



# The influence of Paola Serena's endorsement on Avoskin's brand awareness through Instagram social media

Elsa Kurnia Fadillah<sup>1\*</sup>, Nunik Hariyanti<sup>2</sup>

<sup>1,2</sup>Departement Of Communication, Faculty of literature, Culture and Communication, Ahmad Dahlan university, Yogyakarta, Indonesia  
[elsa1800030279@webmail.uad.ac.id](mailto:elsa1800030279@webmail.uad.ac.id)<sup>1\*</sup>, [nunik.hariyanti@comm.uad.ac.id](mailto:nunik.hariyanti@comm.uad.ac.id)<sup>2</sup>

## ABSTRACT

### Keywords

Avoskin Beauty  
Beauty Influencer  
Paola Serena

This research aims to determine the influence of beauty influencer Paola Serena on Avoskin brand awareness among her followers. Paola Serena is known as a beauty influencer who is quite influential on Instagram. Avoskin is a local Indonesian skincare brand that was founded in 2014. Avoskin carries out brand awareness by holding make some new product they call "devine Aura Series" to reintroduce Avoskin products to increase brand awareness to the public, by collaborating with Paola Serena. This method of this research is used quantitative methods, with probability sampling involving 134 respondents, and was processed using SPSS 22.0. The research results showed the calculation of the Celebrity Endorser variable score has the highest score, 34.72, its mean that there is a success from Endorsement Beauty Influencer Paola Serena who made her followers know about Avoskin and even bought Avoskin products. The cumulative score for the brand awareness variable is 27.67. The cumulative score of all variables was a value of 31.19, which shows that the results are within the effective scale range. Meanwhile, the effects and results of the persuasive message that Paola Serena conveyed show that there is an influence on Avoskin's brand awareness on Instagram social media.

## 1. Introduction

Beauty influencers have a role to play in disseminating information, showing a certain skill they have and visualizing how to do it through video content uploaded to Youtube and Instagram (Krywalski Santiago & Moreira Castelo, 2020). Paola Serena is known as a beauty influencer, who actively shares beauty product reviews on her Instagram social media. Avoskin is a beauty product that Paola Serena reviewed and collaborated to create a product to raise awareness of the Avoskins brand (Jan et al., 2019).

Beauty brand needs a beauty influencer in marketing its products beauty influencers and beauty brand will be very related and will continue to need each other, given beauty brand in Indonesia is also growing and every year it is increasing as the data on the website BPOM last 5 years recorded about 224.242 cosmetic products circulating in Indonesia (Jan et al., 2019). These figures can indicate that there is a high market demand for a beauty product. So that's why the selection of this beauty influencer is being sued can deliver an interesting review (Bhandari, 2018). With the presence of persuasive forms of communication performed by beauty influencers, it has a significant impact on consumers (Barreiro, 2021).

Consumers will make a beauty influencer their primary reference in finding information about a product they want to use (Harahap & Amanah, 2018). As for the interest that arises in using a product that has been reviewed is the main goal of a beauty influencer in promoting a product even

though in fact the product that is promoted does not necessarily fit if used by the consumer (Mahajan, 2016).

Indonesian company Avoskin was established locally in Yogyakarta in 2014. Avoskin offers a wide range of skincare products, including moisturisers, exfoliants, and facial cleansers. facial skincare became more refined, and people started to accept it (Sakinah, Alfiqri, 2020). Avoskin also introduced ground-breaking bodycare products to address the health of the body's skin. Avoskin is dedicated to consistently offering high-quality and cutting-edge products, and its three guiding values are People, Planet, and Profit (Zowislo, 2019).

Avoskin was born from an idea that was initiated by the founder of Avoskins, Anugrah Pekerti. Starting with the business he's been doing since sitting on the high school bench, he'll try to grow the business in the skin care area that was in the trend at the time (Agustin & Hellianto, 2020). Eventually Avoskin emerged as a local skincare brand loved by the Indonesian community, especially among middle and upstream consumers who are the target of Avoskins. Currently Avoskin is in the shadow of AVO INOVATION, founded by Anugrah Pekerti, (Avoskinbeauty.com) (Cahyani & Zahara, 2021). Recorded by the end of 2022 Avoskin has 116 products, including products of collaboration with Paola Serena is Miracoulus Devine Aura Series consists of 3 products namely:

