

---

# **The Effectiveness of Using Neymar Jr. as a Brand Ambassador for Mister Potato Products on Instagram Social Media**

**Ronaldo Budialim and Felicia Goenawan**

Communication Science Department Petra Christian University

## **ABSTRACT**

Mister Potato, a prominent potato chip brand originating from Malaysia, was established in 1992 and has since secured its position as the leading snack choice in Malaysia. As part of its 30th-anniversary celebrations, Mister Potato proudly appointed the globally renowned football athlete Neymar Jr. as its brand ambassador. This study endeavors to evaluate the efficacy of Neymar Jr. in his role as the brand ambassador for Mister Potato. Employing a survey method facilitated through the Likert scale, the researchers collected responses until reaching a sample size of 100 respondents. The assessment of effectiveness was carried out using the VisCAP model. The outcomes of this research unequivocally affirm the effectiveness of Neymar Jr. as a brand ambassador for Mister Potato.

**Keywords:** *effectiveness; brand ambassador; VisCAP model; Mister Potato; snacks*

## **INTRODUCTION**

Communication is an inherent aspect of our daily interactions. As defined by Pearson and Nelson (2000), it is a dynamic process involving the comprehension and sharing of meaning. Mortensen (2020) further emphasizes that communication is an ongoing process encompassing the exchange of messages between individuals or groups, conveyed through symbols mutually understood by all involved parties. In the fabric of everyday life, humans engage in both verbal and non-verbal forms of communication, utilizing diverse methods to navigate through tasks and accomplish specific objectives.

According to Harris (1998), Marketing Public Relations (MPR) involves the use of Public Relations strategies and techniques to achieve marketing objectives. Its functions include increasing public awareness of a company's products, providing information and education, building trust, giving reasons for the public to purchase products, and establishing

---

trust between consumers and products (Harris, 1993). In the implementation of MPR, there are various tools and media that can be utilized, such as publications, events, sponsorship, community service activities, lectures, and identity media (Kotler and Keller, 2008).

MPR does not focus on sales activities as in advertising. Instead, MPR emphasizes the delivery of information, education, and efforts to enhance understanding by adding knowledge about a brand, product, service, or company. One approach used to increase this knowledge is through the use of Brand Ambassadors. Brand Ambassadors are currently widely used by companies or brands to raise public awareness. They often work through social media to promote the brand and products.

A brand ambassador, as defined by Royan (2014), is a trusted individual designated to represent a brand. Typically, companies select celebrities or influencers to serve as brand ambassadors. The selection process involves not only choosing individuals but also assessing their potential influence, engagement, and positive image to ensure the effectiveness of their representation. The effectiveness of a brand ambassador can be gauged using the VisCAP model theory proposed by Rossiter and Percy (as cited in Royan, 2005). The VisCAP model encompasses four key variables: Visibility, which considers the popularity of the brand ambassador; Credibility, assessing the trustworthiness of the brand ambassador; Attractiveness, evaluating the appeal of the brand ambassador; and Power, measuring the influence or impact wielded by the brand ambassador.

In Indonesia, the utilization of brand ambassadors has become increasingly prevalent. A brand ambassador is expected to possess fame and a positive image, echoing the sentiments expressed by Ketler in Maisaroh's 2021 research. Consequently, many companies or brands opt for athletes as their brand ambassadors, particularly those who are currently in the limelight or excelling in popular sports trends.

Mister Potato is a snack brand in the form of potato chips from Malaysia which was created in 1992 by a company from Malaysia, namely Mamee. In Indonesia, Mister Potato is managed by PT Pacific Food Indonesia and Mister Potato itself only entered Indonesia in 2013, so it can be said that the Mister Potato brand in Indonesia is still relatively new. Mister Potato has several flavor variants available in Indonesia, including Original, Barbecue, Honey Cheese, Grilled Beef, Balado, and Sambal Matah. Over time, Mister Potato has introduced several new flavor variants such as Ghost Pepper, Purple Sweet Potato, Fried Chicken, and many more.

Researchers are interested in researching Neymar Jr. as a Mister Potato Brand ambassador because Mister Potato is the first time using athletes as Brand Ambassadors, the appointment of an athlete as a Brand Ambassador is inversely proportional to the life of an athlete who should consume nutritious and healthy food (Beck, 2015).

In the year 2022, Mister Potato forged a noteworthy collaboration with Neymar Jr., appointing him as their brand ambassador. This strategic partnership is not only commemorating Mister Potato's 30th anniversary but also aligning with the festivities surrounding the 2022 FIFA World Cup. As elucidated by How Yuan Yi (2022), the Head of Marketing at MAMEE-Double Decker, Neymar Jr. was chosen as a brand ambassador due to his admirable personality and adventurous lifestyle, making him an ideal fit for the role of representing the Mister Potato brand.

