

## THE INFLUENCE OF TASYA FARASYA'S ENDORSEMENT ON YOUTUBE ON INTEREST IN BUYING JOYLAB PRODUCTS

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### ABSTRACT

Endorsement is one of the marketing concepts in social media carried out by business owners as a marketing strategy. Endorsements are a strategy in which celebrities use a product and then their experiences are shared on social media. The above is to make consumers more interested in trying the products being marketed, so the purpose of this study is to see whether or not there is and the magnitude of the influence of Tasya Farasya's Endorsement on YouTube on the interest in buying Joylab products. This study used the TEARS dimensions (Trustworthiness, Expertise, Attractiveness, Respect, and Similarity) for the Endorsement and AISAS variables (Attention, Interest, Search, Action, and Share) for the buying interest variable. This research uses a quantitative approach with a survey research method on 100 subscribers to Tasya Farasya's YouTube channel. Data were collected through an online questionnaire with purposive sampling technique. The data analysis techniques used are correlation analysis and simple regression analysis. The results showed that Tasya Farasya's endorsement on YouTube had a strong positive influence on the interest in buying Joylab products by 63.9%. The results of the correlation test showed a figure of 0.799 where the correlation level was relatively strong, while the regression test results showed that the coefficient value in regression was 0.356 which means that there is a positive influence and a correlation value (R) of 0.799 obtaining an output coefficient of determination (R Square) of 0.639 which means the influence of endorsement on buying interest was 63.9%.

**Keywords:** *endorsement, celebrity endorser, TEARS model, you tube, buying interest, AISAS, joylab*

## INTRODUCTION

The weather that changes frequently and the large amount of air pollution around make us have to take care of and take care of the skin to keep it bright and healthy. At this time, skin health is very important for teenagers and adults because having healthy facial skin is certainly a dream for everyone. Exposure to various pollution and smoke is also known to damage skin firmness and trigger various skin diseases, such as acne, eczema, and psoriasis. Therefore, several procedures to care for the skin, especially facial skin, are very important, one of which is by using a skincare routine that suits the skin.

One of the ways we maintain and care for the skin is by doing a skincare routine. Skincare is a series of activities that support skin health, improve appearance and alleviate skin condition (Perwitasari, 2020). Skincare can include nutrients for the skin to avoid the negative effects of excessive sun exposure. There are five basic steps for skin care that can be done, namely the use of cleansing, toner, serum, moisturizer, and sunscreen. As time goes by, there are many skincare products on the market. As quoted by Hasna.id Joylab officially launched skincare and makeup in fulfilling the wish list of Indonesian women through quality and affordable products, especially millennials. Joylab is a local skincare brand that launched in March 2019, by prioritizing the use of safe ingredients, paraben free, cruelty free and sulfate free which are important for maintaining healthy skin and is safe for sensitive skin owners to use. Joylab products can be found in several e-commerce and to know the quality of its products we can see reviews on various social media platforms. Joylab also does marketing through several social media.

The choice of social media in marketing is carried out because the products to be offered are very closely related to social media users. Van Dijk in (Nasrullah, 2015) states that social media is a media platform that focuses on the existence of users who facilitate them in activities and collaborations (Sari et al., 2011). Social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond. In essence, with social media, various two-way activities can be carried out in various forms of exchange, collaboration, and mutual acquaintance in the form of writing, visual and audio-visual. Social media starts from three things, namely Sharing, Collaborating and Connecting (Puntoadi, 2011).

