

## TEENAGE PERCEPTION TOWARDS THE ROLE OF BEAUTY VLOGGER IN THE EFFORT TO DEVELOP BUYING INTEREST

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### **Abstract**

Youtube is a popular video sharing website where users can load, watch and share video clips in a free way. Generally videos on YouTube are music video clips, movies, TV, and videos made by Youtubers. The video that is popular by teenagers, especially young women, is the vlog content of makeup tutorials or review makeup by beauty vlogger. Currently the cosmetics industry believes the YouTube Beauty Vlogger to review its products through vlog content. One of them is Emina cosmetic product that trusts Abel Cantika, a YouTube beauty vlogger as a Celebrity Endorser for its products. This study uses the theory of mass communication and the theory of perception regarding the buying interest on a product. The purpose of this study is to examine more deeply the role of beauty vlogger in influencing buying interest in teenagers on Emina cosmetics. This study used a qualitative research method with data obtained through interviews with three informants who are teenagers in terms of age 17- 20 years old. The results of the research of the three informants showed that the role of beauty vlogger greatly influenced the buying interest in Emina products.

**Keywords:** teenager, young women, cosmetic product, celebrity endorser, makeup tutorial

### *PERSEPSI REMAJA TERHADAP PERAN BEAUTY VLOGGER DALAM MENUMBUHKAN MINAT BELI*

### **Abstrak**

*Youtube adalah sebuah situs web berbagi video populer dimana para pengguna dapat memuat, menonton, dan berbagi klip video secara gratis. Umumnya video-video di YouTube adalah klip musik video klip, film, TV, serta video buatan para pengguna youtube sendiri. Video yang sedang diminati para remaja milenial terutama remaja perempuan yaitu konten vlog tutorial makeup atau review makeup dari para beauty vlogger. Saat ini dunia industri kosmetik mempercayai para youtube beauty vlogger untuk mereview produknya melalui konten vlog. Salah satunya produk kosmetik Emina yang mempercayai Abel Cantika seorang youtube beauty vlogger sebagai Celebrity Endorser dari produknya. Penelitian ini menggunakan teori komunikasi massa dan teori persepsi mengenai minat beli remaja milenial terhadap suatu produk. Tujuan penelitian ini adalah untuk mengkaji lebih dalam mengenai peran beauty vlogger dalam mempengaruhi minat beli remaja milenial pada kosmetik Emina. Metode yang digunakan dalam penelitian ini adalah metode penelitian*

*kualitatif dengan data yang diperoleh melalui hasil wawancara pada tiga orang informan yang merupakan remaja dari segi usia 17-20 tahun. Hasil penelitian dari ketiga orang informan menunjukkan bahwa peran beauty vlogger sangat berpengaruh terhadap minat beli pada produk Emina.*

**Katakunci:** remaja, wanita muda, produk kosmetik, penganjur selebriti, tutorial rias

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## Introduction

The development of technology today is very sophisticated and rapid. This can be proven by the many innovations of this era, both simple and horrendous to the world. Technology has existed since ancient times, namely the ancient Roman era. The development of technology is developing drastically and continues to evolve until now which is increasingly sophisticated and global. The development of increasingly advanced technology, in the past cellphones were only used for telephone and sms to just ask for news, now mobile phones can not only call and sms, but in this time it can also be a sophisticated mini computer, can be a TV also with a smartphone.

Indonesia is one of the developing countries in the world with considerable technological influence as technology consumers of other countries. In order for Indonesia to become a developed country and not a developing country again, the level of technological development in

Indonesia must be increased more than before.

Nowadays technology is the main role for the Community with the aim of building the nation. Internet for example, on the Internet there are various kinds of vast and clear knowledge all of which are on the Internet, but in Indonesia today the internet still does not know the actual use of the Internet. The internet has a positive impact including infinite information and knowledge for students, for businesses for entrepreneurs, as entertainment for those who are stressed out because of work or tasks that accumulate such as playing online games, as an efficient means of communication, as an emergency necessity and etc.

Youtube.com, is a website that uses the internet to run the feature, where with YouTube, a user can post or display videos or animations so they can be viewed and enjoyed by many people (Putra, 2019). The development of internet technology can also be seen from the emergence of social media

such as Youtube as the most preferred social media for millennials, especially teenage girls. Through YouTube, everyone can get information as well as entertainment. One of the things that is becoming a favorite content on Youtube is makeup trends.

