Analysis Of The Influencer Of Beauty Influencers On Beauty Standards And Product Sales Analysis Of The Influence Of Beauty Influencers On Beauty Standards And Product Sales

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INFO ARTIKEL	Abstract
Keywords: *Social Media, Influencer Marketing, and Marketing*	*One of the factors which form the basis of the success of marketing via socialmedia is by using influencer marketing. The methodology used is the approach through then a brilliant literary student. The use writers a source of empiricalresearch by rounding up all of the data and information pertaining on product gdp figures last week launched on an to achieve the goal of the end ofwhich is trying to achieve is to be able to significantly increases the of a sale andtheon the otherhand displayed the imageof companies brand.*

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Introduction

Social Media is a platform that allows people to interact online without being limited by space and time. Social Media has a significant influence on social change in society, especially in the millennial generation. Internet users in Indonesia in the age range 15-19 years reached 91%, then in the age range 20-24 years it was 88.5%, 25-29 years it was 82.7%, 30-34 years it was 76.5%, and 35-39 years old was 68.5%. Human Activity Recognition has been researched for the past few years. (Victoria, et al., 2022).

Influence is the ability to influence, change someone's opinions and behavior (Evelina and Fitrie, 2018). In the current era of the Industrial Revolution, rapid developments in the field of technology have made it very easy for someone to influence many people in various media and platforms, such as through social networking. Social Networking Site (SNS) or also commonly called social networking is defined as a web-based service that allows every user to build social

relationships through cyberspace (Welta, 2013). International trade is one of the efforts to increase economic growth and development. (Priyadi et al., 2022).

The increasingly popular use of influencer marketing plays an important role in promotion. The use of influencer marketing is effective in encouraging consumers to buy products right away. 49% of consumers rely on influencer recommendations for purchasing decisions and Google searches for influencer marketing reached 1500% in the last three years (www.ekrutmedia.com 21 March 2020). Influencer marketing has now become a common terminology in the business world. Seeing this trend, where influencers who are endorsed by brands not only decorate TV screens or traditional advertising advertisements, but also dominate social media. Therefore, the products of these companies are looking for ways to penetrate deeper into the market so that consumers are increasingly moved to buy, then influencer marketing has become a sales promotion strategy that is used. In simple terms, an influencer is someone who can have an influence on society. Influencers come from various kinds of professions, can be from celebrities, artists, bloggers, youtobe, public figures, or individuals who are important to be important. II, May 2019) and the use of social media, instagram, Facebook, and others are very high (wearesocial,Hootsuite,2020). The era of globalization is always marked by rapid changes in overall economic conditions which cause a number of demands to emerge in response to the changes that occur (Safrizal et al. 2020). As a financial institution that has an intermediary function, the role of banks is very important in the economic activities of a country, where banks become institutions that distribute funds and as a place for financial transactions, this makes banks unchanged like the pulse in the human body which is very much needed to support the smooth running of a country's economy (Ryandono et al., 2022).

STUDY OF LITERATURE
Theoritical review Influence of Beauty Influencers

Beauty influencers are social media activists who actively share beauty tips, education and recommendations about beauty products reviewed via social media. In attracting purchasing decisions, companies use beauty influencers as a strategy to attract consumer interest. Purchasing decisions are a decision-making process after evaluating various alternative options available and choosing a product to purchase

Utilizing public figures to market beauty products is now common practice, considering that celebrities as public figures or people who have a big influence on the public are able to make the beauty products being marketed or being promoted more attractive to the public. Usually, celebrities are used in beauty product advertisements using models who are beautiful or interesting to look at. So that beauty products promoted by supporters make the demand for beauty products increase. As a beauty influencer for beauty products, you must be able to make the product you are promoting or the information about the product must be creative so that it attracts the hearts of potential consumers and is easy to remember, making it easier to find it. Previous research found that CSR can increase company value. (tarjo et al., 2022).

Referring to the ZAP Beauty Index survey (2020), generation z spends a lot of money on beauty products, almost all of generation z's funds are used for beauty maintenance purposes. Generation Z will be careful in considering the beauty products they will use based on information obtained from the internet or from the beauty influencers they follow. The current sources of competitive advantage are innovation and creativity (Safrizal, 2023).