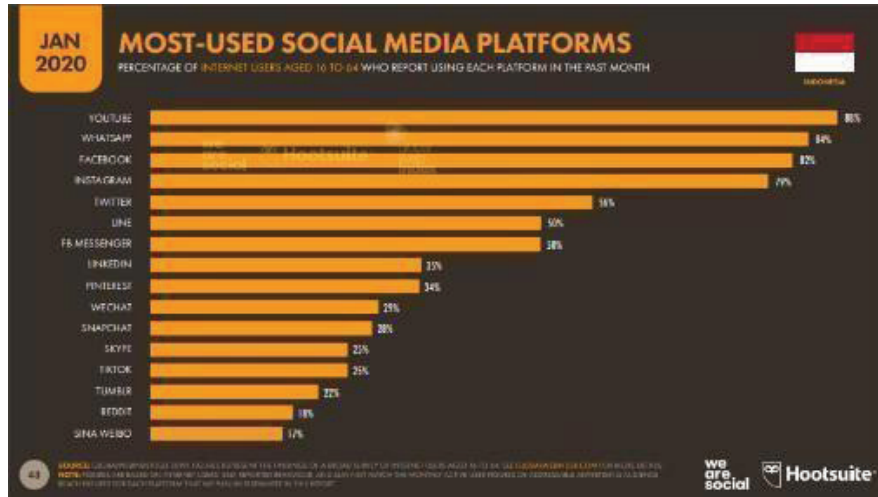
It started with the presence of electronic mail or e-mail in 1971 and became the first social media. In 1995 the first chat application appeared, MIRC. In 1999 there was a blog site and users were called bloggers, blogs could be used to tell stories either in writing or in pictures about personal stories or reviews of an item. One year later came Yahoo Messenger or YM, a chat application, and can be used as a free phone. Then came Friendster, Facebook, Twitter, Path, Instagram, Snapchat and YouTube.

YouTube is a popular video sharing website where users can load, watch, and share video clips for free (Faiqah et al., 2016). Generally, videos on YouTube are video clips of movies, TV, and videos made by users themselves (Widika, 2013)

According to we are social Indonesian Digital Report YouTube as the most used social media platforms in Indonesia in 2020 according to we are social. YouTube is one of the active social media platforms because of the large number of people who watch videos online compared to others in online content activities. At this time, the

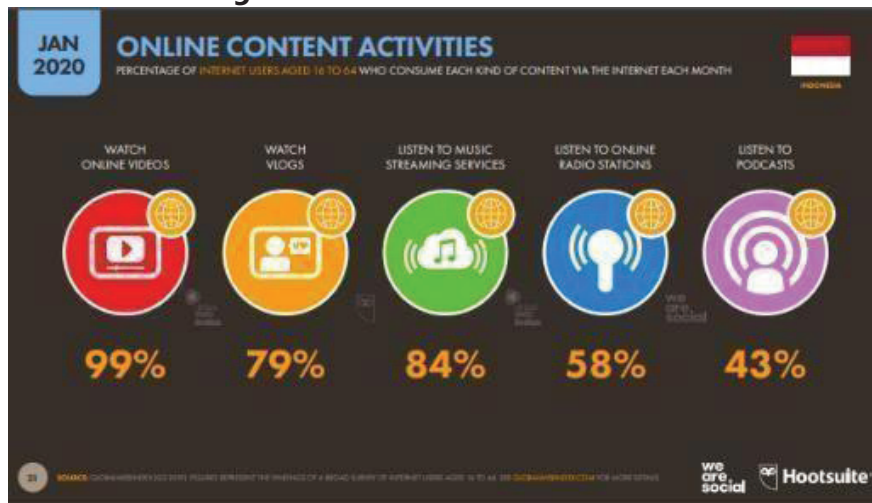
YouTube platform is not only used to upload daily vlogs. YouTube is also used as a marketing communication that features audio and visuals as a place to do business by brands to build brand awareness and reach a wider range of consumers (Indonesia, 2021).

**Figure 1. Most-Used Social Media Platforms**



**Source: Hootsuite (We are Social): Indonesian Digital Report 2020**

**Figure 2. Online Content Activities**



**Source: Hootsuite (We are Social): Indonesian Digital Report 2020**

One of the marketing communication activities is promotion. The promotion that is currently being used is Endorsement. Basically, the word endorse comes from the word Endorsement which means an act of support or agreement towards something (Kompasiana, 2017). Celebrity Endorser are supporters of advertisements or figures (actors, entertainers, or athletes) who are known to the public for their achievements in different fields of the class supported products (Shimp, 2003:28).

