

The Effectiveness of Tzuyu as a Brand Ambassador in launching Pond's Bright Miracle Products on @pondsindonesia Followers

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ABSTRACT

This study aims to measure the effectiveness of Tzuyu as a brand ambassador in launching Pond's bright miracle products on the @pondsindonesia Instagram account. A brand ambassador is someone who is the representative or face of a brand used by companies to communicate and connect with the public. The use of popular celebrities as brand ambassadors in product launches will attract greater attention. Tzuyu is a member of one of the famous girl groups in South Korea, Twice. Pond's appointed Tzuyu as a brand ambassador in the launch of Pond's bright miracle product by using Instagram social media as a tool to convey messages to the audience. This study measures the effectiveness of a brand ambassador using the theory of source credibility by Ohanian (1990). This research uses a descriptive quantitative approach with data collection techniques using an online questionnaire via google form. The purposive sampling technique is in accordance with the criteria determined in selecting respondents who fill out the questionnaire. The results showed that Tzuyu as Pond's brand ambassador in the launch of Pond's bright miracle was declared effective, with attractiveness being the most effective indicator.

Keywords: Brand ambassador, effectiveness, source credibility, Tzuyu, Pond's bright miracle

INTRODUCTION

Communication is an important aspect of everyday life. As humans, we need to communicate in order to build the relationships needed as social beings. Rogers and D. Lawrence Kincaid assert that communication is a process in which two or more people form or exchange information and produce deep understanding (Cangara, 2019). The purpose of this communication process is to create effective communication. Effective communication is communication that has the aim that the communicator can know the message conveyed by the communicator and the communicant conveys feedback that is in line with the message.

The development of communication runs rapidly and quickly so that it is found in various fields, one of which is in the business sector. A company needs effective communication to achieve the expected communication goals. In achieving these goals, companies need marketing communication. According to Priansa (2017), marketing communication is a multidisciplinary approach that combines theories and concepts of communication science with marketing science. Marketing communication is a marketing activity using communication techniques that aims to provide company information to its target market. In a company, there is a role that supports marketing communication activities, namely marketing public relations. According to Ruslan (2010), marketing public relations is the process of planning, implementing and evaluating programmes that stimulate consumer purchases and satisfaction through communication of reliable information and through impressions that link the company and its products in accordance with the needs, desires, concerns and interests of consumers.

Nowadays, businesses are competing to find a representative of their brand or the face of the brand (brand ambassador). Brand ambassadors are a tool used by companies to communicate and connect with the public and how they increase the sales of a brand (Lea-Greenwood, 2012). The use of brand ambassadors has now become an important part, a brand ambassador is expected to represent the wants and needs of potential consumers and be able to provide a positive image for a product brand and a positive image for the company. The use of brand ambassadors is carried out by companies to influence or invite consumers to be interested in using the product, especially since the selection of brand ambassadors is usually based on imaging through a famous celebrity (Royan, 2004). Currently, the growing trend is to use actors or artists, athletes, television broadcasters, hosts or other celebrities as brand ambassadors, one of which is K-pop.

Pond's as a beauty brand is currently collaborating with Tzuyu as their Global brand ambassador. Tzuyu is a singer and dancer from Taiwan who is a member of the Korean girl group Twice. TWICE is one of the most popular K-Pop and has managed to steal the attention of fans around the world (Arjanto, 2023). Twice has managed to achieve national and international popularity, with the acquisition of the Billboard Women in Music award in 2023, Twice's name has soared. In Indonesia, Once is the 3rd largest fandom (Sari, 2023). Once in Indonesia also holds the second position as the most followers on Twice's V-live site (Alya et al., 2022). However, it is undeniable that in Indonesia Twice has more haters than fans (Kusnayanti, 2023). However, this did not affect Pond's to appoint Tzuyu as a brand ambassador.

