

## THE INFLUENCE OF SOCIAL MEDIA AND BEAUTY VLOGGER ON LEARNING INTEREST OF MAKE-UP TRAINING PARTICIPANTS AT LKP CILEGON CITY

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### ABSTRACT

The aim of this research is to analyze and determine the influence of social media and beauty vlogger on the learning interest of make-up training participants at LKP Cilegon City. The population in this study was 120 training participants in LKP Cilegon City, namely LKP Sekar Asih and LKP Sri Tanjung, with a sample calculated using the Slovin formula of 92 training participants. This research was conducted against the background of many people interested in becoming professional make-up artists, but there are still a small number of people who do not have training competency certification in their field. This data collection was carried out by observation, sending out surveys and recording research. This research method uses multiple regression analysis with a quantitative approach. The data was then processed using the SPSS-25 software program. The results of this research show that: (1) social media has a significant effect on learning interest of makeup training participants at LKP Cilegon City, (2) beauty vlogger has a significant effect on learning interest of makeup training participants at LKP Cilegon City, (3) social media and beauty vloggers have a significant influence on learning interest of makeup training participants at LKP Cilegon City.

**Keywords:** *Social Media; Beauty Vlogger; Learning interest.*

### INTRODUCTION

As technology becomes more sophisticated from year to year, many innovations and innovations are made to facilitate individual activities. Just like a television or DVD whose existence has now been reduced since the presence of the YouTube platform, now someone can very easily access the shows they want anywhere and at any time. Likewise with the emergence of social media such as Instagram, WhatsApp, Facebook, whose names are currently existing among various groups of young and old. The role of social media is very important for society in today's era, namely to disseminate information and interact with friends or other people. Social media is a platform that encourages user involvement and is essentially a two-way communication channel (Ardiansah & Maharani, 2021).

With current developments, a new term has been created in the world of beauty, namely beauty vlogger. When a beauty vlogger expresses their opinion in a video, they give a personal review about what products they use and how they apply makeup. It cannot be denied that currently beauty vloggers have also become the standard of beauty for women, especially women. Without realizing it, the existence of beauty vloggers can make women start to be influenced by information and trust the words of beauty vloggers who are considered experts in the field of beauty. Moreover, with the wide variety of women's skin colors in Indonesia, women choose their favorite beauty vloggers with the same skin color as theirs as a reference for choosing the same makeup skintone. Beauty vloggers are people who create beauty and fashion-related guides, packaged in video form with the aim of sharing their experiences (Anggraeni et al., 2018).

With the presence of so many beauty vloggers in Indonesia, women have become interested in learning about it and are starting to learn more about the techniques involved in makeup. Because basically using makeup will give rise to a person's self-confidence, generally women. One of the aspects that makes her look perfect is of course the face, and one way that can be done to make her face look beautiful and charming is by using makeup (Evandini, 2021). However, in reality, it is assumed that users access these video tutorials for entertainment purposes only or just to look around because they contain their favorite beauty vloggers without any learning interest more about makeup. Therefore, many non-formal educational institutions are opening free and voluntary cosmetology course training programs with the sole aim of providing more learning interest to students and providing knowledge and skills about cosmetology as preparation for students to open a business independent in the future. In order for trainees to learn hard there needs to be motivation. Motivation can be in the form of employment or business opportunities, income, promotion or position, and improved welfare and quality of life. That way, the training is perceived as meaningful by the trainees (Darmawan, 2017).

According to preliminary studies that I obtained in the field, being a skilled make-up artist only requires having skills in making-up. But in reality, just having skills in makeup is not enough. Because in the world of work, a make-up artist will be asked for competency certification for participation in cosmetology training as proof that the make-up artist has competent and professional skills in his field.

Therefore, many people, especially women, take this cosmetology course. This is nothing more than true based on her hobby or interest in makeup. Many people also use it as a business later as a bridal make-up artist, because by following this training we will have qualified skills and be trusted by the community.