Royan, (2005) said there are three indicators in influencer marketing,

namely Attractiveness, Trustworthiness and Expertise. Meanwhile, the results of research conducted by Rose, (2020), Yogastrian, (2020) stated that the use of influencers significantly influences purchasing decisions.

An Influencer will create Content Marketing distributing high-quality content, offering benefits and solutions. They can not only share products, but also share information that will have a greater impact through direct products (Saragih et al., 2020). The following are the dimensions of content marketing according to (Riska et al. 2020):

1. Reader Cognition A consumer's perception of the content. Whether accessible or inaccessible content, including video, audio, and kinesthetic interactions should be available to all audiences.
2. Sharing Motivation is the most important thing in the world of society. There are many reasons why businesses share content, one of which is increasing company value, not only building company identity but also expanding market networks.
3. Persuasion is where content created by a company attracts people and encourages them to become customers.
4. Decision Making: That is, everyone has the right to decide. Sometimes beliefs, facts, and emotions influence decisions
5. Factors: Other elements, such as company, friends and family, have an impact on the content offered.

Beauty Standards

Beauty standards are a phenomenon that is socially constructed in society. From time to time, the standardization of beauty continues to evolve and it is increasingly difficult for people to define the standards of beauty themselves. Based on this, there are still many people who are still confused or doubtful or confused about these standards. This confusion especially occurs in young women who are still developing their self-concept. Unpreparedness of an individual's self-concept regarding a standard of beauty can result in self-doubt, so a program is needed that can help young women to build their self-confidence regarding the beauty standards that each individual has. One of the programs is taking part in training, self-concept training for young women about beauty standards using action research research methods which aim to provide an understanding of beauty standards and the importance of a good self-concept over insecurity in each individual. This action research method was actualized through a webinar on the Whatsapp group platform with 80 participants, the majority of whom were young women. The implementation of this webinar resulted in a number of benefits for the participants, this can be seen from the participants' responses who stated that they became more understanding and confident with their own appearance because the participants understood that there are no fixed standards of beauty, and the definition of beauty is subjective. Beauty is not necessarily just physical appearance, but there are other things that make an individual attractive to other people, whether because of personality, habits or behavior.

The development of a stigma of beauty standards that says beauty means having white skin has become a problem for some women in Indonesia. This is caused by the construction of mass media and the entry of foreign culture. That way, those who have dark or brown skin will feel insecure. As one example, a product from the Pond's company has created a new product, Pond's White Beauty

Skin Perfecting Cream , which shows models with various skin colors typical of Indonesian women. Based on this background, the formulation of this research problem is how to fight against the stigma of beauty standards for women's skin color as depicted in the Pond's White Beauty Skin Perfecting Cream TV advertisement . Then the aim of this research is to explain and describe resistance to the stigma of beauty standards for women's skin color as depicted in the Pond's White Beauty Skin Perfecting Cream TV advertisement. The theoretical review used in this research is advertising, television advertising, the concept of beauty standards, and stigma and resistance. The research results show that in several scenes the advertisement conveys the meaning of the message in it that the standard of women's beauty is not measured by skin color, but beauty is based on prioritizing inner beauty or potential and talent as well as a sense of gratitude and self-confidence. The conclusion is that this advertisement does not follow the construction of advertisements in general, but shows beauty with various skin colors typical of Indonesia, and wants to show women that basically all women with any skin color are beautiful.

Social media that has a big influence on Indonesian society because of its large number of fans is Instagram. Instagram @FEMINIST is an account that discusses feminist issues. One of the worrying issues of feminism is about women's beauty standards. The aim of the research is to determine the influence of Instagram @FEMINIST on changes in views of Indonesian women's beauty standards. This research uses quantitative methods. The population in this study were followers of the Instagram account @FEMINIST. The samples taken amounted to 100 respondents. Data was obtained by distributing questionnaires using a Likert scale with indicators of Media Exposure and Body Image theory. Hypothesis test results obtained using IBM SPSS version 22.0 For Windows obtained a significance value of $0.000 < 0.05$ with a t count of $6.461 > 1.984$. The conclusion is that the t test is an acceptable hypothesis test or hypothesis test. The result is that H0 is rejected and H1 is accepted, which means that exposure to Instagram @FEMINIST has a positive effect on views of beauty standards for Indonesian women.

