

Media Monitoring Analysis of Moell Skincare's Clarification on Child Endorsement Issues in Live Streaming Maraphon During 29 March- 8April 2026

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Abstract

This study examines media monitoring of Moell Skincare's clarification regarding the issue of child endorsement in Live Streaming Maraphon during March 29-April 8, 2026. The controversy emerged following the involvement of Andrew Raxy Neil, the son of public figure Erika Carlina, whose collaboration with Moell Skincare became associated with the program and generated extensive discussions on social media. This study aims to analyze the dynamics of public conversations following the brand's clarification. A qualitative descriptive approach using netnography was employed. Data were collected through non-participant observation using the Brand24 social media monitoring platform. The analysis focused on conversation volume, issue reach, public sentiment, dominant platforms, influential actors, and discussion themes. The findings recorded 256 mentions, with a social media reach of 12 million and a non-social media reach of 1 million. Positive sentiment dominated the conversations (65%), while negative sentiment accounted for 35%. TikTok and X emerged as the primary platforms, contributing 46.7% and 43.8% of total conversations, respectively, while online news media accounted for 9.5%. The dominant themes included child involvement in digital activities, the collaboration between Moell Skincare and Andrew Raxy Neil, the brand's clarification, and public responses to the controversy. The findings demonstrate that public conversations surrounding Moell Skincare's clarification were shaped by various actors, platforms, sentiments, and themes within digital environments. Media monitoring provides valuable insights into how organizational issues and brand clarifications develop across social media platforms.

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1. INTRODUCTION

Social media has become a primary platform where people discover, share, and discuss information about individuals, organizations, and brands. Its interactive features allow users to do more than receive information; they can also produce and share content, which can shape people's opinions on a broader scale (Srikandi et al., 2023). In certain cases, a problem may escalate rapidly and generate significant public concern, potentially influencing the perception of an organization and its standing in the eyes of the public. A significant incident that captured public attention during March and April 2026 involved a controversy linking Moell Skincare to the involvement of a child in the Live Marathon program.

Live Marathon is a continuous live-streaming event broadcasted on YouTube, where the actions of participants are displayed steadily and in real time. Public interest

increased when the program featured Andrew Raxy Neil, the son of social media influencer Erika Carlina, who was recognized for her collaboration with Moell Skincare on a social initiative planned for Kangean, Madura. As the event took place, social media posts, comments, and news articles began to increasingly connect Andrew Raxy Neil's role with product endorsement activities. The child's participation with Moell Skincare led to some speculation and thoughts regarding the brand's connection to the Live Marathon program. The discussion soon turned to various online locations, which brought up differing opinions. Some individuals believed that children should participate in social events, whereas others expressed concerns regarding the safety of children, the extent of their involvement in large online gatherings, and who should be held accountable for ensuring everything goes smoothly.



Figure 1. Moell Skincare Owner's Clarification Statement

In reaction to the growing controversy, the owner of Moell Skincare shared a clarification on social media. The statement clarified that Moell was not a sponsor of the Live Marathon program, but instead had a separate partnership with Andrew Raxy Neil for a social initiative that was planned to take place in Kangean, Madura. The owner also expressed regret over issues the company had not noticed and demonstrated a readiness to listen to the concerns people have. This clarification was an effort by the organization to convey and explain the brand's position during the ongoing controversy (Fearn-Banks & Kawamoto, 2024). However, the clarification did not prevent people from discussing it immediately. Instead, it introduced new methods for people online to comprehend and react to it. Some individuals appreciated the brand's openness in acknowledging its mistakes, but others remained skeptical about whether Moell was truly responsible or had any involvement in the issue. This situation demonstrates that in the digital communication space, providing a clarification is not merely a straightforward response to a query. It also serves as a point of reference for public perception, which can influence how a brand is viewed and the opinions people hold about it.