So, Celebrity Endorser is a promotion carried out by the company by issuing products through advertising media and using a celebrity as a supporter of the advertisement. The use of an endorser in an advertisement to convey a message must use the right and suitable character. Endorsements are usually used for consumers'

buying interest in a product. As Kinnear and Taylor (1995) said in (Suyono et al., 2012), buying interest is part of the component of consumer behavior in consumption attitudes, the tendency of respondents to act before the buying decision is actually implemented.

Beauty company Joylab chose Tasya Farasya as an endorser. Tasya Farasya became the No. 1 in the Beauty Vlogger Indonesia category with the highest subscribers (Maghfirah, 2020). Lulu Farassiya, known as Tasya Farasaya, is the most popular beauty influencer in Indonesia. Tasya has shown an interest in the world of beauty since childhood, both in the world of make-up, fashion and hairstyles. Her make-up skills began to be honed, as she joined a dance group while in high school to put on makeup for her dance team. Tasya's journey as a Make-up Artist began when she was studying at the Faculty of Dentistry, Trisakti University. Increasingly pursuing makeup, Tasya also explored her skills by studying privately at Juanda Hasid Sorumba (Bennu make-up) in between busy lectures (Pasha, 2020).

After being a MUA from 2013, Tasya started to become a celebgram on the Instagram platform. Since often sharing tips about makeup on Instagram, more and more netizens have responded positively. As a result, Tasya is often asked to make a vlog to share various reviews and make-up tips from her. It wasn't until then that Tasya started her new adventure as a beauty vlogger on YouTube in 2017. Although he initially admitted that he stuttered with technology and was desperate, Tasya Farasya's YouTube channel is now a big success. In fact, it already has 3.82 million subscribers.

As a beauty vlogger, Tasya Farasya can influence her followers or subscribers because she is considered by Tasya Farasya as an influencer who controls the world of beauty including skincare. So, Joylab as a beauty brand can cooperate and mutually benefit each other with this Endorsement promotional activity. Tasya Farasya, who has been trusted as a beauty vlogger in her presentation on her YouTube video content, will usually use the product, explaining in detail about the content and the benefits contained in the product also visually communicate what is felt when using the product (Astari Pinasthika Sarosa, 2018). Tasya also educates her followers on YouTube and Instagram about the dangers of fake makeup and tips for distinguishing between fake product reviews and product reviews original (Tempo.co, 2019)

The reason why the author conducted this study is that at this time the use of Endorsements with the selection of the right endorser is one of the promotions that yang is still an attraction for consumers to be used in marketing that aims at brand awareness, buying interest, increasing sales and also purchasing decisions.

### **Problem Formulation**

Based on the background of the research above, this research must be able to answer the questions formulated as follows:

1. Is there an Influence of Tasya Farasya Endorsement on YouTube on Interest in Buying Joylab products?
2. How much influence does Tasya Farasya's Endorsement on YouTube have on the Buying Interest of Joylab products?

## Research Objectives

The objectives of this study are as follows:

1. To find out whether or not there is an Influence of Tasya Farasya's Endorsement as a beauty vlogger on YouTube on Interest in Buying Joylab products.
2. To find out the magnitude of Tasya Farasya's Endorsement as a beauty vlogger on YouTube on Interest in Buying Joylab products

## Research Benefits

### Academic Benefits

This research is expected to be able to contribute thoughts in the field of communication science and marketing, especially regarding the effect of endorsements for the interest in buying a product in this digitalization era.

### Practical Benefits

Researchers hope that this study can expand existing knowledge and become a practical reference for business people to use Endorsements as one of the promotional strategies in marketing communication.

