



Perception of Beauty Vlogger Fatya Biya's Review Content Communication on the Brand Image of Wardah's Beauty Products through Social Media "Youtube"

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ABSTRACT

The purpose of this research is to find out how the perception of communication carried out by Fatya Biya supports the Wardah brand on YouTube media and to find out the response of viewers to the Wardah Brand conveyed by Fatya Biya. The research method uses descriptive research with a qualitative approach. Descriptive research aims to describe phenomena that occur in real and actual ways by describing facts systematically, factually and accurately. A qualitative approach is applied to collect data in natural settings and interpret the phenomena that occur, with the researcher as the key instrument. The results of qualitative research emphasize meaning rather than generalization. This research reveals that the content presented by Fatya Biya is very effective in influencing her followers' perceptions and purchasing behavior towards Wardah products.

INTRODUCTION

The development of social media today is very rapid, this is based on the pattern of public communication which is also developing, when compared to a decade ago social media is not in much demand because it can only be used by certain devices and people still do not know electronic communication (still implementing face to face communication or using mobile phones). Currently, social media is filled with various platforms that attract the attention of more than 5 billion mobile device users worldwide. One of the social media that is quite in demand today is YouTube, which presents shows that can be accessed easily and quickly by the public. YouTube is the most preferred platform for watching videos, where there are 2.56 billion YouTube users as of January 2022. The types of videos on YouTube produced by one or a group of people (creators), namely product reviews, tutorials, gaming videos, vlogs (food vlogs, travel vlogs, daily vlogs, beauty and lifestyle vlogs, and others), as well as other content. One of the types of content that is in demand by women is beauty vlogs, as stated by Rahmadinna (2019) in her research that online media that is very influential and easy for users (viewers) in terms of beauty is beauty vlogs.

Beauty vloggers create content that contains information about beauty, products, and reviews of the use of products they have used. Beauty vloggers not only create content about reviews but also those that are often encountered such as makeup tutorials. After seeing content from beauty vloggers, women tend to want to look like they look like they see, so beauty vlogger reviews inspire viewers to be interested in using the same product. In the buying process, paying attention to the brand image of a product is very important to maintain its market and improve consumer purchasing decisions. Having a good brand image will attract consumers to make purchases of the brand. However, if a brand has a bad image, it will have a bad impact on people's judgment as consumers, so that product manufacturers are obliged to maintain the brand image of the product. This is because it will make it easier for people to recognize a product and encourage them to buy it, thus generating considerable profits for the company.

A beauty vlogger who is quite in demand today is Fatya Biya who started a YouTube channel in 2015 and currently has 876 thousand5 subscribers, besides that the beauty vlogger is included in the 6 (six) most popular beauty influencers in Indonesia. This is what makes the writer interested in choosing Fatya Biya as a beauty vlogger to find out the perception of communication that she implements. The perception of communication carried out by Fatya Biya can affect her audience because of her credibility as a beauty vlogger who is quite good (doing product reviews clearly and easily understand), so that from these reviews of course can provide knowledge for the audience or add alternative options for the audience before buying a product. In particular, the product that was reviewed by Fatya Biya which has a relatively large number of viewers of 13 million which was uploaded 4 years ago who was interested in her review of the Wardah brand made the vlogger add 7 vlogs about the Wardah brand. One of Fatya Biya's content that the author will analyze in the beauty vlogger's YouTube account is titled: "Complete Review of All Wardah Instaperfect Products".

LITERATURE REVIEW

Informant Perception

Perception according to (Adriani & Winduwati, 2020) reveals that perception is all the process of selecting, organizing and interpreting information inputs, sensations received through sight, feeling, hearing, smell and touch to produce meaning. Perception is the process by which messages or information enter the human brain, through human perception continuously have a relationship with their environment. This relationship is carried out through the senses, namely the senses of seeing, hearing, touching, taste, and smelling.

