

ABSTRAK

A large population makes Indonesia a promising cosmetics market. Based on the data of the ministry in 2016, the development of cosmetics in Indonesia for the last six years reached 9.67%. With so many beauty clinics in Indonesia, the company must have the right strategy to be competitive. One strategy that can be used is to focus social media as a promotional container, such as MD Glowing which focuses social media instagram as a container of corporate promotion. In doing the promotion through instagram use celebrity endorser as an attraction, to get consumer attention. Celebrity endorser is one of the many attraction used by marketers in marketing their products with the aim to build consumer buying interest in the product.

The purpose of this study is to determine the effect of Celebrity endorser to Purchase intention MD Glowing product with Advertising Appeal as intervening. This research is a quantitative research with descriptive and causal data analysis, the respondents studied in the research is MD Glowing instagram followers amounted to 100 people. The data collected from the 15 items of questionnaire statements were then diluted using IBM SPSS 24 with path analysis techniques.

The results of this study show that the celebrity endorser is in the position of number 78.06% with good category, advertising appeal is in the position of number 78.06% with good category, purchase intention in the position number 73.2% with good category, celebrity endorser influential significant to the advertising appeal of 48.7%, advertising appeal has a significant effect the purchase intention of 28.3%, celebrity endorser has a significant effect the purchase intention of 5.29%, and the celebrity endorser influences the purchase intention through advertising appeal of 37.0 %.

Keywords : *Celebrity endorsement, Advertising appeal, Purchase intention.*