

## ***ABSTRACT***

*This research was motivated by the existence of review broadcasts on beauty influencer Tasya Farasya's Instagram social media which led to the formation of consumer behavior among teenagers, especially students and women. This can be seen by buying beauty products with the same function but from different brands, besides that they also often buy new beauty products even though the old ones haven't been used up. This study aims to find out how the consumptive behavior of the Instagram audience appears after watching a review conducted by beauty influencer Tasya Farasya and to find out the impact of the emerging consumptive behavior. The subjects of this research are late teenagers, especially female students who are followers of the social media Instagram Tasya Farasya. This study uses a qualitative descriptive research method, with data collection techniques in the form of interviews with the four informants, documentation, and literature study. The results of this research show that the formation of consumptive behavior arises unconsciously and is influenced by several factors, after watching the review content on Tasya Farasya's Instagram story, it has the impact of causing teenagers to behave consumptively to always be interested in buying products reviewed by beauty influencer Tasya Farasya.*

*Keywords: Consumptive behavior, review, beauty influencer, Tasya Farasya*