Neymar Jr. is a Brazilian footballer currently playing in Saudi Arabia, who rose to prominence at the age of 17 when he made his debut in Brazil. He is now recognized as one of the best players globally and one of Brazil's all-time greats. With an impressive Instagram following of 214 million, Neymar Jr. is not only a football sensation but also a social media influencer, making him an ideal choice as a brand ambassador capable of reaching a vast audience. Neymar Jr. has previously served as a brand ambassador for various global giants, including Puma, Netflix, Red Bull, Qatar Airways, and others, further underscoring his widespread appeal and marketability.

In Indonesia, Mister Potato has collaborated with several brand ambassadors, including Cha Eun Woo in 2022 and Chandra Liow, who has held the role since 2017 until now. The presence of these brand ambassadors not only provides support for the brand but also reflects Mister Potato's commitment to establishing long-term partnerships with individuals who possess charisma and strong influence within the community.

Mister Potato engages with a diverse array of social media platforms, encompassing Instagram, YouTube, TikTok, and Facebook. For the purpose of this research, the focus is directed towards Instagram, considering it as the primary platform for examination. Instagram stands out as the most dynamically utilized social media outlet by Mister Potato, evident in the substantial volume of posts – 1134 on Instagram compared to 191 on TikTok and 26 on YouTube. Notably, Instagram ranks as the second most extensively used social media platform in Indonesia, as reported by We Are Social (2023). Additionally, Klear's insights (cited in We Are Social, 2023) highlight that Instagram held the position as the predominant platform for influencer campaigns in Indonesia during 2021. This strategic emphasis on Instagram underscores its significance as a vital channel for Mister Potato's digital presence and promotional activities.

Based on the researcher's observations on Mister Potato's social media platforms (Instagram, Facebook, TikTok, and YouTube), it is evident that Mister Potato's Instagram is the second-largest social media channel with a following of 44.2 thousand, compared to Mister Potato's Facebook, which has 461 thousand followers. Instagram is also the most actively utilized platform by Mister Potato, as evidenced by the number of posts on Instagram reaching 1134, 191 on TikTok, and 26 on YouTube.

In comparison to its competitor Pringles, Mister Potato still lags significantly behind. Pringles has 817 thousand followers on Instagram, 22 million on Facebook, and 350 thousand on TikTok. The researcher chose to focus on Instagram as it is more widely used in Indonesia than Facebook, as indicated by Mustajab's findings in 2023. The research aims to determine whether this trend is effective for a product in enhancing its popularity. Furthermore, the role of a brand ambassador is also crucial in effectively communicating a product.

Researchers use previous research as a reference, the first is "Effectiveness of using Brand Ambassador Song Joong Ki in the Scarlett Whitening Brand with the VisCAP model" by Lengkong in 2022 from Petra Christian University. This research by Lengkong (2022) uses the same indicators as research conducted by researchers, namely using VisCAP. The second research used as a reference is "The Effectiveness of Artist Choi Siwon as a Brand Ambassador on Purchasing Decisions for Mie Sedaap Korean Spicy Chicken Products" by Saragih in 2020 from Bachelorwiyata Tamansiswa University. Researchers used research by Saragih (2020) because it was the same as the researchers' research, Saragih examined the use of brand ambassadors from overseas by food brands.

Based on the background that has been described by the researcher above, the formulation of the issue addressed in this study is "How effective is Neymar Jr. as Mister Potato's brand ambassador?"

## LITERATURE REVIEW

### *Brand Ambassadors*

Brand ambassadors, often referred to as advertising supporters or product spokespersons, play a crucial role in capturing consumer attention and creating lasting impressions. As elucidated by Kotler and Keller (2009), these individuals are carefully chosen from either renowned or lesser-known personalities based on their attractive appearances, aiming to engage consumers and leave a lasting impact on their memory. According to Shimp (2015), brand ambassadors can be individuals supporting a brand from a diverse range of popular public figures, including ordinary people known as ordinary endorsers.

In essence, a brand ambassador is someone with popularity chosen by a brand to act as a representative, as highlighted in the definition above. Royan (2014) further emphasizes that a brand ambassador is an individual entrusted to be the primary representative of a brand. The selection process for brand ambassadors often involves well-known figures, such as celebrities or influencers, carefully chosen by the company to serve as the face of the brand. This meticulous selection not only focuses on finding the right person but also takes into deep consideration the potential ambassador's influence, level of involvement, and positive image.

The overarching goal is to ensure that the chosen brand ambassador aligns seamlessly with the brand identity, creating an effective appeal that enhances the overall brand image. The

careful selection of a brand ambassador becomes a strategic move to not only represent the brand but also contribute significantly to its positive perception and consumer engagement.