## LITERATURE REVIEW

### Advertising as One of the Marketing Communication Activities

Advertising is a form of communication where one type of communication is marketing communication. To market a product, a communication tool is needed. In this case, the necessary communication tool is advertising media. Advertising is interactive, so it is effective to reach a wide audience. With advertising, the target audience (buyers) can get to know the products offered and can obtain product information through sponsors.

### Endorsement

In reaching the intended audience, selection is needed in the use of marketing. In this study, the selection used an activity process called Endorsement. Basically, the word endorse comes from the word Endorsement which is an act of supporting or agreeing to something (Kompasiana, 2017). Quoted from The Economic Times in (Idris, 2021) Endorsement or endorsement is a form of advertising or promotion that uses well-known figures or celebrities who have recognition, trust, respect and so on from many people. According to Shimp in Natalia and (Hastian, 2017) endorsers are advertising supporters or also known as advertising stars who support the products they advertise. In making an advertisement, someone is needed who can attract attention and is able to convey the message and information of a product which is usually known as Endorser.

The use of endorsers in advertising is intended to provide support or encouragement to advertising messages to be more easily accepted by consumers, while facilitating the growth of confidence in consumers over advertised products. According to (Sallam, M.A.A., and Wahid, 2012), the selection of endorsers is usually based on both physical attractiveness, having credibility, personality that corresponds to the supported product and other supporting factors.

### **Celebrity Endorser**

According to Shimp (2003:460) Celebrity Endorser is an advertisement that uses famous people or figures (public figures) in supporting an advertisement (Anggraeni et al., 2018). A celebrity is a person or figure (actor, entertainer, singer, or athlete) who is known by the public in different fields. Celebrities can become reliable endorsers so as to attract consumers to buy (Royan, 2005). An endorser is someone who can attract attention and is able to convey messages and information about a product.

### **TEARS Model**

According to Shimp in research (Setiawaty, 2015) the effectiveness of the use of celebrity endorser in an advertisement can be measured using five attributes referred to as: TEARS MODEL

**Trustworthiness:** A celebrity can gain the trust of the audience through his honesty in the entertainment world. In this case, when a beauty vlogger promotes a product her subscribers acknowledge or believe that something is indeed true or real and reliable because of her honesty and sincerity as a beauty vlogger who is an expert in the world of beauty.

**Expertise:** A certain skill, as well as a celebrity's knowledge of the endorsed product. In this case, a beauty vlogger is considered an expert when it can explain and demonstrate beauty product information in detail at the time of review according to experience and her skills in the beauty world so that respondents are interested in the brand's skincare products.

**Attractiveness:** The appeal seen from a celebrity endorser is not only physical attraction but also intellectual ability, athletic ability and lifestyle.

**Respect:** Connect with the audience to admire and appreciate the celebrity endorser because of the quality and achievements of a celebrity endorser. In this case, an endorser is appreciated for his expertise especially in the world of beauty.

**Similarity:** Connecting with a celebrity endorser has similarities with the audience both in terms of age, gender, skin type and interest in the world of beauty.

### **Buying Interest**

According to Kinnear and Taylor in (Yulinar, 2020) buying interest is part of the consumer behavior component in consumption attitudes, the tendency of respondents to act before the purchase decision is actually implemented. According to Pavlou (2003) in (Yulinar,2020), interest in buying online is a state when a consumer is willing and interested in engaging in online transactions. This interest will arise if the product sold is in accordance with the wishes of consumers, if the consumer's desire is in the product sold by the online shop, the consumer will buy such products.