That's miracoulus devine toner, serum and sheetmask. The product was launched in March 2022 throughout Avoskin's eight-year journey. In the world of skincare Indonesia, Avoskin has won several awards from the Female Daily as in 2020 Avoskins was selected as the Best Beauty Brand of the Year and Avoskina's products have won several beauty nominations from the Women's Daily Award (Femaledaily.com) in the category of Best Eye Cream, namely Avosgin Intensive Nourishing Eye Cream (Female Daily, 2018). Then in 2019, at the same award, avoskin won two awards in different categories. (Female Daily, 2019-2020). Best Eye Cream Avoskin Advanced Eye Ampoule (Female Daily, 2021). It can show how big Avoskin's market is and the brand awareness that it's always doing (Qorin Munandiyal & Fajar Junaedi, 2022).

Brand awareness plays an important role in increasing consumer purchasing intentions. Therefore, it can be stated that as the beauty brand Avoskin does do brand awareness by holding a campaign like #AvoskinFromLokaltoGlobal which aims to introduce again Avoskins products internationally. Avoskin also started promoting on social media through social media that they came to by collaborating with beauty influencers to create new skincare products. Last February, she released her collaboration with Paola Serena, called the Miraculous Divine Aura Series. This moment is used to raise Avoskin's brand awareness, to increase customer interest (Giantari et al., 2020).

The theories used in this study are ELM, Brand Awareness and Celebrity Endorser. The Elaboration Likelihood Model (ELM) Septiawan et al., (2020) explains that, depending on the processing of messages received and delivered, attitudes can be permanent or temporary. Permanent attitudes may be produced by involving motivation, ability, and opportunity to elaborate the content of persuasive messages.

Griffin et al., (2018) in Qhori Anandra, etc (2020: 98) This theory highlights that everyone has a unique approach in the way they process messages designed to convince or influence them. It may refer to several different theories, including persuasive processing theory and communication theory. There are two approaches in the ELM theory, the central and the peripheral.

In the Elaboration Likelihood Model, Cacioppo & Petty distinguishes between a central route and a peripheral route towards persuasion. An explanation of the concept of a central path in the Elaboration Likelihood Model (ELM) by Petty & Cacioppo (1986) in John & De'Villiers, (2020), is very relevant in the context of social psychology and persuasive communication. ELM is the theory used to explain how people process persuasively messages and how attitude changes can occur as a result of persuasive communications (Djafarova & Rushworth, 2017).

In ELM theory, there are two processing routes that individuals may take when faced with persuasive messages:

1. Central routes: When someone has the motivation and ability to process messages in depth, they tend to use central routes. This route involves in-depth thinking, analysis of arguments, and careful consideration of the information delivered. Factors such as message repetition, minimal distractions, simple messages, and a good level of intelligence can improve an individual's ability to use a central route. The attitude change that occurs through the central route is expected to last longer because it is based on strong understanding and consideration.
2. Peripheral Routes: When a person lacks motivation or the ability to process messages in depth, they tend to use peripheral routes. These routes involve judgment based on peripheral factors such as the appearance of the speaker, emotional messages, or messages that try to impress without requiring deep thought. The change of attitude that occurs through the peripheral route can be more temporary and easily influenced by factors that are not relevant to the substance of the message.

However, people are more likely to choose a central route when they have the motivation to maintain an accurate and relevant attitude to an important outcome or goal (Damanik et al., 2019). This means that when people feel important to understand the issue being discussed and have the ability to do so, they are more inclined to use the central route to process persuasive messages. The change of attitude that takes place through the central route is expected to be stronger and lasting as it is based on deep understanding and consideration. Based on this theoretical possibility model, researchers can explore the impact of beauty influencer endorsement on Avoskin's brand awareness.

According to Wardhana (2022), brand awareness is a brand Awareness, or brand consciousness, is a person's ability to identify a product. Consumers have the ability to identify any brand. To this, consumers must recognize a particular brand and remember the brand after being exposed repeatedly. In this way, consumers will continue to remember the brand in the future (Rani, 2019).

Brand awareness is the ability of a prospective buyer to recognize and recall a brand from a branded product category (Kotler & Keller, 2016). Referring to the exhibition above, it can be described in a scheme of goods recognition (recognition) which is meant as a level of reminder of a brand without any external help or commonly called brand recall. Brand recall is an important component that has a role meaning where such a thing can form the presence of brand awareness (Kotler dan Keller, 2017).