Review Beauty Vlogger

Beauty Vlogger reviews used to introduce a product aim to provide encouragement and reinforcement (endorsement), provide testimonials (testimonials), act as a company spokesperson (spokeperson), act as an actor in advertising (actor). The dimensions of the beauty vlogger review itself, which are as follows (Kurniasari, 2017), namely (1) trustworthiness, which is a situation where the level of individual confidence and acceptance of something that the influencer shares and the message conveyed from it. There are 5 (five) indicators to measure the dimensions of trustworthiness, Dependable, Honest, Sincere, Trustworthy, and Realible Source. (2) Attractiveness is a quality that causes interest, desire, or attraction to someone or something. Attraction is not only physical attraction, but also several characteristics that can be observed from within the supporter, knowledgeable, character, lifestyle, body athleticism, and others. (3) Expertise is an ability to do something for a role. Communicators are deemed eligible to share appropriate information. There are 4 (four) indicators to measure the dimensions of expertise, namely knowledgeable, proficient, experienced, and qualified.

Brand Image

Brand Image is a representation of the overall perception of a brand and is formed from past information and experiences with that brand. It can be concluded that brand image is the impression produced by a brand in the minds of its consumers. Brand image comes from all consumption experiences from consumers, and the quality of service perceived by consumers is a function of the consumption experience itself. Thus, customer perception of service quality directly affects the brand image.

Computer Mediated Communication

Computer mediated communication theory abbreviated as CMC. This theory is used as a foundation in communication research in global media by utilizing internet media. Among them is research with a Netnography approach. In Netnography research, it can research communication from online communities such as social media. The theory is also used as the basic basis for explaining communication problems through online media.

YouTube

YouTube is a video portal site that is often accessed by internet users, also has a video sharing feature so that it can be seen by anyone who clicks on the video. There are various kinds of videos such as tutorials, music videos, news and others. Even if viewers do not register their accounts, they can still see video posts on sites that are very often accessed by people today.

METHODOLOGY

The type of research used in this study is descriptive with a qualitative approach. Qualitative research is the collection of data in a natural setting with the intention of interpreting the phenomena that occur where the researcher is a key instrument. In addition, the results of qualitative research emphasize a meaning more than generalization. The subject of this study used several informants in the form of key informants and viewers (commenters in the comment column) from YouTube Fatya Biya who watched videos about Brand Wardah. The object of this research is cyber communication in supporting the Wardah brand through YouTube media. Data analysis in a qualitative approach uses conceptual, thematic, model, inductive, and other inferences. Qualitative data analysis can form a theory and value that has been considered applicable in a certain place.

RESEARCH RESULT AND DISCUSSION

Research Process

This research was conducted with a focus on communication carried out by Fatya Biya, a beauty vlogger, in supporting the Wardah cosmetics brand through YouTube media. This research process collected primary and secondary data that was carried out comprehensively. The informants needed in this study are several active subscribers who often watch and comment on their videos. The interview was conducted to dig deeper into the views of subscribers regarding the content. The data collection process involves several stages. First, the preparation of a list of interview questions that are tailored to the purpose of the research, namely to understand the communication strategy used by Fatya Biya in promoting Wardah products. Second, the implementation of interviews with subscribers who have commented on the video "Complete Review of All Wardah Instaperfect Products". After the interview is over, the next step is to create a transcript of the interview results to be analyzed. Data analysis was carried out using a qualitative method, which included data coding, theme identification, and drawing conclusions based on findings from interviews and observations of Fatya Biya's YouTube content. Observation of YouTube content includes analysis of information delivery techniques, video editing techniques, language use, and interaction with viewers through comments.