### ***Brand Ambassador Effectiveness***

According to Saka Abadi (1994), Marketing Public Relations (MPR) places its emphasis on the dissemination of information, providing training, and fostering efforts to enhance understanding by increasing knowledge about brands. Keller and Kotler further contend that MPR can play a pivotal role in achieving various marketing objectives, such as amplifying credibility, constructing a positive reputation, motivating sales personnel and intermediaries, and minimizing promotional costs. A prominent method employed by companies to effectively communicate their messages is through the strategic use of Brand Ambassadors. The evaluation of a Brand Ambassador's effectiveness is often gauged using the VisCAP model, as introduced by Royan (2005). This model serves as a valuable tool in determining the impact and efficiency of a Brand Ambassador in conveying the intended messages and achieving the desired marketing goals. The VisCAP model is divided into four parts, namely:

- a. **Visibility:** A brand ambassador's success hinges on their popularity and widespread recognition among the public. The extent to which a celebrity's popularity and personal image align with and embody the essence of the product plays a crucial role. The ambassador's fame not only serves as a vehicle for heightened brand visibility but also serves as a reflection of the product through the lens of the ambassador's own public persona. The synergy between the ambassador's popularity and the product's identity forms a powerful alliance, enhancing the ambassador's effectiveness in resonating with and capturing the attention of the target audience.
- b. **Credibility:** Credibility stands as a pivotal element in the role of a brand ambassador. It delves into the level of trustworthiness perceived by the public towards the brand ambassador. Moreover, credibility is intricately linked to the ambassador's expertise, particularly their in-depth knowledge about the product. The trustworthiness and product knowledge of a Brand Ambassador collectively contribute to establishing a credible and reliable image, reinforcing the ambassador's effectiveness in influencing public perception.
- c. **Attraction:** A Brand Ambassador must possess inherent allure, encompassing two critical aspects: likability and similarity. Likability measures the extent to which people genuinely appreciate the Brand Ambassador, while similarity gauges the alignment of public perception concerning the shared characteristics between the public and the Brand Ambassador. In essence, the ambassador's charm lies not only in their likability but also in the relatability and perceived similarities that resonate with the broader audience.
- d. **Power:** The fourth characteristic of the power possessed by a Brand Ambassador is significant. This power has the ability to increase the intensity of product purchases, even without a change in attitude, by emerging to instruct the target to take action. This indicates that the presence of a Brand Ambassador not only influences consumer attitudes but also actively drives purchasing actions through the authority they exert.

## METHODOLOGY

In the course of this study, a descriptive research design with a quantitative approach was employed. Descriptive quantitative research, as outlined by Sugiyono (2017), is aimed at providing a factual, systematic, and accurate depiction of a phenomenon, event, or symptom. To achieve this, the research methodology involved the use of the survey method, specifically conducted through Google Form and distributed via Instagram Direct Message (DM). The steps utilized by the researcher are as follows:

1. The researcher disseminated the questionnaire in the form of a Google Form to the followers of Mister Potato on Instagram (@misterpotato\_id).
2. The researcher distributed the questionnaire to the followers of Mister Potato on Instagram (@misterpotato\_id) until obtaining 30 respondents. The researcher randomly selected respondents by examining the followers on Mister Potato's Instagram profile and checking the comment section of @misterpotato\_id's posts.
3. After obtaining 30 respondents and conducting validity and reliability tests, the researcher continued the questionnaire distribution until reaching 100 respondents. This was achieved by randomly selecting respondents by examining the followers on Mister Potato's Instagram profile and checking the comment section of @misterpotato\_id's posts.

To assess the effectiveness of brand ambassadors, the researchers utilized the VisCAP model developed by Royan (2005). The VisCAP indicator encompasses four crucial dimensions: Visibility, Credibility, Attraction, and Power. This model serves as a comprehensive tool for gauging the impact and efficiency of brand ambassadors in conveying messages and achieving desired outcomes in the context of the study.

This study focused on Mister Potato's Instagram followers within the age range of 18-44 years, as specified by Lidwina (2021). Employing a deliberate approach to sample selection, the researchers opted for a non-probability sampling technique, specifically purposive sampling. Purposive sampling, as outlined by Sugiyono (2013), is a methodical sample determination technique that takes into account various considerations or specific conditions. This method ensures a targeted and intentional selection of participants who align with the research criteria, enhancing the relevance and specificity of the study's findings.

## RESULTS AND DISCUSSION

### *Data analysis*

In this research, researchers reprocessed the data obtained from the questionnaires distributed. Researchers used a Likert scale to measure Neymar Jr's effectiveness. as Brand ambassador for Mister Potato. Researchers used the analysis stages by Ardianto (2010), namely the examination stage, coding stage, and data analysis stage.