Pond's introduced Tzuyu as a global brand ambassador on 25 October 2023 on Instagram and Tiktok @pondsindonesia social media. The introduction of Tzuyu as a brand ambassador was followed by the introduction of new products and campaigns starting from Indonesia, then expanding throughout Southeast Asia to the world in 2024. Tzuyu will be Pond's representative for the next 2 years. Not only appearing on television or other online

platforms, Tzuyu will participate in various campaigns, advertisements and also various major events organised by Pond's.

In this study, researchers used Instagram media to examine the effectiveness of Tzuyu as a Pond's bright miracle brand ambassador. Pond's itself has various media to promote Tzuyu with Pond's bright miracle, namely tiktok, youtube, Instagram and facebook. Researchers chose Instagram media because it is widely used by brands as a marketing promotion medium. Hootsuite Social trends 2021 states that Instagram occupies the first position as the most effective social media platform for promoting businesses. Not only that, the results of a survey conducted by Bisnis.com (2021) show that Instagram has a high penetration directly to the market of 70%. Through the features offered by Instagram, business people can upload various content related to products or services to attract the attention of other Instagram users. In addition, @pondsindonesia Instagram media is the first media in uploading content compared to other media.

Source Credibility theory is used as a measuring tool for brand ambassador effectiveness in accordance with the theory put forward by Ohanian (1990) which in measuring the effectiveness of brand ambassadors there are three important factors, namely trustworthiness, expertise, attractiveness. Source Credibility is a measurement of the extent to which the recipient of the message believes that the communicator has the relevant level of knowledge or expertise in conveying information so that his credibility can be trusted (Ohanian, 1990). When source credibility refers to a person as a source of information, this three-component model of expertise, trustworthiness, and attractiveness makes theoretical and empirical sense (Goldsmith & et al., 2000).

Previous research was conducted in 1990 by Ohanian with the title "Construction and Validation of a Scale to Measure Celebrity endorsers' Perceived Expertise, Trustworthiness, and Attractiveness". This study conducted exploratory research and confirmatory analysis. The purpose of this study was to develop a scale to measure the perceived expertise, trustworthiness, and attractiveness of celebrity endorsers. The results of this study are attractiveness, celebrity endorser trust does not have a significant effect on purchase intensity. Meanwhile, expertise has a significant influence on purchasing intensity. The equation of this study is the indicator used to measure the credibility of a celebrity, namely attractiveness, trustworthiness and expertise. Meanwhile, the differences found are that this study measures the effectiveness of a celebrity endorser and this study also measures purchase intensity.

Based on the phenomena that have been described, researchers are interested in further research on the effectiveness of using Tzuyu as a brand ambassador in launching Pond's Bright Miracle products on @pondsindonesia Instagram followers. Therefore, the problem formulation of this research is "Is Tzuyu effective as a brand ambassador in launching Bright Miracle Pond's products on @pondsindonesia Followers?".

LITERATURE REVIEW

Teori S-O-R (Stimulus, Organism, Respond)

This theory was first proposed by Hovland, et. al in 1953. The theory comes from psychological theory which can also be used by communication because it has the same material object, namely humans themselves. Which is where humans have components - components of attitudes, opinions, behaviour, cognitive, affective, and conative (Effendy, 2003). This theory is a basic development of the Stimulus - Response (SR) model with the basic assumption that mass media cause direct, immediate and direct effects on communicants. This model shows that communication is a process of action and reaction. This theory assumes that a certain stimulus (verbal words, non-verbal cues, symbols) will stimulate others to respond in a certain way too. So, the elements of this model are: Message (Stimulus, S), Communicator (Organism, O), Effect (Response, R).

Marketing Public Relations

Marketing public relations is the process of identifying, creating and communicating value, and maintaining satisfying customer relationships to maximise company profits. According to Ruslan (2010), Marketing Public Relations is the process of planning, implementing and evaluating programmes that stimulate consumer purchases and satisfaction through communication with reliable information through impressions that link the company and its products in accordance with the needs, desires, concerns and interests of consumers. The main purpose of marketing public relations is not selling (as in advertising activities), but rather providing information, education and efforts to increase understanding through additional knowledge about a product/service/company. Marketing public relations is a concept that is higher and more complete than regular advertising because it will have a stronger impact and be longer remembered by consumers.