This demonstrates that social media serves not only as a means of sharing information but also as a space where individuals express and exchange their views. The various responses that emerged following the clarification demonstrate how individuals interpret, consider, and evaluate the manner in which an organization communicates. In this situation, discussions on social media serve as an important method for understanding how individuals respond to a particular subject. According to Paul and Dredze in 2017, social media provides a significant amount of data that is useful for observing current events in society, as it reflects how people communicate, their thoughts, and their actions in real time. Observing online chats is crucial for understanding how issues evolve and how individuals respond to the actions of an organization.

One way to understand how issues arise in digital environments is by tracking media coverage. In the field of organizational communication, media monitoring assists researchers and organizations in understanding how discussions are taking place, identifying the key individuals involved, tracking the reach of information, and recognizing emerging topics on social media platforms. Social media monitoring involves systematically collecting, identifying, and analyzing information from online platforms to understand public opinions about companies and specific issues, as noted by Zhang and Vos in 2014. By monitoring media coverage, companies can understand public opinions about events, assess how effectively their messages are being communicated, and identify the discussions taking place around a particular subject (Benthaus et al., 2016).

Media monitoring not only helps track how issues evolve but also provides insight into the general emotions or opinions people express about them in public conversations. Sentiment refers to the feelings people have toward something, such as an object, an event, or a group, and it is communicated through messages shared online. Sentiment analysis has become a widely used approach in social media research as it allows researchers to categorize public opinions into positive, negative, or neutral categories (Rodríguez-Ibáñez et al., 2023). Nevertheless, sentiment analysis is only one aspect of media monitoring. Media monitoring involves more than just observing what people are saying. It also includes assessing the volume of discussion around a topic, tracking how widely it is spreading, identifying the sources of information, determining who is driving the conversation, and understanding how information flows within online environments.

Previous studies have extensively explored media monitoring. Research has shown that monitoring media can help identify valuable strategies from a wide range of social media data, which in turn can support better decision-making for organizations (Perakakis et al., 2019). However, previous studies have mainly focused on technology and methods for monitoring activities, but they have not extensively examined how individuals express their responses to explanations given by organizations.

Media monitoring enables organizations to observe the spread of information and gain insights into how rumors develop and affect public opinion, as noted by Kim et al. in 2021. Although these studies highlight the importance of watching online talks, they mainly focus on how rumors spread and the uncertainty surrounding information. They do not actually examine how people respond when a brand explains itself during a major public issue.

Based on the previous information, there is still an aspect that has not been examined yet. Current studies on tracking media content mainly concentrate on monitoring systems and examining the spread of false information on social media platforms. There is limited research that examines how individuals discuss brand clarifications in situations where controversies arise regarding children's participation in online activities. Public reactions to a company's explanations are important because they influence how the brand is viewed, how reliable it is considered, and how much confidence people have in it.

This study aims to examine the media monitoring data related to Moell Skincare's statement regarding the involvement of children in the Live Marathon event during the months of March and April 2026. The study seeks to understand how public conversations evolve following a clarification. It will examine factors such as the level of discussion around the issue, the extent of the conversation across different groups, the emotions people express, the main individuals involved, and the key topics being discussed on various social media platforms. The findings may contribute to developing media monitoring research, particularly in areas such as managing communication during emergencies and understanding how a brand is perceived in the digital era.

2. RESEARCH METHODS

This research employed a qualitative descriptive method and adopted a netnographic approach. Qualitative descriptive methods allow for a thorough understanding and explanation of social events by examining information collected from online environments, as highlighted in the 2016 study by Caliandro and Gandini. Qualitative research produces descriptive information by collecting and analyzing written or spoken words that are observed, as noted by Merriam and Grenier in 2019. Qualitative descriptive research is a method used to thoroughly describe events or situations by relying on the information that has been collected (Sugiyono, 2016).

A netnographic approach was chosen for this study as it focuses on understanding how individuals communicate and interact with one another on social media platforms. Netnography is a form of research that originated from ethnography, and it involves observing and understanding how people behave, express their opinions, and interact with one another within online communities (Fenton & Parry, 2022).

