

ABSTRACT

The skincare industry in Indonesia has shown significant growth in recent years, driven by increasing public awareness of the importance of skincare. The intensifying competition has encouraged local brands to differentiate themselves, either by leveraging public figures with a positive image or by highlighting local values, both of which are believed to contribute to increased consumer purchase intention.

This study aims to examine the influence of celebrity endorsement and perceived brand localness on the purchase intention of From This Island products, a local skincare brand that features public figure Maudy Ayunda as its endorser.

The research method employed is quantitative with a causal approach. The sampling technique used is purposive sampling with a total of 216 respondents. The criteria for respondents included being Indonesian citizens residing in Indonesia, at least 17 years old, familiar with Maudy Ayunda, aware of the brand From This Island, but have never purchased its products. Data will be collected through an online questionnaire and analyzed using multiple linear regression.

The contribution of this research lies in combining two perspectives that have rarely been studied simultaneously: the role of celebrities as endorsers and the perception of brand localness within the context of digital marketing for local skincare products. The findings are expected to enrich the body of knowledge in contemporary marketing, particularly in the context of Indonesian consumers who are increasingly aware of local identity and authentic public figures.

Keywords: *Celebrity endorsement, perceived brand localness, purchase intention, From This Island, Maudy Ayunda, digital marketing, local skincare.*