

ABSTRACT

Dela Putri Kemalgi, 11819632

THE INFLUENCE OF TASYA FARASYA'S YOUTUBE REVIEW CONTENT RELATED COMPLETELY FIT ME FOUNDATION IN INCREASING INTEREST IN BUYING MAYBELLINE PRODUCTS IN COMMUNICATIONS STUDENTS OF GUNADARMA UNIVERSITY

(Keywords: Youtube Social Media, Buying Interest, Stimulus Organism Response Theory)

(xi+87+Appendices)

Youtube is a platform that displays videos containing information. This study aims to find out whether there is an influence of YouTube content, review thoroughly, maybelline fit me foundation Tasya Farasya in increasing interest in buying Maybelline products among female students of Communication Studies at Gunadarma University. This study uses a quantitative approach. This study uses the S-O-R Theory. The number of samples used was 92 respondents with purposive sampling technique.

The results of this study indicate that there is an influence of Tasya Farasya's YouTube review content in increasing buying interest in students of Communication Studies at Gunadarma University, which has a positive effect of 76% and has an impact of 57.8%. So the results of this study are that the H_0 hypothesis is rejected and H_a is accepted. This shows that the influence of Tasya Farasya's Youtube review content significantly influences the buying interest of Gunadarma University students of communication sciences

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