

The Effectiveness Of Using Blackpink As A Celebrity Endorser In The Launch Of The #Oreoblackpink Product On The @Oreo_Indonesia Instagram Account

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ABSTRACT

Celebrity endorsers are individuals who are trusted by companies to represent a product. A promotion delivered by a popular source or celebrity will attract more attention. Blackpink is a girl group from South Korea which is popular all over the world. PT. Mondelez Indonesia appointed Blackpink as a celebrity endorser in the launch of the Oreo x Blackpink collaboration product, using Instagram social media as the main tool for conveying messages to the audience. In order to examine the effectiveness of a celebrity endorser, the TEARS model can be used, namely: trustworthiness, expertise, attractiveness, respect, similarity. This research is a descriptive quantitative research using an online survey method. The sampling technique was purposive sampling in accordance with the specified criteria in selecting respondents who filled out the questionnaire. Based on the results of the research findings, it can be concluded that the use of Blackpink as a celebrity endorser in launching #OREOBLACKPINK on the Instagram account @oreo_indonesia is effective. The TEARS indicators that produce the highest scores are attractiveness and respect.

Keywords: *effectiveness; celebrity endorser; TEARS; Blackpink*

INTRODUCTION

Wiryanto (in Nurhadi & Kurniawan, 2017) affirms that communication is said to be effective when a message delivered by a communicator can produce effects or changes as the communicator desires, such as changes in knowledge, attitudes, and behavior. Meanwhile, Linggar Anggoro (2000) says that Public Relations and Marketing really covers the entire process of planning, implementation, and evaluation of communication programmes as a link between the company and its customers, as well as being part of the overall marketing strategy and strategy of the company. Along with the advances of the times and technology, facilitating

the interaction of communication between individuals becomes free and open. Social media is the primary means of communication used by society, without exception in the business world. According to Wijayanti (2021), the presence of social media has changed the way companies communicate their products to customers. Marketing activities using social media are estimated to be able to reach customers in large numbers and on a large scale.

In an era of increasingly competitive business, companies must strive hard not to sink to be defeated by similar products, whether new or old (Panuju, 2019). As far as this is concerned, it's not uncommon for companies to use celebrity endorsers in launching their new products. The use of celebrity endorsers is intended to influence or invite consumers to use the product, the use of celebrities endorser usually uses famous celebrities (Royan, 2005). According to a survey by Statista, 51% of Indonesians trust influencer reviews more than regular ads. Statista also revealed that 69.3% of Indonesians have also used products/brands that have been reviewed by influencers (Nurhayati-Wolff, 2019). Therefore, companies must think well before deciding who the celebrity will represent the company's product to be delivered to the public.

In order to get a lot of public attention, not a few Indonesian companies have used South Korean celebrities as celebrity endorsers representing the brand (Nabilla, 2021). Francisca stated that the use of South Korean celebrities was considered easier to understand by Indonesians because of the correlation between South Korea's traditions and culture with Indonesia (Lawi, 2020). In the process of implementing its product marketing strategy, one of the companies that implemented the use of celebrity endorsers in launching new products was Oreo. Oreo is a brand of cream-coated biscuits, consisting of two chocolate biscuits filled with sweet white cream. Since 1995, Oreo began to expand the Indonesian market by being produced by PT. Mondelēz Indonesia Manufacturing. Oreo Biscuits achieved the Top Mind award of the Indonesian community as the No. 1 Sandwich Biscuit in Indonesia by the Top Brand for Kids Award 2022 with a Top Brand Index (TBI) acquisition of 40.60% (Top Brand Award, 2022).

On December 6, 2022, Mondelēz International officially launched the Oreo X Blackpink collaboration product. Indonesia was chosen as the first country to launch the exclusive product, followed by other Asian countries such as Thailand, the Philippines, Malaysia, Singapore, Vietnam, and South Korea (Pratama, 2023). His collaboration with Blackpink marked the beginning of Oreo's new marketing strategy with the #OREOBLACKPINK tag posted on their official Instagram account, @oreo_indonesia. The collaboration product has a special package of Blackpink pink, with a limited cookie of pink with a filling of chocolate cream. Oreo beat Blackpink because of the value they share (Febriana, 2023). The launch of this collaborative product focuses on showcasing the delight of Blackpink members while performing the exciting 'Rolled, Licked, Flushed' activity along with Oreo biscuits (Pratama, 2023).

The collaboration between Oreo and Blackpink #OREOBLACKPINK is the first time that Oreo has a South Korean celebrity endorser. Social media Instagram is used as the main medium to interact and deliver promotional messages to the audience. Oreo uses an official Instagram account with the username @oreo_indonesia to provide information related to

promotional activities related to #OREOBLACKPINK collaboration, which has a recorded number of 85,000 followers (data collected on January, 15 2023). The #OREOBLACKPINK product launch is present in a variety of content, including photos, videos, infographics, contests, and Instagram stories.