The presence of the influencer profession directly or indirectly influences women's tastes in beauty and views on the concept of beauty that has always existed within them. This job requires an influencer to create interesting content, conduct product reviews, share makeup tutorials, and promote a product (Ayustin and Puspita, 2019). It is the influencer's responsibility to share real information and not spread false information. Social media is often used in everyday life. Based on survey data from Hootsuite (2020), 65% of internet users are active social media platform users. The beauty vlogger phenomenon is currently being discussed because this content is very popular with women, which causes many women to follow and buy a product promoted by the beauty vlogger.

The mass media has established beauty standards through content produced by featuring models in advertisements, television, magazines and other mass media who are shown to have a physical form that is considered perfect, such as white and firm skin, a slim body, no excess fat folds and has beautiful body curves. The increasing number of these appearances makes the media indirectly shape beauty standards which then generalize Indonesian people's perceptions regarding the concept of beauty itself. A woman's body is said to be beautiful not only based on the beauty of her face, but is also identified with white skin, as well as everything related to female body organs (Kasiyan, 2008, p.281). This then becomes a standard of beauty that develops in society. Therefore, women do anything to be considered beautiful by their environment. Using cosmetics, losing weight, and even plastic surgery are some of the efforts made by women to look

beautiful. "Beauty is pain" is a sentence that most women adhere to. To achieve beauty, a lot of hard work must be done. Physical appearance is the main requirement for being beautiful.

Increasing consumer demand for cosmetics and skincare means that Indonesian beauty products are competing to create high quality makeup and skincare products. Consumer buying interest is very necessary for companies to get their consumers. One way for companies to attract potential consumers is by using good marketing strategies in introducing their brands and products to consumers. The influence of celebrities, advertising, and brand image on interest in buying beauty product

Meanwhile, in the theory presented by Kottler and Keller, social media is a medium used by consumers to access various texts, images, sounds and information with other people, which is why the process between one individual and another individual is very easy to create, share and modify an idea or idea in forms of virtual communication and networking.

As time goes by and the values of life in society shift, men are also trapped in the construction of new appearance standards for them. Men's low self-confidence makes them compete to have an attractive appearance according to what the media constructs by taking care of their appearance. This is also confirmed by a survey conducted by Kantar Worldpanel which shows that the growth in penetration of the personal care category for men is much higher than for women (Indonesiaimaji.com, 2019). Through the theory of feminine writing, we will see how positive representation of women through writing will make it easier for women to regain awareness of their original identity which has been changed in such a way in the mass media and make this awareness an effort to realize empowerment for their people.

The Influence of Influencer Sales

Technology that continues to improve and rapidly has a big impact on everyday life, including the online marketing process, one of which is using social media influencers. How influencers convey information on social media that attracts the attention of potential buyers and to find out the influence of an influencer's social media in increasing sales through e-commerce. The influence of an influencer in providing information about a product can achieve the ultimate goal of increasing sales. Ease of access to information causes consumers to want transparent product information, where consumers are able to identify a brand that can be trusted, thereby generating interest and purchase intention. Not only does it increase sales, but it can also display a good product image or brand image and a good company image to consumers. Influencers act as buyers or users of a brand who are able to present things that match the facts of the product so as to increase the level of sales of the product brand. Using an influencer can have a positive influence on purchasing decisions so that increasing sales through e-commerce is proven and empirically tested for a successful digital marketing strategy. So it can be concluded that the application of influencers is very suitable to be implemented to improve the image or brand image effectively and can significantly increase sales through e-commerce.

One of the factors underlying the success of marketing via social media is using influencer marketing. The methodology used is an approach through literature study. The author uses empirical research sources by collecting data and information related to marketing via social media and the influence of an influencer in providing information about a product so that the final goal to be achieved is to significantly increase sales and display a good company brand image to consumers. shopping online has become a lifestyle and habit of modern society, as

data from global e-retail recorded marketing growth in the world which reached 2.3 trillion US dollars in 2017 with the largest amount of growth in the Asia Pacific region which is generally in Countries such as Indonesia and India, followed by Mexico and China, the retail sales graph from 2015 to 2018 - 2021 estimates has achieved significant growth, namely an average increase of 1% - 3% each year.