### **AISAS**

AISAS (Attention, Interest, Search, Action, and Share) is a model of the response given by consumers to an advertisement. AISAS is a development of the AIDMA (Attention, Interest, Desire, Memory, and Action) model proposed by S. Rolland Hall to present the response process from consumers. The AISAS model is adapted to the

presence of new media. According to (Hendriyani et al., 2013) AISAS is a comprehensive model that anticipates modern consumers' perceptions, one of the consumer behaviors is buying interest. In this study, researchers used AISAS as an adjunct benchmark in measuring the influence of Endorsement beauty vloggers on YouTube on product buying interest.

AISAS Model, from Sugiyama and Lee (2011), Dentsu Way 3rd Edition AISAS refers to research (Princess, 2019). Here are the concepts and indicators of AISAS as follows: (Sugiyama & Andree, 2011)

1. Attention: Defined as consumer behavior when seeing and paying attention to products or services that are promoted in the form of through the internet or social media.
2. Interest: Defined as consumer behavior that shows a sense of interest in a product or service that is promoted in the form of through the internet or social media.
3. Search: Defined as the behavior of consumers who are looking for more information about products or services that are promoted in the form of through the internet or social media.
4. Action: Defined as the behavior of consumers who make purchases on products or services that are promoted in an online form.
5. Share: Defined as the behavior of commenters who share information in the form of their experiences, after using a product or service to others via the internet or social media.

### **Theoretical Hypothesis**

The theoretical hypothesis of this study is that the more someone believes in an endorser, the greater a person is interested in buying a certain product.

### **METHODOLOGY**

According to (Neuman, 2003) in (Haspramudilla, 2009) The positivist paradigm aims to find a scientific explanation of the law of causation so that humans can predict or control events. This paradigm sees that there is a reality and stably follows the patterns that have existed or sequentially so that it can be predicted. This research uses a quantitative approach with the Survey research method. According to Kriyantono (2010:59) "Survey is a research method using questionnaires as an instrument for collecting data". The goal is to obtain information about a number of respondents who are considered to represent a specific population and find out how much influence endorsements have on buying interest.

### **Population**

According to (Sugiyono, 2019) "Population is a generalization area consisting of objects /subjects that have a certain quantity and characteristics set by the researcher to be studied and then the conclusion is drawn". Population is not just the number that exists in the object or subject being studied, but juga includes the characteristics / traits possessed by the subject or object. In this study, the population is Tasya Farasya's subscribers on YouTube which amounted to 3.82 million people as of April 18, 2021.

**Sample**

The sample is part of the number and characteristics possessed by the population (Sugiyono 2019). The sample from this study was Tasya Farasya’s subscribers on YouTube which amounted to 3.82 million subscribers. The calculation of the sample amount uses the Taro Yamane formula. The number of samples used in this study was 100 respondents from Tasya Farasya’s subscribers on YouTube.

**Sampling Techniques**

The sampling technique in this study was carried out using Non-Probability Sampling. The type of sampling used in this study was purposive sampling.

**Concept Definition and Concept Operationalization Endorsement (X)**

In this study, the variable x, namely Endorsement, was measured by the celebrity endorser theory which has 5 dimensions, namely trustworthiness, expertise, attractiveness, respect and similarity.

**Buying Interest (Y)**

In this study, the authors used a theory of buying interest that was adapted to a comprehensive model research that anticipates modern consumer behavior, one of the consumer behaviors is the AISAS theory. In this study, the variable y, namely AISAS, was measured by a theory that has 5 dimensions, namely Attention, Interest, Search, Action and Share.

Operationalization of Concepts	Indicators:
Variable (X) Endorsement: Trustworthiness Expertise Attractiveness Respect Similarity	Endorser apply Joylab products on their skin to trust their subscribers in promoting beauty products, The endorser is able to believe his followers that the product described is indeed true or real, Endorser are able to rely on their honesty because they are proven to use products and can reveal favorite products for endorser, Endorser can be relied upon as an endorser in the world of beauty, especially on YouTube based on their subscribers. Endorser is able to explain beauty products completely and clearly Endorser able to demonstrate skills in the use of beauty products, Endorser is able to make reviews regarding her experience in using beauty products, Endorser is able to make a review regarding the skills of caring for facial beauty. The endorser’s speaking style is able to make her followers follow every beauty post by Tasya Farasya,