Celebrity endorsers are defined as people who support celebrities to promote company products. In a book published in 2003 by Shimp, A. Terrance, "Additional Aspects of Integrated Marketing Communications Integrated marketing", it is explained that famous figures who advocate advertising are referred to as celebrity endorsers.

- a. Celebrity roles endorsers Below are some celebrities roles as advertising models that companies can use in an advertisement.
  - 1) Testimonial, is a review given by a celebrity on the experience he has during the use of a product or brand that he is going to promote.
  - 2) Endorsement, is the form of cooperation in which a celebrity acts as a star of advertising a product that may not be from the field of expertise he has.
  - 3) Actor, is an form of collaboration where a celebrities are asked to do a promotion of a particular product or Brand related to the role he is playing in a particular event program.
  - 4) Spokeperson, is one group of celebrities who played a role in promoting a products or brand for a certain period of time. The appearance of a celebrity as a spokerpersoon must reflect the product he represents.

### **Indicator of Celebrity endorser**

Paul et al., (2021) That there are five attributes that are specifically indicators of a celebrity endorser and the five are known as the acronym TEARS. Here are five properties:

- 1) Truthworthiness (Trusted) Indicator that refers to the honesty, integrity, and self-confidence that a person has as a source.

- 2) Expertise (Expertise) Indicators that refer to the knowledge, experience or expertise of an endorcer that is relevant to the product or brand to be promoted. When a endorcher promotes a product or a brand that suits his field of expertise then it will be more persuasive when compared to an endorer that promotes an item or brand that is not in accordance with the expertise that he has
- 3) Attractiveness (Physical Attraction) is an indicator referring to a physical endorker that is considered capable of attracting a particular group (Gladka & Fedorova, 2019).
- 4) Respect is an award given to the quality of personal achievement so that it is appreciated.
- 5) Similarity: An indicator that refers to the similarities between endorsers and audiences that are product marketing segments.

An attractive advertisement is an advertisement that has attractiveness, that is, the ability to attract the attention of the customer. An interesting advertising is usually creative, so it can distinguish it from ordinary, unusual, and different advertisements. Attraction does not only mean physical attraction, but also includes a number of characteristics that can be seen by the audience in supporters, such as intelligence, quality, and style.

Because of the attractiveness of celebrities, consumers tend to form a positive impression and have more confidence in them as advertising stars. This can affect consumer decisions to buy something. A celebrity is defined as someone who has reached a level of fame that makes him known to the public. With the current cultural development, society has a sense. The aim of this research is to find out the influence of beauty influencer Paola Serena's endorsement on Avoskin's brand awareness on social media instagram.

## 2. Method

This type of research is quantitative that tests the theory through the measurement of research variables. In addition, this study analyzes data using statistical techniques. The object of this research is endorsement content uploaded by Paola Serena on Instagram @paola.serena with the following indicators:

View up to 6.000 viewer

Like up to 4.000

Population is the combination or aggregate of all the elements present on an event. The population can consist of someone who has the same characteristics as the subject of the study. The study used Instagram followers Paola Serena and Avoskin. The sample can be interpreted as part of the population taken to represent the population. It's done because it doesn't allow it to do research on the entire population (Wibowo, 2022).

Researchers use probability sampling techniques, or random samplings. The method used is simple random sampling which is the technique of taking samples by tracking the existing population. According to Annisa (2021) the random sampling technique can be sampled using a simple, randomly random sampler technique from an unbiased population to a population. On simple sampling of the entire population have the same right to be research samples. The criteria are followed by Instagram @Paola.Serena in this study the researchers use the Slovin formula in determining the number of samples (Prathisara & Masduki, 2023).

In this method, the entire population has the same right to be a sample. In this study, the researchers used the Slovin formula in determining the number of samples.

description:

$N$  = Number of populations

$n$  = Lots of samples searched

$e$  = Large error determined by the researcher  $1 =$  Fixed formula

Then will produce the calculation:

number of samples searched

$n = 305.000$  followers @paola.serena (diakses tanggal 10 Juli 2023)

$$e = 10\% = 0,1$$

$$n = \frac{305.000}{1+305.000 \times 10\%^2}$$

$$n = \frac{305.000}{1+305.000 \times 0,001}$$

$$n = \frac{305.000}{1+3.050}$$

$$n = \frac{305.000}{3.051}$$

$$n = 99,96$$

Based on the calculation of the solvin formula, the researchers obtained a sample of 99 people, who would be fixed to 100 people or followers from @paola.serena's instagram to be used as a study sample.

