

ABSTRACT

One of the rapidly growing sectors in Indonesian social media platform Tiktok is the beauty care industry. Skintific is a Canadian brand that has successfully reached the seventh position in the list of best-selling facial serum brands in 2022, with sales volume reaching 3.32%. The purpose of this study is to understand the effectiveness and impact of the Skintific brand ambassador through Tiktok social media @Skintific_id in terms of shaping the company's image. The research method used is qualitative descriptive by applying the constructivism paradigm. The results of the study obtained that the role of using the Skintific brand ambassador through Tiktok @Skintific_id is very effective in shaping the company's image. Through collaboration with famous actor Nicholas Saputra and various influencers on the Tiktok social media platform, it has succeeded in increasing brand awareness, building credibility, and reaching new audiences. Consumer engagement and interaction with Tiktok content by the Skintific Brand ambassador has a significant impact on shaping the company's image. Interesting content, brand credibility, product understanding, and positive emotions generated can increase the likelihood of consumers to buy Skintific products. Marketing using brand ambassadors on Tiktok is effective in reaching and shaping different consumer demographics, including age, gender, and geographic location. Gen Z, as active Tiktok users, are easily reached by engaging relevant brand ambassadors. Millennials also show a positive response to brand ambassadors they trust.

Keywords: Brand ambassador, Brand awareness, Skintific, Tiktok