Apart from the background explanation above, the researcher is also very interested in the world of cosmetology. Therefore, the researcher aims to find out "The Influence of Social Media and Beauty Vlogger on Learning Interest of Makeup Training Participants at LKP Cilegon City."

## RESEARCH METHODS

In this research, researchers used descriptive analysis with a quantitative approach and then collected data through questionnaires, observation and documentation. Quantitative research is research that uses calculations with the aim of testing the hypothesis that has been proposed and with this quantitative research it will produce data that is more detailed, clear, specific and systematic. (Sugiyono, 2018) defines quantitative research as a positivist-based research methodology that collects data using research equipment, studies particular populations or samples, and analyzes quantitative and statistical data in order to evaluate pre-existing hypotheses.

This research was carried out in December 2023 and March 2024. The research location was carried out at LKP in Cilegon City, where each location has cosmetology course and training programs, namely LKP Sekar Asih and LKP Sri Tanjung. The objects of this research are trainees who are currently taking part in training and alumni of trainees. The population of this study was 120 respondents and a sample of 92 respondents determined using the Slovin formula. The analytical method in this research uses the multiple linear regression analysis method using the SPSS 25 application. In this method, the first is the classical assumption test which consists of

normality, multicollinearity and heteroscedasticity tests. Second, a hypothesis test is carried out consisting of the f test (simultaneous test) and t test (partial test).

## RESULTS AND DISCUSSION

### Result

#### 1. Descriptive Analysis

The researchers used SPSS-25 software to execute data computations on social media variables (X1), and the results show that the best score is 85 and the lowest score is 58. The analysis results show that the mean is 72.15 median is 71.00, mode is 68, standard deviation is 5.335 and the sum is 6638. The number of question items in the social media instrument is 17 items with the maximum score of each question item is 5. These results show that the average social media of trainees is relatively high, because it looks at the proximity of the average value and the highest score. Meanwhile, the standard deviation is relatively high looking at the far average value and standard deviation.

The researchers used SPSS-25 software to process the beauty vlogger variable (X2), and the results show that the best score is 85 and the lowest score is 61. The analysis results show that the mean is 71.25, the median is 69.00, the mode is 68 and the standard deviation is 5.512 and the sum is 6555. The number of question items in the beauty vlogger instrument is 17 items with the maximum score of each question item is 5. From these results, it shows that the average beauty vlogger trainee is relatively high, because it looks at the proximity of the average value and the highest score. Meanwhile, the standard deviation is relatively high looking at the far average value and standard deviation.

The researchers used SPSS-25 software to process the learning interest variable (Y), and the results show that the greatest score is 95 and the lowest score is 71. The analysis results show that the mean is 80.52, the median is 79.50, the mode is 75 and the standard deviation is 6.520 and the sum is 7408. The number of items in the learning interest instrument is 19 items with the maximum score of each item is 5. The results show that the average learning interest of the trainees is relatively high, because it looks at the closeness of the average value and the highest score.

#### 2. Classic Assumption Test

A prerequisite for multiple linear regression analysis based on ordinary least squares is the statistical test known as the classical assumption test. A linear regression model can be considered good if it meets several classical assumptions, such as normally distributed data, the absence of multicollinearity, autocorrelation, and heteroscedasticity. If one of the conditions is not met, then the regression analysis results cannot be considered as the Best Linear Unbiased Estimator.

The data collected were then tested for analytical requirements, which included normality test, multicollinearity test, heteroscedasticity test. The results obtained are as follows:

##### a. Normality

To ascertain whether or not the residual value is normally distributed, the data normalcy test is performed. This normality test is used with the help of SPSS-25 software. According to the criteria employed in this normality test, something is considered normal if the significant value ( $P > 0.05$ ) is higher than 0.05. In contrast, the data is deemed abnormal if the significant value is less than 0.05 ( $P < 0.05$ ).

Based on the results of the normality test using the Kolmogorov-Smirnov test, a value of 0.200 was obtained, which means it exceeds the significance level of 0.05, hence all variables can be considered to be normally distributed.