All industries seem to be starting to glance at famous YouTube stars or what we call vloggers or video bloggers and many beauty brands are increasingly believing in the power that vloggers have in optimizing their audience (Utopi Computer, 2017; Dhestantya, 2018; Eliza 2018). One of the makeup trends of local Emina Cosmetics products that are currently increasingly in demand by many people, especially female millennial adolescents.

Emina's local product also introduces one of the beauty vloggers as well as its celebrity endorser, Abel Cantika, so that this Emina product can be increasingly recognized by many people, especially girls. The purpose of the research conducted by the author is to find out, understand, and examine more deeply the role of beauty vloggers and celebrity endorsers on consumer buying interest in cosmetics Emina.

## **Literature review**

### ***Mass communication***

Wood (2010) in her book said that the main source of information and

entertainment. But that is not all that is obtained from mass communication. We also get ideas about who we are and should be, and we shape the impression of people, events, problems and cultural life.

Mass communication consists of all media that discuss mass audiences: books, films, television, radio, magazines, newspapers, and other forms of visual and print communication that reach the masses of people. Mass communication also includes computer technology, such as the Web and WebTV, which reaches many people. Now, with media convergence, the notion of mass communication also evolves (Handayani, 2011).

Basically, mass communication is communication through mass media (print and electronic media). Because, just the beginning of its development, mass communication comes from the development of words (mass communication media) (Nurudin, 2011, p. 4).

According to Michael W. Gamble and Teri Kawl Gamble (in Nurudin, 2011, p. 8) the definition of Mass Communication includes the following matters:

- 1) Communicators in mass communication spread their messages intending to try to share understanding with millions of people who do not know each other or know each other. The anonymity

of the audience in mass communication is also what distinguishes it from other types of communication.

2) Message is public property. This means that this message can be obtained and received by many people. Therefore, interpreted as public property.

3) As a source, mass communicators are usually formal organizations such as networks, ties, or associations. In other words, the communicator is not from someone but an institution.

4) Mass communication is controlled by the gatekeeper (information filter). This means that messages that are spread or transmitted are controlled by number of individuals in the institution before they are broadcast through the mass media.

5) Feedback in mass communication is delayed. In other types of communication, feedback can be direct. For example, in communication between people. In this communication direct feedback made through newspapers cannot be directly carried out alias delayed.

The function of mass communication has various translations by experts. One of them is by Dominick

(Ardianto, et al., 2012, pp. 15-17), which divides the mass communication function into 5 things, namely:

*Surveillance.* This function consists of two main forms, namely warning supervision and instrumental supervision. The mass media carries out a warning oversight function, if it informs about threats caused by a number of things, such as natural disasters, military attacks, inflation and economic crises. The instrumental oversight function of the mass media if the information conveyed has uses or can help the audience in everyday life.

*Interpretation.* This function is carried out if the media in addition to conveying facts and data to the public, also provides an interpretation of important events. The media chooses and decides which events are appropriate and which are not feasible.

*Linkage.* The mass media can be a unifying tool for diverse members of society so that they form ties based on the same interests and interests about something.

*Transmission of values.* This function is also called socialization. The mass media shows the public how they should act and what they expect.

*Entertainment.* The entertainment function is always carried out by every mass media. The media that clearly performs this function are television, radio and tabloids.

### ***Youtube as Social media***

Social media is a system of social structure consisting of individual or organizational elements. This social network will make those who have the same sociality, ranging from those who are known everyday to the family can be interconnected. Social media is a social network in which there is an organization with a variety of features that make people interested in using it. Like Facebook, Twitter, Ask.fm, Instagram, YouTube, etc. Because in social media we can convey our perceptions to friends and family who join a social network online.

Youtube was founded in February 2005 by three former PayPal workers, Chad Hurley, Steve Chen and Jawed Karim. At that time, the new Youtube domain name was activated while the three founders prepared the first launch of the page in such a way. Three months later, in May 2005, the YouTube preview was launched and accessible to the audience and followed by an official launch six months later around November of the same year. At that time, Youtube got an injection of investment from a number of top business people so that its development did not take long.

The following year, 2006, Youtube began to keep in the top rank in the category of the most popular sites by several polling agencies. It is not surprising then that at the end of 2006, Google bought Youtube for USD 1.65 billion and was said to be the largest

acquisition Google has ever made. Until now Youtube is still operating and serving millions of customers every day. Its popularity is still recognized because Youtube is quite friendly to users so it does not make it difficult for amateur users to enjoy and maximize the features offered. With the broadcast slogan yourself, YouTube allows as well as facilitates anyone to work in the form of videos and publish it so that it can be accessed by the wider community and get comments, suggestions to various criticisms.