In research on the influence of online promotions on consumer buying interest by Astuti (2016), influencers influenced buying interest by 89.7 percent. The results shown from this research show that if commercial content is supported by influencers with certain offering and sales techniques, it will have a significant impact on buyers' perceptions of a particular item or brand (Booth and Matic,) 2011. Currently, There are many sites providing buying and selling services (e-commerce) in Indonesia. Of all internet users during 2018, 46.6 percent had visited e-commerce with the user concentration.

From the survey conducted by APJII (2018), one e-commerce company used several influencers during the promotional period to increase sales interest. As a result, the purchase rate increased significantly during the promotion with an increase in the number of transactions reaching 3.22 percent. Emergence engagement between followers and influencers occurs as a result of communication that is built consistently by influencers with a reputation that matches the product being offered.

The presence of the corona virus or covid19 in Indonesia has had a big impact on the business world, with Indonesia's condition getting worse due to the ongoing pandemic, making business people implement other strategies so that the business they run can continue to run. Currently, business people are taking steps to market their products through digital marketing so that it can be reached by all people and at a low cost. With the existence of social media, it can become a means of information that is used to disseminate videos, images and audio. Now content in the form of videos is widely spread in various places. social media, especially in Indonesia. People who create video content can easily upload it to the internet. Various social media platforms exist in Indonesia. Digital marketing is a marketing activity that uses various social media in the form of platforms such as TikTok, Instagram, Facebook and Twitter. Along with the development of the digital era, which is marked by the rise of various application platforms, one of which is the TikTok platform, the TikTok application is an application that provides video content creation accompanied by interesting music. Currently, video content is widely spread in various countries, one of which is Indonesia. Not only that, business people also use the TikTok platform as a marketing tool in doing online business, because it can create a wide market share and opportunities through digital marketing using the TikTok application platform.

Reporting from Forbes, content marketing is defined as a marketing strategy in creating and distributing valuable, relevant and consistent content to attract the attention of the target audience. Content itself can be divided into several categories, namely content in the form of text, video and audio. Based on the research results of Alkharabsheh& Zhen (2021), it shows that there is a relationship between content marketing and purchasing decisions. Apart from that, other research from ZA et al. (2021), also shows that there is a relationship between content marketing and purchasing decisions. The following are dimensions that companies must evaluate if they produce content (Karr, 2016: 9).
1. Cognition Reader

Reader cognition is the customer's response to company content, whether the content is easy to understand, including visual, audioable, and kinesthetic interactions needed to reach customers.

2. Sharing Motivation

Sharing motivation is very important in the social sector. There are several reasons why a company shares content, apart from increasing company value, creating company identity, and also expanding market networks.

3. Persuasion

A content can attract consumers to come and be persuaded to become customers.

4. Decision Making

Every individual has the right to decide. Every decision is influenced by trust in the company, facts, and emerging emotions.

5. Life Factors

Other factors also influence the content presented, such as company, friends and family.

Dimeila's research results (2019) state that the higher the visibility, credibility, attraction and power of celebrity endorsers such as Rachel Vennya, TasyaFarasya and Hanum Mega, the higher the influence on followers' buying interest regarding the endorsed product. Brand Image is a series of associations (perceptions) that exist in consumers' minds regarding a brand, usually organized into a meaning. The relationship to a brand will be stronger if it is based on experience and gets a lot of information. Image or association represents a perception that can reflect objective reality or not. The image formed from this association (perception) is what underlies purchasing decisions and even brand loyalty from consumers. Nurcahya (2015) states that brand image influences purchasing interest. Promotion is an important aspect of marketing management and is often said to be a continuous process. Promotion causes people who were previously not interested in buying a product to become interested and try the product so that consumers make a purchase. One promotional strategy that is currently being carried out by cosmetic companies is promotion through an influencer. Influencers are paid by companies to increase sales of the products they market. The use of influencers is expected to provide a positive image of a company products and brands which are ultimately expected to increase the sales volume of a company. High Quality of Service and client-based communication with AI-enabled services is determined by Quality of Experience (QoE), (Padmapriya et al., 2023).