Research Findings

The growing benefits of YouTube in the community have led to various *content creators* or *influencers* who *review* Wardah's products, one of which is a well-known *beauty vlogger* in Indonesia, Fatya Biya. Mula Fatya Biya has a YouTube account in reviewing beauty or cosmetic products starting in 2015 which is currently running for 8 years. Fatya Biya's consistency as a *beauty vlogger* is undoubted, where the majority of every product reviewed by Fatya Biya has a relatively large number of *views* and becomes a *beauty vlogger* that her followers look forward to if there are beauty products that are newly launched on the market. This makes Fatya Biya a reference for the public, especially young people before buying beauty products or cosmetics. Fatya Biya's content that the author is currently researching regarding a Complete Review of All Wardah *Instaperfect* Products. The content has 805,780 *views* which was published four years ago.

The author chose the content above, because Fatya Biya conducted a complete review of Wardah Instaperfect products that were directly applied to herself, so that it can be known that if you apply all Wardah cosmetic products at the same time there are advantages or disadvantages. In the video duration which reached 22.26 minutes, Fatya Biya conveyed information on each Wardah *Instaperfect* product quite clearly. Furthermore, the review conducted by Fatya Biya on her content can be analyzed based on the *theory of computer mediated communication* (CMC). The theory is a process of communication between humans using computer media, where the information provided by the communicator with the help of computer media can be understood and received by the recipient of the message.