## Data Findings

**Table 1.1 Table of Mean VisCAP Indicators**

Indicator	Visibility	Credibility	Attraction	Power
Mean	3.99	3.84	3.85	3.94
Mean Total	3.90			

Source: research report, 2023

## Analysis And Interpretation

The findings of this study revolve around assessing the effectiveness of Neymar Jr. as a brand ambassador for Mister Potato, focusing specifically on the social media platform Instagram. Utilizing the VisCAP model for measurement, it is concluded that Neymar Jr. proves to be an impactful brand ambassador for Mister Potato. The data processing reveals a mean value of 3.90, falling within the range of  $3 \leq x \leq 5$ , thereby confirming its effectiveness. Furthermore, each indicator demonstrates a mean value within the  $3 \leq x \leq 5$  range, signifying the effectiveness of each individual indicator. This collective affirmation underscores Neymar Jr.'s overall effectiveness in enhancing Mister Potato's brand image on Instagram.

### Visibility

After processing the data from the visibility indicator, it was found that both questions were effective, where the first question got a mean of 4.01 and the second question got a mean of 3.98. The mean of the visibility indicator obtained is 3.99, which means that the visibility indicator is effective because it is vulnerable  $3 \leq x \leq 5$ . It can be concluded that Neymar Jr. has popularity as a soccer athlete who can attract the public.

This is in accordance with the characteristics of a *brand ambassador*, namely attractiveness, a *brand ambassador* must have his own attractiveness that can be liked by the public (Kotler and Keller, 2009), in this case, Neymar Jr. has the attraction of being a football athlete who is very popular with the public.

A post strategically emphasizes the visibility indicator by featuring Neymar Jr. clad in a football jersey, skillfully juggling a ball. This deliberate choice aligns seamlessly with the visibility theory, underscoring the necessity for a brand ambassador to possess widespread popularity and public recognition – in this case, capitalizing on Neymar Jr.'s acclaimed status as a football athlete.

Another post is an integral component of Marketing Public Relations (MPR), a strategic approach involving the dissemination of news through media channels to draw attention to a product (Kotler and Keller, 2007). Mister Potato utilizes this MPR tactic by sharing captivating

content that showcases Neymar Jr. as their brand ambassador, aimed at not only capturing the audience's interest but also encouraging them to make a purchase.

Furthermore, in line with Saka Abadi's proposition (1994), Mister Potato leverages their posts to provide information and enhance comprehension. In this specific Instagram post, Mister Potato effectively displays their diverse range of products, contributing to a comprehensive understanding and appreciation of their brand.

Next, in a post, Mister Potato drops subtle clues about the forthcoming brand ambassador, Neymar Jr., by showcasing several of his iconic celebrations, indicating his nationality, and revealing only the silhouette of Neymar Jr. Despite the limited information, a considerable number of individuals were able to accurately guess the personality featured in the image. This compellingly demonstrates Neymar Jr.'s remarkable popularity and high visibility, further emphasizing the anticipation and excitement surrounding his collaboration with Mister Potato.

Moreover another post shows one of the promotional strategies used by Mister Potato via social media Instagram (@misterpotato\_id), by presenting their brand ambassador, Neymar Jr. In this upload, Neymar Jr. seen wearing a soccer jersey and juggling a ball, creating an interesting visual and in accordance with the concept of visibility. This concept emphasizes the importance of brand ambassadors having popularity and being recognized by the wider community, which in this case is achieved through the popularity of Neymar Jr. as a prominent soccer athlete.

These posts are not only a form of branding through popularity, but are also part of the Marketing Public Relations (MPR) strategy. The MPR concept, as explained by Kotler and Keller (2007), involves placing news in the media to attract public attention to a product. In this context, Mister Potato uses these uploads to create buzz among the public and motivate them to buy Mister Potato products.

In line with marketing theory, this upload can also be interpreted as an attempt by Mister Potato to provide information and increase consumers' understanding of their products. Quoting Saka Abadi's statement (1994), Mister Potato uses these uploads as a means to convey product information and increase consumers' understanding of the various products they offer.

With a combination of attractive visual elements, Neymar Jr.'s popularity, and MPR's strategy, Mister Potato succeeded in creating posts that not only promoted their brand, but also increased product recognition and understanding in the eyes of consumers.

### ***Credibility***

The mean of the credibility indicator is low, namely 3.84 when compared to other indicators because Neymar Jr. is a soccer athlete, where a soccer athlete is not synonymous with snacks because an athlete is encouraged to eat nutritious and healthy food to improve and maintain performance (Nisar et al., 2021). This also supports the characteristics of *brand ambassadors*, namely expertise, where a *brand ambassador* has special knowledge that can be used to support advertising for the product they represent (Kotler and Keller, 2009).



