



# The Role of Using K-Pop celebrity “Tzuyu” as a Brand Ambassador in Selling Ponds Products

Dani Yuniar Anggeraheni<sup>1\*</sup>, Dani Fadillah<sup>2</sup>

<sup>1,2</sup> Universitas Ahmad Dahlan Yogyakarta, 55166, Indonesia

<sup>1</sup> [dani2100030158@webmail.uad.ac.id](mailto:dani2100030158@webmail.uad.ac.id)\*; <sup>2</sup> [Dani.fadillah@com.uad.ac.id](mailto:Dani.fadillah@com.uad.ac.id)

\*Correspondent email author: [dani2100030158@webmail.uad.ac.id](mailto:dani2100030158@webmail.uad.ac.id)

## ABSTRACT

### Keywords:

Brand Ambassador  
Sales Increase  
K-Pop Celebrity

This study aims to analyze the role of using K-Pop celebrity “Tzuyu” as a brand ambassador in selling Ponds products. This research uses a qualitative approach with an analytical method. Data was collected through indirect observation (online) on the comments of Ponds Indonesia Instagram posts. The sample was selected based on the events of the celebrity's role as a brand ambassador within a certain period of time. The results showed that Ponds products experienced a significant increase in sales after appointing Tzuyu as their brand ambassador. This shows that Tzuyu is very effective in increasing sales of Ponds products. The effectiveness of Tzuyu in increasing sales of Ponds products can be attributed to several factors, such as Tzuyu's popularity in Indonesia, Tzuyu who is well known in various countries, and the positive image of Tzuyu. The results of the study showed that there was a significant increase in sales of Ponds products after Ponds featured Tzuyu celebrity advertisements.

This is an open access article under the [CC BY-SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/) license.



## 1. Introduction

The rapidly growing industry is accompanied by increasingly fierce competition between brands due to the development of brands in Indonesia, the number of brands that have sprung up causes intense competition. Now there are approximately 1,010 beauty companies running in Indonesia. The number of beauty products that gave birth to many local brands is a big competitor for beauty product business actors. Various types of skincare goods and brands flooded the Indonesian market. Both one brand and another brand produce the same item or type with various different claims. One of the local brands that has recently become a trending topic for young people is Pond's, the main reason for launching Pond's is the belief that all women are beautiful. That is why Pond's presents facial care products that are innovative and safe to use (Terate & Nurhadi, 2023)

Social media marketing is one of the most popular marketing models today (Adam et al., 2022). Now many product marketing is done online or offline (Metekohy et al., 2021). With online marketing, consumers cannot directly see the product to be purchased. For this reason, economic actors must do various ways to strengthen public trust as consumers of the products we market. This encourages business actors to look for effective marketing strategies to increase brand awareness and attract consumer interest. One of the strategies commonly used by brands is to use celebrities to market their products, one of which is Pond's. Pond's implements marketing techniques using influencer marketing, a marketing strategy that utilizes influential people (Rochayanti, 2023). The difference between influencer marketing and endorsers is that influencer marketing focuses more on word-of-mouth advertising. Some influencers are considered more relevant and closer to their audience and thus have a higher engagement rate than celebrities (Gao, 2016). Influencers are also usually known for some of the content they create and upload to social media. The use of brand ambassadors is also

part of the influencer marketing implementation strategy. This is because brand ambassadors and influencer marketing share the same principles, where companies work with celebrities or public figures to promote Pond's brands and products (Junaedi, Fadillah, & Nisa, 2023).

Increased sales can be influenced by basic things such as the chosen brand ambassador and a large marketing strategy to increase sales. An innovative and effective marketing strategy used to increase sales is to engage brand ambassadors. The use of celebrities as brand ambassadors can be an effective marketing strategy in building a positive brand image, and driving product sales. Brand ambassadors are the main key to winning the hearts of consumers (Andarista et al., 2022). Ponds, as one of the leading cosmetic brands in Indonesia, understands the importance of building a strong image. One of the common strategies used by Ponds to increase its sales is to involve celebrities in its marketing campaigns. Celebrities with a positive image and a wide fan base can help attract consumer attention and increase brand credibility.