Data was collected by observing social media activity without participating, using tools such as Brand24 to examine the content that is being shared. The information used is sourced from secondary materials such as social media posts, user comments, conversations, and online news articles, all concerning Moell Skincare's announcement regarding children taking part in the Live Marathon event, scheduled to occur from March 29 to April 8, 2026.

Researchers used Brand24 to collect data from TikTok, X (formerly Twitter), and various online media platforms. It considered the level of discussion, which involved how often certain topics were brought up, how widely the information spread, people's opinions on the topics (such as positive, negative, or neutral), the sources of the conversations, the main individuals involved, and the emerging topics that were gaining attention. The study collected information using the terms "Moell," "Moell Skincare," "Marapthon," "Andrew Raxy Neil," and "Erika Carlina." Once the data was gathered, it was analyzed descriptively to understand how people discussed the brand and their responses to the information shared by Moell Skincare.

3. RESULTS AND DISCUSSION

3.1. Research Results

Mention and Reach of Moell Skincare Brand Clarification Issue

Media monitoring shows that Moell Skincare's explanation about children being part of the Live Marapthon got a lot of attention online. This study, which took place between March 29 - April 8, 2026, looked at the mentions and reach data collected using the Brand24 media monitoring tool.

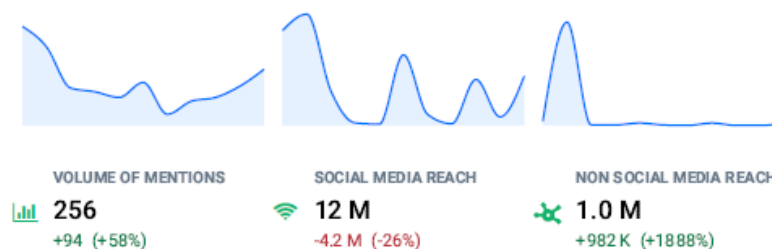


Figure 2. Mentions and Reach of Moell Skincare Clarification

According to the summary of mentions, there were 256 mentions about this issue, an increase of 94 mentions or 58% compared to the previous period. This increase shows that the growing issue is not only capturing public attention but also leading to new

discussions after the brand provided clarification. During the same period, this issue generated a social media reach of 12 million users and a non-social media reach of 1 million, showing that information spread not only through social media but also across various online platforms and digital channels.

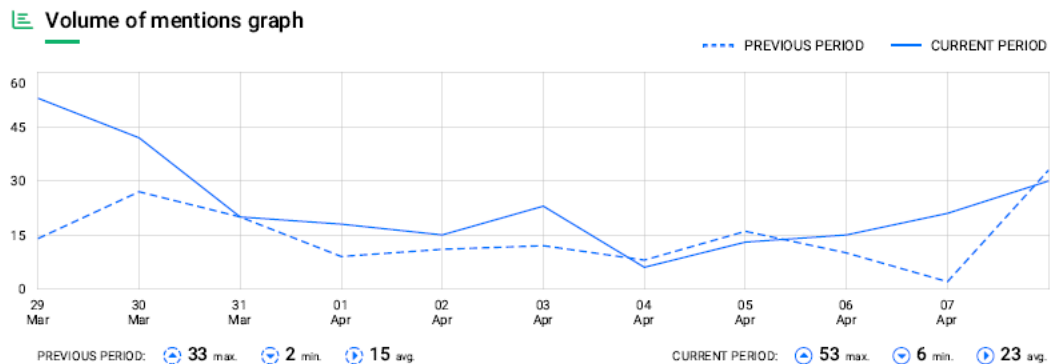


Figure 3. Daily Volume of Mentions

Based on the volume of mentions graph, the conversation dynamics show a fluctuating pattern. Conversations peaked on March 29, 2026, with approximately 53 mentions, followed by a decline on March 30 - 31. Afterward, conversations increased again on April 3, 2026, before declining on April 4, and gradually increasing again until the end of the observation period. The average conversation during the study period reached 23 mentions per day, higher than the previous period, which only reached 15 mentions per day. This pattern indicates that despite the decline in conversation intensity, the issue remained a public concern and continued to generate further discussion for several days after the clarification was issued. This indicates that the brand's clarification did not halt public discourse but rather became part of the ongoing opinion-forming process in the digital space.