In accordance with previous research, namely "Effectiveness of using brand ambassador Song Joong Ki in the Scarlett Whitening brand with the VisCAP model" (Lengkong, 2022) where the credibility indicator has the lowest value but is still effective. Just like Neymar Jr., Song Joong Ki is a foreign celebrity where one of the reasons is language limitations but the brand ambassador can convey information well so that the public can trust it.

By choosing Neymar Jr. as brand ambassador, Mister Potato clearly wants to highlight the health benefits of their product compared to other snacks, emphasizing that their product is safe for consumption, even by athletes like Neymar Jr. Although this was not explicitly stated on the official Mister Potato Instagram account, the company seems to be more focused on promoting their main campaign, namely #RasanyaNendang, which emphasizes the quality of the taste of Mister Potato products.

In various posts on Mister Potato's Instagram, Neymar Jr.'s video. appeared to be enjoying the Mister Potato product while stating "the taste kicks." This campaign became the center of attention, with several other posts also carrying the same theme. Video featuring Neymar Jr. as a consumer who enjoys this product not only creates visual appeal, but also proves Neymar Jr's trustworthiness. regarding these snack products.

Through this collaboration, Mister Potato has succeeded in attracting the attention of the public, especially Neymar Jr. fans, who will most likely be interested in trying the product. By involving Neymar Jr. As a trusted figure in the world of snacks, Mister Potato has succeeded in building an image that their products are not only delicious, but can also be trusted by athletes and consumers who care about health.

### ***Attraction***

From the results of the analysis on the first question regarding the Attraction indicator, where the majority of respondents stated that they strongly agree and agree, researchers believe that Neymar Jr. considered a healthy and fit figure. This is closely related to the branding strategy emphasized by Mister Potato regarding their potato chips, which emphasizes the use of quality raw materials, natural dyes, natural sweeteners, imported potatoes and no cholesterol. Positive perception of Neymar Jr's health can have a positive impact on the image of Mister Potato products.

Furthermore, figure 4.5 on page 43 shows Neymar Jr. is doing sports in his Instagram upload. The presence of this upload provides visual support that is consistent with the positive perception of Neymar Jr's health. as reflected in the survey results. This shows the congruence between Neymar Jr.'s athletic image and that of Neymar Jr. and the health values promoted by Mister Potato. Thus, the upload strengthens the impression that Neymar Jr. is not just the face

of the product, but also reflects a healthy lifestyle that is in line with the Mister Potato branding message.

In the second question item, which asked whether Neymar Jr. has the same character as Instagram followers @misterpotato\_id who like football, the majority of respondents agreed. This understanding provides strong support for the decision to appoint Neymar Jr. as brand ambassador Mister Potato. Neymar Jr's success in building a character connection with Mister Potato's followers who love football is an important factor in formulating marketing strategies.

The importance of this similarity in character can also be seen in the context of Mister Potato's celebration of the 2022 Fifa World Cup. Selection of Neymar Jr. as a brand ambassador in line with this moment, creating a synergy between the popularity and interest in football and the Mister Potato brand. Thus, the presence of Neymar Jr. as a football icon organically strengthens the positive image of Mister Potato as a brand that celebrates and supports the spirit of sport, especially in the context of this global football festival.

In the third question item, which asked whether Neymar Jr. considered an active and adventurous figure, the majority of respondents agreed with this statement. This result is in line with Mister Potato's reasons for choosing Neymar Jr. as brand ambassador, where Mister Potato portrays Neymar Jr. as an active and adventurous individual (Yuan Yi, 2022). This assertion finds strong support in Neymar Jr.'s remarkable football journey, having graced the fields of four different football clubs spanning three continents: South America, Europe, and presently, Asia. Moreover, posts on Neymar Jr.'s personal Instagram account vividly portrays him as an individual characterized by an active and adventurous spirit.

Concrete proof of Neymar Jr's active and adventurous nature. can be found on the official Mister Potato Instagram account. One striking example is the organization of a mini soccer competition held by Mister Potato, where the winner has the opportunity to fly directly to Paris. This initiative not only reflects the spirit of adventure, but also creates unique engagement with Mister Potato followers. The combination of Neymar Jr.'s positive attributes and these fun activities create a consistent and engaging narrative in Mister Potato's marketing efforts.

### ***Power***

The majority of respondents agreed that Neymar Jr. has a significant influence in encouraging them to purchase Mister Potato products. This agreement is in line with the definition of power indicators, where a brand ambassador is expected to have the ability to "influence" the audience to make product purchases (Royan, 2005). Neymar Jr. able to shape opinions and motivate people to choose Mister Potato products, creating a strong relationship between public figures and the brand.

Neymar Jr's influence is not only limited to his appeal as a famous athlete, but also reflects the trust invested in Mister Potato's image and values. This is in accordance with one of the main characteristics of a brand ambassador, namely trust, where the public's trust in Neymar Jr. transfer trust in Mister Potato products (Kotler and Keller, 2009). Neymar Jr. is not just the face of a product, but rather a symbol of reliability that consumers can rely on, creating a positive emotional bond between them and the brand.

