

## ABSTRACT

### ***The Influence of Beauty Influencer Personal Branding as Entrepreneur on BLP Beauty Purchase Intention***

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*The cosmetics industry in Indonesia has experienced quite high development from 2018. Until 2019 there were more than 760 companies, of which around 95% were small and medium scale. In competition, many cosmetic companies use beauty influencers. This is because beauty influencers can introduce a brand in their platforms, which is social media. In Indonesia, Instagram is the fourth most-used social media with a total of 63 million users. Currently the beauty community is one of the largest communities in the digital world, both in Indonesia and globally. There are several beauty influencers who have finally built their own companies. This shows that many beauty influencers are also entrepreneurs. Personal branding of someone who owns a business, in this case the entrepreneur, is considered important because it can affect their company. This research uses the concept of marketing communication, personal branding, buying interest, and the theory of reasoned action. This study uses a quantitative method, by distributing questionnaires to 400 respondents who are followers of the BLP Beauty Instagram account. The results of this study indicate that variable X affects variable Y of 0.547 which is quite sufficient. The result of this research is that personal branding beauty influencers as entrepreneurs can affect the buying interest of BLP Beauty.*

**Keywords:** Marketing Communication, Personal Branding, Beauty Influencer, Theory of Reasoned Action, Buying Interest

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