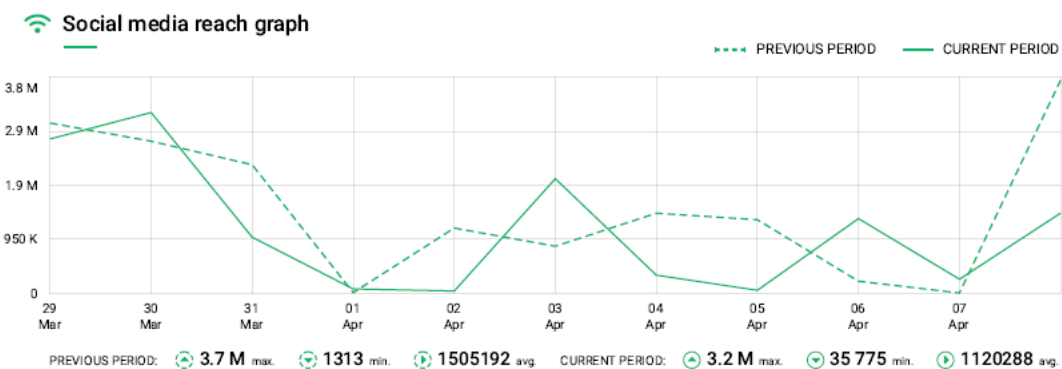


Figure 4. Social Media Reach

The social media reach graph indicates a broad potential for disseminating information regarding this issue. The highest number of accounts impacted occurred on March 30, 2026, with more than 3.2 million accounts potentially having access to information regarding the issue. Overall, the total social media reach amounted to 12 million, which is 26% lower compared to the previous period. This drop indicates that even though there are more conversations taking place, the spread of information is no longer primarily driven by accounts that have a large number of followers, as was the case previously. Although this is the case, the figure of 12 million indicates that

explanations and continuing problems have successfully reached a large audience through social media.

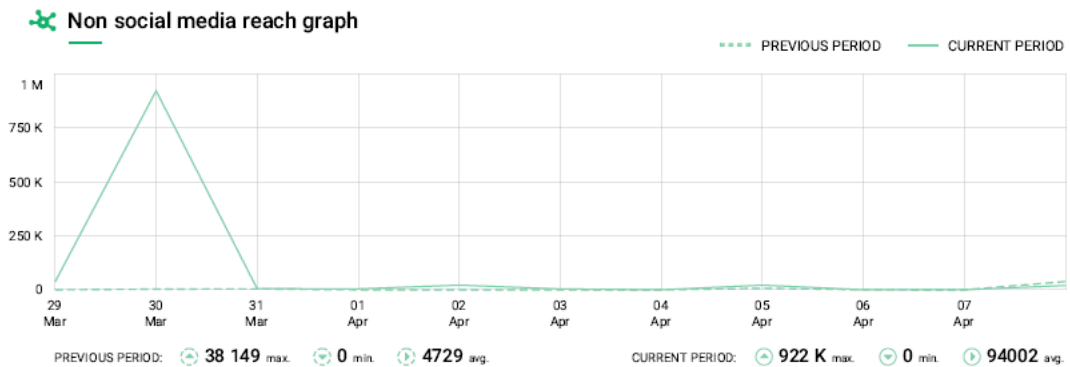


Figure 5. Non Social Media Reach

As social media reach continues to decline, the reach through other non-social media channels is increasing significantly. The total non-social media reach reached 1 million, representing an increase of 1,888% compared to the previous period. The largest number of people viewed the content on March 30, 2026, with approximately 922,000 individuals accessing it. This indicates that the issue initially emerged on social media platforms, which then drew the attention of online news outlets and other informational sources, thereby increasing public awareness of the matter. The explanation provided by Moell Skincare was not only seen by people on social media but also appeared in online news articles.