Previous Research Results

1. Scarlett Whitening

Scarlett whitening is a local beauty care product founded by FelicyaAngelista in 2017 and produced by PT. The Eternal Banyan Motto is located in Kab. Bogor, West Java. Scarlett Whitening has passed the Indonesian BPOM test and is a halal product, which shows that the product can be used safely. Her Instagram account (@scarlett_whitening) has 5.6 million followers. At the start of its operations, Scarlett Whitening dominated sales of the number one lotion in Indonesia with beauty trends that were always dynamic. In advertising Scarlett Whitening products, they choose influencers who have the power to influence, influence the opinions and attitudes of their followers online through social media, this can have an impact on the image of a product or brand. communication skills and high public awareness of these influencers, who are involved in the large number of followers, can influence purchasing decisions.

Marketing content implemented by Scarlett Whitening on Instagram is in the form of product photos, video reels, live Instagram and posters to provide product information and attract consumers.

2. Maybelline New York

Maybelline New York is a cosmetics brand originating from the United States. This brand is known for its quality and affordable products, such as lipstick, mascara, and powder. Based on the results of research and discussion regarding the influence of beauty influencers on purchasing decisions for Maybelline mascara products, studies on viewers of Laura Siburian'sTiktok video, with the data analyzed by researchers, it is concluded that beauty influencer Laura Siburan has a significant influence on purchasing decisions for Maybelline mascara products, this proves that Laura can attract consumer interest through their TikTok videos to make purchases of products. Laura in the eyes of her audience is a beauty influencer who is reliable, trustworthy, attractive, respected, and has similarities with her audience so that they trust and follow the recommendations that Laura gives. It is hoped that the Maybelline company will carry out many innovations related to influencer marketing which is currently being carried out on social media, by utilizing Beauty Influencers which will prove to be more effective and efficient in implementing its marketing. Also, TikTok is highly recommended as a digital marketing platform with lots of interesting content or the latest trends so that it can attract new consumers. And for future researchers to research broader factors from products and related topics so that research topics will be more diverse and useful for many parties.

3. Emina

One of the cosmetics that is currently popular among the public is products with the Emina brand (Ardianto, et al, 2020). However, in particular, Emina has popularity among students. This is due to the emergence of Emina beauty products which are specifically for teenage skin from middle school/junior high school to college (Dewi and Wahyuni, 2020). Emina is one of the well-known and most popular cosmetic and skincare brands in Indonesia. Emina cosmetic products are popular and has many fans is that apart from having a halal label, Emina has also been recognized for the legality of each of its products, both for health and for daily use. Based on the results of researchers' observations on social media regarding Emina products, many teenagers and adults enjoy using Emina products for various positive reasons, namely some users say that Emina products are light on the skin and suitable for all skin types. Therefore, Emina products are very popular among the public even though Emina products have not been around for long. From the results of research into purchasing Emina products, it is known that there is a significant influence between brand image and celebrity endorsement on purchasing decisions for Emina products. The results of this research show that the direct influence is greater than the indirect influence, because the influence of social media influencers is greater than promotion. Celebrity Hasyakyla is considered to have characteristics that match the Emina brand so that it is considered to have a positive influence on the brand image of Emina products. Human resources are by far the most important asset for an organization (Safrizal et al. 2020).

Research methods

The method used in this research is the systematic literature review (SLR) method. The data was obtained from journals published on Sinta and Google Scholar, with a total of 30 journals reviewed. (Rimbano.D et al. 2022)

Based on the theoretical review of previous research and the theoretical basis and problems that have been put forward, as a basis for formulating hypotheses, the following is a framework model for thinking about the influence between research variables and the theoretical basis of previous research results. This research aims to find the influence between independent (free) variables and dependent (bound) variables. Where the independent variables are Beauty Influencer (X1) and Beauty Standards (X2). Meanwhile, the dependent (bound) variable is Product Sales Results (Y)

Discussion

RQ1: Influence of Beauty Influencers on Sales.

