

## **ABSTRACT**

*The development of TikTok has made public opinion grow, making every beauty industry have to build a good brand image. Packaging claims on products are a very important thing that must be paid attention to. Consumers are more aware of product claims when buying goods in this era. One content creator doubted the 7x Ceramide claim on Hyalucera, because there was a discrepancy between the claim and the ingredients listed on the packaging. Content with comments that have been made can lead people to lead the opinions of various TikTok users which can create a negative brand image. This research examines the influence of public opinion 7x Ceramide Hyalucera on brand image on Tiktok. The aim of the research is to find out how much influence public opinion has on the brand image of Tiktok. The method used is a quantitative method based on a paradigm using a survey (questionnaire). The sample used a probability sampling method with systematic random sampling of 100 respondents who were followers of Tiktok @theoriginote.id, aged 17 years and over, used the Tiktok application, product users and knew information about the 7x Ceramide Hyalucera claim. The results of this research hypothesis test show the influence of public opinion on the 7x Ceramide Hyalucera claim on brand image on Tiktok. Public opinion has a significant impact on brand image on Tiktok with a value of 62.4%. Meanwhile, the remaining 37.6% is influenced by other factors outside this research model.*

**Keywords:** *Brand Image, Public Opinion, The Originote, Tiktok*