Brand image is created from the perceptions that arise in the minds of consumers when they remember a brand or product that is used in accordance with what is needed (Mardiana, 2020). In this case, before consumers use a product, of course, consumers will look for information about product use to make considerations. The emergence of the worldwide K-POP trend has an impact on millennial teenagers. This phenomenon can be seen from the many fan communities, cosmetics and beauty outlets that have entered Indonesia and become a phenomenon of popular culture spread through K-POP (Ayu & Astiti, 2020). K-Pop is a special attraction because it has a variety of images that can be used to become the face of a product. This phenomenon causes not a few Korean fans to become fanatics, for example, loving South Korean products more than local products. Local products also tend to use celebrities from South Korea as brand ambassadors to fulfill market desires.

Based on the above background, the researcher wants to further analyze the Analysis of the The role of using K-Pop celebrity "Tzuyu" as a brand ambassador in selling Ponds products. In this study, researchers tried to find previous research literature using the publish or perish application to find the right reference source. The search is only limited to publications in the form of journals indexed in Google Scholar in the 2019-2023 period, this is done so that the references found are not too old. Based on the search in the publish or perish application, the following publications were found:

**Table 1.** Previous research of the Publish or Perish Application

Authors	Title	Year	Source	GSRank
Sintia & Riyanto, (2023)	Pengaruh Brand Ambassador, Promosi dan Harga Terhadap Keputusan Pembelian	2023	ARBITRASE: Journal of Economics	16
Novianti & Usmany, (2023)	Pengaruh Brand Ambassador Dan Brand Image Terhadap Keputusan Pembelian Scarlett Whitening Pada Kalangan Remaja Di Sumatera Utara	2023	Management Studies	18
Nugroho, (2023)	Pengaruh brand ambassador kualitas produk dan harga terhadap keputusan pembelian produk sepatu erigo	2023	Jurnal Ilmiah Multidisiplin	19
Hayati Ramadhani, (2023)	Pengaruh Persepsi Harga, Brand Equity, Viral Marketing, Brand Ambassador, Review Produk, dan Customer Relationship, Terhadap Keputusan Pembelian Produk	2023	Mufakat: Jurnal Ekonomi	12
Rohim & Asnawi, (2023)	Pengaruh Brand Ambassador Dan Brand Awareness Terhadap Keputusan Pembelian Dimoderasi Oleh Brand Image (Studi Kasus Pada Pengguna Shopee	2023	Management Studies	6

In the first manuscript with the title "The Effect of Brand Ambassador, Promotion and Price on Purchasing Decisions" written by Sintia & Riyadi which was published in 2023. This study discusses how much influence Brand Ambassador, promotion, and price have on buyer decisions. The results of this study provide practical implications for companies in designing effective marketing strategies. Therefore, companies are advised to consider factors in their marketing strategy. In the second manuscript with the title "The Influence of Brand Ambassador and Brand Image on Purchasing Decisions for Scarlett Whitening Among Teenagers in North Sumatra" written by Novianti & Usmany which was published in 2023. This study discusses the investigation of the influence of Brand Ambassador and Brand Image on purchasing decisions for Scarlett Whitening products among teenagers in North Sumatra. This study highlights how perceptions of brand ambassadors and brand image contribute to consumer purchasing preferences in the beauty product category.

In the third manuscript with the title "The influence of brand ambassadors on product quality and price on purchasing decisions for erigo shoe products" written by Nugroho and published in 2023. This study discusses the exploration of the influence of brand ambassadors, product quality, and price on purchasing decisions for Erigo shoe products. This study aims to understand how perceptions of brand ambassadors, product quality, and price affect consumer preferences in deciding to buy Erigo brand shoe products. The research used includes surveys or experiments to collect data on preferences and factors that influence consumer purchasing decisions.

In the fourth manuscript with the title "The Effect of Price Perception, Brand Equity, Viral Marketing, Brand Ambassadors, Product Reviews, and Customer Relationship, on Product Purchasing Decisions" written by Hayati Ramadhani which was published in 2023. This study investigates the influence of several factors on product purchasing decisions. These factors include price perception, brand equity, viral marketing, brand ambassadors, product reviews, and customer relationships. This research aims to understand how these factors jointly or individually influence consumer preferences and purchase decisions. The research used may include surveys or data analysis to identify the relationship between these variables and consumer purchasing behavior.

