

Nama : Nabiilah Andisi Pahlevi  
NIM : 44220010178  
Program Studi : Public Relations  
Judul Skripsi : Pengaruh Popularitas Beauty Influencer Terhadap Brand Image (Survei Followers IG @TasyaFarasya Versi Produk Maybelline Vinyl Ink )  
Dosen Pembimbing : Dr. Santa Lorita Simamora, M. Si

## ABSTRAK

Fenomena di mana banyaknya masyarakat terutama kaum wanita yang semakin sadar akan pentingnya kosmetik untuk menunjang penampilan mereka agar tampak lebih baik, sehingga membuat potensi pasar yang dimiliki oleh industri kosmetik nasional bertambah besar dan berkembang dengan cepat. Saat ini kebutuhan konsumenterhadap produk kosmetik semakin tinggi. Saat ini masyarakat indonesia mencari informasi tentang kosmetik dari sosial media instagram, karena hal tersebut muncul fenomena beauty influencer orang yang populer di media sosial yang dapat mempromosikan suatu produk kencatikan kepada khalayak dan dapat mempengaruhi citra dari produk tersebut. Penelitian menganalisis pengaruh popularitas dari beauty influencer yang mempengaruhi brand image suatu brand. Populasi dalam penelitian ini konsumen yang mengikuti media sosial instagram @tasyafarasya dan mengetahui produk maybelline vinyl. Sampel yang digunakan sebanyak 400 responden. pengambilan sampel yang digunakan adalah teknik purposive sampling yang dilakukan sesuai dengan kriteria penelitian. Metode penelitian yang digunakan adalah kuantitatif . Berdasarkan analisis pada penelitian ini diperoleh hasil bahwa : popularitas beauty influencer tasya farasya

Kata Kunci: Popularitas, Beauty Influencer, Brand Image

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### **ABSTRACT**

*The phenomenon where many people, especially women, are becoming positive effect on the brand image of Maybelline's vinyl ink product. Keywords: Popularity, Beauty Influencer, Brand Image. v increasingly aware of the importance of cosmetics to enhance their appearance, thereby expanding the potential market for the national cosmetic industry quickly. Currently, consumer demand for cosmetic products is on the rise. Indonesian society is currently seeking information about cosmetics from the social media platform Instagram, because there is a phenomenon of beauty influencers who are popular on social media and can promote beauty products to the audience and influence the image of those products. Research analyzes the influence of the popularity of beauty influencers on the brand image of a brand. The population in this study are consumers who follow the Instagram social media account @tasyafarasya and are aware of Maybelline's vinyl product. The sample used consists of 400 respondents. The sampling method used is purposive sampling technique conducted according to the research criteria. The research method used is quantitative. Based on the analysis in this study, it was found that the popularity of beauty influencer Tasya Farasya has a positive effect on the brand image of Maybelline's vinyl ink product.*

*Keywords: Popularity, Beauty Influencer, Brand Image.*