#### a. Validity Test

Validity is a measure to prove the validity or validity of a research instrument. A research instrument can be said to be valid when its validity is high, whereas an instrument that is not or is less valid will be less valid. In order to be able to test a lifting instrument or a questionnaire, a validity test on the study is required. Testing on the elevator questionnaire, the researchers used Pearson's product moment correlation. In processing the data, the researchers used the help of the SPSS 22.0 program.

#### b. Reliability Test

A reliability test is a set of measuring instruments with consistency when measurements are performed repeatedly. Sugiyono (2017, p.121) argued about the understanding of reliability test, that a research instrument can be said to be reliable when it has data equality despite time differences, research instrument when it is used to measure the same object, despite repeated use then the data obtained results will be the same. It can be said to be reliable when the same results are obtained from repeated measurements on the questionnaire. To test the reliability of research instruments using the alpha Cronbach coefficient value calculated with the help of SPSS 22.0. The criteria for making a reliable or not decision by looking at the value of the alphabacronchic cofficient, when the value is greater than 0.6 then the variable can be fixed reliably.

It meets the reliability test criteria of Sugiyono (2014), namely:

- 1) Alpha Cronbach value 0.00 – 0.199 = Very Low
- 2) Alpha Cranbach value 0,20 – 0.399 = Low
- 3) Alpha Crinbach value 0.040 – 0.599 = Right now
- 4) Alpha Crenbach rate 0.60 – 0.799 = Strong
- 5) Alpha Crombach rate 0.088 – 1,000 = Very Strong

### 3. Result

Research is defined as a method of critical thinking to solve a problem with the aim of generating answers or truths (Ulfa et al., 2021). With a quantitative approach, the researches distributed a questionnaire containing 47 questions covering two dimensions, namely: the three dimensions to measure the level of effectiveness of Instagram accounts @paola.serena for endorsement of Avoskin products.

When researchers obtained 30 answers from respondents, researchers performed a validity test to validate or not the study questionnaire to be distributed to 100 other respondents. And then when we got the data from 133 respondents, the researchers performed a validity test to measure whether the questionnaire was valid or not. The validity test is calculated using SPSS version 22 based on the respective dimensions, as follows:

a. Validity Test Variabel Brand Awareness

Dimensi	Item	$r^{tabel}$	Korelasi (r hitung)
Brand awareness	BA1	0,169	0,622
	BA 2	0,169	0,685
	BA 3	0,169	0,605
	BA 4	0,169	0,654
	BA 5	0,169	0,681
	BA 6	0,169	0,558
	BA 7	0,169	0,695
	BA 8	0,169	0,495
	BA 9	0,169	0,627
	BA 10	0,169	0,594
	BA 11	0,169	0,667
	BA 12	0,169	0,653
	BA 13	0,169	0,440
	BA 14	0,169	0,00
	BA 15	0,169	0,722

Based on the table above, the table with a signification value of 0.169 comes from the number of respondents in this study that is 133 people with a margin of error of 10%. R count based on the data above, BA 1 0.622 BA 2 0.685 BA 3 0.605 BA 4 0.654 BA 5 0.681 BA 6 0.558 BA 7 0.695 BA 8 0,495 BA 9 0.627 BA 10 0.594 BA 11 0.667 BA 12 0.653 BA 13 0.440 BA 14 0.00 BA 15 0.722 can be said to be valid when r counts > r table, so the whole question on the dimension of brand awareness is stated valid.

b. Validity Test Variabel Celebrity Endorser

Dimensi	Item	R tabel	Korelasi (r hitung)
Celebrity Endorser	CE 1	0,169	0,745
	CE 2	0,169	0,686
	CE 3	0,169	0,567
	CE 4	0,169	0,730
	CE 5	0,169	0,745
	CE 6	0,169	0,746
	CE 7	0,169	0,725
	CE 8	0,169	0,721
	CE 9	0,169	0,754
	CE 10	0,169	0,518
	CE 11	0,169	0,745
	CE 12	0,169	0,793
	CE 13	0,169	0,780
	CE 14	0,169	0,744
	CE 15	0,169	0,794
	CE 16	0,169	0,735
	CE 17	0,169	0,480
	CE 18	0,169	0,601

