

ABSTRACT

The spreading of information becomes faster with the advancement of technology. For example one of today's technological developments is social media. Local brand that uses social media as a tool of promotion is By Lizzie Parra or BLP. BLP utilizes a marketing strategy with the help of a beauty vlogger as well as the owner of BLP itself. The sample in this study were followers of Lizzie Parra's youtube account as many as 100 people who had seen her Beauty vlog about BLPBeauty. This type of research uses purposive sampling and tested quantitatively. The purpose of this study was to determine how much influence beauty vlogger Lizzie Parra and product quality had on brand awareness of BLP products. The data analysis technique used descriptive statistical analysis, multiple linear regression analysis, and hypothesis testing. The results showed that beauty vloggers and product quality had a positive and significant effect on brand awareness of BLP products. This is evidenced by the results of hypothesis testing the value of $t_{count} > t_{table}$, which is $9,143 > 1,984$. Based on the coefficient of determination, the influence of beauty vlogger Lizzie Parra and product quality has an influence on brand awareness of 46.2% while the remaining 53.8% is influenced by other factors not examined in this study.

Keyword: Beauty Vlogger, Product Quality, Brand Awareness, BLP.