

CHAPTER I

INTRODUCTION

1.1 Overview of Research Objects

1.1.1 Profile of Tasya Farasya

Lulu Farassiya Teisa or better known as Tasya Farasya is an Indonesian and Arab-blooded beauty influencer who was born in Jakarta on May 25, 1992. Tasya Farasya is the youngest of 3 children and has a twin sister named Tasyi Athasyia, in 2018, Tasya married with a young entrepreneur named Ahmad Assegaf and in 2020 they were blessed with a daughter named Maryam Eliza Khair. Since childhood, Tasya has lived in a respectable family but that does not necessarily make her a spoiled and dependent person. Tasya has been an orphan since childhood, her father who is a doctor died when Tasya was 3 years old, since then her mother became a single parent and Tasya saw how her mother struggled and kept trying to support her three daughters. Tasya Farasya's mother is Alawiyah Alatas who is none other than one of the most successful women entrepreneurs in Indonesia and is one of the most influential women in Indonesia. Growing up with the figure of a mother who is tough and has strong power is what makes Tasya Farasya grow into a woman who is smart, disciplined, does not give up easily, and is always humble and never brags about her wealth. On one occasion, Tasya made a video containing the opinions of people around her about herself and most of them answered that Tasya was a very independent woman and did not like to trouble other people and easily got along with anyone.

Tasya Farasya underwent secondary education at SMA 8 Bukit Duri, South Jakarta in 2007 - 2010 and graduated from the Department of Dentistry at Trisakti University in 2010. And continued her dentistry profession in 2013. Although she has officially become a dentist, but Tasya prefer a career that is in line with her passion in the field of beauty. Since childhood, Tasya Farasya has often experimented with make-up, even during high school she was able to apply her own make-up following the makeup of her idol, Nicole Scherzinger. During college, Tasya became a freelancer model for several photo shoots for local brands and also decided to open a make up service with her college friend Rebecca or Becky. During her time as a make up artist (MUA), Tasya uploaded the results of her client's makeup as well as the makeup on her own face to her Instagram which eventually invited hundreds or even thousands of likes, comments, and positive feedback from her followers.

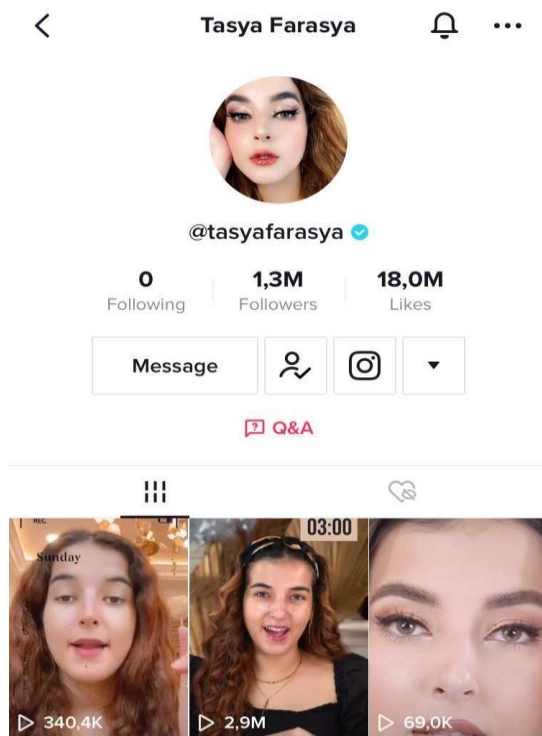
Not long after being known to many people, several awards and nominations from prestigious national and international class events were awarded to Tasya Farasya. One of the awards that Tasya won was an award at the Beauty Fest Asia 2018 event organized by Popbela, Tasya Farasya came home as Breakout Creator of The Year. The Breakout Creator of The Year award was obtained because Tasya Farasya is a beauty influencer in the beauty field who is a newcomer but her popularity is already very high (especially in 2018) and the content she creates can attract people who have a love for the world of beauty.

The reason the author chose Tasya Farasya as a beauty influencer is because of her many experiences, Tasya Farasya is very well known among millennials in the beauty world, even Tasya Farasya is also dubbed a beauty influencer who is honest in reviewing a brand (Tiktok, 2021). Even Tasya Farasya won't say it's a good brand if she doesn't use it first. In 2020, Tasya Farasya was chosen as the most popular Beauty Vlogger (Line, 2020).

There are many comparisons between Tasya Farasya's content and other beauty influencers. When beauty influencer Tasya Farasya reviews products, the many interactions and collaborations that are created (Tiktok, 2021) are not the same as other beauty influencers.

