

ABSTRACT

This research is based on complaints resulting from negative reviews of MS Glow Beauty products and whether Tasya Farasya can influence the brand image of MS Glow Beauty products or can return a positive image to MS Glow Beauty products. This study uses an independent variable, namely Tasya Farasya as a Social Media Influencer with the dimensions of Visibility, Credibility, Attraction, Power. Then the dependent variable in this study is brand image with the dimensions of strength of brand association, favorability of brand association, and uniqueness of brand association. This method uses quantitative methods with descriptive data analysis techniques, normality tests, coefficient of determination tests, correlation tests, regression tests, and hypothesis testing. This study also used a simple random sampling technique with a total number of respondents of 400. The results of the analysis of respondents' responses obtained results of 79.02% on the social media influencer Tasya Farasya variable and 80.4% on the brand image variable. The hypothesis test obtained a t count of 11,558 > t table of 1.645 where H0 was rejected and H1 was accepted so that there was the influence of social media influencer Tasya Farasya on the brand image of MS Glow Beauty products. The coefficient of determination shows that there is influence of social media influencer Tasya Farasya on brand image of 25.1%. Therefore, it can be concluded that there are several other factors that can affect the brand image of MS Glow Beauty products.

Keywords: Social Media Influencer, Brand Image, MS Glow Beauty