In the fifth manuscript with the title "The Effect of Brand Ambassador and Brand Awareness on Purchasing Decisions Moderated by Brand Image (Case Study on Shopee Users)" written by Rohim & Asnawi which was published in 2023. This study explores the effect of Brand Ambassador and Brand Awareness on purchasing decisions, taking into account the moderation of Brand Image. This research was conducted on users of the Shopee e-commerce platform, with the aim of understanding how perceptions of brand ambassadors and the level of brand awareness affect purchasing decisions, as well as how brand image moderates the relationship. The research used may include surveys or data analysis to evaluate the influence of these variables on consumer purchasing behavior in the context of e-commerce platforms.

Based on thousands of manuscripts collected by researchers on the publish or perish application, researchers only took the five best manuscripts found by Google Scholar with the top rank as a reference for this research. Of the five popular previous studies, the average discusses price perception and brand image. Therefore, this research offers a novelty and new research literacy, namely The role of using K-Pop celebrity "Tzuyu" as a brand ambassador in selling Ponds products. Based on a review of the research subject, research object, and research approach, this research is different compared to previous studies.

## 2. Theoretical Framework

### 2.1. Brand Ambassador

A brand ambassador (BA) is an individual chosen by a company to represent the brand's good image and values to the public. Experts have various definitions of brand ambassadors, but in general, they agree that brand ambassadors have an important role in building and strengthening sales increases in products that are campaigned to consumers. Brand ambassador is a figure who has popularity among the public, either from celebrities or public figures who can support the advertisement of a product (Imani & Martini, 2021). Celebrities can be a sportsman, actor/actress, singer who is known to the public and recognized for their abilities or achievements (Wulandari, 2021). According to Darmawan and Erni (2019): Brand Ambassador is someone who is used by the company as a liaison

between business people and the public, regarding how brand ambassadors have an impact on increasing sales. From this understanding, it is concluded that brand ambassador is an effort by a company to influence a consumer using a celebrity as an endorser in marketing its product image to increase sales (Fasha et al., 2022).

Brand ambassadors have several dimensions, one of which is power. Brand ambassadors who have power not only have to be famous and attractive, but also have to be idolized in order to attract consumers. This refers to public figures who are believed to have the power to persuade consumers to buy a brand's products. The role of K-pop is believed to have a great influence on consumers, which is guided by their behavior, such as the clothes and products they use. According to Darwati and Yulianto (2019), brand ambassadors who are seen as persuasive and attractive by the public can encourage attitudes and preferences towards a brand, followed by the emergence of purchase intentions for the brand.

Non-traditional marketers use brand ambassadors in campaigns to answer questions and engage audiences and increase brand awareness on products. Brand ambassadors as an instrument used by companies to communicate with the public about how they can increase their sales and play an important role in communicating the company's brand to the outside world. Through the use of brand ambassadors, product sales will experience a fairly high increase with sales focusing on a content. Moreover, celebrity activities on behalf of the brand with support that have a positive effect on the company's image, which is related to the relationship between the objectives of the brand ambassador represented (Nofiauwaty, 2020).

Brand ambassador characteristics are known according to Rossiter and Percy (in Royan, 2005) using the VisCAP model. VisCAP itself consists of four elements, namely Visibility (popularity) In this aspect, an ambassador is someone who has popularity recognized by the public, so that the ambassador can attract public attention and the public's attention can be focused on the brand he carries. Credibility is something where the ambassador has experience and trust from the public. This allows companies to know the extent to which an ambassador has expertise and objectivity in representing a brand. Credibility is a set of communicator perceptions of communicator attributes. Attractiveness is mainly about the physical appearance and personality of an ambassador, which is expected to have a positive influence on the brand and can indicate the extent to which the ambassador is popular or unpopular among the audience. Power is the power that the ambassador must have to convince the audience to buy or use the product offered by the ambassador.