Numerical summary

256 MENTIONS	234 SOCIAL MEDIA MENTIONS	22 NON-SOCIAL MENTIONS	12 M SOCIAL MEDIA REACH
1.0 M NON SOCIAL MEDIA REACH	344 K INTERACTIONS	234 USER GENERATED CONTENT	331 K LIKES
83 65% POSITIVE MENTIONS	45 35% NEGATIVE MENTIONS	\$ 896 K AVE	116 MENTIONS FROM X (TWITTER)

Figure 6. Summary of Media Monitoring Metrics

When examining the data, the majority of online discussions about this issue originated from social media platforms. There were 234 mentions on social media and 22 mentions from other websites. This data indicates that social media is the primary platform through which people develop their opinions about Moell Skincare's clarification. This issue resulted in 344,000 interactions and 331,000 likes, indicating that users were actively engaging with the content that was circulating. This high level of interaction indicates that the public is not only receiving information but also actively engaging by sharing news and discussing the issue as it develops.

The data also indicates that 234 pieces of user-generated content (UGC) have been created by social media users. That number indicates that discussions regarding the clarification of Moell Skincare were primarily initiated and influenced by the public's proactive involvement through their own posts, comments, or content they generated. In the context of digital communication, the large amount of content created by users

indicates that the issue is widely engaged with by the public. People are not only watching but also producing information, which plays a key role in influencing the direction of public conversations.



Figure 7. Most Popular Mentions

The most popular mentions indicate that a post from the TikTok account @fransisca13120 on March 30, 2026, attracted the highest level of public engagement. The post requested the owner of Moell to clarify the reason behind Erika Carlina's involvement in the current issue. This indicates that individuals were not only listening to the Moell Skincare company's explanation but also paying attention to others who were believed to be connected to the situation. This indicates that individuals are increasingly seeking information and trying to understand various topics, meaning their views are influenced not only by the messages from brands but also by the discussions and opinions shared by others on social media platforms.

The data on the number of conversations and the extent of the issue indicates that the clarification provided by the Moell Skincare brand has generated significant public attention. Increased mentions, extensive coverage across social media and online platforms, along with significant user engagement and generated content, indicate that this issue has gained substantial prominence in the digital space. These findings indicate that during crises, when organizations offer clear information, they are not only presenting facts but also initiating discussions and prompting individuals to reflect and form their own opinions, which can influence the public's perception of the brand.

