

ABSTRACT

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PENGARUH TERPAAN KONTEN A DAY IN MY LIFE PADA AKUN TIKTOK @NDSHVV TERHADAP MINAT BELI PRODUK CAMILLE BEAUTY

Keywords: Content Exposure, Purchase Intention, Uses and Gratification Theory

(xiii + 71 + Appendices)

During the pandemic, the popularity of beauty and skin care products reached its peak, and companies in this industry competed to market their products through various social media platform, including Tiktok. The amount of beauty content on the Tiktok platform has increased fourfold over the last year in 2021. Camille Beauty is one of the beauty brands that uses TikTok as a marketing communication channel, by presenting a day in my life content which has succeeded in triggering purchasing interest from many people. This research aims to find out how much influence exposure to the content of a day in my life on the Tiktok account @ndshvv has on interest in buying Camille Beauty products. The method in this research is quantitative with statistical analysis and uses a positivism paradigm. The population was taken by purposive sampling, namely followers of the Tiktok account @ndshvv. The sample consisted of 100 respondents who were distributed widely to followers of the Tiktok account @ndshvv. By using the Slovin formula. This research uses the Uses and Gratification theory. The testing tool used is SPSS. Data analysis techniques in this research use validity tests, reliability tests, classical assumption tests, normality tests, linearity tests, heteroscedasticity tests, simple linear regression analysis tests, T (Partial) tests and coefficient of determination (R square). The results of this research show that exposure to a day in my life content on the Tiktok account @ndshvv influences interest in purchasing Camille Beauty products.