

ABSTRACT

The era of globalization is marked by rapid advancements in information and communication technology, driving an increasing demand for information. In Indonesia, the growing internet penetration has significantly accelerated the development of e-commerce. Based on data from We Are Social and Hootsuite in 2023, 213 million people, or 77% of Indonesia's total population of 276.4 million, are internet users, with an average usage time of 7 hours and 42 minutes per day. These technological advancements have also increased society's reliance on the internet for seeking information related to brands, products, services, and reviews before making purchase decisions. This phenomenon reflects a shift in consumer behavior that increasingly depends on online information sources to make more informed choices.

Make Over is a local cosmetics brand under PT Paragon Technology and Innovation, offering a wide range of beauty products such as makeup tools, foundations, lip creams, and eyeshadows. In the digital era, Make Over leverages social media, especially TikTok, as its primary tool to reach the younger generation. Through collaborations with influencers and creative content, Make Over has successfully enhanced brand awareness and effectively promoted its products.

This study aims to analyze the influence of social media marketing and brand image on the purchase intention of Make Over products on the TikTok platform. The research employs a causal approach with a quantitative methodology. The population studied includes individuals who actively use TikTok and have either purchased or viewed Make Over products. The sample was selected using probability sampling with a purposive sampling technique, comprising 384 respondents. Primary data were collected through questionnaires and analyzed using SEM-PLS software.

Keywords: *Social Media Marketing, Brand Image, Brand Trust, Ewom, Purchase Intention, TikTok, Make Over.*