Sentimen Publik terhadap Klarifikasi Brand Moell Skincare

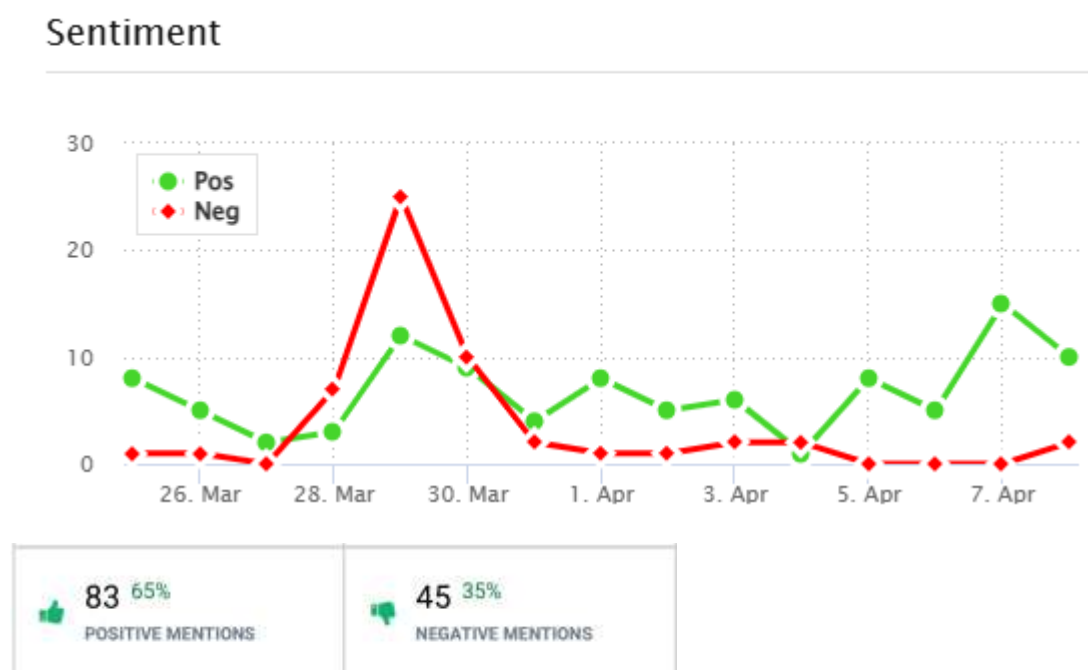


Figure 8. Public Sentiment Trends Toward Moell Skincare's Clarification

When examining the sentiment analysis graph, the majority of the public's response to the Moell Skincare brand's clarification was favorable. Among all the conversations reviewed, 83 showed positive emotions, accounting for 65%, while 45 displayed negative emotions, making up 35%. This result indicates that overall, the brand's explanation was positively received by the public, although there were still some criticisms and concerns regarding the ongoing matter.

The sentiment graph indicates that on March 29, 2026, following the owner of Moell Skincare offering a clarification, there was a significant rise in negative discussions, with approximately 25 negative messages being posted online. The intense negative emotions on that day indicate that the explanation was given when the issue was receiving the most public attention. During this time, many people online questioned why children were part of the Live Maraphon and how the Moell Skincare brand was related to the event.

After March 29, 2026, the level of negative emotions significantly decreased and remained at a low level until the end of the study period. On the other hand, positive emotions remained the same or even increased on certain days, particularly on April 7, 2026, which recorded the highest level of positive feelings during the period following the clarification. This pattern indicates that the explanation provided by the owner of Moell Skincare helped to reduce the intense criticism that was initially expressed at the start of the issue.

The positive emotions were also due to the clarification given, which not only explained Moell's position regarding the Live Marathon but also included an apology and acknowledged several things that the company had overlooked. Some social media users appeared to appreciate the openness to public feedback and judgment, which resulted in more positive conversations compared to negative ones.

Overall, the trend in sentiment indicates a shift from predominantly negative responses when the clarification was initially provided to mostly positive reactions in the period that followed. These results indicate that the explanation provided by the Moell Skincare brand was effective in reducing the spread of negative opinions and in encouraging more people to accept the situation, even though some individuals still had certain concerns about the ongoing issue.

