

ABSTRACT

Technology has changed various things, one of which is the development of marketing methods. The concept of marketing has a wider scope, namely digital-based. Marketing that is done on digital media is called content marketing. This research focuses on content marketing by beauty vlogger on the Youtube platform, Tasya Farasya by providing review content. This research is based on the complaints made by consumers of Madame Gie and whether the beauty vlogger Tasya Farasya can affect the brand image of Madame Gie although there are still many complaints from Madame Gie's consumers. This study uses independent variable of beauty vlogger review content with dimensions of honest, dependable, reliable source, sincere, and trustworthy. The dependent variable in this study is brand image with dimensions of strength of brand association, favorability of brand association, and uniqueness of brand association. This study uses quantitative methods with descriptive data analysis techniques, normality test, coefficient of determination test, correlation test, regression test, and hypothesis testing. This study uses a simple random sampling technique with 100 respondents. Analysis of respondents' responses obtained results of 81.10% on the beauty vlogger review content variable (X) and 80.90% on the brand image variable (Y). The results of the hypothesis test obtained that the t count value is $6.234 > t$ table 1.987 , which means that H_0 is rejected and H_1 is accepted and there is an influence between the content of the beauty vlogger review on the brand image of Madame Gie. The value of the coefficient of determination shows there is an influence between the beauty vlogger review on Madame Gie's brand image by 29%. It can be concluded that other factors are needed that can affect the brand image of Madame Gie.

Keywords: *beauty vlogger review content, brand image, Madame Gie*