

# FENOMENA TASYA FARASYA *APPROVED* DALAM *CELEBRITY ENDORSEMENT* PADA PRODUK SKINTIFIC

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## ABSTRAK

Dalam penelitian ini, penulis fokus terhadap bentuk *celebrity endorsement* Tasya Farasya, yaitu Tasya Farasya *approved*, yang diberikan kepada produk Skintific dengan menggunakan teori *Meaning Transfer Model* (MTM). Penelitian ini bertujuan menganalisis fenomena Tasya Farasya *approved* dalam *celebrity endorsement* pada produk Skintific. Metode yang digunakan dalam penelitian memakai metode penelitian kualitatif melalui pendekatan studi kasus untuk mencoba menguraikan fenomena Tasya Farasya *approved* dalam konsep *celebrity endorsement*. Teknik pengumpulan data menggunakan wawancara mendalam (*in-depth interview*) dan dokumentasi. Kelima informan yang diwawancarai dipilih melalui teknik *purposive sampling* berdasarkan kriteria tertentu yang telah ditetapkan. Hasil penelitian mengungkapkan bahwa terdapat enam dimensi makna Tasya Farasya yang terdiri dari kepribadian, gaya hidup, kredibilitas, penampilan fisik, perasaan, dan kinerja. Enam dimensi makna tersebut dipersepsikan melalui peran yang diidentifikasi oleh informan, yakni sebagai *beauty influencer*, *beauty vlogger*, dan *reviewer*. Tindakan positif dari *celebrity endorser* dapat mempermudah transfer makna kepada produk Skintific. Kesamaan karakteristik dan nilai-nilai antara Tasya Farasya dan produk Skintific juga akan meningkatkan *efektivitas endorsement*. Tasya Farasya *approved* sendiri akan memperkuat perpindahan makna kredibilitas dari Tasya Farasya kepada produk Skintific, karena Tasya Farasya dimaknai sebagai indikator atas baik atau tidaknya kualitas suatu produk. Pada tahap pembelian, konsumen menciptakan langkah-langkah mereka sendiri untuk menimbang antara kebutuhan pribadi dan relevansi produk, sehingga mereka dapat mengonsumsi makna dari produk sepenuhnya.

**Kata kunci:** *Celebrity endorsement*, Tasya Farasya *approved*, *meaning transfer model*, Skintific, makna selebriti

**THE PHENOMENON OF TASYA FARASYA APPROVED IN  
CELEBRITY ENDORSEMENT OF SKINTIFIC PRODUCT**

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**ABSTRACT**

*In this study, the author focuses on the form of celebrity endorsement by Tasya Farasya, specifically Tasya Farasya approved, given to Skintific products using the Meaning Transfer Model (MTM) theory. The research aims to analyze the phenomenon of Tasya Farasya approved in celebrity endorsement of Skintific products. The method employed in the study is qualitative research through a case study approach to elucidate the phenomenon of Tasya Farasya approved in the concept of celebrity endorsement. Data collection techniques include in-depth interviews and documentation. Five informants were interviewed using purposive sampling based on predetermined criteria. The study's findings reveal six dimensions of meaning associated with Tasya Farasya: personality, lifestyle, credibility, physical appearance, emotions, and performance. These dimensions are perceived through roles identified by informants, such as beauty influencer, beauty vlogger, and reviewer. Positive actions by the celebrity endorser facilitate the transfer of meaning to Skintific products. Similarities in characteristics and values between Tasya Farasya and Skintific products also enhance endorsement effectiveness. Tasya Farasya approved further strengthens the transfer of credibility from Tasya Farasya to Skintific products, as Tasya Farasya is perceived as an indicator of product quality. During the purchasing stage, consumers create their own steps to weigh personal needs against product relevance, enabling them to fully consume the product's meaning.*

**Keywords:** *Celebrity endorsement, Tasya Farasya approved, meaning transfer model, Skintific, celebrity meaning*