To determine the effectiveness of celebrity endorsers, researchers used the TEARS model (trustworthiness, expertise, attractiveness, respect, similarity). The TEARS model (trustworthiness, expertise, attractiveness, respect, similarity) is used to see or measure the effectiveness of the use of endorsers in the public mind. According to Andrews & Shimp (2017) there are five characteristics of celebrity endorsers known as "TEARS" and divided into two dimensional parts. The first dimension, is the dimension of credibility. Credibility consists of trustworthiness or trust, and expertise or expertise. While the second dimension, is the physical gravity dimension. This dimension consists of attractiveness or attraction, respect or honor, as well as similarity or match with the target (Shimp & Andrews, 2017). TEARS is considered best used as a tested theory in research related to the use of celebrity endorsers. In this study, the use of the TEARS model was done to answer the formula of problems regarding the effectiveness of using Blackpink as a celebrity endorser in the launch of the #OREOBLACKPINK product on the Instagram account @oreo_indonesia.

Previously, Monica Angelina of the Christian University of Petra Surabaya conducted a similar study on the effectiveness of using NCT 127 as a celebrity endorser in the Nu Green tea #FixEnak social media campaign on Instagram @nuteaid using the TEARS model, the results obtained were effective. The results conclude each indicator shows the attractiveness of the celebrity endorsers from different sides (Angelina et al., 2021). The difference between the study and this study lies in the objects studied by the two researchers, where the previous study analyzed the effectiveness of celebrity endorsers on beverage product campaigns while this study analysed the efficacy of celebrities endorser on the launch of food products.

Research conducted by Agnes Monica (2021) of Sanata Dharma Yogyakarta University on the influence of celebrity endorsers, brand image, and brand confidence on consumer interest in buying Scarlett products. The study concluded that brand image and brand confidence, as well as simultaneously influence consumer interest in purchasing Scarlett products. While celebrity endorsers have no influence on Scarlett's interest in buying products. The difference between the study and this study is that of what the two researchers studied, where previous studies analyzed how the influence of celebrity endorsers, brand image, and brand confidence on purchasing interests, while this study will analyze the effectiveness of celebrities endorser on the launch of food products.

Next is a previous study that investigated the "Effects of Attraction, Trust, and Expertise of Celebrity Endorsers on Purchase Decisions" by Berlentina Permatasari of the Indonesian Technocratic University in 2019. The aim of his research was to test the influence of Valentino Rossi's attractiveness, confidence, and expertise as a celebrity endorser on the decision to buy a Yamaha R Series motorcycle in Bandar Lampung. The results show that the variables of attraction, confidence, and expertise have a significant and positive effect on purchasing decisions.

Based on the phenomenon that has been presented, then the formula of the problem is "Is it effective to use Blackpink as a Celebrity Endorser in launching the #OREOBLACKPINK product on Instagram account @oreo_indonesia?".

LITERATURE REVIEW

Communication Efficiency

Effectiveness is defined as the fundamental element of the effect, consequence, influence, effect on achieving a set objective, or a program, objective as defined by any organization (R. Oktaviani, 2021). When associated with communication, the effectiveness of communication focuses on reviewing how far the goal is achieved to convey a message from one person to another. The essential essence of communication is how a message delivered by a communicator can have a certain impact or effect on the communication, which depends on the purpose of the communication carried out by the communicator (Hardjana, 2000). According to Syabrina (2018), communication effectiveness sees the emergence of similar meaning between the sender and the recipient of the message on the symbols forwarded, which is affected by two things: the field of experience and the frame of reference.

Social Media

Sari defines social media as a medium on the Internet that allows users to represent themselves and interact, collaborate, share, communicate with other users, and form virtual social bonds (M. P. Sari & Lubis, 2017). Through social media everyone can create, edit and publish their own news content, promotions, articles, photos and videos (Nurudin, 2012). In order to facilitate product advertising activities, companies tend to use more practical ways, one of which is by using social media as a media advertising on sales. Instagram is a media that facilitates online sharing of photos, videos and also social networking services that users can use to pick up and share with their friends (Budiargo, 2015). According to Atmoko, Bambang Dwi (2012) after the success of becoming an application that many users demand, Instagram became a social media that many opportunities to do business for its users, can be used as a media of marketing communication, through share photos of products of sellers, and have many followers.

Celebrity Endorser

According to Carroll (2009), a celebrity endorser is an individual who is recognized by the public and uses that recognition in the name of consumer goods by appearing together in one ad. Furthermore, Cholil (2020) means celebrity endorsement by endorsing an artist to use a particular product and the artist is paid, contractually bound, and may not engage in any other advertising in a similar product within a certain period of time. Gupta (in Savitri, 2017) found that celebrity support became one of the effective tools to promote products to customers, so it

can be said that customers are attracted to ads that use celebrities endorsers. By leveraging popularity and fame, a celebrity endorser in a product advertisement can create many functions for a company, including being able to convince, persuade, lure, and influence consumers to make purchasing decisions. (Pratiwiningsih, 2018).