Based on the above table, r table with a signifying value of 0,169 is derived from the number of respondents in this study that is 133 and the margin of error 10% r counted based on the data above, CE 1 0,745 CE 2 0,686 CE 3 0,567 CE 4 0,730 CE 5 0, 745 CE 6 0,746 CE 7 0,725 CE 8 0,721 CE 9 0,754 CE 10 0,518 CE 11 0,745, CE 12 0,793 CE 13 0,780 CE 14 0,744 CE 15 0,794 CE 16 0,735 CE 17 0,480 CE 18 0,601. It can be said to be valid when r counts > r tables, so the whole question on the celebrity endorser dimensions is stated valid.

a. Uji Reliabilitas Variabel Brand Awarenesss

Variabel	Koefisien Realibility	Item	Notes
Brand Awareness	0,876	15	Reliabel

Data from the table above indicates that the Cronbach alpha reality coefficient is greater than 0.60. It is said to be reliable when the value of the factor is >0.60, whereas the reality factor value on the Brand Awareness variable is 0.876 and then it shows that the brand awareness variant is already realisable.

b. Reability Test Variabel Celebrity Endorser

Variabel	Koefisien Reliability	Item	Notes
Celebrity Endorser	0,939	18	Reliabel

Data from the table above indicates that the Cronbach alpha reality coefficient is greater than 0.60. It is said to be reliable when the value of the factor is >0.60, whereas the reality factor value on the Celebrity Endorser variable is 0.939 and then it is indicated that the Celebrity Endorsers brand variable has already been realisable.

After conducting the dissemination of the questionnaire obtained gender characteristics of 14 people (10%) male and 120 (90%) female. After conducting a validity & Reability test for both variables, the researchers re-execute the test on each question asked to the respondent. On the question brand awareness found the questions and answers that are most relevant to this research:

**Table 1.** Avoskin merupakan produk skincare yang sangat populer di kalangan masyarakat

Score	value weight	Frequency	presentation
Sangat Tidak Setuju	1	1	1%
Tidak Setuju	2	3	2%
Netral	3	18	14%
Setuju	4	58	44%
Sangat Setuju	5	53	40%
Total		133	100%

$$x = \frac{\sum fi \cdot wi}{\sum fi}$$

$$x = \frac{(1 \times 1) + (3 \times 2) + (18 \times 3) + (58 \times 4) + (53 \times 5)}{133}$$

$$= \frac{1 + 6 + 54 + 232 + +265}{133}$$

$$= 4,20$$

Looking at the calculations above that showed a weight of 4.20 so it goes into the effective scale range on the question item Avoskin is a very popular skincare product in the community.

While on the celebrity endorser variable there are questions and results that are most relevant to this research as follows:

**Table 2.** Paola Serena mampu menjadi daya Tarik konsumen untuk membeli produk Avoskin.

Score	Weight	Frequency	presentation
Sangat Tidak Setuju	1	0	0%
Tidak Setuju	2	9	7%
Netral	3	29	22%
Setuju	4	64	48%
Sangat Setuju	5	31	23%

$$x = \frac{\sum fi \cdot wi}{\sum fi}$$

$$x = \frac{(0 \times 1) + (9 \times 2) + (29 \times 3) + (64 \times 4) + (31 \times 5)}{133}$$

$$= \frac{0 + 18 + 87 + 256 + 155}{133}$$

$$= 3,88$$

Look at the calculations above that show the weight of 3.88 so it goes into the effective scale range on the item of the seventh question. Most of the respondents voted to agree if Paola Serena had the power of attraction for consumers to buy the product she was promoting.

As for the results obtained from the calculations on each variable as follows:

Variabel	Average score
Brand Awareness	27,675
Celebrity Endorser	34,72

Based on the calculation of the cumulative average scores on each variable Brand awareness and celebrity endorser, the next step is to determine the level of influence of beauty influencer Paola Serena, on Brand Awareness Avoskin. Which is calculated with simple linear:

$$X_{\text{variabel}} = \frac{x_{\text{Brand Awareness}} + x_{\text{Celebrity Endorser}}}{2}$$

$$= \frac{27,67 + 34,72}{2}$$

$$= 31,19$$

Based on the above calculations, get a 31.19 result so it goes into the effective scale range. The results showed that there was an influence of Paola Serena's endorsement in Avoskin's brand awareness. The average score of each of the highest variables was a celebrity endorser, which means that there is influence by Paola serena as a Celebrity endorcer in the Avoskins brand Awareness, as a influence on the change in public attitude to public purchasing decisions.