1.1.2 Tasya Farasya Tiktok Account

In this digital era, all activities can be published to the public through social media. Many groups of people are actively using social media ranging from students, adults such as artists, and entrepreneurs. In carrying out a career as an influencer, they really need media for their means of influencing followers with their recommendations and opinions. As well as publicizing their daily activities as well as interacting with the community. Almost all influencers have social media because that is their way to make their name big and known to many people. Especially to publicize the activities and successes that have been achieved to the wider community, one of which is Indonesian tiktokers and influencer, Tasya Farasya. Tasya Farasya has several social media including Tiktok, Instagram, Twitter and Youtube Channel.



Picture 1.1 Tasya Farasya Profile

Source : (Farasya, 2021)

Tiktok is an application that provides unique and interesting special effects that users of this application can easily create cool short videos that can attract the attention of many people who see it. The tiktok app is a Chinese social network and music video platform launched in September 2016. This app is a music-backed short video creation app, which is very popular with many people including adults and minors. One of them is Tasya Farasya who has Tiktok with 1.3 million followers and 18 million likes. Tasya Farasya's first Tiktok post aired on December 31, 2019. Where Tasya Farasya's first post was a funny dance video with her husband. Many netizens liked the video.



Picture 1.2 Tiktok Tasya Farasya's first post

Source : (Farasya, @tasyafarasya, 2021)

There are many topics on Tasya Farasya's Tiktok account, such as beauty influencers in general, ranging from make-up tutorials, beauty product reviews, and challenges related to make-up. And Tasya Farasya's Tiktok account is also used to make funny videos that are being updated on the Tiktok application.

1.1.3 L'OREAL PARIS Product

L'OREAL PARIS is an international beauty brand that combines the latest technology with high quality. This product has loyal customers in more than 130 countries in the world. The big name L'OREAL PARIS evokes the phrase, "Because you are so precious". The L'OREAL PARIS brand as a whole, depicts the spirit that helps every woman to have a unique beauty while strengthening the sense of appreciating all that she has (L'Oreal, 2020).



Picture 1.3 Types of L'OREAL PARIS Infallible Products

Source : (Paris, 2021)

Customer satisfaction with a product is based on certain factors. The author chooses L'OREAL PARIS products because L'OREAL PARIS releases beauty products that make many people fascinated by their uses. L'OREAL PARIS is also a very well-known beauty product, which often achieves achievements because it has good products and always produces various product variations according to the needs of consumers (L'Oreal, 2021).

The author chose L'OREAL PARIS beauty products because based on Tiktok content, Tasya Farasya's review of L'OREAL PARIS beauty products has the most viewers (Tiktok, 2021) and entered the hashtag racun (#racun).

So in this study, these factors will be the research variables. There are various factors that affect customer satisfaction for L'OREAL PARIS products, including product quality, service quality, price, and promotion. With good service quality, quality products, prices that match the benefits and supported by continuous promotions, of course, L'OREAL PARIS products will be preferred by customers.

In Tasya Farasya's Tiktok content it is stated that Tasya is reviewing products from L'OREAL PARIS. Tasya Farasya explained in detail, thus making her followers want to try and own the product. Viewers of the content of L'OREAL PARIS Tiktok Tasya Farasya products reached 2 million. Tasya Farasya's way of reviewing these products is very clear, so Tasya Farasya's followers have high curiosity. Tasya Farasya's followers have acknowledged that any product reviewed by Tasya Farasya is an honest review, so it doesn't disappoint her followers.



Picture 1.4 Viewers total of Tasya Farasya's content

Source : (Farasya, @tasyafarasya, 2021)



Source : (Farasya, @tasyafarasya, 2021)

Some of Taysa Farasya's video content on Tiktok was trending, which got 2.8 million and 1.8 million views, respectively. Since the beginning, Tasya Farasya's Tiktok account was created to be content that discusses beauty themes according to her passion, ranging from make-up tutorials, beauty product reviews, beauty hacks, to challenges or challenges with the theme of beauty. However, not monotonous just always about beauty. Sometimes Tasya Farasya creates tiktok content that can entertain her own followers.