TEARS

The TEARS model (trustworthiness, expertise, attractiveness, respect, similarity) is used to see or measure the effectiveness of the use of celebrity endorsers in the minds of the public. Shimp (2014) explains a study broadly measuring the effectiveness of a celebrity endorser that consists of two common attributes namely credibility and attractiveness. Later, this sub attribute is known as TEARS which represents five sub attributes that relate to the common attribution of the effectiveness of a celebrity endorser, namely trustworthiness and expertise to represent credibility and also attractiveness, respect, and similarity (toward the target market) that are components of the attribution itself, which is described as follows:

1. Trustworthiness

This characteristic refers to the ability of a celebrity endorser who has integrity, reliability, as well as the ability to be trusted. A celebrity endorser must be able to convince the consumer by communicating a message from the company to the audience about a product without any visible manipulation. Celebrities must be able to act objectively and cultivate confidence in the product of celebrity endorser imagery. Consumer confidence in celebrity endorsers is gained through a professional and personal reflection of the life of celebrities seen through the mass media. The company utilizes the value of consumer confidence in a celebrity endorser to determine which celebrities endorsers are honest, trustworthy and reliable.

2. Expertise

This characteristic refers to the knowledge, expertise, and skills of celebrity endorsers in cultivating consumer confidence. Choosing a suitable celebrity endorser is a very important step as the selected celebs must be able to attract the attention of consumers who see the advertisement concerned.

3. Attractiveness

This characteristic refers to someone with a number of physical attractions that the general public can see in a celebrity endorser. Physical characteristics here are characteristics of handsome or beautiful, athletic body, and others.

4. Respect

This characteristic refers to a celebrity endorser who is loved, admired and appreciated by consumers for his behavior, personal qualities and performance. Giving consumer appreciation to the product after seeing and hearing information from celebrity endorsers.

5. Similarity

This characteristic is a characteristic attachment between celebrity endorsers and consumers. The public's perception of similarities with celebrity endorsers is reviewed from lifestyle, personality, gender, age, to the problems faced.

METHODOLOGY

Research Conceptualization

This research is a type of descriptive quantitative research with online survey methods and sampling techniques using purposive samplings. Online survey method is a research method with data collection tools using online questionnaires. A questionnaire is a data collection technique that is performed by giving a set of questions or written statements to respondents to be answered (Sugiyono & Lestari, 2021). To gather data, researchers designed online questionnaires using Google Forms. The research focuses on the effectiveness of using Blackpink as a celebrity endorser in the launch of the #OREOBLACKPINK product on the Instagram account @oreo_indonesia. Indicators used to measure the effectiveness of celebrity endorsers are indicators of trustworthiness, expertise, attractiveness, respect, and similarity.

Research Subject

In this study, the subjects were followers of @oreo_indonesia's Instagram account, both men and women between the ages of 18-35 years, who have learned that Blackpink has been labeled as a celebrity endorser of Oreo, and have seen #OREOBLACKPINK product launch ads at least 3 times. The selection criteria for the subjects of the study are tailored to the target market set by Oreo Indonesia, where Oreo divides the classification of target markets into 2 categories with age ranges from 6 to 35 years (Kusnadi, 2020). The first category is children under the age of 12 who have not yet had their own purchasing power, but are influenced by the desire to buy. The second category is teenagers and adults aged 13-35 who have the purchasing power of pocket money or income. Oreo positions its product as a delicious snack for young people (Kusnadi, 2020). Therefore, the researchers took the categories of adolescents and adults to be appropriate subjects in the research.

The initial age limit starts at 18 years of age is chosen because the individual who steps on that age range belongs to early adulthood. Elizabeth B. Hurlock (in Sukaesih, 2017) explains that this young adulthood is marked by physical and psychological changes that have reached maturity. When a person has entered early adulthood, they have been able to think objectively as well as be able to draw abstract conclusions from existing reality. Decision-making is a must, and must go through a process of common sense (Dwiyani, 2016). Steinberg (in Santos, 2018) states that behavioral autonomy is a person's ability to make decisions without depending on others and done responsibly.

While there is a minimum limit of three such times carried out because when one or two watched, the audience has not yet been able to make a significant impact, because the level of audience attention is still minimal or even not formed (Indriyanti & Ilhalauw, 2007). The total population of Instagram followers @oreo_indonesia is 85,000 people (data collected on January, 15 2023). Based on existing populations, samples were drawn using nonprobability sampling with purposive samplings. The number of samples obtained was 100 respondents.

