

ABSTRAK

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Program Studi : Kewirausahaan
Judul : Peran Tasya Farasya sebagai *Influencer* dan *Content Marketing* Terhadap Minat Beli Produk *Skincare* Lokal Somethinc di Indonesia dengan Mediasi *Brand Image* di Aplikasi Tik Tok

Penelitian ini dilakukan dengan tujuan untuk mengetahui apakah ada pengaruh peran Tasya Farasya sebagai influencer dan content marketing terhadap minat beli produk skincare lokal Somethinc di Indonesia dengan mediasi brand image di aplikasi Tik Tok. Penelitian ditujukan kepada seluruh pengguna aplikasi Tik Tok baik yang mengetahui Tasya Farasya sebagai influencer sebanyak 301 responden. Metode penelitian yang dilakukan dalam penelitian ini adalah metode kuantitatif. Pengambilan sampel dilakukan secara non-probability sampling (accidental sampling) dan menggunakan software SmartPLS (Partial Least Square). Hasil dari penelitian berhasil menganalisa bahwa adanya pengaruh dari peran influencer Tasya Farasya dan peran content marketing terhadap minat beli produk Somethinc yang dimediasi oleh brand image. Harapan dari penelitian ini dapat memberikan hasil dari ada atau tidaknya pengaruh peran Tasya Farasya sebagai influencer dan peran content marketing terhadap minat beli produk skincare lokal Somethinc di Indonesia dengan mediasi brand image di aplikasi Tik Tok.

Kata kunci: *Influencer*, Minat Beli, *Content Marketing*, *Brand Image* Lokal *Skincare*, Tik Tok.

ABSTRACT

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Study Program : Entrepreneurship
Title : The Role of Brand Image as the mediation of The Role of Tasya Farasya as an Influencer and Content Marketing Tik Tok to Purchase Intention on Somethinc Skincare Local Brand.

This research was made with the aim of finding out whether there is an influence of Tasya Farasya's role as an influencer and content marketing Tik Tok on interest in buying local skincare products, Somethinc in Indonesia with the mediation of brand image. The research was pointed at all Tik Tok application users who knew Tasya Farasya as an influencer, totaling 301 respondents. Quantitative method used in this research. Sampling was carried out using non-probability sampling (accidental sampling) and using SmartPLS (Partial Least Square) software. The results of the research succeeded in analyzing that there was an influence from the role of influencer Tasya Farasya and the role of content marketing on interest in purchasing Somethinc products which was mediated by brand image. In fact, it is hoped that this research can provide results regarding whether or not there is an influence of Tasya Farasya's role as an influencer and the role of content marketing on interest in buying local skincare products Somethinc in Indonesia with the mediation of brand image on the Tik Tok application.

Keywords: Influencer, Purchase Intention, Content Marketing, Brand Image Lokal Skincare, Tik Tok.