

## ABSTRAK

Judul : Pengaruh Kredibilitas *Beauty Influencer* Tasya Farasya Terhadap Minat Beli Produk *Skincare Skintific Barrier Repair Moisture Gel* Pada *Followers* Instagram @TasyaFarasya  
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Program Studi : Hubungan Masyarakat

Industri kecantikan di Indonesia tumbuh dengan sangat pesat begitu juga perkembangan dan penetrasi internet di masyarakat yang dapat dimanfaatkan para *beauty influencer* dengan cara membuat konten-konten *endorsement* produk-produk tertentu untuk menarik minat beli konsumen. Adapun tujuan penelitian ini untuk mengetahui bagaimana Kredibilitas *Beauty Influencer* Tasya Farasya berpengaruh terhadap minat beli produk *skincare Skintific barrier repair moisture gel* pada *followers* Instagram @TasyaFarasya dan seberapa besar Kredibilitas *Beauty Influencer* Tasya Farasya berpengaruh terhadap minat beli produk *skincare Skintific barrier repair moisture gel* pada *followers* Instagram @TasyaFarasya. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Teknik pengumpulan data ini yaitu penyebaran kuesioner menggunakan *google form* kepada 100 responden yakni *followers* dan metode yang digunakan adalah kuantitatif kausalitas. Hasil pada penelitian ini adalah adanya pengaruh signifikan *Beauty Influencer* Tasya Farasya terhadap minat beli pengikutnya, dibuktikan dengan hasil uji t koefisien determinasi variabel *beauty influencer* memiliki pengaruh sebesar 71,9 %. Hal ini memperlihatkan bahwa pengaruh kredibilitas *beauty influencer* berpengaruh positif dan signifikan terhadap minat beli produk *skincare Skintific Barrier Repair Moisture Gel* pada *followers* Instagram @TasyaFarasya.

**Kata Kunci:** Kredibilitas *Beauty Influencer*, Minat Beli, *Skincare Skintific Barrier Repair Moisture Gel*

**ABSTRACT**

*Title : The Influence of the Credibility of Beauty Influencer Tasya Farasya on the Interest in Buying Skincare Products Skintific Barrier Repair Moisture Gel on Instagram Followers @TasyaFarasya*

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*The beauty industry in Indonesia is growing very rapidly as well as the development and penetration of the internet in society which can be utilized by beauty influencers by creating endorsement content for certain products to attract consumer buying interest. The purpose of this study is to determine how the Credibility of Beauty Influencer Tasya Farasya affects the buying interest of Skintific barrier repair moisture gel skincare products on Instagram followers @TasyaFarasya and how much the Credibility of Beauty Influencer Tasya Farasya affects the buying interest of Skintific barrier repair moisture gel skincare products on Instagram followers @TasyaFarasya. This research uses a quantitative approach with a survey method. This data collection technique is the distribution of questionnaires using google form to 100 respondents, namely followers and the method used is quantitative causality. The result of this study is the significant influence of Beauty Influencer Tasya Farasya on the buying interest of her followers, as evidenced by the results of the t test the coefficient of determination of the beauty influencer variable has an influence of 71.9%. This shows that the influence of beauty influencer credibility has a positive and significant effect on buying interest in Skintific Barrier Repair Moisture Gel skincare products on Instagram followers @TasyaFarasya.*

**Keywords:** *Credibility of Beauty Influencer, Buying Interest, Skincare Skintific Barrier Repair Moisture Gel*