Data Analysis

To analyze the data quantitatively, the research will use the Likert scale. The researchers identified five alternative choices of answers consisting of five stages, ranging from the very positive to the very negative, namely: very agree, agree, neutral, disagree, very disagreed. Respondents can choose the item of an instrument of agreement or disagreement with each statement presented. The result of the data collected is analyzed using JASP, and each variable will be calculated on the basis of average values (mean).

RESULTS AND DISCUSSION

From the analysis of data obtained from 100 respondents, the components to be analyzed are statements on TEARS indicators such as trustworthiness, expertise, attractiveness, respect, and similarity. The data presentation of the respondent's answers will be described by calculating the average (mean). The Likert Scale measurement used in the questionnaire has answered 1 to 5 with descriptions: 1 (Strongly disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly agree). Answers with a score of 1 to 5 given by respondents were categorized into effective or ineffective.

The class interval used to classify the respondent's answers is:

$1 \leq x \leq 3$ = Ineffective

$3,01 \leq x \leq 5$ = Effective

Table 1. The Effectiveness of Using Blackpink as a Celebrity Endorser Using the TEARS Model

TEARS Indicator	Mean	Efficiency Results
Trustworthiness	4.55	Effective
Expertise	4.54	Effective
Attractiveness	4.66	Effective
Respect	4.66	Effective
Similarity	4.34	Effective
Total	4.55	Effective

Source: The Researchers, 2023

The TEARS model theory is one of the steps used to test the level of effectiveness of the use of celebrity endorsers. Based on the mean values of the five indicators trustworthiness, expertise, attractiveness, respect, and similarity, show that all indicators are declared effective. The total of the total mean averages is 4.55, which is also in the effective category because it is on a scale of $3 \leq x \leq 5$.

Table 2. Validity Statistics

Statement	Item	r-count	r-table	Valid
Trustworthiness	1	0,647	0,361	Valid
	2	0,550	0,361	Valid
	3	0,743	0,361	Valid
Expertise	1	0,687	0,361	Valid
	2	0,460	0,361	Valid
Attractiveness	1	0,623	0,361	Valid
	2	0,783	0,361	Valid
	3	0,565	0,361	Valid
Respect	1	0,671	0,361	Valid
	2	0,424	0,361	Valid
	3	0,651	0,361	Valid
Similarity	1	0,569	0,361	Valid
	2	0,543	0,361	Valid
	3	0,675	0,361	Valid

Source: The Researchers, 2023

In this study, the validity test was obtained from the data from the questionnaire answers of 30 respondents. The validity test result is obtained from the result of the corrected total correlation of the item, provided that the variable to be examined is declared valid when the value of the corrigated total corelation is greater than that of the r-table (Santosa, 2002). Based on the results obtained, it can be known that the r-calculated value of each element of the statement is higher than r-table. From then on, each statement is declared valid and the dissemination of the research questionnaire can be continued to respondents up to 100 respondents.

Table 3. Reliability Statistic

Cronbach's Alpha	N of Items
0,903	14

Source: The Researchers, 2023

The reliability test in this study uses the Cronbach Alpha (α) technique, that is, the variable is said to be good when it has a Cronbach Alpha(α) value $>$ of 0.60. The Cronbach Alpha value (α) of each indicator in the study obtained a positive result and greater ($>$) of 0.60. So from that, the measurement of this study can be declared reliable.

ANALYSIS AND INTERPRETATION

Trustworthiness

Table 4. Frequency Distribution of Trustworthiness Indicators

Trustworthiness Indicator							
No.	Statement	STS	TS	N	S	SS	Mean
1	Blackpink is seen as a celebrity whose integrity in providing information as a celebrity endorser of Oreo Indonesia	0	1	4	36	59	4.53
2	Blackpink in the #OREOBLACKPINK product launch on Instagram account @oreo_indonesia is seen as a reliable individual in advertising	0	0	9	23	68	4.59
3	Blackpink is a trusted figure in delivering #OREOBLACKPINK product advertising messages on Instagram account @oreo_indonesia	0	0	3	40	57	4.54
Total Mean							4.55

Source: The Researchers, 2023

Trustworthiness looks at the extent to which the source in conveying the message is assumed to be honest, honest, and reliable (Kok Wei & You Li, 2013). A study conducted by Syed Mat Dom, Ramli, Lim and Tan showed that indicators of trustworthiness significantly had a more positive impact on the effectiveness of celebrity endorsers in advertising (Dom et al., 2016) because in the end the belief was reflected in the presence of consumer confidence in what celebrities said about the brand they were promoting (Arora & Sahu, 2014). Ridha in his research revealed that trustworthiness has a very significant influence on the interest in buying a product, which can be understood that the more honest a celebrity is in delivering a message on the advertised product, the higher will be the consumer confidence in the celebs (Ridha et al., 2018).

