

## **ABSTRACT**

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### ***THE INFLUENCE ON TASYA FARASYA YOUTUBE CONTENT AS BEAUTY VLOGGER ON SUBSCRIBER IMITATION BEHAVIOR***

*Keywords : influence, youtube content, imitation behavior*

*(xiv-81-Appendices)*

*Vlog is an acronym for video blog which is blogging activity with video media. Nowadays, vlog is one of the popular platforms that online users view as reliable among all the different media sources. However, as time went on, not all vlog content had a positive impact. Beauty vlog is one of vlog's much-liked content. The study aims to learn how much influence tasya farasha's youtube content as beauty vlogger might have on subscriber behavior. The theories used in this study are sor and social learning theories with indicators of attention, retention, motoric reproduction, and motivational. The study employed a quantitative approach with a positive paradigm. My data-collection technique using my survey method uses a questionnaire to the responders and uses an overwhelming-sampling technique. Studies of 400 respondents claim that ho was rejected and ha was accepted. It has the sense that there is an influence between tasya farasha's youtube content as beauty vlogger on consumer behavior with a link between both powerful variables of 76.4%. Based on research, it can be concluded that the relationship between the influence on tasya farasya's youtube content affects positive and significant subscriber behavior.*

*Library list (2005-2020)*