Brand Ambassador

Brand ambassador is someone who is the representative or face of a brand. According to Lea-Greenwood (2012), brand ambassadors are a tool used by companies to communicate and connect with the public, regarding how they actually increase sales. The appointment of a brand ambassador is usually motivated by the positive image it carries so that it can represent the overall product image. The use of brand ambassadors is done by companies to influence or invite consumers to be interested in using the product, especially since the selection of brand ambassadors is usually based on imaging through a famous celebrity (Royan, 2004).

Being a celebrity representing a brand is not just about having an attractive appearance or expertise in a particular field. It requires skills to attract consumers' attention and form a positive image so that consumers can trust the brand ambassador. The positive image built by celebrities in the entertainment world will indirectly affect consumers' real lives, with the hope that the use of brand ambassadors can reflect a brand image that has an impact on the desire to buy. According to Royan (2004), a brand ambassador is someone who is trusted to represent a

particular product and there are three characteristics that a brand ambassador must have, namely: attractiveness, trustworthiness, expertise.

Source Credibility

Source Credibility is a measurement of the extent to which message recipients believe that communicators have the relevant level of knowledge or expertise in conveying information that they can trust their credibility (Ohanian, 1990). Source Credibility generally has 2 general models, namely, the source credibility model proposed by Hovland (1953) and the source attractiveness model proposed by McGuire (1985). Then these two models were put together by Ohanian (1990) in his research 'Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness' which resulted in the following dimensions:

1. Trustworthiness

Trustworthiness in communication is the level of trust of the listener and the level of acceptance of the speaker and the message conveyed. The trust of the communicator (celebrity) is an important factor in persuading and changing the attitude of the recipient of the message. There are 5 dimensions that affect trust, namely: dependable, honest, reliable, sincere, trustworthy. .

2. Expertise

Expertise is the extent to which the communicator is considered a valid source. This is supported by professional knowledge and skills so that their claims for products can persuade consumers. There are 5 dimensions that influence expertise, namely: expert, experience, knowledgeable, qualified, skilled.

3. Attractiveness

Attractiveness is something that can arouse the interest of most people. Communicators who have high attractiveness can usually make a better first impression (Ohanian, 1991). There are 3 dimensions that affect attractiveness, namely: similarity, familiarity, likability.

Instagram

According to Atmoko (2012) Instagram is a photography-based social networking service. Instagram comes from the word "instant" or "insta", a kind of polaroid camera that used to be better known as "instant photos". Instagram can also display photos instantly in its display. As for the word "gram", it comes from the word "telegram", where the way a telegram works is to send information to other people quickly. Likewise, Instagram can upload photos using the internet network, so that the information conveyed can be received quickly. Instagram is a photo and video sharing application that allows users to take photos and videos, apply digital filters and share them to various social network services, including Instagram itself. Through the features offered by Instagram, business people can upload various content related

to products or services to attract the attention of other Instagram users. In addition, @pondsindonesia Instagram media is the first media in uploading content compared to other media.

METHODOLOGY

Research Conceptualization

This research is descriptive research with a quantitative approach. The research method that researchers use is an online survey method to @pondsindonesia Instagram followers. Survey is a quantitative research method used to obtain data that occurred in the past or present, about beliefs, opinions, characteristics and variable relationship behaviour (Sugiyono, 2018). Online questionnaires will be conducted through google form and distributed to @pondsindonesia Instagram followers online. This research focuses on the effectiveness of Tzuyu as a brand ambassador in the launch of Pond's bright miracle on @pondsindonesia followers. The indicators used to measure Tzuyu's effectiveness are trustworthiness, expertise, attractiveness developed by Ohanian (1990).