In the product ad clip #OREOBLACKPINK, one of Blackpink's members, Lisa, acts as the characteristic slogan of Oreo "Twist, Lick, Dunk" or "Played, Layed, Dimmed". Lisa demonstrated to the audience how she's used to enjoying Oreo biscuits. Blackpink's characteristics as an integrated and reliable figure are seen by respondents so that they can arouse interest in the respondents themselves. In connection with the S-O-R (Stimulus-Organism-Response) theory, which explains that communication is a process of action-

reaction, which assumes that a person acts by the presence of a stimulus through a thought process (Effendy, 2003). In this case, Blackpink as a communicator sends incentives to respondents through the #OREOBLACKPINK product launch ad. Respondents who have received the stimulus message then give a response or feedback, namely by saying that Blackpink is seen as an integrated figure in providing information as a celebrity endorser of Oreo Indonesia.

In view of this, respondents assessed Blackpink's ability to deliver #OREOBLACKPINK ads on Instagram @oreo_blackpink in fact without any engineering. Respondents felt that what Blackpink delivered convinced the audience and was serious and accountable. The mean amount on each item of the statement indicator trustworthiness in this study successfully exceeded the specified average, so it can be categorized effectively. The results show that in the content of the #OREOBLACKPINK product launch, Blackpink's characteristics as an integrity, honesty, and trustworthiness are seen by respondents so that they can arouse interest in the respondents themselves.

Expertise

Table 5. Frequency Distribution of Expertise Indicators

No.	Pernyataan	Indikator Expertise					Mean
		STS	TS	N	S	SS	
1	Blackpink has expertise in delivering advertising messages that are visible through the content of the #OREOBLACKPINK product launch on the Instagram account @oreo_indonesia	0	0	7	45	48	4.41
2	Blackpink appears to be able to persuade so it gives rise to the desire to buy Oreo products	0	0	4	25	71	4.67
Total Mean							4.54

Source: The Researchers, 2023

Expertise is the ability and professionalism of an endorser regarding a published product, which relates to the level of knowledge and expertise of a celebrity in understanding the product when delivered to the consumer so that consumers also have the same perception about the product (Arora & Sahu, 2014). Madhusanka (2017) explains the expertise and experience of celebrity endorsers shapes consumer perception of the message given so that it is able to attract consumers and use a particular product. It is an induction of behavior that is done and considered beneficial to the individual, so the expertise of a celebrity endorser can form the perception of the recipient of the message that a celebrity endorsing promotes a product based on experience and the reciprocity of a message feels a celebrities endorsement deserves to promote the product because of the expertise it possesses (Thomas & Johnson, 2017).

For seven years in the music industry, Blackpink managed to maintain its existence as a beautiful and talented band. The #OREOBLACKPINK advertisement shows four Blackpink members: Jisoo, Lisa, Jennie, and Rosé holding each Oreo biscuit while posing in an interesting style. Blackpink appears happy and confident to be the star of #OREOBLACKPINK product advertising, thus able to generate a perception to respondents that blackpink has expertise in delivering Oreo's new product launch advertising messages on Instagram. Before becoming the celebrity endorser of Oreo, Blackpink as a group is known to have established collaborations with several prominent brands such as Adidas, Puma, Pepsi, Samsung, PUBG Mobile, to Shopee (Nariswari, 2023).

Gregory (2010) classified three effects of communication, namely cognitive, affective, and conative effects. The cognitive level is at the level of attention or awareness, with the aim of trying to change the communication mind. The next affective stage is the stage of a change of attitude, provoking certain feelings, related to acceptance or rejection of a message. Finally, the conative stage is at the level of impact that arises on communicating in the form of behavior or action according to the desired. In connection with this, the message Blackpink delivered in the #OREOBLACKPINK advertisement was intended to persuade the audience to buy Oreo products. As for the market research data from Kompas Market Insight: Indonesia FMCG E-commerce Report 2022 by Kompas which stated that Oreo x Blackpink was the first recommendation for the brand of dried cakes. Through this viral collaboration reported total 59,544 #OREOBLACKPINK products sold out with sales revenue of about 724 million rupiah. Not until then, Oreo's market share was highest at 28.31% with sales volume figures reaching 40.20% (Salsabila, 2023). So, it can be concluded that Blackpink as a celebrity endorser managed to persuade the audience to arouse a desire to buy Oreo products. This is demonstrated by the #OREOBLACKPINK product sales data report that has experienced a drastic increase.

The mean amount on each item of the expertise indicator statement in this study successfully exceeded the specified average, so it can be categorized effectively. Then it turned out that Blackpink managed to communicate the persuasive message related to the new Oreo product because the target audience perceived Blackpink as a celebrity endorser who has the expertise, experience and able to convince the audience to buy the #OREOBLACKPINK product on the Instagram account @oreo_indonesia.

