

## **ABSTRACT**

*The development of social media has transformed marketing communication into a more interactive process that encourages emotional relationships between consumers, influencers, and brands. This phenomenon can be observed in the success of Tasya Farasya in building consumer attachment toward Mother of Pearl (MOP) cosmetic products through Instagram. However, previous studies have mainly focused on purchase intention and electronic word of mouth, leaving the relationship between celebrity brand posts, trust in Instagram, and brand evangelism insufficiently explored, particularly among cosmetic consumers in Semarang City. This study employs Parasocial Interaction Theory (PIT) to analyze the influence of celebrity brand posts and trust in Instagram on brand evangelism through positive word of mouth, brand engagement, and attitude toward green brand. The research used a quantitative explanatory approach involving 200 Instagram users in Semarang City who followed Tasya Farasya's account or the official Mother of Pearl (MOP) account, with data analyzed using AMOS-based Structural Equation Modeling (SEM). The findings reveal that celebrity brand posts positively and significantly affect positive word of mouth and brand engagement, while trust in Instagram positively and significantly affects brand engagement and attitude toward green brand. In contrast, positive word of mouth does not significantly influence brand evangelism. Brand engagement and attitude toward green brand were found to have positive and significant effects on brand evangelism, with brand engagement emerging as the most dominant factor. These findings indicate that consumers' emotional involvement with brands plays a more important role in shaping brand advocacy behavior than positive interpersonal communication alone.*

**Keywords:** *celebrity brand post, trust in Instagram, positive word of mouth, brand engagement, attitude toward green brand, brand evangelism.*