Variable (X) Endorsement: Trustworthiness Expertise Attractiveness Respect Similarity	The lifestyle of the endorser in caring for the skin healthily is able to attract the attention of his followers. Endorser is appreciated and admired by his subscribers for his expertise in the world of beauty, Subscribers have something in common when it comes to interest in the world of beauty. Subscribers have similar skin types in the beauty world.
Variable (Y) Use of Buying Interest: Attention Interest Search Action Share	Indicators: Watch videos published by endorser Pay attention to Joylab products described by endorser Pay attention to the concept of endorsements carried out in explaining Joylab products Interested in the product described by the endorser of the Joylab product Find out more about the Joylab brand Find out more about the Joylab products described by the endorser Subscribers purchase Joylab products that have been described by endorser Sharing information about Endorsement of Joylab products after using Joylab products Sharing experiences after using Joylab products.

## Data Collection Techniques

### Primary Data

According to (Sugiyono, 2019), primary data is data obtained through interviews or filling out questionnaires, which means that this data source directly provides data to researchers. The primary data of the study was obtained directly through an online questionnaire that will be distributed to respondents, namely subscribers Tasya Farasya. According to (Sugiyono, 2019) Questionnaire is a data collection technique that is carried out by dividing a set of questions or written statements to respondents for their answers. In this study, the researcher spread a questionnaire to subscribers that the researcher determined according to certain criteria. The form of the questionnaire is a closed question.

### Secondary Data

According to (Sugiyono, 2019) Secondary Data, namely researchers do not directly receive from data sources. Secondary data in this study are books, websites, and literature.

### Validity Test and Reliability Test is leveled

The Validity Test is an index that shows the measuring instrument actually measures what is measured. Validity Test results are carried out from 38 points of statements, results are found where each statement has a calculated value of  $r > 0.462$  (r table), it can be concluded that all the statements used to measure this study proved to be all valid.

Reliability Test is the test used the Alpha Cronbach formula. If the value of Cronbach's Alpha  $> 0.6$ , then the research instrument is reliable and if the value of the Cronbach's Alpha  $< 0.6$ , then the research instrument is unreliable.

**Table 2. Reliability Test Results**

Reliability Statistics	
Cronbach's Alpha	N of Items
0.984	38

**Source: processed SPSS 26**

The table above shows that the Cronbach's Alpha value obtained is 0.984 for 38 statements. The value obtained is greater than 0.6, so it can be concluded that all statement items in this study are reliable.

### Data Analysis Techniques

**Editing:** Data editing examines the re-data that has been collected by assessing whether the collected data is good enough and relevant to be processed or further processed.

**Coding:** Classifying these data through the coding stage. At this stage, the data that has been edited will be given an identity that has a certain meaning at the time of analysis. In this study researchers established a Likert scale coding for questionnaire questions.

**Tabulation:** The incoming data is arranged into the form of numbers, then the data is organized into tabulated form. Furthermore, it is grouped into a form that is adjusted to the results of the respondent's answer.

**Statistical Analysis:** Statistical analysis is used to test existing research hypotheses, the following research hypotheses:

H<sub>0</sub>: There is no influence of Tasya Farasya's Endorsement on YouTube on interest in buying Joylab products.

H<sub>a</sub>: There is an influence of Tasya Farasya's Endorsement on YouTube on interest in buying Joylab products.

### Simple Correlation Test

Pearson product moment correlation is to find the direction and strength of the relationship of the free variable (x) with the non-free variable (Y) and data in the form of intervals and ratios (Ramadhanti, 2019:46). In this study using the correlation formula, that is product moment.