Research Subject

The subject of this research is Instagram followers @pondsindonesia. The object of this research is the effectiveness of Tzuyu as a Brand Ambassador in launching Bright Miracle Pond's products on @pondsindonesia Instagram followers. The criteria for determining respondents in the study include followers of the @pondsindonesia Instagram account. Female or male aged 18-34 years. This age was chosen because according to Mustajab (2023) the majority of Instagram users in Indonesia are at that age range. And also have seen photos and videos on the @pondsindonesia account regarding bright miracle products with Tzuyu.

According to Sugiyono (2018) Population is a generalisation area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study were @pondsindonesia Instagram followers, which were 171,000 Instagram users on 3 April, 2024. This population was chosen by researchers because @pondsindonesia Instagram followers are the Pond's audience who have a high interest in the Pond's brand. Based on the results of the calculation of the Slovin formula, it is determined that the number of samples in this study is 100 people.

Data Analysis

Data analysis techniques are carried out by taking into account the data obtained by researchers from distributing questionnaires. The survey distributed contains respondent data and indicators measured in this study. Statements are submitted on a Likert approval scale where there are five alternative answer choices, namely: strongly agree, agree, neutral, disagree, strongly disagree. Respondents can choose instrument items for their agreement or

disagreement with each statement presented. In this study, the Likert scale is used to measure the effectiveness of Tzuyu as a Brand Ambassador in launching Pond's Bright Miracle products on @pondsindonesia Instagram followers. Data analysis in this study will be carried out by calculating the mean or average value with the SPSS application.

RESULTS AND DISCUSSION

From the analysis of data obtained from 100 respondents, the components to be analysed are statements on Source Credibility indicators such as trustworthiness, expertise, attractiveness. 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 answers 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 categorised into effective or ineffective.

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

1,00 - 3,00 : Ineffective

3,01 - 5,00 : Effective

Table 1. The Effectiveness of Tzuyu as a Brand Ambassador in launching Pond's Bright Miracle Products

Source Credibility Indicator	Mean	Efficiency Results
Trustworthiness	4.263	Effective
Expertise	4.249	Effective
Attractiveness	4.483	Effective
Total	4.331	Effective

Source: The Researchers, 2024

The table above is the overall mean result obtained from the answers of 100 respondents to the use of Tzuyu as a brand ambassador in the launch of Pond's bright miracle as measured using the Source Credibility model. Source credibility is one of the theories that can be used to test the level of effectiveness of using brand ambassadors. The theory tests the effectiveness of a brand ambassador through 3 indicators, namely trustworthiness, expertise, attractiveness. The total of all mean averages is 4.331, which is included in the effective category because it is in the 3.01-5.00 scale range.

Table 2. Validity Statistics

Indicator	Item	r-count	r-table	Valid
Trustworthiness	1	0.820	0.195	VALID
	2	0.784	0.195	VALID
	3	0.788	0.195	VALID
	4	0.718	0.195	VALID
	5	0.717	0.195	VALID
	6	0.793	0.195	VALID
	7	0.791	0.195	VALID
	8	0.829	0.195	VALID
	9	0.758	0.195	VALID
Expertise	1	0.734	0.195	VALID
	2	0.697	0.195	VALID
	3	0.813	0.195	VALID
	4	0.771	0.195	VALID
	5	0.795	0.195	VALID
	6	0.800	0.195	VALID
	7	0.801	0.195	VALID
	8	0.792	0.195	VALID
	9	0.754	0.195	VALID
	10	0.845	0.195	VALID

Attractiveness	1	0.813	0.195	VALID
	2	0.736	0.195	VALID
	3	0.728	0.195	VALID
	4	0.691	0.195	VALID
	5	0.810	0.195	VALID
	6	0.716	0.195	VALID

Source: The Researcher, 2024

Researchers conducted validity testing on the Spss application with a total of 100 respondents using Pearson correlation. The validity test results are obtained from the corrected item total correlation results with the condition that the variable to be studied is declared valid if the corrected item total correlation value is greater than rtable (Santosa, 2022). The rtable value with N = 100 and a = 5% is 0.195. The validity test is carried out on each indicator of the source credibility model, namely trustworthiness, expertise, attractiveness. Based on the table above, it can be seen that the rcount of each indicator question is greater than the rtable, where the rtable is 0.195. Therefore, each statement in each indicator is declared valid.