## 2.2. Increased Sales

Sales are a major goal in company activities in producing goods and services, therefore sales play an important role for companies so that products can be sold to the public (Metekohy et al., 2021). Kotler & Keller, (2009) explain in their book Marketing Management (2008) that sales is a social management process in which individuals and groups of individuals and groups get what they need and want by creating, offering, and exchanging products of value. Increasing sales is also the company's goal as a source of income to cover all costs in order to make a profit. Therefore, sales can be used to create a process of exchanging goods and services (Kotler & Keller, 2009).

Another definition of sales comes from William G. Nickels, who calls it face-to-face sales. (Basu Swastha, 2010: 10). Face-to-face sales are interactions between individuals who meet directly to establish, improve, control, or maintain mutually beneficial exchange relationships with other parties. In addition, there are many ways to increase sales, and the most effective strategies will vary depending on the type of business, target audience, and market conditions.

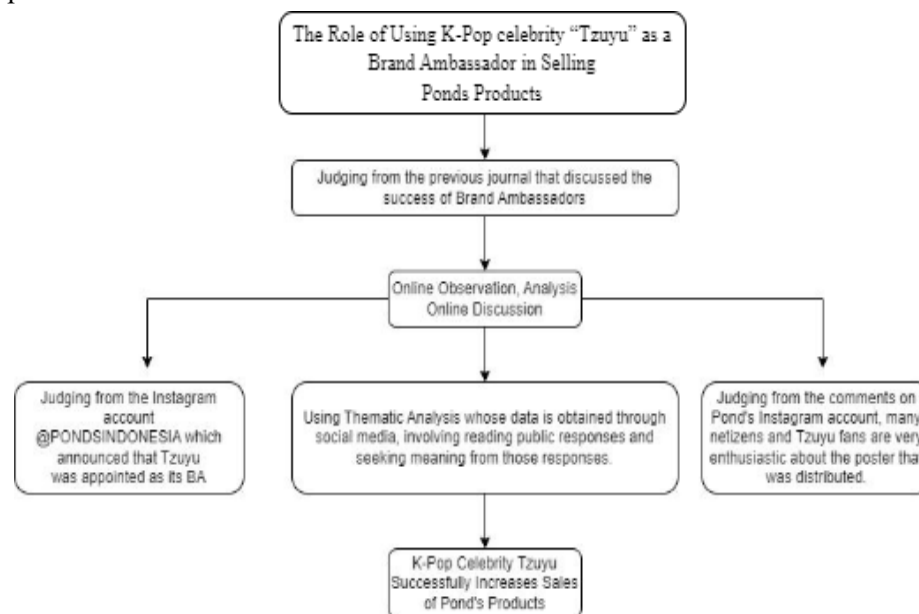
## 2.3. K-POP

K-Pop, short for Korean Pop, is a popular music genre originating from South Korea. It combines various musical elements, such as Western pop, electronic music, rock, hip hop, R&B, and traditional Korean music. K-Pop is known for its catchy melodies, synchronized choreography, and elaborate music videos. K-Pop has also spread and developed in Indonesia, greatly impacting daily life, especially in the millennial generation (Maulida & Kamila, 2021). The existence of K-pop currently affects millennials' preferences in various ways, such as style or fashion, Korean food, and beauty products (make-up and skincare). In general, teenagers who like K-pop have their own Korean names.

K-Pop has become a global phenomenon with significant influence on popular culture around the world. K-Pop has helped increase the popularity of South Korean culture abroad, and has encouraged interest in the Korean language, Korean food, and Korean fashion. K-Pop has also inspired many people to learn Korean performing arts, such as singing and dancing.

### 3. Method

A qualitative approach was used to deeply understand the role of celebrities in increasing product sales. This approach allows researchers to explore rich and complex information through interviews, observations, and document analysis. Data was collected through online observations on social media platforms such as Instagram and TikTok. Researchers analyzed discussions in online forums to understand public perceptions of the role of using K-Pop celebrity "Tzuyu" as a brand ambassador in selling Ponds products.