Media Dominan dalam Percakapan Publik

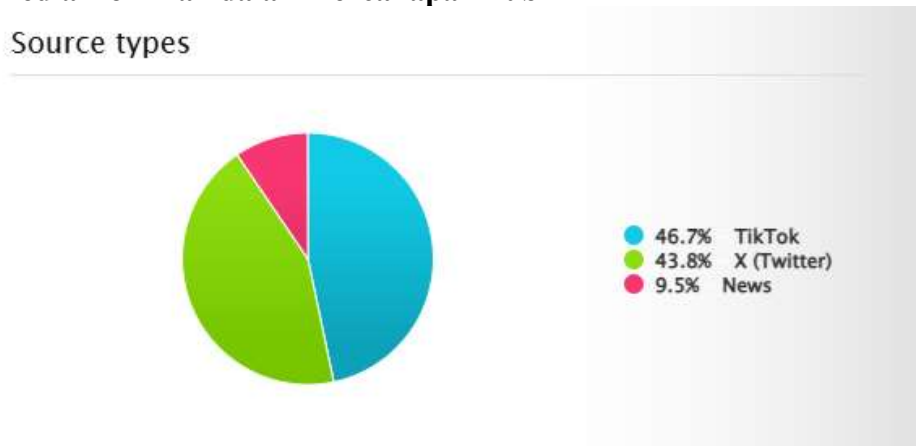


Figure 9. Dominant Media Platforms in Public Conversations

Public conversations regarding the Moell Skincare brand clarification were primarily occurring on social media platforms, as determined by the types of media sources involved. Data indicates that TikTok was the primary source of conversations, accounting for 46.7%, followed by Twitter (X) with 43.8%, and online media, such as news websites, contributed 9.5% to the total conversations identified. This indicates that individuals' opinions regarding children taking part in the Live Maraphon are more influenced by social media platforms compared to online news websites.

TikTok's strong position indicates that it serves as a primary platform for discussing new and significant issues. TikTok's features, which allow videos to spread rapidly and promote significant user engagement, have contributed to the issue receiving widespread attention. Moreover, when famous individuals and popular videos are involved, they become a primary means through which people discuss and share ideas, making TikTok a significant platform for influencing public conversations.

Meanwhile, Twitter's share of 43.8% indicates that the platform also plays a significant role in spreading and expanding the reach of public discussions. Unlike TikTok, which mainly focuses on videos and audio content, conversations on X are primarily centered around sharing opinions, providing feedback, replying to other users, and engaging in discussions between individuals. This situation indicates that individuals are not only reading the information but also reflecting on it and evaluating how effectively the Moell Skincare brand communicated the details.

On the other hand, online media accounted for 9.5% of the total conversation. Although it is not as large as social media, online media continues to play a role in informing a larger audience about various issues. This finding aligns with the results from the reach analysis, which indicated that issues first emerged on social media and were later picked up by news outlets, increasing public awareness of the explanation provided by the brand.

Overall, the way people discussed the Moell Skincare brand's explanation indicates that the shift in public opinion was primarily shaped by conversations among social media users, particularly on platforms like TikTok and X. This indicates that in the current digital environment, when organizations communicate during a crisis, social media plays a crucial role in shaping, distributing, and interpreting messages to ensure clarity.

3.2. Discussion

The findings indicate that Moell Skincare's explanation regarding the involvement of children in the Live Maraphon sparked significant public attention during the period under consideration. A significant number of discussions took place, with 256 mentions, and the issue gained attention from 12 million social media users, indicating that it spread extensively across online platforms. Public discussions continued beyond the initial time the issue was first noticed, and they carried on even after the owner of Moell Skincare shared additional information. This pattern indicates that the clarification became part of an ongoing online discussion where users consistently shared their opinions, interpretations, and perspectives on the subject. This reflects the nature of digital communication spaces, where individuals actively engage by providing feedback, which over time influences and disseminates information (Lee & Tandoc, 2017).

These findings suggest that social media provides current information which can be used to understand people's opinions, their interactions, and their behaviors (Paul & Dredze, 2017). In this study, the conversation data illustrate how social media functioned as a platform where people discussed whether children should be involved,

the relationship between Moell Skincare and Live Marapthons, and the statement the brand issued to clarify the situation. Many interactions and user-generated content indicate that the conversation was not only initiated by official channels or media outlets, but also shaped by individuals engaging on social media platforms.

The analysis of sentiment shows that most public discussions were positive, making up 65% of the conversations, whereas negative sentiment made up the remaining 35%. However, the distribution of sentiments varied during the observation period. On March 29, 2026, when the clarification was made public, the level of negative sentiment was at its peak compared to the subsequent days. After that, the negative sentiment slowly decreased, while the positive sentiment remained more steady throughout the entire observation period. These results indicate that discussions about the topic in public spaces were constantly changing and developed over time as fresh information was shared and spread through online platforms (Boczkowski & Mitchelstein, 2021).

