

PERAN INTENSITAS MENONTON *VLOG BEAUTY YOUTUBER* TERHADAP MINAT MEMBELI PRODUK KECANTIKAN PADA MAHASISWI

ABSTRAK

Tren video blog (*vlog*) sangat berkembang sekitar tiga sampai lima tahun belakangan ini. *Vlog beauty YouTuber* berisi ulasan mengenai produk-produk kecantikan sebagai sumber informatif pada calon konsumen. Tujuan dari penelitian ini adalah menguji peran intensitas menonton tayangan *vlog beauty YouTuber* berdasarkan frekuensi dan durasi menonton terhadap minat membeli produk kecantikan. Hipotesis yang diajukan pada penelitian ini yaitu ada peran positif intensitas menonton *vlog beauty YouTuber* terhadap minat membeli produk kecantikan. Penelitian ini menggunakan metode kuantitatif dan menggunakan kuesioner untuk proses pengumpulan data. Pengujian hipotesis diolah menggunakan analisis statistik regresi linear berganda yang diolah menggunakan program SPSS versi 21.0. Hasil penelitian menunjukkan terdapat peran frekuensi menonton dan durasi menonton *vlog beauty YouTuber* terhadap minat membeli produk kecantikan sebesar 26,4% yang berarti intensitas menonton *vlog beauty YouTuber* memberi peran positif terhadap minat membeli produk kecantikan pada mahasiswa UGM.

Kata kunci: intensitas menonton, frekuensi menonton, durasi menonton, *beauty YouTuber*, minat membeli

***THE ROLE OF INTENSITY OF WATCHING BEAUTY YOUTUBER VLOGS
TOWARDS BUYING INTEREST OF BEAUTY PRODUCTS IN
UNDERGRADUATES STUDENT***

ABSTRACT

Blog video trends (vlogs) have evolved in the past three to five years. Vlog beauty YouTuber contain a review of beauty products as an informative source for prospective consumers. The purpose of this study was to examine the role of the intensity of watching beauty YouTuber vlog shows based on the frequency and duration of watching towards the interest in buying beauty products. The hypothesis proposed in this study is that there is a positive role in the intensity of watching YouTuber beauty vlogs towards the interest in buying beauty products. This study uses quantitative methods and uses a questionnaire for the data collection process. Hypothesis testing is processed using multiple linear regression statistical analysis which is processed using the SPSS version 21.0 program. The results showed that there was a role for watching frequency and beauty Youtuber's vlog duration towards the interest of buying beauty products by 26.4%, which meant that the intensity of beauty YouTuber vlog watching gave a positive role to interest in buying beauty products for UGM students.

Keywords: *intensity of watching videos, frequency of watching, duration of watching, beauty YouTuber, buying interest*