

ABSTRACT

This study discusses EWOM Beauty vlogger Analysis on Youtube Channel on Innisfree Greentea Seed Serum Products through Dinda, Stephani, and Novie beauty vloggers account. Innisfree is a skincare brand from South Korea. Beauty vlogger phenomenon which reviews Innisfree Greentea Seed Serum products. Problem formulation in this study is to be able to know the dimensions or indicators - indicators that consist of intensity, positive valance of opinion, negative valance of opinion, and content. This research uses qualitative descriptive method and constructive paradigm. The conclusion of this study is that the reviews given by beauty vlogger Dinda, Stephani, and Novie provide quite a lot of information about the product innisfree greentea seed serum, and there are some interactions that occur between beauty vloggers and viewers. in accordance with the statements contained in the e-WOM indicator.

Key word : e-WOM, Beauty Vlogger, Innisfree Greentea Seed Serum

