



ABSTRAK

PENGARUH KONTEN TIKTOK @OWNERDAVIENASKINCARE TERHADAP BRAND IMAGE DAVIENA SKINCARE

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Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh media social TikTok akun @Ownerdaviena Skincare terhadap *brand image* Daviena Skincare. Penelitian ini dilakukan dengan pendekatan kuantitatif deskriptif dengan paradigma positivisme. Teori yang digunakan dalam penelitian ini adalah social media dan *brand image*. Data yang diperoleh melalui kuesioner diolah menggunakan SPSS 26 dengan analisis uji validitas, uji reliabilitas, uji normalitas data, dan uji regresi linier sederhana. Hasil penelitian menyimpulkan bahwa terdapat pengaruh positif dan signifikan media social TikTok akun @Ownerdaviena Skincare terhadap *brand image* Daviena Skincare. Artinya semakin tinggi intensitas Tiktok@ownerdavienaskincare (X), maka akan semakin tinggi tingkat *Brand image* Daviena Skincare (Y). Besarnya pengaruh Tiktok@ownerdavienaskincare (X) terhadap tingkat *Brand image* Daviena Skincare (Y) sebesar 97,6%, dan sisanya sebesar $100\% - 97,6\% = 2,4\%$ dipengaruhi oleh variabel lain yang tidak dimasukkan dalam regresi atau yang tidak diteliti.

Kata Kunci: konten, Tiktok, brand image

ABSTRACT

THE INFLUENCE OF @OWNERDAVIENASKINCARE'S TIKTOK CONTENT ON DAVIENA SKINCARE'S BRAND IMAGE

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This study aims to determine and analyze the influence of the TikTok social media account @Ownerdaviena Skincare on Daviena Skincare's brand image. This research was conducted using a descriptive quantitative approach with a positivist paradigm. The theory used in this study is social media and brand image. Data obtained through questionnaires were processed using SPSS 26 with analysis of validity tests, reliability tests, data normality tests, and simple linear regression tests. The results concluded that there is a positive and significant influence of the TikTok social media account @Ownerdaviena Skincare on Daviena Skincare's brand image. This means that the higher the intensity of TikTok @ownerdavienaskincare (X), the higher the brand image of Daviena Skincare (Y). The magnitude of the influence of TikTok @ownerdavienaskincare (X) on Daviena Skincare's brand image (Y) is 97.6%, with the remaining $100\% - 97.6\% = 2.4\%$ influenced by other variables not included in the regression or not examined.

Keywords: *content, TikTok, brand image*