ABSTRACT

The high level of social media use causes significant changes especially in the field of marketing products and services. YouTube is a social media that presents information in the form of audio and visual and the number of YouTube users in Indonesia will reach 139 million in 2023. One of the content spread on YouTube is product review content by beauty influencers. Influencer messages are considered to be able to influence the audience in meeting information needs. This is used by the Somethinc company to create a brand image through review content by beauty influencers. This study aims to determine the influence of beauty influencer review content on Somethinc's brand image using message design logic theory in a message perspective. Researchers use quantitative research methods with explanatory research types. The sampling technique used is a non-probability sampling technique with purposive sampling and the number of respondents as many as 400 people. Based on the results of the study, it was found that beauty influencer review content had a significant effect on Somethinc's brand image by 0.167 or 16.7%, while the other 83.3% was influenced by other factors that were not studied in this study.

Keyword : Review Content, Brand Image, Message Design Logic, Influencer, Messages.