Table 3. Reliability Statistic

Cronbach's Alpha	N of Items
0.971	100

Source: The Researcher, 2024

Based on the test results in the table above, the Cronbach's alpha value in this study is positive and greater (>) than 0.6. Therefore, the measuring instrument of this study can be declared reliable.

Trustworthiness

Table 4. Frequency Distribution of Trustworthiness Indicators

Dimensions	Statement	sts	ts	n	s	ss	Mean
Dependable	Tzuyu as a brand ambassador is reliable in introducing various types of Pond's bright miracle products.	0	3	8	39	50	4.36

	Tzuyu is the right person to introduce various types of Pond's bright miracle products.	1	1	11	34	53	4.37
Honest	In this video, it can be seen that Tzuyu is honest in informing the composition of Pond's bright miracle.	1	4	11	43	41	4.19
	I feel that the information about Pond's bright miracle products conveyed by Tzuyu is in accordance with reality.	0	3	12	48	37	4.19
Reliable	Tzuyu is always objective in informing Pond's bright miracle products.	1	7	12	43	37	4.08
	I do not doubt the ingredients in Pond's bright miracle conveyed by Tzuyu.	2	2	10	41	45	4.25
Sincere	I can feel Tzuyu's sincerity in promoting Pond's bright miracle products.	1	2	9	37	51	4.35
Trustworthy	I feel that Tzuyu provides reliable information about Pond's bright miracle.	1	3	9	45	42	4.24
	Tzuyu's delivery of Pond's bright miracle products makes me confident in the quality of the product.	0	3	9	39	49	4.34
Total Mean							4.263

Source: The Researchers, 2024

Judging from the average value (mean) of each statement, the highest mean is obtained by the statement from the dependable dimension, namely "Tzuyu is the right person to introduce various types of Pond's bright miracle products". This is in accordance with Erica Liang's statement as Pond's R&D who explained the factors of appointing Tzuyu as a brand ambassador who said "Tzuyu is a tireless, multi-talented, creative person to her warm personality and inspiring views on the world of beauty, she is truly an icon capable of creating miracles" (Els, 2023). The Product Match-up Hypothesis literature states that the message conveyed by the celebrity image and the product must be aligned to produce effective advertising (Forkan, 1980). Therefore, the determinant of celebrity and brand fit depends on

the perceived level of fit between the brand and the celebrity image. Pond's feels that Tzuyu is the right person for their product. Not only that, respondents who are followers of @pondsindonesia also feel that Tzuyu is the right brand ambassador for Pond's bright miracle.

The alignment of the celebrity image with the brand will result in higher brand ambassador effectiveness. Tzuyu's beauty is also a real example of bright miracle products, namely the beauty of a bright and healthy face like Tzuyu's face. Thus, Tzuyu is the right individual to promote the pond's bright miracle products. This is in accordance with the statement of Lea-Greenwood (2012) which states that a brand ambassador is a public figure who is chosen because he has a fit with the brand product he represents (Greenwood, 2012).