**Figure 1.** Concept of research

Source: Processed by researchers (2024)

Seen from the picture above, researchers create a research scheme or concept used in this study as a reference in writing. The topic that researchers will discuss is "Analysis of the Effectiveness of the Role of K-Pop Celebrity "Tzuyu" in Increasing Sales of Ponds Products", then from this topic, researchers compiled a background containing the findings and problems that occurred based on previous research studies that researchers found from various journal reference sources relevant to this research which discussed the success of brand ambassadors. This research is intended to provide deep insight into the effectiveness of the role of K-Pop celebrity "Tzuyu" in increasing sales of Ponds products. In addition, researchers also pay attention to the dynamics of public opinion towards Tzuyu and how celebrities can be a success factor in marketing strategies. The sample was selected based on the events of the celebrity's role as a brand ambassador within a certain period of time. This research can provide guidance and understand the effectiveness of the role of celebrities, in optimizing marketing strategies and increasing product sales. The data in this study are organized and presented in key findings including the effectiveness of K-Pop celebrity Tzuyu in increasing sales, the dynamics of public opinion and how celebrities can be a success in marketing strategies.

### 4. Result and Discussion

As technology develops very rapidly, audiences are increasingly aware of the existence of top celebrities, unlike in the past when there was still a lack of technology so that not all audiences knew about celebrities. Especially K-Pop which is growing rapidly in Indonesia starting from its songs,



culture, and various K-Pop groups and becoming a phenomenon. Since the pandemic in early 2019 where people were required not to interact directly had an impact on the surge in celebrity fans from South Korea, many audiences have spent their time watching their various music videos, variety shows and also drama series produced from the ginseng country. The increasing number of new fans who like K-Pop makes many companies, especially beauty companies, compete to make K-Pop celebrities as brand ambassadors so that their products are glimpsed by the appropriate target consumers. Many beauty companies target teenagers-adults where it corresponds to the age group of K-Pop fans, so the beauty company is looking for K-Pop celebrities because the company will look for brand ambassadors who match the image of the products they launch and match the target, such as Pond's who made Tzuyu from the girl group Twice as their brand ambassador. Tzuyu from Twice has a mature, elegant, and innocent image, in line with Pond's who targets their potential customers, namely teenage-adult women.

In 2017, there were 153 cosmetics companies in Indonesia. In 2018, there was a rapid increase with the emergence of new companies, bringing the number to more than 760 companies. In 2019, the number of cosmetics companies increased again to 797 companies. In addition to the emergence of many new local cosmetic companies and brands, imports of cosmetic products have also increased rapidly. According to the Ministry of Industry of the Republic of Indonesia, the import value of cosmetics in 2017 was USD 631.66 million. In 2018, there was an increase to USD 850.15 million. Imports of cosmetic products come from at least 45 countries around the world, with the largest producers coming from Malaysia, Thailand, Japan, South Korea, China, the United States, and France.

Ponds had experienced a decline in sales, quoted from Jessica Novin Prananda's journal (2023) Pond's from 2018 to 2021 which was always in the first position, however, it was still not enough because there was a decrease in the results achieved by Pond's in 2019 to 2021. The existence of a decline that does not reach the target is a major problem for the company that must find solutions and strategies to deal with it.

On October 23, 2023 Pond's announced international K-Pop celebrities as brand ambassadors for Pond's products. The circulation of Pond's posts inviting K-Pop celebrities from Korea is in the spotlight for fans, which can be seen from the comments posted on the @PONDSINDONESIA Instagram account.



Figure 2. Comments on instagram posts

The enthusiasm of Tzuyu's fans when they saw the Ponds post announcing that Tzuyu was the brand ambassador made netizens invade the comments column as in the picture above, from the many responses in the Pond's official Instagram comments column, the most prominent is that many say that they want to buy Pond's products. This is proof that the selection of brand ambassadors is the right strategy.

Pond's collaborated with Tzuyu for its products called "Pond's Age Miracle" and "Pond's Bright Miracle". Through the collaboration, Pond's announced that it will bring Tzuyu to Indonesia and hold

a private fanmeeting with the terms and conditions of buying Pond's Age Miracle and Pond's Bright Miracle products within the time frame of April 1 - April 25, 2024 and the buyer must be the top spender then the winner will be chosen randomly.



