

ABSTRACT

Beauty trends and Indonesian women seem inseparable, based on the Zap Beauty Index 2020 survey with the highest percentage of 69% of Indonesian women wanting care and beauty products that can brighten their skin. Indonesian women tend to use Instagram to find references to care and beauty products, Scarlett Whitening is a local brand that is just starting its business on social media Instagram, and is here to be a solution for Indonesian women towards the desire of care and beauty products that focus on enlightening and maintaining health skin. Endorser credibility is one of the factors considered by potential consumers to trust the advertising message delivered. Scarlett Whitening uses Selebgram as an endorser to represent its products in advertising, taking into account the credibility of the chosen endorser. The purpose of this study was to determine whether there is an influence of Rachel Ven's endorser credibility on Scarlett Whitening's buying interest, with a total of 385 female respondents who are followers of her Rachel Ven Instagram account throughout Indonesia. Based on the results of data processing in this study, it was found that the Endorser Credibility variable received a response of 83.27%. Variable buying interest got a response of 79.71%. The results of testing the hypothesis with the t test obtained $t_{count} 12,700 > t_{table} 1,966$, so there is an effect of the credibility of Rachel Vennya endorser on Scarlett Whitening's buying interest.

Keywords: Endorser Credibility, Celebrity, Instagram, Buying interest.