Technological developments encourage marketers to evolve marketing campaigns in the digital world. The emergence of various types of social media has made companies interested in creating advertisements on social media. Companies can advertise through official channels or deal directly with platform owners. However, there is another phenomenon that is now emerging, namely advertising on social media through influencers. Influencers are people who have quite a large following or audience on social media and they have a strong influence on their followers, such as artists, celebs, bloggers, YouTubers and so on. They are liked and trusted by their followers and audience so that what they use, convey or do, can inspire and influence their followers, including trying and buying a product they use. Influencer marketing can take the form of blog posts, videos, or images on the influencer's social media channels, which means content collaboration, and can become content for a company's marketing campaign .

Influencer marketing is an effective promotional method in this era because consumers in this era no longer like traditional advertising. However, their daily attention is on social media and they like to see interesting content from the people or influencers they follow or follow on social media. Marketing activities that aim to offer products or services, sometimes using a celebrity or well-known figure as an endorser. Celebrity endorsers are used to attract the attention of the audience and are expected to increase product awareness. Marketers hope that consumer perceptions of the product will change with the use of endorsers, because they can provide positive associations with the product. The implication in marketing is the opportunity for (potential) consumers to be interested in buying the product or brand offered by marketing or not based on the stimuli provided using celebrity endorsement. Consumer trust in celebrities who endorse products has a negative value on consumer buying interest. This shows that commitment, honesty and the information conveyed if it is not in accordance with the value of a product will hinder consumers' buying interest. Consumers' buying interest in a product is described by the stages of paying attention (50%), tending to be interested (65%) and showing a desire to consume the product (47%). Schiffman and Kanuk (2010) explains that the purchasing decision making process occurs in

Consumers are influenced by factors which are divided into internal factors which refer to psychological aspects and external factors which consist of the socio- cultural environment and marketing efforts carried out by the business owner. Based on the explanation above, it can be seen that buying interest is influenced by the form of promotion which is a marketing effort carried out by the business owner.

RQ2: The Effect of Beauty Standards on Sales

Beauty standards are often debated in society. Regarding how to look neat and beautiful to look at. However, the problem is that when times have

changed, beauty trends and appearance styles have also changed. As in the current era of digitalization, many people use social media as a place to express opinions and look for work, for example influencers, which in this case are beauty influencers. These Influencers have played a role in changing the way we look and beauty standards. Especially for today's society, which often follows trends and is afraid of being left behind or what can be called FOMO (Fear of Missing Out), this is the reason why social media plays a very big role in socio-cultural developments, especially in very uncertain beauty standards. Appearance such as having white, glowing, smooth skin, having no black spots on the face, and having a tall, slim or full body posture. This standard of beauty is what many women dream of. So various methods are used to achieve this beautiful standard. One way is to use skincare or skin care products. These skincare products market their product brands using advertisements broadcast in various media to establish beauty standards.

The media plays a big role in spreading trends regarding make-up and skincare products to a wide audience. Today's make-up and skincare trends are no longer sponsored just by advertisements in print and electronic media, but also by beauty influencers. This research aims to look at the emergence of a new beauty discourse, from the perspective of beauty influencer followers. Of course, in the process of the emergence of a new beauty discourse, there are several things that must be considered, such as the role of beauty influencers, the activities carried out by beauty influencers, how followers see beauty influencers, and the impact on the perception of beauty discourse according to their followers. This research was conducted for 8 months from August 2017 to February 2018. The data research technique used was observation of beauty influencers and interviews with four beauty influencer subscriber informants. The findings of this research show that the beauty discourse emerged using strategies related to intimacy or personal closeness between beauty influencers and their followers. The new beauty discourse that emerged as a result of the existence of beauty influencers can be said to be a discourse that is contradictory to the old beauty discourse, namely a beauty discourse that was oriented towards westernized physical characteristics, replaced by a beauty discourse that was freer and did not depend on physical characteristics. According to the perspective of followers, who are also informants for this research, beauty influencers have succeeded in being seen as ordinary people who are also beauty gurus. With the beauty discourse conveyed, followers often view beauty influencers as motivating figures, even providing a positive perspective on values related to physical characteristics and beauty standards. Based on the results of this analysis tshows that there is a strong relationship or mutual influence between the content of beauty influencers' Instagram accounts and perceptions beauty privilege among adolescent girls.