The results showed that there was an influence of Paola Serena's endorsement in Avoskin's brand awareness. The average score of each of the highest variables was a celebrity endorser, which means that there is influence by Paola serena as a Celebrity endorcer in the Avoskins brand Awareness, as a influence on the change in public attitude to public purchasing decisions.



#### 4. Discussion

The presence of beauty influencer can be used by the company to be used as a tool of promotion of a brand especially in the field of beauty. This is because in promoting a particular product, a beauty influencer does it by giving a review of the product that is packed with interesting content. The job of a beauty influencer is to create content reviews of products that he endorses, or that he buys himself. Explain the benefits, consistency of a product, show how to use it, explain the formulation of the product (Cahyani & Zahara, 2021).

Paola Serena she is known as a beauty influencer with 305 thousand followers (at 2 January 2023) on Instagram quite influential in the world of beauty industry, Paola is quite active sharing about beauty related to her followers in particular about the skin care of the face she is wearing. On his personal Instagram either through his instastory or his Instagram feeds.

According to your Kircaburun et al., (2020) Now social media Instagram has become one of the communication tools that use the Internet. Instagram is a social media application in which users can use it to share photos, videos, comment on a post exchange messages through DM. It can even be for the media to promote a brand, as does the brand Avoskin doing endorsement through Paola Serena a beauty influencer with the aim of building Avoskins brand awareness more widely known to the public.

According to the ELM theory, it is a theory that highlights a person's changing attitude to the persuasive message delivered by a persuader. Trying to predict when an individual is affected by the persuasive message. According to Cacipo, the higher the relevance of a persuasive message, the greater the motivation of a person to follow the message. The ELM theory divides the two main routes that play an important role in delivering messages: the central and the peripheral routes. Individuals can easily choose a central route because the person who wants to be given this persuasive message can respond to understand arguments and process information.

Question "Avoskin is a very popular skin care product amongst the public. The researchers concluded that 58 people agreed and 53 people fully agreed that avoskin products are very popular in society, often hearing to see skin care products around them. The 18 people who chose to be neutral were probably less likely to hear Avoskin's products discussed around them. One person totally disagrees and three people agree likely is someone who has never refreshed or seen Avoskin skin care products .

According to the ELM theory, the endorsement activity of a beauty influencer like Paola Serena can influence the awareness of Avoskin's brand by his followers. Paola Serena's followers followed her Instagram account because they felt relevant and had faith in her if she was promoting beauty products (Akhyani, 2020).

Question "Paola serena is able to be the attraction of consumers to buy Avoskin products" based on the data obtained researchers from respondents there were 0 people very much disagree, 9 people disagreed, 29 neutral, 64 agreed, 31 completely agreed. This data significantly shows that 48% agree with this question, those who agree that those who are influenced buy Avoskin products because of Paola Serena.

Followers of Paola Serena followed her Instagram because they felt that they had relevance and trust in her to promote her beauty products because she was considered credible. Therefore, the researchers wanted to investigate whether the influence of endorsement on Paola Serena on Avoskin's Brand Awareness brand and the changes in attitude that her followers indicated when Paola serena did the Endorsement?

#### 5. Conclusion

Communication campaigns are actions carried out by a society within a certain period of time for a specific purpose. Invitation, or persuasion, to change individual attitudes and behavior is found in a social campaign carried out by a group to the public, according to Kotler and Roberto. (1989). Persuasion is an act of communication aimed at making the communicant understand what the

communicator thinks about a particular action. Persuasion is the basic principle of all campaign activities, which encourages the public to receive campaign information voluntarily and consciously.

In order to be able to change public behavior, a campaign must contain messages from the campaign perpetrators that relate to decision-making responses. The message must be attractive so that it is followed by the audience, which is conveyed through the media like posters, ballots, speeches and so on. There are at least two aspects of a message, the content and structure of the message. The attitude of acceptance or rejection occurs when an individual is constantly stimulated by an object. (Azwar, 2012). Once an individual gets a stimulus, he will respond by expressing a positive or negative attitude based on his beliefs.

Therefore, it is understandable that there needs to be an incentive that comes from a persuasive campaign to change one's attitude. It's based on a campaign that gives an exciting message of inviting others to do something they want or a goal to. Hopefully, this will result in a change of attitude for each individual to accept or not accept the message.

