

ABSTRACT

With the advancement of technology, social media and digital platforms pushes the variety and accessibility of cosmetics to domestic consumers. Commonly, consumers search the information of their wanted product through variable sources, such as web browsing, social media, other buyers' reviews, and many more. This research is conducted to analyze the effect of e-wom on *brand image* of Dear Me Beauty. The method used for this research is descriptive quantitative, which uses non-probability sampling towards 100 respondents. Data assembly was condoned through distributing online questionare to Dear Me Beauty's Instagram followers. With descriptive analysis, results for the effect of *e-wom* has a significant impact towards Dear Me Beauty's brand image. Results for the *e-wom* variable show an average of 88%, which is highly impactful. The brand image variable also shows a highly impactful average of 84%. Data results for the t-test show $(3,455) > t \text{ table } (1,96)$.

Keywords: *Electronic Word of Mouth, Helping the Company, Expressing Positive Feelings, Concern for Others, Brand Image*