##### b. Multicollinearity

The purpose of the multicollinearity test is to determine whether there is a correlation between the independent variables and the regression model. Since the lack of multicollinearity symptoms between

independent variables in multiple linear regression models indicates a strong regression model. To test for multicollinearity, This study looked at tolerance values and the Variance Inflation Factor (VIF). The VIF value  $< 10.00$  and the Tolerance value  $> 0.10$  are the values that are utilized to show whether multicollinearity symptoms are present (Ghozali, 2018: 107).

The multicollinearity test findings indicate that there are no independent variables that are greater than 10.00, and no independent variables that are less than 0.10, as indicated by the Tolerance value of 0.537 and the VIF number of 1.863. So it is suspected to be free from multicollinearity between independent variables.

**c. Heteroscedasticity**

According to Ghozali (2018: 137) Finding out whether there is variance inequality between the residuals of various observations in the regression model is the goal of the heteroscedasticity test. A model in which heteroscedasticity does not exist is a good regression equation. The spearman rho test is one of the most reliable methods for determining if heteroscedasticity is present or not. The decision to run the Spearman Rho test is based on the assumption that there is no heteroscedasticity issue if the significance value, or sig. (2-tailed),  $> 0.05$ .

Based on the results of the heteroscedasticity test with the spearman rho model, it can be concluded that each variable, namely social media 0.855 and beauty vlogger 0.655, has a significant value greater than 0.05, so there are no symptoms of heteroscedasticity in this study. Consequently, the classic assumption test is passed, and the process can go on to the subsequent test.

**3. Multiple Linear Regression Analysis**

Multiple linear regression analysis is used to analyze and see whether there is an influence between variables  $X_1$  and  $X_2$  on variable  $Y$ , which in this study is used to analyze the effect of social media and beauty vloggers on the learning interest of cosmetology training participants at LKP Cilegon City. This multiple regression analysis was carried out using IBM SPSS Statistic-25 software. Meanwhile, in testing this analysis uses a confidence level of  $\alpha = 95\%$ . The table below displays the multiple regression analysis test results:

**Table 1. Multiple Regression Analysis Test Results**

Model	B	Std. Error	Sig
Constant	15.883	7.225	.031
Social media ( $X_1$ )	.644	.128	.000
Beauty vlogger ( $X_2$ )	.255	.124	.042

Source: Processed by researcher with IBM SPSS 25

So the equation obtained is Learning Interest =  $15.883 + 0.644 X_1 + 0.255 X_2$  which means that:

- a. The positive value of the constant value ( $\alpha$ ) is 15.883. A positive sign indicates a one-way relationship between the independent and dependent variables. This shows that the current state of the learning interest variable has not been influenced by the social media ( $X_1$ ) and beauty vlogger ( $X_2$ ) variables. If the independent variable doesn't exist then the learning interest variable ( $Y$ ) doesn't change (constant).
- b. The social media regression coefficient value ( $\beta_1 X_1$ ) is 0.644, indicating that the social media variable has a positive influence on learning interest. This means that if the social media variable increases by 0.644 then learning interest will increase linearly by 0.644 and conversely if the social media variable decreases by 0.644 then learning interest will also decrease by 0.644 with the assumption that there are other variables not examined in this research.

- c. The beauty vlogger regression coefficient value ( $\beta_2 X_2$ ) is 0.255, indicating that the beauty vlogger variable has a positive influence on learning interest. This means that if beauty vlogger experiences an increase of 0.255 then learning interest will increase linearly by 0.255 and conversely if the beauty vlogger variable decreases by 0.255 then learning interest will also decrease by 0.255 with the assumption that there are other variables not examined in this research.

