

ABSTRACT

Nature Republic is a cosmetic brand from South Korea. This brand does not yet have an official store in Indonesia. In a brand there is a very important aspect of brand image. One of the factors that can form the brand image is word of mouth. Along with the development of the era, WOM is done online called electronic word of mouth (eWOM). The number of Beauty Vlogger Indonesia who reviews on one of Nature Republic's products is Aloe Vera 92% Soothing Gel, making this product can be known by many lovers of cosmetics in Indonesia. Review by beauty vlogger triggered the emergence of eWOM that can form the brand image Nature Republic in the minds of consumers.

The formulation of problem in this research is how big influence eWOM by beauty vlogger to brand image Nature Republic. Methods of causal research with simple linear regression method. The population of members of the Female Daily Forum amounted to 3249 with a sample of 357 respondents. The independent variable is eWOM. The dependent variable is the brand image. Data collection was done by spreading the online questionnaire to the Female Daily Forum member.

The results showed that eWOM gives positive effect to brand image. eWOM gives 50.2% influence to brand image for Female Daily forum members, while 49.8% by other variables are not studied. Managerial implications, the suggestions that beauty vloggers have on the YouTube platform because these reviews strongly affect the brand image.

Key words: eWOM, Brand Image, Beauty Vlogger, Nature Republic, Aloe Vera