In response to the first question, "Do you consider Neymar Jr. as someone who epitomizes the standards of a football athlete?" it can be inferred that a majority of respondents agree that Neymar Jr. indeed represents the quintessential qualities of a football athlete. This consensus is underpinned by Neymar Jr.'s notable achievements, including being the leading goal-scorer for the Brazilian national team. Additionally, Neymar Jr. consistently shares videos of his training sessions, showcasing not only his dedication but also his remarkable skills as a football athlete. The combination of his proficiency and unwavering commitment has garnered him admiration and positioned him as a standard-bearer in the realm of football.

Neymar Jr's form of influence further demonstrated through a promotional video as a brand ambassador which can be accessed via the official Mister Potato Instagram account (@misterpotato\_id), as seen in Figure 4.14 on page 50. Through this image, you can see the moment when Neymar Jr. actively consuming Mister Potato products, creating a direct impression of the brand ambassador's involvement and authenticity in appreciating the product.

This promotional video became a focal point that enriched the experience of Mister Potato followers, as Neymar Jr. not only appear as models, but also as active consumers and enjoy the products directly. The chance to see Neymar Jr. Enjoying the product personally can increase emotional appeal and consumer confidence in the quality and enjoyment offered by Mister Potato. In this way, Neymar Jr.'s influence not only visual, but also experiential which can be more deeply rooted in a positive impression of the brand.

### ***Neymar Jr's effectiveness as brand ambassador Mister Potato***

Neymar Jr. obtained a mean total VisCAP score of 3.90, indicating that he effectively carried out his role as a brand ambassador for Mister Potato. Neymar Jr's effectiveness as a brand ambassador can be explained through a number of factors which include his fame and credibility in the world of football. According to a report from GOAL.com, Neymar Jr. ranks as the third most popular football player in the world (Muralidharan, 2023), confirming his extraordinary popularity in the eyes of the public.

Neymar Jr's success as a brand ambassador is also reflected in his dedication as a football athlete, which can be seen through his regular training and quality as a world class player. This information is often revealed through promotional content uploaded by Mister Potato on Instagram, where Neymar Jr. called a "World Class Star". His active and adventurous nature seen in personal Instagram posts, including travel photos, gives an additional dimension to Neymar Jr's image. as an energetic and dynamic individual.

Apart from that, Neymar Jr. showing his desire to become a global football player, seeking new challenges and opportunities in different parts of the world. This was reinforced through an interview with ESPN, where Neymar Jr. stated his ambition to become a "global player" (Neymar Jr., 2023). His involvement in 4 different clubs on 3 different continents is also clear evidence of his adventurous spirit.

In terms of his skills and confidence in Mister Potato products, Neymar Jr. effectively reassured his fans through an introductory video. In the video, Neymar Jr. not only consume the product, but also state that "the taste kicks," providing positive testimonials that add to consumers' appeal and trust in Mister Potato products.

## CONCLUSION

This research involved 100 respondents with the aim of evaluating the effectiveness of Neymar Jr.'s role as a brand ambassador for Mister Potato on the social media platform Instagram. The evaluation method used is the VisCAP model which includes Visibility, Credibility, Attraction, and Power, as proposed by Royan in 2005. The data analysis that has been carried out supports the characteristics expected of a brand ambassador, namely having popularity that reaches the level of broad public recognition, in line with the views of Kotler and Keller (2009).

The results of data processing show that each indicator, namely Visibility (3.99), Credibility (3.84), Attraction (3.85), and Power (3.94), has an effective value. It was noted that the highest indicator was Visibility with a value of 3.99, illustrating that Neymar Jr. received good recognition and was popular in the eyes of the public. On the other hand, Credibility has the lowest value of 3.84, indicating that according to respondents, Neymar Jr. may be considered to lack expertise or strong credibility for the brand it represents, namely Mister Potato, a brand of potato chips. This trend is also influenced by the respondents' predominant recognition of Neymar Jr. as a football athlete known for meticulous dietary practices that enhance his on-field performance, steering clear of indulging in snacks. Furthermore, Neymar Jr. seems to allocate less attention to discussing Mister Potato, a departure from the conventional expectations of a brand ambassador who is typically anticipated to actively disseminate information and promote the brand.