This attractiveness characteristic refers to the physical appeal seen in a celebrity endorser, such as the characteristic characteristics of handsome or beautiful, ideal body, as well as the style of dressing. Royan (2005) explains that a message is able to gain greater attention and be remembered when delivered by an interesting source. Santrock (in Anugrah & Hurriyati, 2019) says that the body shape is the most important dimension in assessing a person's physical appeal. Collins and Zebrowitz (in Anugrah & Hurriyati, 2019) reveal that beauty is merely an outer skin, but individuals tend to react positively to something attractive and react negative to something considered less attractive.

Attractiveness

Table 6. Frequency Distribution of Attractiveness Indicators

Indikator Attractiveness							
No.	Pernyataan	STS	TS	N	S	SS	Mean
1	Blackpink is seen as a celebrity with a handsome face as an endorser in the #OREOBLACKPINK product launch.	0	0	1	21	78	4.77
2	Blackpink is a celebrity who has an ideal body as an endorser in the #OREOBLACKPINK product launch.	0	0	3	24	73	4.7
3	Blackpink has an interesting style of dress, which is seen in the #OREOBLACKPINK product launch on the @oreo_indonesia Instagram account.	0	0	6	36	58	4.52
Total Mean							4.66

Source: The Researchers, 2023

In one of the posts on Instagram @oreo_indonesia, most of the audience commented on the beauty of each Blackpink member. Some of the comments found by the author are the Instagram account @postsfor.97 commented “ROSÉ IS HOT AND PRETTY”, the @fitri_aulia_31z account wrote a comment “Lisa looks amazing~~ #LISAXOREO”, the account @rohk4dal gave an opinion “WOI JISOO CANTIK BGT”, and @arshahamad also sent a response to the comment “ASIK CANTIK BGT, JANGAN LUPA RESTOCK OREO BLACKPINK DI MINIMARKET YA HAHA” (OreoIndonesia, 2023). If you look at some of the comments above, it can be concluded that on the content of the #OREOBLACKPINK product launch on Instagram, the level of beauty broadcast by each Blackpink member becomes its own attraction for the audience that sees the advertisement. In connection with this, King Choice released survey data related to “The 25 Most Beautiful Female K-Pop Idols in The Industry” in 2021. King Choice is a popular polling site for K-Pop fans in evaluating various subjects related to the entertainment world in Korea. The survey showed that all Blackpink members managed to get into the top five rankings. Jisoo ranks first, followed by Lisa at second, Rosé at fourth, and Jennie at fifth (Koreaboo, 2021).

In one of the interviews, Blackpink revealed that they had their own ways inining their body proportions. The members are more focused on setting up a healthy diet and exercise routine, given that Blackpink also has a few intense activities and dances for long periods of time (Rahmawati, 2022). Besides, the style of clothing or clothing is a material for a person's initial judgment (Hendariningrum, 2008). The clothes and accessories a person wears are not merely body coverings or ornaments, but more than that they are also a means of communication for self-expression that reflects personal identity. On one of the #OREOBLACKPINK ads, Blackpink was dressed in a trendy casual style but still with fashionable and elegant nuances, the top selection being a neat blouse dominating blue and

white. So, respondents see this as a factor that makes Blackpink have an ideal body and look more attractive in #OREOBLACKPINK product advertising.

The mean amount on each item of the statement indicator attractiveness in this study successfully exceeded the specified average, so it can be categorized effectively. Blackpink managed to communicate messages packaged through ads by showing faces, bodies, and clothes. This is in line with research carried out by (Elsend & Langner, 2010) that reveals that the expertise of a celebrity who endorses a product/brand will not affect consumer behavior when such a celebrity does not have appearance or non-physical attractiveness such as hospitality or pleasure.

Respect

Table 7. Frequency Distribution of Respect Indicators

Indikator Respect							
No.	Pernyataan	STS	TS	N	S	SS	Mean
1	Blackpink is a successful celebrity known to have a good attitude	0	0	6	26	68	4.62
2	Blackpink is admired for their achievements and their awards.	0	0	3	22	75	4.72
3	Blackpink is rewarded for showing the reputation of a company well	0	0	4	28	68	4.64
Total Mean							4.66

Source: The Researchers, 2023

Respect or appreciation is an appreciation of the behavior or characteristics of a celebrity endorser, such as performance, level, acting ability, etc (Arora & Sahu, 2014). McCracken (in Knoll & Matthes, 2017) explains that the effect of a celebrity endorser depends on the extent to which the strength of the relationship between celebrities and consumers. It means that people tend to build relationships with celebrities as shown by the media, as they would do in real life. Since his debut, members of Blackpink have been known to show positive attitudes and character, both in the virtual world and in real life (Agn, 2020). The positive attitude and characteristics shown by Blackpink are able to make respondents more confident in the decision that Blackpink is a successful celebrity by having a good attitude.