### Simple Regression Test

Regression Test is a study of the relationship between one variable, namely the explained variable (the explained variable) with one or more variables, that is, the variable that explains (the explanatory) (SCUNDIP, n.d.) to find out the influence of independent variables and dependent variables.

## RESULT AND DISCUSSION

The results of this study were extracted from filling out an online questionnaire through a Microsoft Form filled out by 100 respondents who were Tasya Farasya subscribers and the data was processed using the IBM application SPSS Statistics 26

**Table 1. Simple Correlation Test Results Correlations**

		Total	Total
Total	Pearson Correlation	1	79
	Sig. (2-tailed)		.0
	N	100	1
Total	Pearson Correlation	.799**	
	Sig. (2-tailed)	.000	
	N	100	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Source: processed SPSS 26**

Based on table 1. obtained Endorsement and Interest Buy significance value of 0.000 which means  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted. This shows that the relationship of Endorsements with Buying Interest is significant. In the table above, it is stated that the correlation figures generated from Pearson product moment in the study between variable X and variable Y of 0.799. Based on the level of correlation, it can be concluded that the number 0.799 is between 0.60 – 0.799 which indicates that the level of relationship (correlation) in this study is classified as " Strong".

To find out the effect of the positive/ negative value of endorsements on buying interest, it can be seen from table 2 below:

**Table 2. Simple Regression Test Results Coefficients<sup>a</sup>**

		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	t	Sig.
1	(Constant)	.286	2.940		.097	.923
	Total	.356	.027	.799	13.173	.000

Dependent Variable: Total

**Source: processed SPSS 26**

Based on table 2. it is known that the simple regression equation  $Y = a + bX$   
 $a$  = constant number of unstandardized coefficients. In this study, the value was 0.286. This number is a constant number which means that if there is no endorsement (X) then the constant value of buying interest (Y) is 0.286. While  $b$  = regression coefficient number. The value is 0.356. This number means that every adding 1% endorsement rate, then buying interest will increase by 0.356. Because the value of the regression coefficient is positive (+), it can be interpreted that endorsement (X) has a positive effect on buying interest (Y). So the regression equation is  $Y = 0.286 + 0.356 X$ .

To find out the significance value of the influence of endorsements on buying interest, it can be seen from table 3 below:

**Table 3. Simple Regression Test Results ANOVA<sup>a</sup>**

	Sum of Type Squares	Df	Mean Square	F	Sig.	
1	Regression	3405.312	1	3405.312	173.524	.000 <sup>b</sup>
	Residual	1923.198	98	19.624		
Total		5328.510	99			

a. Dependent Variable: Buying Interest  
Predictors: (Constant), Endorsement

**Source: processed SPSS 26**

Based on table 3. It is known that the significance value is 0.000. If it is associated with the basis of decision making, it compares the significance value with the probability value of 0.05, because  $0,000 < 0,05$  then it can be concluded that endorsements affect buying interest. To find out the magnitude of the influence of endorsements on buying interest, it can be seen from table 4 below:

**Table 4. Simple Regression Test Results Model Summary**

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799 <sup>a</sup>	.639	.635	4.430

a. Predictors: (Constant), Endorsement

**Source: processed SPSS 26**

Based on table 4, it is explained that the magnitude of the correlation value (R) is 0.799. From this output, a coefficient of determination (R Square) of 0.639 was obtained

Quoted from (Kompasia, 2017) endorsement is an act of supporting or agreeing to something. Endorsements have the benefit of introducing products in a short time, increasing sales, increasing consumer trust, and adding followers. In endorsing the company must have an endorser who is in accordance with the product criteria to match its target market. According to Shrimp in (Sari Dewinta Ranis, 2015) endorsements are divided into three, namely ordinary people, celebrities and experts.

