

ABSTRACT

The phenomenon of social media Youtube in millennial generation now has a strong presence. A video-based social media is predicted will beat television, while the existence of television in the community is still visible. Call Youtube as the number one social media in Indonesia is no longer in the ears of the public, many data calculations point to Youtube as a social media that is more often used by millennials. Vlog content, one of which is beauty vlogger, is one of the most popular content for women. Although the most popular, but rarely the audience becomes consumptive with the reason to take what is informed by the beauty vlogger. This study discusses how it is understood by generations after seeing reviews of impressions from beauty vloggers. This research uses descriptive qualitative method with constructivist paradigm. The data of this study were obtained from five millennial generation informants who have a consumptive lifestyle. Based on the results of the study, the informants conveyed the positive and negative things that were received after being consumptive and gave answers honestly from experience.

Kata Kunci: *Youtube, Consumptive Behaviour, Beauty Vlogger.*