An advertisement delivered by an interesting source, in this case a popular celebrity, will gain great attention (Royan, 2005). Before deciding to choose a celebrity as an endorser, the company should examine and measure the popularity and attractiveness of the celebrities as famous people (Jawler & Drewniany, 2009). In addition, Blackpink's career as a recognised music group has won numerous awards as well as nominations in a variety of categories. According to researchers' analysis data (data collected on May 20, 2023), Blackpink has entered as many as 324 nominations in various awards ranging from different categories. Of the 324 nominations, Blackpink managed to win a number of 100 awards from various prestigious events around the world. Not so far, Blackpink also has a high popularity on social

media Instagram, both group and individual. This is proved by the number of followers or followers of 55.6 million on the username account @blackpinkofficial (data collected on May 20, 2023). On January 24, 2023, one of the Blackpink members, Lisa, was named the K-Pop idol with the most followers on Instagram by Guinness World Records (Disalvo, 2023).

All of this achievement was viewed by respondents as a point in favour of Blackpink becoming an admirable figure, as well as a celebrity endorser. Oreo took advantage of this by using Blackpink as a resource to convey the product message to the audience, on the launch of the new product #OREOBLACKPINK. In the long run, the use of celebrity endorsers will have an impact as a driving force to strengthen the brand image so that it is remembered by its users. This is supported by data from a study by Aini (2020) which explains that celebrities as endorsers are effective in building brand awareness when known by many communities and have many followers on social media. In this research, Blackpink managed to cultivate an attitude admired and respected by the public for their personal qualities and achievements. Blackpink is known to take a stake as a celebrity endorser to convey a message to the public about new products resulting from collaboration with the brand Oreo through social media Instagram.

The mean number on each item of the statement of respect indicator in this study successfully exceeded the specified average, so it can be categorized effectively. In this respect, Blackpink managed to cultivate an attitude admired and respected by the public for their personal qualities and achievements.

Similarity

Tabel 8. Frequency Distribution of Similarity Indicators

Indikator Similarity							
No.	Pernyataan	STS	TS	N	S	SS	Mean
1	Blackpink has a characteristic similarity to consumers, that is, they like Oreo as their favorite snack	0	1	19	44	36	4.15
2	Blackpink is seen as a celebrity who has an age range not far different from the target consumer	0	1	8	39	52	4.42
3	Blackpink represents the younger generation in the #OREOBLACKPINK product launch ad on Instagram account @oreo_indonesia	0	0	6	42	52	4.46
Total Mean							4.34

Source: The Researchers, 2023

Shimp et al. (2007) revealed similarities describing similarities between celebrity endorsers and target consumers, such as age, gender, education, race/tribe, social status, and so on. It is in line with Wilbur Schramm's theory that communication is successful when the

message delivered by the communicator matches the frame of reference, the collection of experiences and meanings that has ever been communicated (Effendy, 2017). In the content of the product launch #OREOBLACKPINK posted on social media Instagram, there is an implicit message that Oreo Indonesia wants to show that the new product resulting from its collaboration with Blackpink is a favorite biscuit at every moment of the dinner and makes every moment exciting for consumers in Indonesia. Oreo positions its product as a delicious snack for young people (Kusnadi, 2020). Blackpink managed to spread this message shown through a series of exciting “Twist, Lick, Dunk” activities on the #OREOBLACKPINK promotional video content. More than just Oreo's collaboration with Blackpink, Oreo lovers and blackpink fans can connect with the common sense of enjoying Oreo as their favorite biscuit.

In addition, research by Rifqi Adrianto revealed that the indicator of similarity becomes the most dominant in endorsers and affects the level of trust in a brand or brand trust (Adrianto, 2021). Blackpink is a South Korean female music group formed by YG Entertainment with four members, including Jennie, Jisoo, Lisa, and Rosé. Following in sequence the age of Blackpink members according to the data processed by the researchers on 22 May 2023, Jisoo was born in 1995 - age 28 years, Jennie born in 1996 - age 27 years, Rosé and Lisa were born in the same year namely 1997 - age 26 years (Olahan Peneliti, 2023). While the target market set by Oreo Indonesia is divided into two categories with age ranges from 6 to 35 years (Kusnadi, 2020). The first category is children under the age of 12 who have not yet had their own purchasing power, but are influenced by the desire to buy. The second category is teenagers and adults aged 13-35 who have the purchasing power of pocket money or income.

Oreo positions its product as a delicious snack for young people (Kusnadi, 2020). From both of these things it can be seen that Blackpink members fit and fit into the category of the target market that has been defined by Oreo. This is in line with the results of research by Sri Andriani & Andri Yolanda, which shows that the similarity variable in celebrity endorsers gives a significant influence on consumer purchasing behavior (Andriani & Yolanda, 2021). Referring to the age similarity between Blackpink and the respondents of this study. In respondents aged 26-35 years, the results showed that respondents agreed that there was a similarity of age between respondents with the figure of blackpink as a celebrity endorser. Thus, respondents see that Blackpink is a competent figure to represent the younger generation in the content of the #OREOBLACKPINK product launch. Shimp, et. al. (2007) revealed that similarities with diversity refer to similarities between endorsers and audiences in terms of age, gender, ethnicity, social status, and so on.