RQ3: Influence of Influencers and Beauty Standards on Product Sales

In this era, social media influencers play an important role in marketing by introducing products to their followers. Many cosmetic companies then look at this opportunity and use the services of influencers to promote their products. The implications of this research are expected to help researchers and marketers maximize product promotion through beauty influencers and consumer purchasing decisions among targeted respondents, provide effective strategic investment strategies and practices for cosmetics industry management and offer practical guidance for communications experts, brands and managers marketing that aims to develop relationships with beauty influencers in the beauty industry by creating brand equity and lasting bonds with their online customers. The rapid increase in the number of beauty influencers and global skincare products means that local

skincare brands need to consider beauty influencers and the right price in order to attract potential consumers. Employee performance is a stage of achievement as an employee's work achievement (Safrizal et al. 2020).

A persuasive message is a message conveyed through the persuader's communication skills which aims to convince or persuade the interlocutor to follow what the persuader wants. TasyaFarasya, in conveying messages to her followers, can make the message only a reference in deciding to purchase cosmetic products, because the informant is able to process the message conveyed by the beauty influencer via TasyaFarasya's YouTube account. The Influence of Beauty Influencers' Expertise and Attractiveness on Skincare Product Purchasing Decisions. Skincare product companies are expected to always pay attention to the expertise and attractiveness of beauty influencers who bring their products so that they can increase consumer purchasing decisions. Looking at the number of beauty influencers that exist, the amount of influence they have is very clear that many people will look for reviews before buying a beauty product. Everyone indirectly has at least one to two beauty influencers they trust when buying a product. A company will benefit when a product reviewed by a beauty influencer or beauty vlogger goes viral and is in great demand, then the sales figures for that product will increase. Therefore, many companies pay the services of influencers who are called endorsed, to review their products by introducing several of the product's advantages, such as claims to brighten the face and get rid of acne. Potential customers usually gather useful information and make comparisons before considering a purchase. Focus on technologies that enable MCS to be implemented in smart cities, such as task management, data collection, incentive systems, monitoring, and cost-saving tools (Wildan et al., 2023).

Electronic word-of-mouth (eWOM) is considered a reliable source of information. Customer reviews and influencer reviews can be considered eWOM. They represent the exchange of customer experiences and evaluations of a product or service with other potential buyers. There is a lot of evidence regarding the influence of eWOM on purchase intentions. Attractiveness, trust, and familiarity are supporting factors for the endorsement image of local influencers, which have a positive influence on consumer perceptions of quality, purchase intention, and brand loyalty. This also shows that negative publicity on local influencer endorsements does not have a moderating effect on consumer purchase intentions. Sites used for such promotions, such as Instagram, Facebook, Youtube, Tiktok, Whatsapp, and Likeldn, are often new sites because they are promotional tools that have the potential to advance world marketing. The attractiveness of advertising can arouse consumer interest in buying a product. It's as much about attracting potential customers as it is about the product itself. Attractive advertisements on social media and messages conveyed by celebrity endorsers can arouse consumers' interest in buying.

Conclusion

Based on the results and discussions that have been carried out, conclusions are drawn, among others:
1. The marketing potential of the modern era is dominated by marketing via social media which is accessed via personal devices.
2. Influencer marketing is a marketing strategy that utilizes social media.
3. Using influencer marketing can significantly cut costs used for promotion.
4. The application of influencer marketing is very suitable to effectively improve brand image and increase consumer Brand Awareness of the brand.

From the results of discussions and several studies conducted by several brands on their products, we can see that the way influencers deliver on social media that attracts the attention of potential buyers is by using video because video includes complete audio, text and photos. Then the results regarding the influence of an influencer's social media can increase sales through e-commerce are true and proven. Because an influencer also indirectly influences beauty standards, for example beauty products with facial brightening claims promoted by influencers indirectly provide a perspective for women to have bright skin to meet the beauty standards created by society's own stigma.

Beauty influencer reviews (X) have a positive effect on the consumptive behavior variable (Y) by 40.2%, indicating that there is an influence of beauty influencer reviews on Instagram on consumptive behavior of beauty products. So it can be concluded that the more people who watch reviews that can persuade them, the higher the level of purchase of a product will be.

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