ABSTRACT

Marketing communication activities carried out in digital media today is to perform endorse which is mostly done by non celebrities by uploading video blogging on Youtube. The reason is a vlog with makeup and cosmetics category are number one in the category of female content on YouTube. Many women in Indonesia are also participating in the trend to channel their talent to become a beauty vlogger and begin to be hidden by the wider community. One of them is vlog by Gita Savitri Devi who endorse Wardah product. This study looks at the influence of Gita Savitri Devi endorser on Wardah brand image. This research is a quantitative research using simple linear regression analysis technique. The sample in this research using non probability sampling method. Results obtained 100 respondents with female sex and status of student education in the city of Bandung. The results of data processing in the form of feedback to the variable endorser of 80.4% Categorized and tested respondents to brand image variables of 83.4% and are well categorized. Based on the t test, the beauty vlogger as an endorser regardless of Wardah brand image. Big influence expressed by 37.1% indicating that Beauty vlogger as endorser give influence to Brand image Wardah. While the rest of 62.9% because other variables that are not researched.

Keywords : beauty vlogger as endorser, brand image