

**PENGARUH KREDIBILITAS *BEAUTY VLOGGER* TERHADAP MINAT BELI
*BRAND SOME BY MI***

(Studi Kasus pada Video Review *Beauty Vlogger* Suhay Salim)

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ABSTRAK

Bidang kecantikan dewasa ini banyak diminati oleh masyarakat, termasuk juga mahasiswa. Informasi mengenai bidang kecantikan dapat didapatkan pada media *Youtube* melalui hadirnya para *beauty vlogger* di akun *youtubenya*. Salah satu *beauty vlogger* yang mendapatkan perhatian dari masyarakat dan dianggap memiliki kredibilitas adalah Suhay Salim dengan salah satu videonya yang memiliki banyak *viewers* yaitu video review yang berjudul "*Some By Mi Snail Truecica Full Range*". Kehadiran konten *vlog* ini diduga memberikan dampak bagi penontonya salah satunya dalam minat beli produk. Tujuan diadakannya penelitian ini adalah untuk mengetahui apakah ada pengaruh dari kredibilitas *beauty vlogger* Suhay Salim terhadap minat beli *brand Some By Mi* dikalangan mahasisiwi Jurusan Ilmu Komunikasi Fisip Unsoed khususnya angkatan 2016 - 2019. Metode yang digunakan pada penelitian ini adalah metode kuantitatif eksplanatif dengan menyebarkan kuisisioner kepada responden yang telah menonton video review Suhay Salim. Penelitian yang dilakukan di Purwokerto ini menggunakan sampel total dan analisis data dilakukan dengan uji korelasi Pearson Product Moment menggunakan SPSS 2021. Hasil penelitian ini menunjukkan adanya pengaruh yang positif dan signifikan antara kredibilitas *beauty vlogger* Suhay Salim terhadap minat beli *brand Some By Mi* pada mahasisiwi Jurusan Ilmu Komunikasi Fisip Unsoed.

Kata Kunci: Kredibilitas Sumber, *Beauty Vlogger*, Minat Beli

THE INFLUENCE OF BEAUTY VLOGGER CREDIBILITY ON COSTUMER WILLINGNESS TO BUY SOME BY MI PRODUCT

(Case Study on Beauty Vlogger Suhay Salim's Video Review)

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ABSTRACT

The beauty industry today is in great demand by the public, including students. Information about the beauty industry can be found on Youtube through the presence of beauty vloggers on their YouTube account. One of the beauty vloggers who get attention from the public and is considered to have credibility is Suhay Salim with one of her videos which has many viewers, namely a video review entitled "Some By Mi Snail Truecica Full Range". The presence of vlog content is thought to impact viewers, one of which is their interest in buying products. The purpose of this research was to find out whether there was an effect of the credibility of Suhay Salim's beauty vlogger on the buying interest of the Some By Mi brand among students of the Department of Communication Sciences, Faculty of Social and Political Sciences Unsoed, especially class 2016 - 2019. The method used in this study was an explanative quantitative method by distributing questionnaires to respondents who have watched Suhay Salim's video review. This research was conducted in Purwokerto using a total sample, and data analysis was carried out using the Pearson Product Moment correlation test using SPSS 2021. This study's results indicate a positive and significant influence between Suhay Salim's beauty vlogger's credibility on the buying interest of the brand Some By Mi in students of the Department of Communication Sciences, Faculty of Social and Political Sciences Unsoed.

Keywords: Source Credibility, Beauty Vlogger, Purchase Intention