

ABSTRACT

The Effect of Skincare Review Videos on TikTok on Teen Consumers' Buying Interest (Correlation Study on Abel Soebono's TikTok Account)

Muhammad Fitraldi¹, Maya Rachmawaty², Nathaniel Antonio Parulian³

¹) Student of Communication Science Department, Universitas Pembangunan Jaya

²) Lecturer of Communication Science Department, Universitas Pembangunan Jaya

Marketing communication is an attempt to convey messages to the public, especially target consumers regarding the existence of products in the market, where in this digital era marketing communication has been widely carried out via the internet. The growth of internet users in Indonesia is also accompanied by the increasing number of social media users. TikTok is one of the social media that is widely used by the public as a digital marketing medium. This is evidenced by the many influencers who market products such as skincare on TikTok. The skincare with the best-selling market share value is the Luxcrime brand. With so many influencers on TikTok, the trend of skincare review videos is booming. This study aims to determine how much influence the skincare review video content has on the buying interest of teenage consumers. This study uses the concept of marketing communication, as well as the theory of visual rhetoric and the facet of effect model. The results of this study indicate that the skincare review video on TikTok has a relationship and influence on the buying interest of teenage consumers by 0.818. Based on the results of the coefficient of determination formula, the contribution given through the video review skincare variable (X) to the buying interest of teenage consumers (Y) gets a figure of 66.9% while 33.1% is influenced by other factors outside the variables contained in this research. The hypothesis in this study is that H₀ is rejected and H₁ is accepted, so it can be concluded that there is an influence resulting from video reviews of skincare reviews on teenagers' buying interest.

Keywords : Marketing Communications, Skincare Review Videos, TikTok, Luxcrime

Library : 38

Publication Year : 2011 - 2021