Research was conducted to find out the influence of Endorsment Beauty Influencer Paola Serena on Brand Awareness Avoskin through social media Instagram. Where the investigator distributed a questionnaire containing 33 questions for the whole variable with a total of 134 respondents. Celebrity Endorser has the highest score of 34.72, which means that the influence of Endorsment Beauty Influencer Paola Serena managed to get her followers to know Avoskin products even until they bought Avoskins products. The cumulative score for the brand awareness variable is 27.67.

The cumulative score of all the variables, obtained a value of 31.19 which indicates that the result is within the effective scale range. The link to the Elaboration Likelihood Model (ELM) theory is that Paola Serena's Instagram followers were influenced by the persuasive message delivered by her. The packaging review of Avoskin products is judged to be effective in influencing the attitudes of followers of Paola Serena. The effects and results of the persuasive message that Paola Serena delivered showed results that there was an influence on Avoskin's brand awareness on social media Instagram.

## 6. References

- Agustin, C. A., & Hellianto, G. R. (2020). Pengaruh Reputasi Terhadap Minat Beli Produk Skincare di Shopee. ... *Social Sciences (BECOSS) Journal*.  
<https://journal.binus.ac.id/index.php/BECOSS/article/view/6050>
- Akhvani, I. (2020). Integrated marketing communication "Gadis modis" sebagai usaha mikro kecil dan menengah dalam meningkatkan loyalitas konsumen. *COMMICAST*, 1(1), 10.  
<https://doi.org/10.12928/commicast.v1i1.2411>
- Annisa, F. N. (2021). Konvergensi media pada perkembangan radio komersial di Yogyakarta (studi kasus pada radio Geronimo FM dan radio Swaragama FM). *Commicast*, 2(2), 90.  
<https://doi.org/10.12928/commicast.v2i2.3350>
- Barreiro, A. M. (2021). Sustainability In Fashion Studies. *Athenea Digital*, 21(1).  
<https://doi.org/10.5565/REV/ATHENEA.2728>
- Bhandari, I. K. (2018). Commodification of women body in indian media. *Research Paper IJRAR-International Journal of Research and Analytical Reviews*, 5(3).
- Cahyani, A., & Zahara, Z. (2021). Pengaruh Korean Wave Dan Beauty Vlogger Terhadap Minat Beli Produk Kecantikan Korea. *Jurnal Smart*, 1(1).
- Damanik, D., Wachyuni, S. S., Wiweka, K., & Setiawan, A. (2019). The Influence of Social Media on the Domestic Tourist's Travel Motivation Case Study: Kota Tua Jakarta, Indonesia. *Current Journal of Applied Science and Technology*. <https://doi.org/10.9734/cjast/2019/v36i630263>
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*.  
<https://doi.org/10.1016/j.chb.2016.11.009>