Figure 3. Fanmeeting ticket lottery

Through Tiktok social media, Tzuyu fans did not miss the golden opportunity to meet their idol. Judging from the picture above, one fan is hunting for Pond's products, he bought up to 200 Pond's products in collaboration with Tzuyu to get a fanmeeting ticket lottery. In other words, fans do not hesitate to spend hundreds of thousands to millions to qualify as potential winners, namely being a top spender. This shows that the use of top celebrities with appropriate images for companies has an impact on increasing sales while making people aware of a brand.

#### 4.1. Determining Celebrities to Become Brand Ambassadors

Marketing activities are a benchmark for every company before launching its products in the market. In the process of delivering messages or advertising products to consumers to achieve company goals, a company uses one of the ways that can increase public awareness of its products, namely by using brand ambassadors. Brand ambassadors can help create stronger emotional bonds between brands or companies and consumers. Usually, companies choose artists or celebrities who have a positive image. Like Pond's who chose Tzuyu as their brand ambassador because she has a mature and graceful image and her image is also positive. Their appropriate target market is also one of the determinations for companies in making celebrities as brand ambassadors, choosing the right celebrity will affect the product image with the brand represented by a celebrity, because celebrities are a tangible manifestation of the various images that consumers have of a brand or brand.

Celebrities who have a positive image in the eyes of the public can easily influence people to take an action, such as fans who are willing to spend a lot of money to meet their favorite idols. Celebrities who have a positive image can also produce loyal and royal fans, therefore the determination of celebrities to serve as brand ambassadors for a company is very important. If a company chooses the wrong celebrity as its brand ambassador, not only will they not benefit, but also the fans will not support them.

#### 4.2. Effectiveness of Using Celebrities in Increasing Sales

From the previous year, Ponds products, which had experienced a decline in sales, have now experienced a high increase in sales since the celebrity Tzuyu became a brand ambassador. The role of celebrities who become brand ambassadors is an opportunity for many companies to increase the number of sales. The success factor in determining how a celebrity can be the reason for increasing sales is by looking at how the public responds to the company after announcing its brand ambassador. Such as the number of positive comments, becoming a hot conversation on various platforms, and becoming the most popular trending topic. Celebrities are important for companies, because

celebrities have great opportunities, especially celebrities who have fans in various countries. Like Tzuyu who started her career in 2015 in the K-Pop group Twice and has fans in various countries and from various groups of both teenagers and adults as well as women and men. Tzuyu is known for her natural beauty and positive personality. Her association with Pond's helps boost the brand's credibility and position it as a brand that supports natural and positive beauty.



**Figure 4.** Official Pond's Instagram

Apart from the official Pond's Instagram, Tzuyu through her personal Instagram @thinkaboutzu, posted a post announcing that she became a brand ambassador for Pond's products. This is included in an attractive marketing strategy, and aims to influence fans so that it can attract buying interest, this is in line with one of the marketing strategies to influence. Tzuyu's presence as a brand ambassador helps increase Pond's brand awareness among target audiences, especially in the Southeast Asian market. This relates to the relationship between the purpose of the brand ambassador represented and the company, which includes: (1) Brand Ambassador Characteristics, Tzuyu has high popularity as a member of Twice, one of the most recognized K-Pop girl groups in the world. This is evident by her large social media following both individually and as a group, and her large fan base. This popularity helps increase Pond's brand awareness among the public. (2) Credibility, Tzuyu is known for her natural beauty and positive personality and celebrity image. Her positive image helps build public trust in the Pond's brand and convinces them that Pond's products can help them achieve the same natural beauty. (3) Attractiveness, Tzuyu has an attractive and charming physical appearance and a pleasant personality. This makes her liked by many people, including Pond's target audience, the majority of whom are young women. Her attractiveness helps draw the public's attention to the Pond's brand and increases their interest in trying its products. (4) Power, Tzuyu has great influence over her fans and the public in general. Her fans often follow her advice and recommendations, including when it comes to beauty products. This influence can help Pond's to increase its product sales and achieve its goals.

