

ABSTRACT

This study aims to determine whether the male non-celebrity endorser of cosmetic products has an effect on the brand image of Dear Me Beauty and also to determine how much influence the non-celebrity endorser of male cosmetic products has on the brand image. The indicators tested in this study were male non-celebrity cosmetic products as the independent variable, and Dear Me Beauty brand image as the dependent variable. The method of this research is the followers of the Dear Me Beauty Instagram account as many as 417,000 followers. The sampling technique used in this study is a non-probability sampling technique with purposive sampling technique, while to calculate the number of samples using the Slovin formula so that the number of samples in this study is simple linear regression at a significant level of 5%. The program used in analyzing the data uses the Statistical Package for Social Sciences (SPSS) version 25. The results of this study indicate the influence of non-celebrity endorsers of male cosmetic products, with a large effect of 50% on the Dear Me Beauty brand image.

Keywords: *Non-Celebrity, Endorser, Brand Image, cosmetic.*