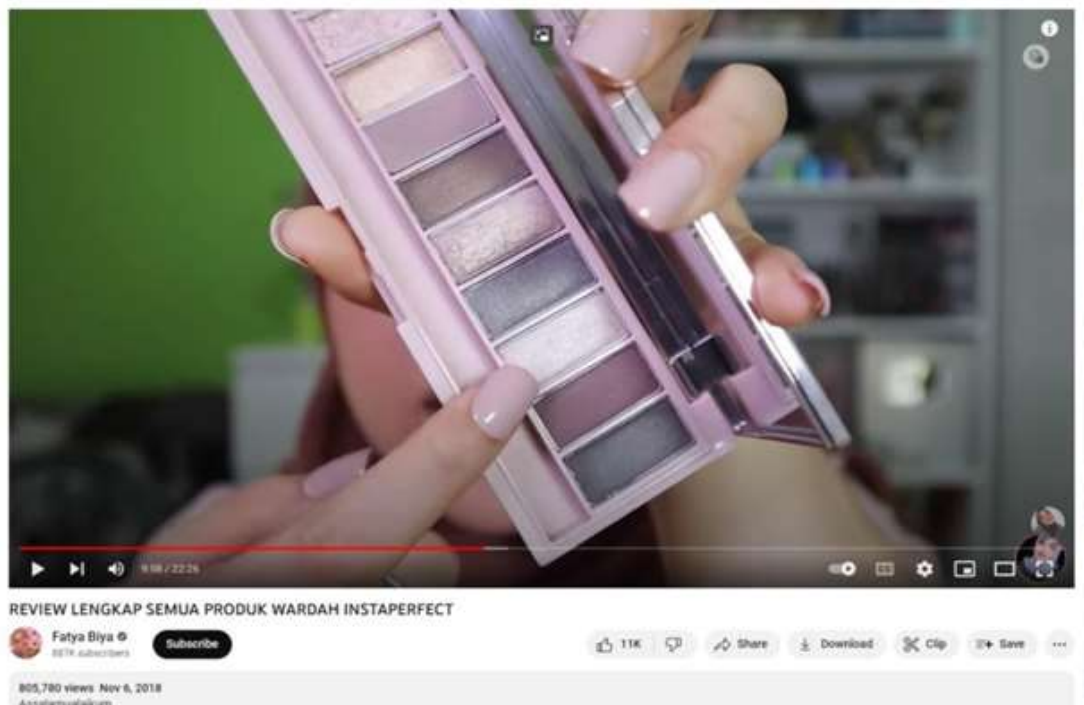


Figure.1 Fatya Biya Content Display

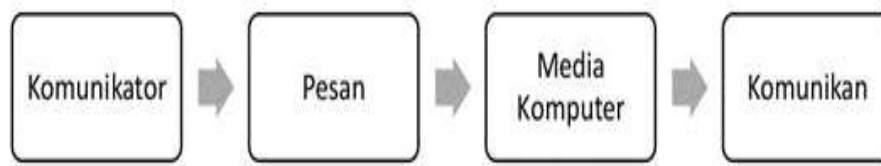


Figure.2 Communication Process through Computer Media

There are 6 (six) dimensions in *computer mediated communication* (CMC) used by the author in analyzing the content of Fatya Biya regarding a Complete Review of All Wardah *Instaperfect Products*, namely *Accessibility Dimensions*, *Speed Dimensions*, *Amount Dimensions*, *Cognitive Efficacy Dimensions*, *Relevance Dimensions*, and *Dimensions Motivating*. Complete Review of All Wardah *Instaperfect Products* has been quite good and has given a good response to the content and products reviewed. This can be seen in the sub-chapter below. The response of the communicator to Fatya Biya in her content regarding the Complete Review of All Wardah *Instaperfect Products* is quite good, where it can be seen that the majority of positive comments from the communicator towards the content.

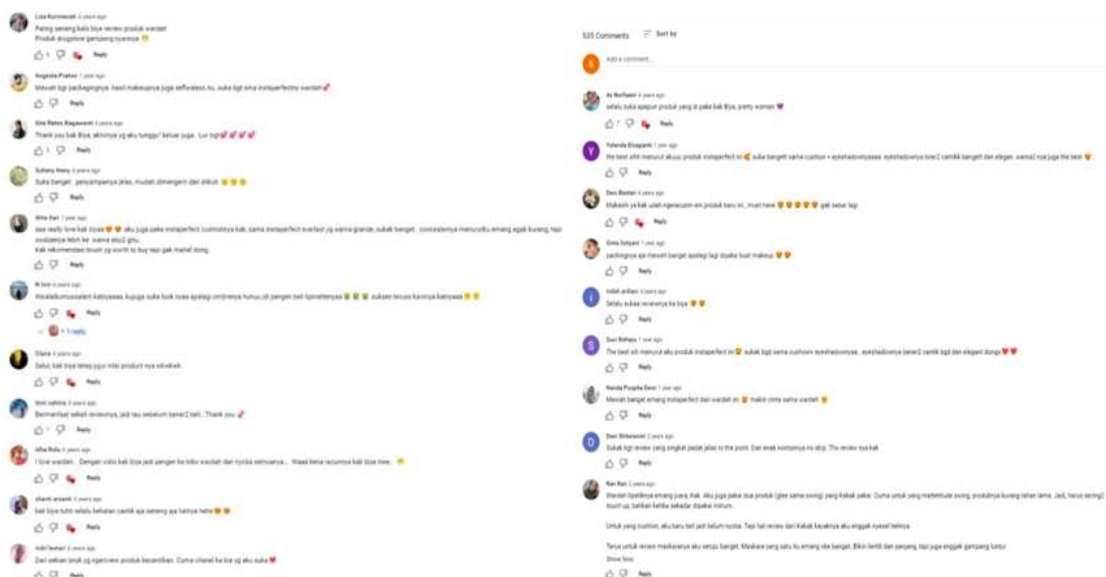


Figure.3 Informant's Response to Fatya Biya's Content

The informant's response to Fatya Biya's content reached 535 comments. For more details, the author chose 3 (three) responses to the content, namely:

a. Informan 1 : Desi Bastari

"Thank you, you have poisoned this new product, you must have no longer wait."

According to him, Fatya Biya not only provides complete information, but also provides recommendations that suit various skin types and audience needs. This makes informants feel more confident in choosing the right beauty products.

b. Informant 2 : Ran

"Wardah lipstick is really a champion, sis. I also use two products (glee and swing) that my brother uses. Only for matteitute swings, the product is less durable. So, you have to touch up often, even when just used for drinking."

According to the informant, even though there are shortcomings in some products, Fatya's recommendations are still very helpful in choosing suitable beauty products.

c. Information 3: Idha Ridha

"I love wardah. With the video of kak biya I want to go to the wardah store and try everything... Waaa was poisoned by Biya Nie."

