

ABSTRACT

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THE INFLUENCE OF INFLUENCER MARKETING HANUM MEGA ON PURCHASING DECISIONS OF BEAUTY PRODUCTS (STUDY ON INSTAGRAM FOLLOWERS @REAL.HANUMMEGAA)

Keywords : Influencer Marketing, Theory Uses and Effect, Purchasing Decisions, Quantitative Methods

(xiii + 82 + Appendices)

The Instagram account @real.hanummegaa is an account that many Instagram users follow as a social media account in promoting a brand. This research is motivated by the current interest of Indonesian youth towards influencers on social media, especially Instagram. This study aims to see how much influence influencer marketing Hanum Mega has on purchasing decisions for beauty products (studies on Instagram followers @real.hanummegaa). This research method uses quantitative methods and positivism paradigm. The data collection technique was carried out using a survey method using a questionnaire which was then filled out by respondents using a random sampling technique. Respondents in this study were followers of the Instagram account @real.hanummegaa which were calculated using the Slovin formula so that a total sample was 100 respondents. This study uses the uses and effect theory which explains the relationship between mass communication through mass media which creates an effect for users of the media. Based on the results of the research that has been done, it shows that H0 is rejected and Ha is accepted. This means that there is the influence of Hanum Mega's influencer marketing on purchasing decisions for beauty products (studies on Instagram followers @real.hanummegaa).

Bibliography (2000 – 2021)