Youtube has many benefits other than solely for entertainment. Through Youtube users (users) can also look for income that can be obtained through Google AdSense. If the videos that we upload through a personal account have enough viewers, just register a YouTube account with Google AdSense that will pay you every time someone clicks on the ad before the video is shown (sometimes in the middle of the video). Even so, there are certain conditions in order for videos to be monetized, i.e. an account must have a minimum number of videos that have aired 10,000 views. The number is not large if the video you have is quite creative and entertaining.

Youtube also has an important role in terms of introducing and marketing products because most Youtube users also use this social media to strengthen and advance the business being managed. Marketing a product in the online world is like opening new outlets that can serve customers and consumers in greater numbers. This is

especially suitable for online business people who market and introduce their products with gadgets and internet connections. It also further proves that the benefits of computer networks are needed to connect many people in one sphere, namely the internet. Youtube in its position as a video warehouse can be an effective marketing tool in introducing and marketing products.

Through Youtube the user (user) can also find out the response and comments of the audience. Because of the 'like' and 'comments' features on YouTube, it is very easy for users who upload and share a particular video to find out the response and comments of consumers to the quality and content of the video. This is certainly very valuable as an evaluation and reference material in making the next video.

## Method

Research conducted by the author uses qualitative methods because in this writing uses data collection techniques with in-depth interviews with informants. So at this writing, using case studies, case studies are one of the instruments or research tools, because the cases examined from this research are how much interest students have in scientific writing. Meanwhile, data collection was carried out using the following interview techniques:

Structured Interview. Used as a

data collection technique, if researchers already know for certain what information will be obtained. The researcher has prepared a research instrument in the form of written questions whose alternative answers have been prepared (Raharjo, 2013).

In this technique the researcher has prepared a research instrument in the form of written questions whose alternative answers have been prepared. In this interview each respondent was asked the same question. Tools that can be used in interviews include tape recorders, picture brochures and so on.

Semistructured Interview. This interview is more free when compared to structured interviews. The purpose of this type of interview is to determine the problem more openly, where the interviewee is asked for his opinions and ideas. In conducting this interview the listener carefully and record what was stated by the speakers.

Unstructured Interview. Is a free interview where researchers do not use interview guidelines that have been arranged systematically and completely to collect data. The guideline used in this type of interview is only the outline of the problem to be asked. In unstructured interviews, researchers do not yet know exactly what data will be obtained, so researchers more listen to what is told by respondents.

From the three interview techniques above, I chose a structured

interview. Because by using this structured interview the writer can easily interview the structured informant in collecting data because the writer has prepared various questions that he wants to ask the informant. So the writer will not interview outside the boundary line of the question and only focus on the problem to be discussed in the paper. The author uses a cellphone recorder to interview the speakers.

*Understanding Teenagers.* The word "teenager" comes from the Latin word *adolescere*, which is a child who is a transition from the end of childhood to the beginning of puberty (Amin, 2018). The author conducted interviews with several teenagers aged 17-20 years where all these people have differences in expressing their perception of how the role of beauty vlogger preform influences buying interest in Emina cosmetic products.

This interview took place at Plaza Festival Kuningan, South Jakarta. The author interviewed three informants, namely one employee, one high school student and one student in class 2018 from the Communication Studies program. The author evaluates objectively. The descriptions of the three informants are as follows:

Informant 1: The first informant was an employee at a provider company in Kuningan Jakarta when met at the Watsons Plaza Festival store, named Shafa Pradnya Firdausy, aged 20 years. The author chose to interview the interviewees directly, and according

to Shafa, the role of the beauty vlogger greatly influenced his interest in buying Emina's cosmetic products. With the reason, Emina's own products are cheap and worth it to buy and with the reviews of beauty vloggers on these products, it adds to the pleasure to buy the product.

Informant 2: The second informant was a high school student who happened to be buying one of Emina's cosmetic products, named Deaphenia Faza, aged 17. The author chose to interview the interviewees directly, and according to Dea, Abel Cantika's role as a beauty vlogger greatly influenced her buying interest in Emina's cosmetics. With reason, beauty vlogger can be used as a reference for us teens to buy makeup that is recommended, and with a review of beauty vlogger consumers can find out whether or not the quality of the product.

Informant 3: The third informant was a 2018 Bakrie University student, named Yovinka Ayu, aged 18 years. The author chose to interview the interviewee directly, and according to Vinka, the role of beauty vlogger Abel Cantika affected her interest in buying Emina's cosmetic products. By reason, through the makeup tutorial video content or a review of makeup made by Abel Cantika, it creates a sense of curiosity in him to try these cosmetic products.

