

ABSTRACT

The no-makeup look has become a major trend in the beauty industry in recent years. This phenomenon is also often discussed and attracts the attention of many people, especially beauty enthusiasts and players in the cosmetics industry. This is in line with Rose All Day Cosmetics, a local makeup brand, which has the "No-Makeup Makeup Look". Rose All Day is presented as a cosmetic that is suitable for everyday use according to its vision, namely "Everyday Essentials, Easy to Use and Functional". This research aims to analyse how the persuasive message of the "No-Makeup Makeup Look" of the Rose All Day brand as a research object influences the formation of individual attitudes. In this case, the researcher selected five key informants as research subjects who were consumers and audiences of TikTok @roseallday.co. This research uses a qualitative research method with a case study approach and data is collected through observation, interviews and documentation. This research refers to the Elaboration Likelihood Model (ELM) theory to understand how messages are processed by individuals. The results showed that the persuasive message 'No-Makeup Makeup Look' from Rose All Day influenced both message processing pathways, with dominance in the central pathway. This shows that a persuasive message can form a more permanent attitude towards product use than a temporary one.

Keywords: *Persuasive Message, Elaboration Likelihood Model (ELM), TikTok*