Beauty vlogger endorsements are supporting attractive advertisements at this time, especially through social media, especially YouTube to promote a product or service. Endorsement has 5 benchmarks, namely Trustworthiness, Expertise, Attractiveness, Respect, Similarity. The indicator used to see the influence of Tasya Farasya's endorsement in conveying advertising messages conveyed in the form of product information on buying interest. The endorsement variable against the buying interest variable was 63.9% while 36.1% was influenced by the unexplored variable. According to Kinnear and Taylor in (Yulinar, 2020) buying interest is part of the component of consumer behavior in consumption attitudes, consumer tendency of

respondents to act before the buying decision was actually implemented. According to Pavlou (2003) in (Yulinar, 2020), interest in buying online is a state when a consumer is willing and interested in engaging in online transactions. This interest will arise if the product sold is in accordance with the wishes of consumers, if the consumer's desire is in the product sold by the online shop, the consumer will buy such products. In this study, researchers used AISAS as a benchmark for buying interest to tighten levels of the influence of advertising on consumers. AISAS is a comprehensive model that anticipates modern consumer behavior, one of the consumer behaviors is buying interest.

From the results of research conducted based on the influence of Tasya Farasya's Endorsement on YouTube on Interest in Buying Joylab Products which aims to find out whether or not there is and the magnitude of the influence endorsement of buying interest. This study has met the validity test by 30 responses and each question is reliable. This study was filled by 100 respondents with a total questionnaire of 38 questions. In this study, 100% of respondents knew Tasya Farasya, the questionnaire filler was dominated by respondents in the age category of late adolescents 17 – 25 years.

This can be seen from the results of the regression test research that there is a positive influence of endorsements of 63.9% on buying interest and the results of the correlation test which shows the influence of met endorsements with a correlation of 0.799 which is classified as strong to buying interest.

Based on the data from the correlation test and regression test results, it can be concluded that Tasya Farasya's Endorsement has a strong positive influence on Buying Interest of 63.9%. In the results of the recapitulation of the endorsement variable, expertise got the highest result with a percentage of 61% in the statement "Tasya Farasya is good at explaining the results of using facial care, especially Joylab products". This shows that Tasya Farasya as a beauty vlogger has a clever expertise in explaining the results of using facial treatments, especially Joylab products.

In the results of the recapitulation of the Buying Interest variable such as, in Attention got the highest result with a percentage of 48% on the statement "I watched the Joylab product video from the beginning – end of the video overall" and "I watching Joylab product videos as a whole as well as paying attention to the concept of the video". as well as on Search got the highest results with a percentage of 48% on the statement "I find out more about Joylab products after being explained by Tasya Farasya".

## CONCLUSIONS

Based on the results of this study, it can be seen that there is an influence of Tasya Farasya's endorsement on buying interest and has a strong influence. seen from the results of the study on the correlation test with the number 0.799 which if interpreted in the existing coefficient table shows that there is a relationship between the influence of endorsement towards buying interest is strong. and based on the results of research on the regression test that the significance value on endorsement  $x$  is  $0.000 < 0.05$ , it can be concluded that endorsement has an influence on buying interest. and from the regression test, it is also known that the magnitude of

the correlation value (R) which is 0.799 from the output obtained a coefficient of determination (R Square) of 0.639 which has a coefficient of determination (R Square) of 0.639 which has a coefficient of determination (R Square) of 0.639 which has the understanding that the amount of endorsements is actually 63.9% while 36.1% is influenced by variables that are not studied.

Researchers realize that there are still many shortcomings in this study. The results of this study show the influence of Endorsement on buying interest. Researchers hope that in the next study to be able to study other variables related to marketing communication such as paid promotion, service, price, quality products against buying interest using the latest theory.

From the results obtained by researchers, it shows that endorsements have a strong influence on buying interest was 63.9%. From the results of the endorsement section survey, it is known that the expertise of an endorser affects a person's buying interest, so Joylab must pay more attention to the selection of endorser in attracting buying interest a person and Joylab must continue to increase their brand marketing with 36.1% of other variables that can allow to increase one's buying interest in Joylab products.

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