It is proven through the comments of @pondsindonesia followers on the bright miracle post with Tzuyu that the Pond's public relations team succeeded in delivering advertising messages effectively and persuasively. One of the MPR approach strategies carried out by the Pond's public relations team is the pass strategy. Pass strategy is an effort to form a positive opinion through various activities, such as conducting socialisation activities or participating in community activities (Ruslan, 2016). The use of this strategy is through an individual public figure who has the potential to be an added value for the company (Alfaris, 2020). Trust in a celebrity by the public eye is reflected through his professional life and what is shown from the mass media. This can be utilised by a brand to gain the trust of the public. Tzuyu is a tireless, multi-talented, creative person with her warm personality and inspiring views on the world of beauty. This has been recognised by RnD Pond's in an interview regarding the selection of Tzuyu as Pond's brand ambassador (Els, 2023). Therefore, the use of Tzuyu as a brand ambassador to build public trust in the launch of bright miracle products has fulfilled these characteristics.

The statement with the lowest mean is obtained by a statement from the reliable dimension, namely "Tzuyu is always objective in informing Pond's bright miracle products". The delivery of information by Tzuyu regarding bright miracle products is considered insufficient and not objective by the audience. A brand ambassador should have passion for the brand, want to showcase it and even voluntarily provide information about them objectively (Doucett, 2008). Not only that, the use of brand ambassadors is one of the marketing communication strategies with the aim of improving the marketing mix (Ruslan, 2001), which is one of its functions to educate consumers about the product Wasesa (2011). The lack of information conveyed by Tzuyu can affect Tzuyu's reliability as a brand ambassador. The delivery of information on Instagram adverts about bright miracle products is dominated by Indonesian voice over so that the audience can understand the product being advertised. One of the barriers to global marketing communication strategies is differences in culture, space, time, language, relationships, power, risk, femininity, and others (Hofstede (1984). This is what influences Tzuyu to only provide a little information in some adverts.

*Expertise***Table 5. Frequency Distribution of Expertise Indicators**

Dimensions	Statement	sts	ts	n	s	ss	Mean
Expert	Tzuyu is an expert informant in informing the content contained in Pond's bright miracle products.	2	6	16	40	36	4.02
	Tzuyu's delivery in promoting the product makes me interested in using Pond's bright miracle products.	2	4	25	40	39	4.1
Experience	Tzuyu's appearance in this video shows that Tzuyu is an experienced celebrity	2	2	8	27	61	4.43
	I feel that Tzuyu is an experienced person to explain various Pond's bright miracle products.	1	7	9	35	48	4.22
Knowledge	Tzuyu has sufficient knowledge about the product when informing Pond's bright miracle.	1	6	11	41	41	4.15
	Tzuyu can provide adequate information so that I understand Pond's bright miracle products well.	1	5	8	46	40	4.19
Qualified	I feel that Tzuyu has the qualifications as a brand ambassador in promoting Pond's bright miracle.	1	2	8	30	59	4.44
	Tzuyu is the right person to inform the composition of Pond's bright miracle products.	2	7	11	32	48	4.17
Skilled	Tzuyu can perform very well when promoting products so that it raises the desire to buy Pond's bright miracle products.	0	4	9	25	62	4.45
	I feel that Tzuyu can communicate and explain Pond's bright miracle products well	2	4	7	34	53	4.32
Total Mean							4.249

Source: The Researchers, 2024

The highest statement on this indicator is obtained by the skilled dimension, namely "Tzuyu can perform very well when promoting products so that it raises the desire to buy Pond's bright miracle products". A celebrity can perform well is a form of expertise that he has, this is also influenced by his flying hours and experience. This is proven by Mudhusanka (2017) who states that expertise and experience can shape consumer perceptions of the messages given so that they can make consumers interested in using these products. Various studies also argue that perceived expertise has a significant influence on the process of achieving compliance, and people strongly agree with communicators they consider experts (Xiao et al., 2018).

Tzuyu is a member of the famous girl group Twice who has a lot of experience so that she can be said to be an expert in her field. During her 9-year career in entertainment, Tzuyu has received various awards along with her group Twice. Twice has received international music world recognition after being rewarded with a prestigious award at the 2023 Billboard Women in Music Award (Larasati, 2023). Along with Twice, Tzuyu has also successfully built a career as a brand ambassador, be it from cosmetic brands, fashion, to lifestyle products. The skills that Tzuyu has are obtained from a lot of experience and also flight hours during her career as an idol. Tzuyu's expertise in appearing as Pond's bright miracle brand ambassador can be felt by @pondsindonesia Instagram followers, thus attracting followers to use the product. This relates to the statement of Fink et al. (2004) which states that other studies have found that perceived expertise by celebrities can increase product evaluation and purchase intentions.