**4. T Test (Partial Test).**

To ascertain if each independent variable has a statistically significant partial impact on the dependent variable, the T test is employed. There is a significant relationship between the independent and dependent variables if t-count > t-table. Conversely, if t-count < t-table then it is said to have no significant effect. To simplify the calculation and obtain accurate data, the T test processing is carried out with the help of SPSS-25 software with the following results:

**Table 2. T Test Results**

Model	T-count	T-table	Sig
Social media (X1)	5.047	1.986	.000
Beauty vlogger (X2)	2.062	1.986	.042

Source: Processed by researcher with IBM SPSS 25

Based on the results of the T test processing and analysis, the following results were obtained:

- a. It is known that the Sig value. for the influence of social media on learning interest, it is  $0.000 < 0.05$  and the t-count is  $5.047 > t\text{-table } 1.986$ . So it can be concluded that  $H_{a1}$  is accepted and  $H_{01}$  is rejected, which means that there is a significant influence between social media (X1) on learning interest (Y).
- b. It is known that the Sig value. for the influence of beauty vlogger on learning interest, it is  $0.042 < 0.05$  and the t-count is  $2.062 > t\text{-table } 1.986$ . So it can be concluded that  $H_{a2}$  is accepted and  $H_{02}$  is rejected, which means that there is a significant influence between beauty vlogger (X2) on learning interest (Y).

**5. F Test (Simultaneous Test)**

When evaluating this hypothesis, the F test seeks to ascertain whether each independent variable influences the dependent variable simultaneously or jointly. The result is that if f-count > f-table, then variable X and variable Y are influencing each other simultaneously, rejecting  $H_{03}$  and accepting  $H_{a3}$ . On the other hand, if f-count is less than f-table, variable X cannot simultaneously impact variable Y; so,  $H_{03}$  is approved and  $H_{a3}$  is refused. There is an influence between the independent factors and the dependent variable if the sig value is less than 0.05. The F test findings using SPSS-25 are as follows:

**Table 3. F Test Results**

Model	F-count	F-table	Sig
Regression	40.882	3.10	.000

Source: Processed by researcher with IBM SPSS 25

From the test above it can be seen that the f-count value is 40.882 and the f-table is 3.10 so that the f-count value > f-table or  $40.882 > 3.10$  and the significance level is  $0.000 < 0.05$ , so  $H_{03}$  is rejected and  $H_{a3}$  is accepted. So it can be concluded that social media (X1) and beauty vlogger (X2) simultaneously have a significant influence on the learning interest of cosmetology training participants in Cilegon City.

**6. Multiple Correlation Coefficient Test**

The degree of simultaneous association between the independent factors and the dependent variable is ascertained using the multiple correlation coefficient. A small R Square value indicates that the independent variable is still weak against the dependent variable. If the Sig value. If the F change is less than 0.05, it is correlated; if the F change is greater than 0.05, it is not correlated. The results of the multiple correlation coefficient test can be seen in the calculation results using SPSS-25.

From the results obtained, the R Square value is 0.479, which means that the coefficient of determination is still weak because it is less than 0.5, it can be concluded that the social media variables (X1) and beauty vlogger (X2) are simultaneously related to the learning interest variable (Y). This correlation coefficient value of 0.692, which falls between 0.60 and 0.799, indicates how close the relationship is to one another. This means that the level of relationship between social media (X1) and beauty vloggers (X2) on interest in learning (Y) is included in a high level of relationship.

**7. Coefficient of Determination (R<sup>2</sup>)**

The percentage contribution of the independent variables' combined influence on the dependent variable is ascertained using the coefficient of determination (Priyatno, 2016). As the R<sup>2</sup> number spans from 0 to 1, a coefficient of determination is considered good if it is over 0.5. The independent variables' contribution to the dependent variable is still little when the R square value is tiny. The table below displays the findings of the analysis of coefficient of determination:

**Table 4. Coefficient of Determination (R<sup>2</sup>) Test Results**

Model	R Square	Adjusted R Square
1	.479	.467

Source: Processed by researcher with IBM SPSS 25

From the results above, the R Square value is 0.479, which means the coefficient of determination is still weak because it is less than 0.5. So it can be concluded that the percentage contribution of the independent variable influence of social media and beauty vlogger on learning interest is 47.9%. Stated differently, 47.9% of the variance in the dependent variable can be explained by changes in the independent variable included in the regression model. additionally, factors not covered by this research methodology impact the remaining 52.1%.