#### 4.3. Positive Impact of Choosing K-Pop Celebrity Tzuyu as Brand Ambassador

In the case of Pond's, choosing K-Pop celebrity Tzuyu as their brand ambassador was a strategic move that proved successful. Tzuyu's popularity, positive image, appearance, and closeness to Pond's target market contributed greatly to the success of this brand ambassador campaign.





**Figure 5.** hashtag #PondsxTzuyu

From the evidence above, it can be seen that the hashtag #PondsxTzuyu on May 2, 2024, became trending number 1 on Twitter in the Indonesian region. This is proven that the selection of Tzuyu as a brand ambassador has succeeded in increasing brand awareness and credibility of a brand. Tzuyu is able to build good branding to attract consumers, especially her fans, by making products more attractive and able to attract her target market,



**Figure 6.** hashtag #PondsxTzuyu

On May 3, 2024, the hashtag was still popular, occupying the number 2 trending on Twitter in Indonesia with 46,800 tweets. The success of the #PondsxTzuyu trending shows the positive impact of choosing Tzuyu as a brand ambassador. The trending hashtag #PondsxTzuyu shows that Tzuyu's brand ambassador campaign has succeeded in attracting public attention and increasing awareness of the Pond's brand. This is evidenced by the many people talking about Tzuyu as a brand ambassador on social media.

As a popular K-Pop celebrity, Tzuyu has great appeal to consumers in Indonesia, thus increasing her effectiveness as a Pond's brand ambassador. The global K-Pop phenomenon and its huge influence on global pop culture are supporting factors for Tzuyu's success as a brand ambassador. K-Pop fans who are known to be very loyal and enthusiastic about their idols can be utilized by brands to increase awareness and product sales through collaborations with K-Pop celebrities. This is in line with the research findings that researchers have found, showing that Tzuyu is very effective in building 4 aspects of brand ambassadors that have an impact on increasing sales. After the text edit has been completed, the paper is ready for the template. Duplicate the template file by using the Save As command, and use the naming convention prescribed by your conference for the name of your paper. In this newly created file, highlight all of the contents and import your prepared text file. You are now ready to style your paper; use the scroll down window on the left of the MS Word Formatting toolbar.

## 5. Conclusion

The selection of top K-Pop celebrity Tzuyu as Pond's brand ambassador has proven to be a successful strategy in increasing sales and brand image. The enthusiasm of Tzuyu's fans can be seen from the comments column of Pond's official Instagram and Tzuyu's personal Instagram and the willingness to purchase Pond's products to get the chance to meet Tzuyu. Tzuyu has succeeded in building 4 important aspects in relation to the relationship between brand ambassador goals. The trending hashtag #PondsxTzuyu on social media Twitter shows the positive impact of Tzuyu's selection. This success shows that selecting the right celebrity as a brand ambassador can have a significant positive impact on the company.

## 6. Acknowledgement

All praise and gratitude to God Almighty. Because of His blessings, grace and gifts and miracles, so that the author can complete the thesis with the title "...". With the completion of this proposal, it is not the end, but a new beginning to start a new life adventure. I Dani Yuniar Anggeraheni would like to thank the Dospen and Asdos, not to forget all my friends, especially Finna Nazmi who accompanied me to stay up late and to Muhammad Ikram as a support system and to all my friends who I cannot name one by one, I thank you without your support I may not be able to complete this proposal. First and foremost, I would like to thank my parents for their support and prayers until I get to this point, I love you.