In the @pondsindonesia instagram post, there is a video of Tzuyu demonstrating the use of one of the bright miracle products with an interesting style. Tzuyu can appear confidently and make the audience admire her, shown in the comments column of the post (pondsindonesia, 2023). Here Tzuyu is carrying out one of the marketing public relations functions, namely providing an understanding of the ways to use the product (Wasesa, 2010). It can be seen that behavioural induction is carried out and is considered beneficial to individuals, so that celebrity expertise can shape the perception of message recipients that celebrities promote a product based on experience and message recipients feel that a celebrity is worthy of promoting a product because of his expertise (Thomas & Johnson, 2017).

Many audience comments on @pondsindonesia Instagram posts want to use the products that Tzuyu promotes. This is the response of @pondsindonesia followers which is used as feedback to determine the effect of the message. Brands can see the effects caused by posts starting social media as marketing is carried out. There are 3 communication effects, namely cognitive, affective, conative (Gregory, 2010). The cognitive stage is a stage where it is still at the level of awareness or attention. The affective stage is the stage where there is a change in the attitude of the communicant, this is related to acceptance or rejection of the message. Finally, the conative stage is the level of impact that arises on communicants in the

form of behaviour (action) or action according to what the brand wants. Tzuyu succeeded in bringing @pondsindonesia followers to all three stages. This is evidenced by followers who want to buy to already use Pond's bright miracle products.

The statement with the lowest mean is obtained by the expert dimension, namely "Tzuyu is an expert informant in informing the content contained in Pond's bright miracle products". There is a post featuring a video of Tzuyu's explanation of bright miracle products. Tzuyu is unboxing a new pond's product accompanied by an explanation of the product both from the type, the right way and time to use, to the ingredients contained in the product. In the video, Tzuyu as a brand ambassador is carrying out her role as a spokesperson. According to Royan (2004), celebrities who promote products, brands, or companies within a certain period of time are included in the spokesperson role group, their appearance is combined with the brand or product they represent.

Hofstede (1984) says that global marketing communication strategies can become barriers due to differences in culture, space, time, language, relationships, power, risk, femininity, and others. This relates to Tzuyu being introduced as a global brand ambassador, which has significant differences in culture, language, time and others. However, this was disputed by Kaikati (1987) who said that this problem can be overcome by selecting celebrities with worldwide popularity, just like Tzuyu. Tzuyu is a celebrity with worldwide popularity, one of the factors being that she is part of the popular girl group Twice.

Attractiveness

Table 6. Frequency Distribution of Attractiveness Indicators

Dimensions	Statement	sts	ts	n	s	ss	Mean
Similarity	Tzuyu has characteristics that reflect Pond's bright miracle products.	1	4	7	26	62	4.44
	Tzuyu's face matches the beauty standard that many people want	1	2	2	35	60	4.51
Familiarity	I recognise Tzuyu as a famous artist from the famous kpop group Twice.	2	1	4	27	66	4.52
	I can recognise Tzuyu easily because I often see Tzuyu perform in various events	2	5	5	29	59	4.38
Likeability	Tzuyu has high attractiveness when promoting Pond's bright miracle products	1	2	7	23	67	4.55

	Tzuyu has a beautiful and charming face in promoting Pond's bright miracle.	0	3	8	25	64	4.5
Total Mean							4.483

Source: The Researchers, 2024

Researchers found that the highest statement was obtained by the likeability dimension, namely "Tzuyu has high attractiveness when promoting Pond's bright miracle products". The use of celebrities as brand ambassadors because of their attractiveness is one of the effective strategies in increasing brand credibility and image. Celebrities who have attractiveness can increase consumer confidence in the brand and influence their purchasing decisions. According to Khong and Wu (2013), endorser attractiveness can increase brand awareness and influence consumer purchasing behaviour.