1.2 Research Background

Technology advances with the passage of time. Starting with social media, the internet, and television shows, the list goes on and on. All are trying to present everything new that diverse groups are looking for. In many countries, including Indonesia, a lot of video content is being shared on social media. It may be argued that the growth of video material is aided by the advancement of internet speed, which allows it to be posted swiftly to the internet. Based on survey data conducted by the Association of Indonesian Internet Service Providers (APJII, 2017), there are 143.26 million people from a total of 262 million Indonesians who are connected to the internet and 87.13 percent of their activities open social media. Social media is a platform that allows people to engage with one another and publicly display their presence. With the advent of social media as a location to share activities or user activities, social media is utilized with the help of the internet, where the internet assists the public in receiving information and connecting with other users. Even Indonesia is predicted to be the country with the most active and most active social media users. One of the strongest reasons why this can happen is because internet devices mobile are increasing affordable for the community so as to allow network penetration to users a wider range of. Users do not have to work hard to create social media, and there are no space or time constraints, so users can access it within 24 hours, which can lead to an addictive effect on users. Because Indonesians are becoming more engaged on social media, with penetration rates in the tens of millions, any type of content can become viral or trend. Not only can social media be used to promote items, but it can also be used for a variety of other activities. Through social media, we can pursue our personal hobbies, such as becoming an influencer who can pique the interest of an audience in a product. The results of a data survey conducted by We Are Social in 2020 explained that as many as 175 million or 64% of internet users in Indonesia (Social, 2020). The number of Internet users in 2020 experienced a graphic increase of 8% when compared to 2019 which in the previous year was 56% or 150 million internet users (Social, 2019).

Of the total number of internet users in Indonesia, 45.3% of the Indonesian population uses the internet to access entertainment content to watch movies or videos (APJII, 2018). To access one of the platforms to watch online videos can be accessed through Tiktok. In Indonesia, Tiktok is one of the social media that is often used. The

TikTok application is one of the social media in Indonesia that is becoming a hot topic of discussion and is in high demand by various sorts of circles. This program is a social networking app and music video platform that allows users to create, edit, and share short video clips with filters and music accompaniment. TikTok is a Chinese software that has seen a lot of popularity in recent years. TikTok allows video artists to be more creative while also attracting the attention of other users. Millennials, according to the author, are the most active users of the TikTok application and are always uploading videos. They appreciate what is inside of them through the videos they make. Some make individual videos, two even squads or a group of friends, family and etc.

TikTok captures the interest of its followers because, in addition to being effective at creating content, it also delivers expert recommendations that encourage the audience to consume. TikTok also offers an ad platform, which can be utilized to increase the reach of your content and is frequently used for influencer marketing, and is also the most appropriate social media application to influence the audience with a product that is currently viral with a good composition. In addition to TikTok's large user base, the application's features are extensive, distinctive, and simple to use. Social media users consist of all walks of life, ranging from ordinary people to influencers ranging from just famous to top artists who also use social media to interact, publish the latest products that can influence the minds of the Indonesian audience and form audience opinions to freely express their opinions in criticizing viral product. TikTok is frequently used by influencers to offer recommendations for good and currently viral product reviews. In modern digital age, it is simple to locate a review on the internet before purchasing an item, such as seeing a review of an item on TikTok video clip. TikTok social media can be used to access the review content. It will be easier for us to know the quality of a product from another person's point of view and help us decide whether to buy the goods or not if we first look at a product review on TikTok video content before buying.

A beauty vlog is a video that discusses cosmetics or beauty goods. With the presence of a beauty vlogger, consumers of cosmetics or beauty goods are aided in delivering a value or selecting the products they will use. Tasya Farasya is one of the most well-known beauty influencers in Indonesia, with a large following. Tasya Farasya is a lovely woman of Arab ancestry who is a well-known Indonesian celebrity and beauty influencer. On May 25 1992, Tasya Farasya was born. This stunning beauty influencer is well-known for her seductive and gorgeous makeup. Tasya Farasya is an

influencer because the items she supports effect a large number of people, causing them to see, learn about, and even buy the products she recommends. Artists, celebrities, bloggers, tiktokers, and others who have a large number of followers or audiences on social media and have a strong influence on their followers are examples of influencers. Tasya Farasya started a Tiktok account in 2019 and now has over 1.3 million followers (Farasya, 2021) . In the video material of her Tiktok account, Tasya Farasya has also partnered with several cosmetic businesses. Tasya Farasya is quite active on Tiktok, as seen by the numerous updates that catch the attention of her fans. The content that is shared with followers is diverse, ranging from product reviews to expressing viewpoints to popular amusement videos.

The difference between Azmi Research's previous research (2021) "The effect of Yulia Blatschun's Youtube Channel on Fulfilling the Information Needs of a Healthy Diet for Viewers" with current research is that research used to use social media which has been used by many people for a long time and is familiar, while research now it looks the latest because it uses social media that is reborn with new features so it is very viral (Media, 2021).