Sentiment analysis helps researchers understand the general mood or attitude of the public as expressed in conversations on social media (Rodríguez-Ibáñez et al., 2023). In this study, the presence of both positive and negative sentiments shows that users understood the clarification in different ways. Some discussions showed that people accepted the explanation given by the brand, while other conversations kept focusing on the role of children and the duties of those involved in the controversy. The sentiment patterns observed highlight the variety of opinions that exist among the public regarding this issue.

The results also show that TikTok and X were the main platforms where people discussed public issues. TikTok made up 46.7% of all the conversations, and X accounted for 43.8% of the total. In contrast, online news media accounted for just 9.5% of the total conversations. These results show that discussions about Moell Skincare's clarification mainly took place on social media platforms instead of traditional online news websites. The popularity of TikTok shows that audiovisual content was key in grabbing public interest, while the significant role of X demonstrates that the platform still serves as a place for people to share their views, respond to events, and offer their interpretations on the matter. This finding aligns with earlier research indicating that social media platforms have increasingly become key areas where audiences take an active role in creating, sharing, and understanding information related to public matters (Pearce et al., 2019).

These findings back up the idea of social media monitoring, which means that social media allows researchers and organizations to track how issues develop, find out who the key players are, and get a better understanding of how conversations take place in online spaces (Zhang & Vos, 2014). This study found that media monitoring showed public conversations went beyond the Moell Skincare organization and also included people connected to the issue. This is evident from the significant attention given to discussions about Erika Carlina and Andrew Raxy Neil, who both became widely talked-about actors in online conversations. The presence of these individuals shows that conversations on social media frequently focus on both the organizational and personal aspects of a public matter.

Besides recognizing key figures, media monitoring also uncovered various main topics that were frequently discussed in public conversations. The most commonly talked about subjects were child participation in digital activities, the partnership between Moell Skincare and Andrew Raxy Neil, the statement made by the owner of Moell, and different public reactions to the controversy. These themes suggest that the conversations went beyond a single topic and included several related issues that

together formed a wider discussion about social media. These results back the idea that conversations on social media usually form through several linked stories that together influence how the public understands and interprets topics in online settings (Pond & Lewis, 2019).

Overall, the results show that the public discussions about Moell Skincare's clarification developed through the interaction of different actors, platforms, emotions, and key topics in online environments. The media monitoring data show how a specific issue can grow into a wider public conversation that includes various viewpoints and different types of reactions on social media platforms.

4. CONCLUSION

This study examined media monitoring data concerning Moell Skincare's statement about the matter of children participating in the Live Maraphon event during the months of March and April 2026. The results indicate that the clarification received significant public interest and led to widespread conversations on various online platforms. A total of 256 mentions were documented, achieving a social media reach of 12 million and a non-social media reach of 1 million. The large amount of conversations, interactions, and user-generated content shows that the issue emerged and developed actively in digital spaces, and it became part of wider public discussions.

From a sentiment standpoint, public discussions were mainly positive, making up 65% of the total conversations, whereas negative sentiment represented 35% of the discussions. Although negative sentiment peaked at the time of the initial clarification release, later discussions revealed a more consistent presence of positive sentiment. These results indicate that people's reactions to the clarification were different, showing a range of understandings and opinions about the topic.

The study also revealed that TikTok and X were the main platforms where public discussions took place, making up 46.7% and 43.8% of all conversations, respectively, with online news media accounting for 9.5%. The main topics discussed were children's participation in online activities, the partnership between Moell Skincare and Andrew Raxy Neil, the statement made by the owner of Moell, and different reactions from the public regarding the situation. These findings show that public discussions went beyond just clarifying the issue and included several related topics that were talked about on different social media platforms.

The results show that media monitoring helps in gaining a full picture of public discussions by tracking the level of conversation, how widely issues are covered, the overall tone of discussions, the main platforms where conversations take place, the key individuals involved, and the main topics being talked about. This study adds value to media monitoring research by showing how organizational problems and public explanations are talked about, understood, and worked through in today's digital settings.

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