## Findings and Discussion

### *Youtube Beauty Vlogger*

Youtube has become an alternative tool in the world of entertainment, especially for millennial youth. Youtube is also an influence in several aspects of life. For example, at this time many people, especially female millennial adolescents, open Youtube to see various makeup tutorials from beauty vloggers who, through their YouTube, share their procedures for applying makeup or reviewing one of the makeup products that millennial adolescents are interested in with a clear presentation through visuals. So that it can make viewers interested in trying it out.

Youtube can serve users with a variety of different interests and needs and some accessed it to get information about business, entertainment, hobbies, lifestyle and others. Some even make it one of the core supporters of the profession (Dini, 2016; Noordien, 2012).

Vlogs or video blogs are impressions that contain daily activities, vlog makers will present videos depending on the content that they want to present, such as vlogs of cooking, beauty, automotive, and daily activities of the vlog makers.

Vlogs are considered to be more personal compared to other videos, therefore vlog makers will be free to express themselves. The term vlog itself

already existed around the 2000s and in Indonesia itself the term video vlog is trending in the 2014's. The term vlog originated from a blogger named Adam Kontras and followed by Adrian Miles who added a video to his blog post, and then call it a vlog (video blog).

Vloggers are defined as people who create blogs or video blogs (abbreviated as vlogs) who use video as the main content. Video blog which is also known as Vlog is a blog that contains video post material. The video contains content showing a recorded profile of someone, daily activities carried out by that person and the experiences felt.

Beauty vlogger specializes in providing information about the world of cosmetics and beauty and uploading their information on social media platforms of YouTube. Beauty Vlogger is a beauty influencer who shares information that teaches certain skills and illustrates how to do something with content through video clips which are then posted on the YouTube platform.

### ***Abel Cantika's Beauty Vlogger's Overview***

A beauty vlogger specifically shares tips and educates viewers about beauty. Due to the nature of the topic of a beauty vlogger is beauty so that most beauty vloggers are women but it does not rule out the possibility for men to become a beauty vlogger. In terms of the creative types of YouTube video

content created by a beauty vlogger, it can be grouped into six types: how to or tutorial, review, out fit-of-the-day, get-ready-with-me, shopping hauls, and favorite videos. Endorsement is a form of marketing communication.

Endorsement is any form of message given in marketing activities, where consumers tend to trust the opinions, beliefs, opinions, or experiences of parties other than the company as a sponsor. Endorser is an icon or often also referred to as a direct source for delivering a message and or demonstrating a product or service in promotional activities aimed at supporting the effectiveness of delivering product messages.



**Figure 1.** Abel Cantika Beauty Vlogger  
(source: Google Images)

One technique to evaluate whether a person has the ability to be an endorser is to assess his credibility. Understanding credibility refers to positive endorser characteristics that influence others to accept the arguments submitted by the endorser. Perceptions of endorser credibility are determined subjectively through individual assessments of how

consumers' perceptions of endorser figures are perceived as more important facts about the quality of the endorser's figure in conveying messages carried by them and convincing consumers.

The perceived source credibility can be used to increase persuasive market power, which leads to a change in attitude the source credibility model consists of three dimensions, namely: Trustworthiness, Expertise, and Attractiveness.

Perception is the final process of observation that begins with the sensing process, namely the process of receiving a stimulus by the senses, then the individual has attention, then passes on to the brain, and only then the individual realizes about something called perception. With the perception of individuals being aware of being able to understand about the circumstances of the environment around them and about things that exist within the individual concerned.

The factors that influence perception are basically divided into 2 namely Internal Factors and External Factors. Internal factors that influence perception, namely the factors contained in individuals, which include several things, among others: Physiological. Information entered through the senses, then the information obtained will influence and complete efforts to give meaning to the surrounding environment.

The capacity of the senses to

perceive each person is different so that the interpretation of the environment can also be different. Attention. Individuals need the amount of energy expended to pay attention or focus on the physical form and mental facilities that exist on an object. The energy of each person is different so that one's attention to objects is also different and this will affect the perception of an object.

Interest. Perception of an object varies depending on how much energy or perceptual vigilance that is driven to perceive. Perceptual vigilance is one's tendency to pay attention to certain types of stimuli or can be said to be interests. Unidirectional needs. This factor can be seen from how strong an individual is looking for objects or messages that can provide answers according to him.

Experience and memory. Experience can be said to depend on memory in the sense of the extent to which a person can remember past events to find a stimulus in the broadest sense. Mood. The emotional state affects a person's behavior, this mood shows how a person feels at a time that can affect how a person receives, reacts and remembers.

