

ABSTRACT

The Effect of Hashtag Usage on Interest in Buying Local Skincare Products in Teenagers (Quantitative Study on Hashtag #BelanjaLokal TikTok Account @sabrinaalyaw by Skincare Enthusiast Community Members)

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Currently, influencer marketing is also a strategy in promoting brands on social media to create brand awareness. With this, consumer behavior will change due to the influence or stimulus from the use of the hashtag #shoplokal by the TikTok account @sabrinaalyaw towards the interest in buying local skincare products among teenagers by Skincare Enthusiast members. The purpose of this study was to determine how much influence the use of the hashtag #shoplokal on the TikTok account @sabrinaalyaw has on the interest in buying local skincare products among teenagers by members of the Skincare Enthusiast community. This study uses the theory of IMC (Integrated Marketing Communication) with the concept of event and experience. The result of this study is that there is a fairly strong influence of the use of hashtags on buying interest, judging by the results of the correlation analysis, the results are 0.572 with this between variables X and Y having a fairly strong result and having a positive relationship. So the hypothesis on H_a is accepted and H_o in this study is rejected. The results of the analysis of the coefficient of determination of the effect of using the hashtag #shoplokal on the @sabrinaalyaw TikTok account on the interest in buying Skincare products in adolescents has an effect of 32.7%, then 67.3% is influenced by other factors. The influence of using hashtags can influence consumer behavior patterns through hashtag engagement which will change the thought process to reach the stage of buying interest.

Keywords: Hashtag Engagement, Influencer Marketing, Community

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