provisions of video content in the form of violations. It is not uncommon to have an impact on his account even though he has just started.

Conclusion

The issue of overclaim can be a weapon in the brand image of a feminine hygiene whose existence is much more sensitive because it is related to the care of the reproductive organs. Therefore, this research aims to produce a strategy in building a brand image of "Gendes" as a sample, through the approach of visual elements in the content of the doctor's TikTok video matrix to make it more attractive and trusted as one of the feminine hygiene. The results of the study show that this strategy can improve the brand image or brand image of "Gendes" to be more reliable, because it is built from a strategy with a focus on visualization of the content of the doctor's video matrix that is convincing, credible and impresses the audience. This research

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focuses on finding strategic recommendations that can be the basis and standardization in creating educational content and building a brand image of reproductive health products so that it is easier to reach more people with fun visualizations. The implications of this study will have an impact on reproductive health slowly not considered taboo, especially for women. Many end up infected and experience stress, mistreatment that easily irritates their feminine area, due to the lack of medical information and promotion of visual elements that are difficult to believe because their credibility is not validated. Suggestions for research to be able to present survey data that is focused from the perspective of the community regarding aspects that should be featured in feminine hygiene that can actually represent their needs.

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