# ABSTRACT

*Digital technology is increasing, especially social media which is increasingly prevalent because it can make communication easier and exchange information easier. Twitter is a social media that is widely used by the public. The large number of people using Twitter to obtain information has resulted in several Twitter accounts using the autobase feature, such as the @ohmybautybank account. On the @ohmybautybank account there are many discussions about cosmetic and skincare products. This study aims to measure how much influence Electronic Word of Mouth has on Brand Image Something among Millennials and Gen Z (Study of Followers of the Ohmybautybank Twitter Account). The research method used was quantitative descriptive, using a probability sampling technique to 400 respondents. The independent variables include Intensity, Valance of opinion and Content. The dependent variables include Strength of Brand Association, Association Favorability of Brand, Uniqeness of Brand Association. Data collection was carried out by distributing questionnaires online to followers of the Twitter account @ohmybeautybank. The results of data processing for the Electronic Word of Mouth variable are 90.40%, included in the very high category and the brand image variable has a percentage of 92.75% included in the very high category. Based on the results of the analysis of the Electronic Word of Mouth regression model on social media Twitter has a significant influence on Brand Image Something, this can be seen from the T count > T table (17,044> 1.965) which means H0 is rejected and H1 is accepted. Then the influence of Electronic Word of Mouth on Brand Image Something with a Determination Coefficient Test of 42.2% while the rest is influenced by other factors outside this study.*

*Keywords: Electronic Word of Mouth, Brand Image, Millennials and Gen Z Generation, Twitter, Somethinc*