She stated that after watching the video-review from Fatya Biya, she felt interested in visiting the Wardah store and trying out the various products recommended by Fatya.

Analysis of Research Results

1. Wardah Brand Review by Fatya Biya

The growing benefits of YouTube in the community have led to various *content creators* or *influencers* who *review* Wardah's products, one of which is a well-known *beauty vlogger* in Indonesia, Fatya Biya. Mula Fatya Biya has a YouTube account in reviewing beauty or cosmetic products starting in 2015 which is currently running for 8 years. Fatya Biya's consistency as a *beauty vlogger* is undoubted, where the majority of every product which is *reviewed* by Fatya Biya has a relatively large number of *views* and is a *beauty vlogger* that her followers are looking forward to if there are newly launched beauty products on the market. This makes Fatya Biya a reference for the public, especially young people before buying beauty products or cosmetics.

Fatya Biya's content that the author is currently researching regarding a Complete Review of All Wardah *Instaperfect Products*. The content has 805,780 *views* which was published four years ago. Content analysis of "Complete Review of All Wardah Instaperfect Products" made by Fatya Biya, based on *the theory of Computer Mediated Communication (CMC)*:

a. Dimensi Accessibility

Fatya Biya uses YouTube as a platform to upload her content. YouTube was chosen because it is one of the most popular and easily accessible social media in Indonesia. This platform allows Fatya Biya as a communicator to reach her audience effectively, both those who are already loyal followers and those who are new to her. YouTube provides flexibility in distributing video content, so it is not only easily accessible through desktop but also through mobile devices, according to the current trending content consumption habits.

b. *Speed Dimension*

The content uploaded by Fatya Biya is always *up-to-date* and responsive to market trends. This shows that Fatya Biya understands the importance of speed in CMC to remain relevant and interesting to her audience. By following and reviewing the latest or trending products, Fatya Biya can maintain the interest of her followers and attract new audiences who are interested in her reviews.

c. *Amount Dimension*

In the content of "Complete Review of All Wardah *Instaperfect* Products", Fatya Biya conveyed very substantial information. The 22.26-minute video provides a detailed explanation of each product in the Wardah *Instaperfect* series. Fatya Biya not only shows these products, but also provides a comprehensive review of her advantages, disadvantages, and experience in using these products. This helps its audience to get a clear picture of the product before they decide to buy it.

d. *Dimensi Cognitive Effectiveness*

In her content, Fatya Biya managed to convey information in an effective and easy-to-understand way. She uses simple yet informative language, making it easy for her audience to understand every detail about Wardah *Instaperfect* products. Fatya Biya not only provides reviews about the quality of the product, but also provides practical tips and advice on its use. Its ability to explain clearly and straightforwardly makes its content effective in conveying its message to its audience.

e. *Relevance Dimension*

The content created by Fatya Biya is very relevant to the title, namely "Complete Review of All Wardah *Instaperfect* Products". The information conveyed by Fatya Biya is in accordance with the expectations and expectations of her audience, without deviating from the main topic. Content consistent with the title will maintain the trust of its followers in Fatya Biya as a reliable source of information regarding beauty products. This is crucial for maintaining audience interest and engagement in the long run.

f. *Dimensi Motivating*

The friendly and informative communication style used by Fatya Biya encourages positive motivation in her audience, especially young people. The reviews given by Fatya Biya about Wardah *Instaperfect* products provide encouragement and enthusiasm for her followers to try the product. By conveying positive experiences and strong recommendations, Fatya Biya succeeded in arousing the interest and desire in her audience to make a purchase or experiment with the products reviewed.

Based on this analysis, it can be concluded that Fatya Biya has succeeded in applying the *Computer Mediated Communication* (CMC) theory very well in her content regarding "A Complete Review of All Wardah *Instaperfect* Products". Not only does he use YouTube as an effective platform to reach his audience, but he also makes good use of all dimensions of CMC to convey information clearly, relevantly, and motivatingly. Fatya Biya's ability to explain products comprehensively and with an inviting communication style has made her one of the trusted influencers in the beauty industry in Indonesia.