**Discussion**

This research was conducted to see how social media and beauty vlogger influence the learning interest of cosmetology training participants at LKP Cilegon City. The results of this research were processed using SPSS-25 software and the following discussion results were obtained:

**1. The Influence of Social Media on Learning Interest of Makeup Training Participants at LKP Cilegon City.**

According to the testing done on the first hypothesis (H1) social media significantly influences students' enthusiasm in learning. The t-count number is bigger than the t-table in the T-test findings for variable X1, which yielded a t-count value of 5.047 and a t-table value of 1.986. Next, the significance value (0.000 < 0.05) is obtained. Based on these findings, variable X1 influences variable Y. A score of 85% or very good, is obtained by calculating the responses of respondents for each variable using the real and ideal ratings.

According to research published in Binagdy's journal in 2022 under the title "The Effect of Using Social Media on Interest in Learning Makeup in Makeup Students," a significance value of 0.002 was found when examining the impact of social media use on learning interest, indicating a positive effect. and important. Social media is an online platform that makes it simple for users to do many online tasks, including finding and accessing material, learning, finding information, finding amusement, participating, creating content through work, and working and socializing. In today's world, social media is crucial, especially for students who keep up with technological advancements. Students can obtain the news and information they need, particularly on makeup, which is shared by their friends on social media. As a result, it is assumed that the rise of social media will impact students' interest in learning.

A study conducted by (Irfan et al, 2019) and published in his journal with the title "The Effect of Positive Use of Social Media on Student Learning Motivation" found a significant effect when social media variables were tested on student learning motivation, with a significant value of 0.000. This demonstrates how social media use done well and sensibly may benefit kids. While some kids may still be considered social media addicts, the majority of pupils are still motivated to learn. Then, (Nasution, 2020) demonstrates in his thesis that social media has an impact on students' 16.731 interest in learning. This indicates that social media significantly and favorably affects students' interest in learning.

The aforementioned rationale leads to the conclusion that social media plays a significant role in piqueing students' interest in learning. Due in part to social media's freedom to allow students to communicate and learn about cosmetics from their peers, teachers can also use social media to provide students with information and tools on beauty education. Thus, one of the variables that significantly affects learning interest is the social media component.

## 2. The Influence of Beauty Vlogger on Learning Interest of Makeup Training Participants at LKP Cilegon City.

According to the tests conducted for the second hypothesis (H2), beauty vloggers have a highly substantial impact on learners' enthusiasm in studying. The t-count number is bigger than the t-table in the T test findings for variable X2, which yielded a t-count value of 2.062 and a t-table value of 1.986. Next, the significance value ( $0.000 < 0.05$ ) is less than 0.042. These findings suggest that variable X2 influences variable Y. After calculating the actual and ideal scores for each variable, the respondents' responses were calculated, and the result was 84%, which falls into the good category.

According to research by (Primaratanti, 2023), the results of the t-test calculation on the beauty vlogger content variable indicate that  $t\text{-count} > t\text{-table}$ , specifically  $2.548 > 1.985$  with a significance value of  $0.012 < 0.050$ , indicating that the beauty vlogger content affects subscribers' knowledge of makeup to some extent. Furthermore, research by (Yulivia, 2022) indicates that, at a significant level of  $0.000 < 0.05$ , copycat behavior is positively influenced by beauty vlogger perceptions. Consequently, beauty vlogger shows have an impact on imitation behavior since the imitation behavior that emerges from this study takes the form of copying the cosmetic looks, copying the goods that beauty vloggers use, and copying the facial care routines of beauty vloggers.

