

ABSTRACT

This study aims to see whether Tasya Farasya supporters towards the brand image of Safi products, and to work at all the influence of Tasya Farasya supporters on the brand image of Safi products. The factors tested in this study were the supporters of Tasya Farasya as the independent variable, while the brand image of the Safi product was the dependent variable. The data conducted by distributing questionnaire to Tasya Farasya Youtube's subscriber by applying non probability sampling technique that is purposive sampling, while to calculate the number of samples using the Slovin formula so that the number of samples in this study were 100 customers. The data analysis technique used in this study is simple linear regression at a significant level of 10% uses assistance of the Statistical Package for Social Sciences (SPSS) version 21. This result which shows that Tasya Farasya's supporters have an effect on the brand image of Safi products. The number of Tasya Farasya supporters affected the brand image of Safi products by 52.1%.

Keywords: Tasya Farasya Endorser and Safi Product Brand Image.