Overall, the average value of the VisCAP model is 3.90, providing the conclusion that Neymar Jr. can be considered an effective brand ambassador for Mister Potato. Although there are some notes on the credibility, popularity and appeal that Neymar Jr. has. Overall, it makes a positive contribution to the image and marketing of Mister Potato products. Researchers also provide suggestions for further research:

1. For future research, it is recommended not only to limit the analysis to the effectiveness of brand ambassadors, but also to expand the scope to measure the impact of brand ambassadors on the level of brand awareness. Such research can provide a more holistic understanding of the influence of brand ambassadors on consumers' perceptions and knowledge of a brand. It is hoped that the findings from this research will be a valuable contribution to marketing literature and practitioners.
2. In the framework of this research, VisCAP (Visibility, Credibility, Attraction, Power) is used as the main measuring tool. For further research, it is recommended to consider

the use of other measuring tools such as TEARS or other relevant evaluation methods. This approach can provide additional perspectives and enrich the analysis of brand ambassador effectiveness. By combining diverse measurement tools, research can achieve a more comprehensive understanding of how brand ambassadors contribute to the success of marketing campaigns.

## REFERENCES

- Alfaris, Rio. Analisis Efektivitas *Marketing Public Relations* Maesa Hotal Dalam Membangun *Brand Awareness*. Universitas Muhammadiyah Ponorogo, 2020.
- Annur, Cindy. “Jumlah Konsumsi Mi Instan Di Indonesia Meroket Semenjak Pandemi Covid-19.” *Pusat Data Ekonomi Dan Bisnis Indonesia / Databoks*, databoks, 2023, <https://databoks.katadata.co.id/datapublish/2023/05/25/jumlah-konsumsi-mi-instan-di-indonesia-meroket-semenjak-pandemi-covid-19>.
- Ayuwinandyasari, Vinsia (2020) Pengaruh Pemasaran Media Sosial, Kualitas Produk, dan Kaesang Pangarep Sebagai *Brand ambassador* Terhadap Niat Pembelian Sang Pisang. S1 thesis, UNIVERSITAS ATMA JAYA YOGYAKARTA.
- Barata, R. M. (2021). *Pengaruh Brand Ambassador Dalam Membangun Brand Image dan Dampaknya Pada Keputusan Pembelian*. <https://repository.uinjkt.ac.id/dspace/bitstream/123456789/58601/1/REZA%20MAULANA%20BARATA-FEB.pdf>
- Compas. (2020). *Top 3 Penjualan Keripik Branded Tertinggi di Marketplace*. <https://compas.co.id/article/penjualan-keripik-branded/>
- Digital 2023 - We Are Social Indonesia. *We Are Social Indonesia*, 26 Jan. 2023, <https://wearesocial.com/id/blog/2023/01/digital-2023/>.
- ESPN. (2023, August 15). *Neymar completes transfer from PSG to Saudi club Al Hilal*. [https://www.espn.co.uk/football/story/\\_/id/38197348/neymar-completes-transfer-psg-saudi-club-al-hilal](https://www.espn.co.uk/football/story/_/id/38197348/neymar-completes-transfer-psg-saudi-club-al-hilal)
- Indonesia Jadi Negara Dengan Fans K-Pop Terbanyak Di Dunia - GoodStats. *GoodStats*, 22 Sept. 2022, <https://goodstats.id/article/indonesia-masuk-peringkat-pertama-dengan-fans-k-pop-terbanyak-di-dunia-6w71d>.
- Kerpen, Dave. (2011). *Likeable Social Media*. USA: The McGraw Hill companies
- Latif, Faizal. Pengaruh *Brand ambassador*, *Brand Image*, dan Lifestyle Terhadap Keputusan Pembelian Sepeda Motor Merek Honda. Universitas Muhammadiyah Purwokerto, 2018.
- Lengkong, Michelle. *Efektivitas Penggunaan Brand ambassador Song Joong Ki Dalam Brand Scarlett Whitening Dengan Model VisCAP*. Petra Christian University, 2022.