Viewers' Response After Fatya Biya Conducted a Review of the Wardah Brand

Viewers' response to Fatya Biya's content reached 535 comments. The first informant in this study is an active subscriber from Fatya Biya's YouTube channel, who admitted that she is very interested and always follows every content uploaded by Fatya. This subscriber explained that she felt very helped by the review given by Fatya Biya because it was very detailed and honest about the advantages and disadvantages of each product reviewed. According to him, Fatya Biya not only provides complete information, but also provides recommendations that suit various skin types and audience needs. This makes informants feel more confident in choosing the right beauty products.

The second informant in this study is an active subscriber of Fatya Biya's YouTube channel, who has followed and often commented on videos uploaded by Fatya. According to the informant, even though there are shortcomings in some products, Fatya's recommendations are still very helpful in choosing suitable beauty products. The third informant in this study is an active *subscriber* of Fatya Biya's YouTube channel, who enthusiastically follows and responds to the content uploaded by Fatya. This informant stated that he really likes the products of the Wardah brand, especially after watching the videos and reviews made by Fatya Biya.

She stated that after watching the video-review from Fatya Biya, she felt interested in visiting the Wardah store and trying out the various products recommended by Fatya. The informant expressed praise and input to Fatya Biya for the review of Wardah *Instaperfect* products, thus indicating that it can help and support the formation of a brand image for the Wardah Brand. This will certainly be beneficial for *Brand* Wardah that with Fatya Biya content, its products are increasingly known by the public and the considerable impact received by *Brand* Wardah is that its products will be increasingly purchased. In addition, Fatya Biya in maintaining her relationship with *subscribers* (informants) not only creates interesting and informative content, but also responds to informants by replying to comments or just liking comments from informants.

CONCLUSIONS AND RECOMMENDATIONS

In the aspect of communication, communication in terms of information delivery by the Park is very helpful for tourists. Where the information is conveyed briefly and interestingly so that tourists can understand more easily, the destination also inserts humor when interacting with tourists. In terms of capital owners, in the existing capital owners in Tamansari Yogyakarta, there are no capital transactions from outside. Tamansari itself is managed directly by the Yogyakarta Palace with a special division, namely the Kahartakan Division. In the tourist aspect, tourists will be spoiled by the nuances of the atmosphere of Taman Sari which is fairly beautiful and historical, besides that the tour guides available in Taman Sari are also friendly. In its efforts to increase tourist interest, Tamansari is also trying to restore some functions in its places as before, although it will take a long time, but it is very much sought by the Tamansari Tourism Party.

In terms of human resources and institutions, Tamansari Tourism Yogyakarta in empowering Human Resources is very helpful for residents around tourist attractions, because these resources involve village communities to help with parking lots and there are also those who participate in the Village Community Empowerment program. In terms of destinations, the tourist destinations in Tamansari Yogyakarta are all original, which means that currently there is no artificial tourism. Tamansari has a historical destination in the form of Tamansari buildings or complexes that have existed since ancient times and have been preserved for their authenticity and historical value. In the marketing aspect, Taman Sari uses social media in the form of Intagram, Youtube, and Tiktok in its marketing. Taman Sari publishes content in the form of photos, videos, and stories from visitors to attract potential tourists. And in terms of accessibility, Tamansari Tourism which has quite easy access, the route can be accessed through Google Maps with a distance of 2.2 kilometers from the city center can be reached using any vehicle.

ADVANCED RESEARCH

The suggestions that researchers can give based on the results of the research are related to marketing. In marketing, the author suggests that Taman Sari social media in the form of Instagram and Tiktok update every day, interact with followers, pay attention to the content of tourist destinations. And it is hoped that Taman Sari will have an official website of Taman Sari and publish information about tourist destinations, events that are poured through writing or articles.

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