

ABSTRACT

In an era of increasingly sophisticated, dissemination of information can be done through various ways. One of them is through a video blog (vlog) that recently has become a phenomenal thing in Indonesia. Generally a vlog contains content about a person's daily life. But recently, the content has begun to evolve with the content of the person's interest, such as beauty content which has a higher percentage than sports, food, travel and fashion contents. A vlog with the beauty content can have a higher percentage must not be separated from the existence of a role from beauty vlogger. Therefore, the purpose of this study is to determine the motives and signification from a beauty vlogger in doing beauty vlogging activities. This study used a qualitative method with phenomenological approach. The key informants in this study is the beauty vlogger and supported by social media expert. The results of this study indicate that there are five motives behind beauty vlogger in conducting beauty vlogging, encouragement from hobby, encouragement to work by herself, to be an influence for others, want to interact with other people and want to get success. Other than that, the beauty vlogger interpret this activity to provide information, adds experience, to be a professional person and have pleasure of getting a response from others.

Key words: Phenomenon, Vlog, *Beauty Vlogger*, Motive, Meanings