

ABSTRACT

Social media serves as a platform for communication and interaction, as seen in platforms like TikTok. TikTok has gained popularity among the public due to the abundance of content utilized by influencers as communicators who possess credibility in introducing brands. Beauty related content is highly sought after by the public, as seen on accounts like @drichardlee, which extensively discusses beauty products through reviews and educational content to market their own brand. This study aims to measure the influence of Dr. Richard Lee as a social media influencer on the brand image of Athena (TikTok account @drichardlee). The research method employed is a quantitative approach using non-probability purposive sampling technique with 400 respondents. The independent variables consist of three dimensions: Ethos, Pathos, and Logos. The dependent variables have three dimensions: Strength, Favorability, and Uniqueness. The analysis results using SPSS version 26 show that the percentage in the high category is 83% for communicator credibility and 81% for brand image. Regression analysis results indicate that communicator credibility has a significant influence on the brand image of Athena on TikTok, with a calculated t-value of 20.697 > the critical t-value of 1.965, indicating the rejection of H0 and acceptance of H1. Furthermore, the magnitude of the communicator credibility's influence on the coefficient of determination test contributes 51.8%, with 48.2% influenced by other factors outside the scope of this study's variables.

Keywords: *Credibility Communicator, Brand Image, Social Media Influencer, TikTok, Athena.*