- Giantari, K., Sriathi, A., Ekawati, N. W., Yasa, N., & ... (2020). Integrated Social Media Marketing with Elaboration Likelihood Model (ELM) in Bali Indonesia. In *International Journal of ...* researchgate.net. [https://www.researchgate.net/profile/Made-Setini-2/publication/343389776\\_Integrated\\_Social\\_Media\\_Marketing\\_with\\_Elaboration\\_Likelihood\\_Model\\_ELM\\_in\\_Bali\\_Indonesia/links/5f2769b2299bf134049c7288/Integrated-Social-Media-Marketing-with-Elaboration-Likelihood](https://www.researchgate.net/profile/Made-Setini-2/publication/343389776_Integrated_Social_Media_Marketing_with_Elaboration_Likelihood_Model_ELM_in_Bali_Indonesia/links/5f2769b2299bf134049c7288/Integrated-Social-Media-Marketing-with-Elaboration-Likelihood)
- Gladka, O., & Fedorova, V. (2019). Defining personnel marketing strategies. *Business: Theory and Practice*, 20. <https://doi.org/10.3846/btp.2019.14>
- Griffin, E., Ledbetter, A., & Sparks, G. G. (2018). A First Look At Communication Theory, 10th Edition. In *McGraw-Hill*.
- Harahap, D. A., & Amanah, D. (2018). Online purchasing decisions of college students in Indonesia. In ... *Journal of Latest Engineering ...* researchgate.net. [https://www.researchgate.net/profile/Dedy-Harahap-2/publication/328925668\\_Online\\_Purchasing\\_Decisions\\_of\\_College\\_Students\\_in\\_Indonesia/links/5beb751d4585150b2bb4e4cb/Online-Purchasing-Decisions-of-College-Students-in-Indonesia.pdf](https://www.researchgate.net/profile/Dedy-Harahap-2/publication/328925668_Online_Purchasing_Decisions_of_College_Students_in_Indonesia/links/5beb751d4585150b2bb4e4cb/Online-Purchasing-Decisions-of-College-Students-in-Indonesia.pdf)
- Jan, M. T., Haque, A., Abdullah, K., Anis, Z., & Faisal-E-Alam. (2019). Elements of advertisement and their impact on buying behaviour: A study of skincare products in Malaysia. *Management Science Letters*, 9(10). <https://doi.org/10.5267/j.msl.2019.5.033>
- John, S. P., & De'Villiers, R. (2020). Elaboration of marketing communication through visual media: An empirical analysis. *Journal of Retailing and Consumer Services*. <https://www.sciencedirect.com/science/article/pii/S0969698919304199>
- Kircaburun, K., Alhabash, S., Tosuntaş, Ş. B., & Griffiths, M. D. (2020). Uses and Gratifications of Problematic Social Media Use Among University Students: a Simultaneous Examination of the Big Five of Personality Traits, Social Media Platforms, and Social Media Use Motives. *International Journal of Mental Health and Addiction*, 18(3). <https://doi.org/10.1007/s11469-018-9940-6>
- Kotler dan Keller. (2017). Manajemen Pemasaran, Edisi 12, Jilid 1, PT. Indeks., Jakarta. In *e – Jurnal Riset Manajemen*.
- Kotler, P., & Keller, K. L. (2016). Marketing Mangement. In *Pearson Edition Limited*.
- Krywalski Santiago, J., & Moreira Castelo, I. (2020). Digital influencers: An exploratory study of influencer marketing campaign process on instagram. *Online Journal of Applied Knowledge Management*, 8(2). [https://doi.org/10.36965/ojakm.2020.8\(2\)31-52](https://doi.org/10.36965/ojakm.2020.8(2)31-52)
- Mahajan, V. (2016). How Unilever Reaches Rural Consumers in Emerging Markets. *Harvard Business Review*, December 2.
- Paul, J., Merchant, A., Dwivedi, Y. K., & Rose, G. (2021). Writing an impactful review article: What do we know and what do we need to know? *Journal of Business Research*. <https://www.sciencedirect.com/science/article/pii/S0148296321003325>
- Prathisara, G. P., & Masduki, A. M. (2023). Marketing strategy in “Bakpiapia Djogja” food product packaging design. *COMMICAST*, 4(1), 48–63. <https://doi.org/10.12928/commicast.v4i1.6823>
- Qorin Munandiyal, Q. M. H., & Fajar Junaedi, F. J. (2022). Production management of digital content for social media in the department of communication and informatic Batang Central Java. *COMMICAST*, 3(3), 181–191. <https://doi.org/10.12928/commicast.v3i2.5953>
- Rani, K. A. B. (2019). The Influence of Price and Perceived Quality toward Repurchase Intention with Customer Satisfaction as Mediating Variable (Case Study of Miniso in Pontianak). *Jurnal Manajemen Update*.
- Sakinah, Alfiqri, H. (2020). Analysis of Icons, Indexes, and Symbols in Youtube Advertisement of Wardah Perfect Bright Creamy Foam Facial Wash. *Apollo Project*, 9(1).
- Septiawan, D. B., Harini, C., & ... (2020). The effect of Instagram and celebrity endorser advertising on purchase decisions with buying interest as variable intervening “(Study at Radio Store Semarang).” *Journal of Management*. <http://jurnal.unpand.ac.id/index.php/MS/article/view/1699>

- Ulfa, R., Habiddin, H., & Utomo, Y. (2021). Interactive Instructional: Theoretical Perspective and Its Potential Support in Stimulating Students' Higher Order Thinking Skills (HOTS). *J-PEK (Jurnal Pembelajaran Kimia)*, 6(1). <https://doi.org/10.17977/um026v6i12021p001>
- Wardhana, A. (2022). Brand Image Dan Brand Awareness. *Brand Marketing: The Art of Branding, January*.
- Wibowo, A. A. (2022). Publication trends related to Uses and Gratification Theory on social media. *International Journal of Communication and Society; Vol 4, No 2 (2022): December*. <https://doi.org/10.31763/ijcs.v4i2.789>
- Zowisło, M. (2019). From the volume Editor: Some remarks on sport from its historical-cultural horizon. *Studies in Sport Humanities*, 25. <https://doi.org/10.5604/01.3001.0013.7838>