## 7. References

- A, Rohim, N. A. (2023). Pengaruh Brand Ambassador Dan Brand Awareness Terhadap Keputusan Pembelian Dimoderasi Oleh Brand Image (Studi Kasus Pada Pengguna Shopee Di Kecamatan Lowokwaru Kota Malang). *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1).
- Adam, M. R. R., Handra, T., & Annas, M. (2022). Pengaruh Celebrity Endorser dan Periklanan Terhadap Brand Image (Peran Digital Marketing). *Technomedia Journal*, 7.
- Andarista, F., Hariyani, D. S., & Fauzi, R. U. A. (2022). Pengaruh Brand Ambassador dan Promosi Terhadap Minat Beli Brand Erigo Melalui Brand Image Sebagai Variable Intervening. *Journal of Current Research in Bussiness and Economic*, 1.
- Ayu, N. W. R. S., & Astiti, D. P. (2020). Gambaran Celebrity Worship Pada Penggemar K-Pop. *Jurnal Psikologi*, 1.
- Fasha, A. F., Robi, M. R., & Windasari, S. (2022). Determination Of Purchase Decisions Through Purchase Interest: Brand Ambassador And Brand Image (Literature Review Of Marketing Management). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3.
- Gao, Q. (2016). Branding with social media: User gratifications, usage patterns, and brand message content strategies. *Computers in Human Behavior*, 63, 868–890. <https://doi.org/10.1016/j.chb.2016.06.022>
- Imani, A. N., & Martini, N. (2021). A Brand Ambassador for Purchasing Decision Mediheal Sheet Mask User's in Karawang. 5.
- Junaedi, F., Fadillah, D., & Nisa, A. K. (2023). Improving Journal Article Writing Competence for Communication Students and Lecturers. *Proceeding International Conference of Community Service*, 1(1). <https://doi.org/10.18196/iccs.v1i1.71>
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*.
- Mardiana, N. R. (2020). Analisa Pengaruh Brand Ambassador, Citra Merek Dan Kualitas Produk Terhadap Minat Beli Produk Komedik Emina (Studi Kasus Mahasiswi Feb Universitas Ahmad Dahlan) *Manajemen Pemasaran*.
- Maulida, C. N., & Kamila, A. D. (2021). Pengaruh K-Pop Brand Ambassador Terhadap Loyalitas Konsumen. *Kinesik*, 8(2), 137–145. <https://doi.org/10.22487/ejk.v8i2.154>
- Metekohy, E. Y., Purwaningrum, E., Darna, & Fatimah. (2021). Peran Selebriti Endorse Terhadap Kepercayaan Konsumen Menengah Atas Pada Produk UKM.
- Nofiauwaty. (2020). Brand Ambassador and the Effect to Consumer Decision on Online Marketplace in Indonesia. *Journal of Dinamic Economics and Business*.
- Novianti, C. T., & Usmany, A. E. M. (2023). Pengaruh Brand Ambassador Dan Brand Image Terhadap Keputusan Pembelian Scarlett Whitening Pada Kalangan Remaja Di Sumatera Utara. *Management Studies and Entrepreneurship Journal (MSEJ)*.
- Nugroho, T. P. (2023). Pengaruh Brand Ambassador Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Produk Sepatu Erigo. *Jurnal Ilmiah Multidisiplin*, 2.

- Ramadhani, H., & Anggrainie, N. (2023). Pengaruh Persepsi Harga, Brand Equity, Viral Marketing, Brand Ambassador, Review Produk, dan Customer Relationship, Terhadap Keputusan Pembelian Produk Skincare Skintific di Tiktok Shop. *Jurnal Ekonomi, Manajemen Dan Akuntansi "Mufakat,"* 2(4).
- Rochayanti, I. N. A. P. C. (2023). Digital branding communication model for the Yogyakarta "JIH" Hospital managed by the digital creative agency, Kotakmedia Indonesia. *COMMICAST*, (Vol. 4 No. 2 (2023): September-List of Accepted Papers), 1–25. Retrieved from <http://journal2.uad.ac.id/index.php/commicast/article/view/8592/3869>
- Sintia, A., & Riyanto, K. (2023). Pengaruh Brand Ambassador, Promosi dan Harga Terhadap Keputusan Pembelian. *Journal of Economics and Accounting*, 4(1).
- Terate, A. H. P., & Nurhadi. (2023). Pengaruh Kualitas Produk, Citra Merek, Dan Persepsi Harga Terhadap Keputusan Pembelian Produk Pond's Flawless White Pada Yuri Kosmetik Pasar Atom Surabaya. *Journal of Management and Business*, 6.
- Wulandari, S. P. (2021). Pengaruh Brand Ambassador Terhadap Purchase Intention Yang Dimediasi Brand Image Dan Brand Awareness. *Jurnal Ilmu Manajemen Dan Bisnis*, 12.