

ABSTRACT

Currently, the cosmetics industry in Indonesia is growing rapidly, From International Cosmetics Club data said that the import of cosmetics products reached Rp 4 billion to Rp 10 billion per month. This condition is used by cosmetics manufacturers. The population of about 250 million people, making Indonesia a promising market for cosmetics companies. One of Indonesia cosmetic is By Lizzie Parra (BLP). The development of social media in Indonesia has been growing rapidly since supported by infrastructure both from the device, internet network and technology. Around the year 2010 to 2017, the phenomenon of video blog or vlog increasingly mushrooming in the community. In Indonesia quite a lot of beauty vloggers who are being talked and is one of the inspirational female beauty vlogger Indonesia that is, Lizzie Parra. This beauty vlog trend is used as a container to market a product. This study aims to find out the marketing mix, purchase decisions, and the effect of marketing mix on purchasing decisions on cosmetics product "By Lizzie Parra" (BLP).

This research uses quantitative method with descriptive research type and causality. The population of this study is the active viewer of beauty vlog Lizzie Parra, the sample used Solvin formula to produce 100 respondents. The selected sampling technique is non-probability sampling (puposive sampling). Data analysis technique used is multiple linear regression analysis.

The results of the hypothesis test as a whole, the marketing mix got into the category quite well, the purchase decision into the category is quite good, and the influence of the marketing mix to the purchase decision is 45%, and the remaining 55% is not meticulously by the author.

Keywords: *Beauty vlog, Marketing Mix, Purchasing decision*