Imitating what a beauty vlogger does indicates that her expertise can be said to be trustworthy, good and worth trying. Expertise refers to the knowledge, experience, or skills possessed. (Ghozali, 2018) defines expertise as the extent to which a beauty vlogger is qualified to provide precise and reliable information. A beauty vlogger is those who must have expertise, without this, the credibility of the beauty vlogger will be doubted so that many viewers will be reluctant to trust him again.

Then, (Devy & Widowati, 2022) explain that the perception of beauty students about beauty vloggers has a positive effect on students' interest in continuing their education to college. The results in this study are in the high category, which means that students are quite interested. This means that beauty vloggers have a moderate effect on student interest.

Based on the explanation above, it can be concluded that beauty vloggers have an influence on learning interest where the more students watch makeup tutorials, the higher the students' interest in learning to continue learning, because with beauty vloggers students can find out more about makeup procedures that are trending and will later be useful for themselves such as becoming Professional MUA or in courses and training institutions.

### 3. The Influence of Social Media and Beauty Vlogger on Learning Interest of Make-up Training Participants at LKP Cilegon City.

Based on the tests that have been carried out on the third hypothesis (H3), namely social media and beauty vloggers simultaneously have a very significant effect on interest in learning. The F-count value is 40.882 and the F-table is 3.10 so that the F-count > F-table value or  $40.882 > 3.10$  and the significance level is  $0.000 < 0.05$ . These results indicate that variables X1 and X2 simultaneously have a positive effect on variable Y. Calculation of respondents responses per variable using the calculation of actual and ideal scores obtained a score of 85% which is in the very good category.

In line with research conducted by (Meliana, 2019) concluded that there is a positive effect of learning interest on student achievement. This shows that the higher the interest in learning that students have, the better the learning achievement that will be achieved by students, on the contrary, if the interest in learning that students have is low, the learning achievement achieved is also low. Furthermore, (Fatimah et al., 2022) concluded that learning outcomes are impacted by students' interest in their studies. This demonstrates that interest is the inclination of a person's soul to be with someone (sometimes accompanied by pleasurable feelings) because they see a connection to something. One of the elements that impacts the learning process and has a significant impact on the learning outcomes that students receive is their level of learning interest. In addition, (Anisa, 2018) in her research explained that interest in learning has a positive influence on improving learning achievement. This indicates that interest has a significant impact on learning outcomes since students will not learn well if the material being studied does not align with their interests.

The aforementioned rationale leads to the conclusion that motivation in learning is positively and significantly influenced by social media and beauty vloggers. With the interest in learning, trainees will have pleasure in learning, they can learn according to their hobbies and preferences without coercion. So that in this study the existence of social media and beauty vloggers will further increase the interest in learning in trainees and they will be more professional in applying makeup.

## CONCLUSIONS

The study's findings indicate that there is a strong 0.000 relationship between the Social Media variable and Learning Interest. Beauty Vlogger variable has a significant effect of 0.042 on Learning Interest. And the variables of Social Media and Beauty Vlogger have a simultaneous effect of 0.000 on Learning Interest. So Social Media (X1) and Beauty Vlogger (X2) affect Learning Interest (Y) partially and simultaneously on cosmetology training participants at LKP Cilegon City. The results of the study between the Social Media and Beauty Vlogger variables have a contribution of 47.9% in explaining the learning interest of cosmetology trainees and 52.1% of other variables that influence and are not included in this study. The results show that the use of social media that interacts with friends and beauty vlogger shows about makeup can generate more interest in learning in trainees. In addition, if the trainees have an interest in learning and enthusiasm in learning makeup, it will improve the trainees' ability to apply makeup so that they are expected to become professional MUAs later.

From the results of the above research, it can be expected to continue to increase the use of social media wisely and positively as a source of learning, information search and communication media with friends. Because this will generate interest in learning good makeup and later be more useful for the trainees' careers. The introduction of beauty vloggers should also be improved so as not to be left behind with makeup trends that continue to develop and evolve from year to year. So keep learning hard and don't be satisfied with your makeup skills.



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