In the video material of her Tiktok account, Tasya Farasya promotes and reviews a variety of businesses, particularly makeup. The L'OREAL PARIS Products are one of the products that Tasya Farasya reviewed. This product is a range of cosmetic brands available in the Indonesian market called Infallible. L'OREAL PARIS Indonesia offers a wide range of items, including skincare, makeup, haircare, and men's grooming. There are two videos in Tasya Farasya's Tiktok video material that illustrate the benefits of the L'OREAL PARIS product. Millions of views have been created by Tasya Farasya's competence in reviewing the latest L'OREAL PARIS beauty items. And Tasya Farasya's Tiktok followers are made up of a variety of people, including millennials who use immediate communication technologies like email, SMS, instant messaging, and social media, or in other words, the millennial generation is a generation that grew up during the rising internet period (Lyons, 2004). According to (Martin & Tulgan 2002), who were referenced in Yanuar Surya Putra's Theoretical Review: Generation Difference Theory, the millennial generation is defined as those born between 1978 and 2000, or those aged 19 to 41 in 2019.

A beauty influencer has various characteristics, according to (Shimp, T. A., & Andrews, J. C., 2013), including credibility, attractiveness, and power. Viewers will be able to trust beauty influencers abilities to be good beauty brand influencers as a

result of these criteria, and customers will believe in the products they evaluate, potentially influencing consumer buy intent. A consumer is more likely to acquire and use products and services that his favorite celebrity uses and endorses. Consumers are highly influenced to acquire a product by perceived beauty product influencers with knowledge in their respective fields. The greater an influencer's credibility, the greater the likelihood of consumers making a purchase. An influencer is a person who has the ability to persuade people to buy a product by virtue of their credibility and position, which leads to purchase intent.

Every social networking site has tools that make it easy to send messages when they're needed. Tiktok is the best social media tool for influencing the audience with viral products that have a decent composition. Tiktok's comprehensive features, which include a wide range of content in the form of images and audiovisuals, as well as the ability to describe it using captions and its ease of use, making it one of the social media platforms best suited for generating buy intentions among customers. Purchase intent is significant because it can anticipate consumer purchasing behavior and is a component that influences consumer purchasing decisions. If a purchase intention already exists, an influencer's abilities can be adequately trusted.

Talking about the Millennial generation, it is a generation that is quick to receive and adopt information more quickly, and will reach boredom when undergoing traditional learning methods. Millennials are emerging to be the most advanced technology generation, which includes cutting-edge technology. Millennials are referred to as remote control children because they face constant change. They are always looking for challenges, have long-term plans, are optimistic, value personal experience and have critical thinking. Millennial generation's learning style is sense-based (eg visual, audio and others) based on their personality and talents. Because in their daily life technology has become a part of their lives and is the information age for them to reflect their mindset in the learning style of this millennial generation. They have a general character that is much different from the character of the baby boomer generation, they are formed with a generation that is full of curiosity, aggressive and full of confidence, they have high self-esteem, are always easy to technology and can accept differences very well. One of the characteristics of the millennial generation is "multitasking is a way of life", namely handling information and communicating. Characteristics such as:

1. Millennials trust User Generated Content more than unidirectional information. Millennials don't believe in one-way information. For example, when it comes to buying a product, this generation sees product reviews and testimonials before buying it.
2. Millennials must have social media communication that runs on millennial generation people is very smooth. However, that does not mean that communication always occurs face to face, but quite the opposite. Many millennials do all their communication through social media, such as instagram, tiktok, twitter, and whatsapp Social media accounts can also be used as a place for self-actualization and expression, because what is written about themselves there is what everyone will read. So, almost all millennials are certain to have social media accounts as a place to communicate and express.
3. Millennials know more about technology than their parents. This generation sees the world not directly, but in a different way, namely by surfing the virtual world, so that they know everything. Starting from communicating, shopping, getting information and other activities.

It can be concluded that the hallmark of this generation is to make technology a lifestyle. Of course, with the online shopping style, it has become the shopping lifestyle of this millennial generation.

1.3 Problem Formulation

Based on the background that has been stated above, the formulation of the problem in this research is:

How much the influence of Tasya Farasya's Tiktok on beauty products to Fulfilment needs of Tiktok Millenial Users?

1.4 Research Aim

Based on the formulation of the problem in this study, the objectives of this study are as follows:

To know and describe how big the influence of Tasya Farasya's Tiktok on beauty products to Fulfilment needs of Tiktok Millenial Users.

1.5 Benefits of the Research

1.5.1 Practical

Can expand knowledge and become a reference for understanding the formation of *purchase intention* through social media influencers, and as a way to find out the influence of Tasya Farasya's Tiktok on beauty products to Fulfilment needs of Tiktok Millenial Users.

1.5.2 Theoretical

Able to make a theoretical contribution to Communication Studies, the influence of influencers on purchase intentions. And it can be used as a reference for further research.

1.6 Research Time and Period

The following table is a breakdown of the time and period of the research by the researcher will carry out:

No.	Research Stages	2021							2022						
		JAN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL
1.	Submission of Topics and Titles														
2.	Preparation of Chapter I to Chapter III														