External factors that affect perception are characteristics of the environment and the objects involved in it. These elements can change a person's perspective of the world around him and influence how a person feels or accepts it. Meanwhile external

factors that influence perception are: Size and placement of objects or stimuli. This factor states that the greater the relationship of an object, the easier it is to understand. This form will affect individual perceptions and by seeing the shape of the size of an individual object it will be easy for attention to in turn shape the perception.

The color of objects. Objects that have more light, will be easier to understand (to be perceived) compared to less. The uniqueness and contrast of the stimulus. An external stimulus whose appearance with its background and surroundings completely outside the assumptions of other individuals will attract much attention. The intensity and strength of the stimulus. Stimulus from the outside will give more meaning if it is paid more attention than what is only seen once. The strength of the stimulus is the power of an object that can affect perception.'

Motion or movement. Individuals will pay more attention to objects that provide movement in the range of views compared to stationary objects. From the statement above regarding the writer's perception, it can be concluded that perception is the process of receiving stimuli through the senses that are preceded by attention so that the individual is able to know, interpret, and appreciate the things observed, both outside and inside the individual. And the process of perception has two factors, namely

internal factors and external factors.

### ***Teen Perception about Beauty Vlogger***

Adolescence in general is a transitional period from childhood to adulthood with an age range between 12-22 years, during which the maturation process occurs both physical and psychological maturation. Cognitive Development, cognitive development is a change in mental abilities such as learning, memory, reasoning, thinking, and language. Piaget argues that in adolescence cognitive maturity occurs, namely the interaction of brain structures that have been perfect and an increasingly broad social environment for experimentation allows adolescents to think abstractly. Piaget called this stage of cognitive development a stage of formal operations (Papalia and Olds, 2001).

The author concludes the statement above that adolescence is a time when he experiences physical and mental changes and changes in childhood into adulthood. In adolescence a lot of things that have never happened to be happened in adolescence. Like the problems that often occur with us, we become more want to find new experiences to find ourselves, our ways of thinking are increasingly critical and our ability to socialize higher to get to know many people.

Relationship Youtube Beauty Vlogger, teens with perceptions interrelated with one another. Because

as explained above that each person has a different perception. A teenager who uses social media Youtube certainly has their respective perceptions when viewing various video content through their five senses, by looking at an object, experiencing, and interpreting the object both internally and externally. And in my opinion, a young woman who was looking at trends in makeup and local cosmetic products that are used by artists and beauty vloggers on YouTube watched it through both factors starting from internal factors that see the object included in internal factors, namely physiological and then to the attention of individuals who pay attention or focus on the physical form and mental facilities that exist in an object.

After going through attention, also through the individual's own interest and this factor can be seen from how strong an individual is looking for objects or messages that can provide answers according to him. And through the mood of the individual. And the adolescent's perception is also influenced by external factors when viewing video content about the review of the use of local cosmetic products and makeup trends on YouTube so that it can draw attention to imitate those affected by the size and placement of the object, the colors of the object, the uniqueness and contrast these objects and the intensity and power that can give meaning different from other objects and can affect individual perceptions in choosing and

determining.

From the perception of adolescents can imitate or even be interested in using these cosmetic products in the video content created by beauty vloggers and each teenager has different perceptions that cause different tastes as well.

### Conclusion

Based on the results of the analysis of this research, it can be concluded that a number of things about the topic of this writing are that with the current era of globalization which is developing, especially in the field of mass media, precisely social media, YouTube has become one of the most loved social media by millennial adolescents, especially young women. Youtube is an application for sharing videos with fellow YouTube users, in which there are lots of video content created by video creators on YouTube.

One content that is being liked by many millennial adolescents, especially women, is the vlog content created by YouTube beauty vloggers, which contains videos about the review of cosmetic products to makeup tutorials. Among all the videos contained on YouTube, makeup trend is one that dominates the world of YouTube. Seen from the many beauty vloggers who often upload videos as attractive as possible to YouTube with a variety of makeup styles that they use. Which in

turn makes young women interested in following the makeup trend.

Following the makeup trend on YouTube that has been on the line lately has made teenage girls appear more confident because they feel that they have followed the times. And young women have their own perceptions in choosing the style or style of makeup, which they want to apply in the activities they do, it all through internal factors and external factors when they perceive. Therefore, perception also determines a teenage girl who applies makeup trends that are in line with the example emulated from YouTube. From this discussion the authors also concluded that the role of beauty vlogger in influencing millennial.

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