

## ABSTRACT

*Celebrity endorsement is one of the marketing communication strategies that is used as a communicator to convey messages effectively. The celebrity endorsement that the researchers used in this study is Abel Cantika and the purpose of this study to determine the dominant factors of celebrity endorsement Abel Cantika. This study uses quantitative research methods using factor analysis. In this study the primary data was obtained by distributing questionnaires to 100 respondents who followed Abel Cantika's Instagram social media. The results showed that there were three dominant factors of celebrity endorsement Abel Cantika. The first factor give the name of similarity with the target audience, the second factor is expertise, the third factor is give the name of trust. Of the three most dominant factors is the similarity factor with the target audience because it is % of variance of 22.488%. This factor is form from the indicators "Abel Cantika is the ability to endorse cosmetics on Instagram, Abel Cantika is a similar taste in cosmetics with me, I have the same lifestyle as Abel Cantika which is a cosmetic lover, I have the same lifestyle as Abel Cantika which is often make up"*

*Keywords: celebrity endorsement.*