- Lidwina, A. (2021, February 19). *Siapa Konsumen Terbesar Makanan Ringan di Indonesia?* Databoks. <https://databoks.katadata.co.id/datapublish/2021/02/19/siapa-konsumen-terbesar-makanan-ringan-di-indonesia#:~:text=Laporan%20Statista%20Global%20Consumer%20Survey,%25%20berusia%2018-24%20tahun>.
- Mahdi, M. I. (2022, April 19). *Apa Olahraga Paling Digemari di Dunia?* DataIndonesia.Id. <https://dataindonesia.id/ragam/detail/apa-olahraga-paling-digemari-di-dunia>
- Maisaroh, Maspin and RAFIQ, MUHAMMAD (2022) *Maisaroh, Maspin (2021) PENGARUH BRAND AMBASSADOR SONG JOONG KI TERHADAP BRAND IMAGE PRODUK SCARLETT WHITENING (Survei Pada Followers Instagram Scarlett Whitening)*. Skripsi skripsi, IIB Darmajaya. Skripsi thesis, Institut Informatika & Bisnis Darmajaya.
- Mie Sedaap - Wikipedia Bahasa Indonesia, Ensiklopedia Bebas. *Wikipedia Bahasa Indonesia, Ensiklopedia Bebas*, Wikimedia Foundation, Inc., 13 Sept. 2010, [https://id.wikipedia.org/wiki/Mie\\_Sedaap#Varian\\_rasa](https://id.wikipedia.org/wiki/Mie_Sedaap#Varian_rasa).
- Mister Potato announces partnership with NR Sports, with Neymar Jr named as new Brand ambassador.* (2022, October 11). <https://www.neymarjr.com/es/cultura/neymar-jr-mister-potato-new-brand-ambassador>
- Mister Potato announces partnership with NR Sports, with Neymar Jr named as new brand ambassador.* (2022, October 11). <https://www.neymarjr.com/es/cultura/neymar-jr-mister-potato-new-brand-ambassador>
- modest.id. (2022, March 15). *Melihat Tren Ngemil di #TheStateofSnacking 2021*. <https://modest.id/news/melihat-tren-ngemil-di-thestateofsnacking-2021->
- Muralidharan, A. (2023, March 24). *Who is the most popular and famous soccer player in the world?* *Goal.Com*. <https://www.goal.com/en-gb/lists/who-is-the-most-popular-and-famous-soccer-player-in-the-world/blt89995e9134d9899f#cs1ebf109ded3ea29f>
- Mustajab, Ridhwan. “WhatsApp Masih Menjadi Media Sosial Terfavorit Di Indonesia.” *DataIndonesia.Id*, dataindonesia, 10 Feb. 2023, <https://dataindonesia.id/internet/detail/whatsapp-masih-menjadi-media-sosial-terfavorit-di-indonesia>.
- Nancy, et al. “Efektivitas Penggunaan *Brand ambassador* Laneige Dalam Model VisCAP.” *Jurnal E-Komunikasi Program Studi Ilmu Komunikasi Universitas Kristen Petra*, 2020.
- Nata, Graha, et al. *Parasosial Korean Fandom Dan Identitas Diri Di Kalangan Remaja*. Konsorium Psikologi Ilmiah Nusantara, Sept. 2022.
- Nisar, Tahreem & Azhar, Sameen & Naz, Hina & Shahid, Noorulain & Hassnain, Muhammad & Asad, Fatima & Jan, Mishal & Wajid, Rajeeha & Zafar, Ahsan. (2021). *Food Choices for Athletes with Respect to nutritional status, fitness stability and effectiveness: A review*.
- Puspitasari, Desi. *Strategi Branding Dalam Membangun Brand Sogan Batik Rejodani Di Eblie Stock Indonesia Yogyakarta*. Universitas Islam Indonesia, 2019.

- Qurratu'aini, N., Nursanti, S., & Oxygentri, O. (2021). Pengaruh Choi Siwon Pada Iklan Mie Sedaap Korean Terhadap Keputusan Pembelian Oleh Generasi Z. *LUGAS Jurnal Komunikasi*, 5(1), 31–41. <https://doi.org/10.31334/lugas.v5i1.1555>
- Ramadhan, I., & Saputri, M. E. (2021). Pengaruh Cristiano Ronaldo Sebagai Brand Ambassador Terhadap Keputusan Pembelian Pada E-Commerce Shopee. *Telkom University*. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/14358>
- Royan, Frans M. (2005). Marketing selebritis: Startegi dalam iklan dan strategi selebritis memasarkan diri sendiri. Jakarta: PT. Media Elx Komputindo
- S. Sandra, and D. Setyabudi, "Hubungan Terpaan Iklan di Televisi dan Kapabilitas *Brand ambassador* Dengan Minat Beli pada Produk Mie Sedaap," *Interaksi Online*, vol. 8, no. 3, pp. 1-9, Jun. 2020. [Online]. Retrieved from : <https://ejournal3.undip.ac.id/index.php/interaksi-online/article/view/27968>
- Saragih, Meilany. Efektivitas Artis Choi Siwon Sebagai *Brand ambassador* Terhadap Keputusan Pembelian Mie Sedaap Korean Spicy Chicken. UNIVERSITAS SARJANAWIYATA TAMANSISWA YOGYAKARTA, 2020.
- Sutanto, Fransiskus. Pengaruh Karakteristik Celebrity Endorser Terhadap Minat Beli Produk Mister Cheesty. Universitas Ciputra, 2019.
- Sutiawan, I. (2019, December 4). *Sejumlah 77% Orang Indonesia Lebih Banyak Konsumsi Camilan*. Gatra. <https://www.gatra.com/news-460209-gaya-hidup-sejumlah-77-orang-indonesia-lebih-banyak-konsumsi-camilan.html>
- Tren Pertumbuhan Industri Makanan Ringan di Indonesia*. (2022, June 14). <https://islandsunindonesia.com/id/tren-makanan-ringan-indonesia/>