Thus, respondents see that Blackpink is a competent figure to represent the younger generation in the content of the #OREOBLACKPINK product launch. Shimp, et. al. (2007) revealed that similarities with diversity refer to similarities between endorsers and audiences in terms of age, gender, ethnicity, social status, and so on. The mean amount of each similarity indicator statement item in this study successfully exceeded the specified average, so it could be categorized effectively. I mean, the respondents saw some kind of similarity in certain aspects between them and Blackpink.

CONCLUSION

The research was conducted to find out the effectiveness of using Blackpink as a celebrity endorser in the launch of the #OREOBLACKPINK product on the Instagram account @oreo_indonesia. Based on the results of data analysis and discussion in chapter IV, it can be concluded that the use of Blackpink as a celebrity endorser in the launch of #OREOBLACKPINK products on the Instagram account @oreo_indonesia is effective. Efficiency is measured using the TEARS model, which consists of five indicators: trustworthiness, expertise, attractiveness, respect, and similarity. Data processing results show that both attractiveness and respect indicators gain high values, which are the most effective indicators in this study. These two indicators support each other, where the attractiveness indicator refers to physical attraction. While the respect indicator refers to the self-quality and appreciation achieved by a celebrity endorser. Physical attractions such as beauty, ideal body, and dress style Blackpink has its own magnetic attraction for the audience to arouse further curiosity. Blackpink's self-esteem and career achievements are also the main reason for celebrity endorsers to be able to promote a brand. Both of these things are an added value for the celebrity endorser and the company it represents, so that both sides benefit equally.

Of the five TEARS indicators, the attractiveness and respect indicators yielded the highest mean earnings, equal to 4.66. Attractiveness here refers to the physical attractiveness that is characteristic of the endorser and is able to attract the consumer. Examples of physical characteristics referred to such as face level (beautiful or beautiful), athletic body, style of dress, and so on. Achieving the highest score on this attractiveness indicator means the audience sees the use of Blackpink as the most effective celebrity endorser due to the physical attraction factor it has. The findings are in line with the research conducted by Gunawan (2015) with the aim of finding out the effectiveness of celebrity endorsers in television advertising LINE Let's Get Rich, where the highest factor that attracts the audience is the physical attractiveness or attractiveness of the celebrities endorser itself. According to Gunawan (2015), this attractiveness indicator is able to obtain the most popular response due to the fact that a celebrity is required to always appear attractive and maximum in public on various occasions. This is the physical attraction shown that can generate a particular interest for respondents to buy products that are also used by advertisers or companies in compiling an advertisement.

Whereas the respect indicator here relates to a person's self-fulfillment that is reflected in the quality of self and appreciation achieved. The results of this study are in line with a study conducted by Utarsih (2014), where the TEARS dimension that has the highest influence on judging celebrity endorsers and consumer buying interests is respect. Respect refers to the attitude of being favoured as a result of the quality of personal achievement. It shows that the audience perceives the use of Blackpink as the most effective celebrity endorser due to the achievements and self-quality of BlackPink during his career in the entertainment world. This is in line with the results of Darfiyanti & Putra (2012) research that shows that when the initial reason individuals like pop idols is the talent and or physical features of the idol preferred,

when individuals begin to recognize the pop idol favourite then the reason likes pop idoles increasingly leads to the personal qualities of that idol.

On the other hand, the indicator with the lowest number of means exists on the similarity indicator. Although the similarity indicators in this study are still effective, it means that the lack of similarity between Blackpink as a celebrity endorser and the audience in terms of age, gender, social status, demographic characteristics, or problems faced are not entirely the same. The lowest result was found that respondents felt less in common with Blackpink in terms of liking Oreo as their favorite snack. This can happen because Blackpink is a music group with a beautiful face level and identical to an ideal body, so Blackpinks are charged with always keeping their diet and activity. So, it's less like the Oreo Blackpink biscuit that's famous as a pink sweet biscuit with a black-chocolate cream flavor. Oreo biscuits are less suitable for eating when you want to maintain a healthy lifestyle, especially those on a diet. In another study conducted by Eyob (2018) it was also found that the similarity indicator did not yield high values due to the limitations of personal life that could not be reached by an audience with a celebrity endorser.

This research could be used to supplement the study of the Library of Communication Sciences, as well as be a reference material for other similar research in the future. The results of this research can be used by Oreo Indonesia to evaluate how effective the use of Blackpink as a celebrity endorser in the launch of the #OREOBLACKPINK product on the Instagram account @oreo_indonesia. Oreo Indonesia can also review from the point of view of the characteristic indicators which are most attractive to the consumer, which in the findings of the researchers are physical appeal, self-quality, as well as performance.

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