A person's attractiveness is divided into two types, namely physical attractiveness and non-physical attractiveness. According to Shimp (2003), attractiveness is not just physical attractiveness but also inner beauty, such as characteristics that can be seen from a person, namely intelligence, personality, lifestyle, and others. Tzuyu as a brand ambassador has both aspects. From a physical point of view, Tzuyu has been recognised by the world for her beauty. This is proven by the awards she received. Tzuyu has always been ranked top in The 100 Most Beautiful faces from 2015 until now. Tzuyu is also admired for her ideal body that matches the beauty standards in Korea. Even in her group Twice, Tzuyu is the face of the group or the visual of the group. Many studies in advertising and communication have found that physical attractiveness is an important cue in a person's initial judgement of another person (Ohanian 1990). The introduction of Tzuyu as a brand ambassador was warmly welcomed by @pondsindonesia followers.

In this study, researchers found that Likeability is a dimension that has the highest mean among statements in other dimensions. Communicators who are favoured because of appearance, similarity or fame are more attractive in the eyes of communicators (Rachmat, 2012). It is undeniable that this factor is an important factor and the most noticed by the audience. Tzuyu's popularity as part of the world's most popular kpop, Twice, is a concern in itself. One of the attractions of an idol is the beauty of her skin and body. Idols are known to do various ways to get good skin. The beauty of Korean skin is desired by many people. It is the same in Indonesia, which has beauty standards like Korean idols, namely white skin and a slim and tall body (Nurlia & Hidayati, 2021). Tzuyu has become one of the beauty inspirations for many people. This was acknowledged by one of the beauty doctors at Takasu Clinic, Japan, who stated that Tzuyu has a natural beauty that is almost flawless and cannot be duplicated.

The statement that has the lowest mean comes from the familiarity dimension, namely "I can recognise Tzuyu easily because I often see Tzuyu appearing in various events". Instagram followers of @pondsindonesia know Tzuyu as a member of Twice, but not all

followers follow various activities (events) attended by Tzuyu. Not only that, Once (Twice fans) feel that Tzuyu is not given many activities like other members by JYP Entertainment. However, this cannot be a serious problem because Tzuyu will participate in every event organised by Pond's for the next two years. This is part of the marketing public relations strategy of holding brand events (Wasesa (2011)). One of the events that has been organised is a meet & greet with Tzuyu. With this event, the audience can get to know Tzuyu better and also understand more about the Pond's product that Tzuyu brings, namely Pond's bright miracle. Followers @pondsindonesia are very enthusiastic about this event, as evidenced by the various comments of the followers on the @pondsindonesia post of the meet & greet event with Tzuyu.

CONCLUSION

This research was conducted to determine the effectiveness of Tzuyu as a brand ambassador in launching Pond's bright miracle products on @pondsindonesia followers. Based on the results of data analysis and discussion in chapter 4, it can be concluded that the use of tzuyu as a brand ambassador in launching Pond's bright miracle products on @pondsindonesia followers is effective. The level of effectiveness is measured by the source credibility model which consists of 3 indicators of trustworthiness, expertise, and attractiveness. The results of data processing show that the attractiveness indicator gets a high value, which is the most effective indicator in this study. The attractiveness indicator refers to Tzuyu's attractiveness which is a characteristic of brand ambassadors that can attract consumers. Tzuyu has a fang power that is respected by many people. Not only that, her beauty that is in line with Pond's bright miracle products is also an attraction in itself.

The indicator with the lowest mean in this study is expertise. Expertise is someone who is considered experienced, knowledgeable, qualified and expert in conveying information. The expertise indicator is one of the important factors for the credibility of a brand ambassador. The expertise and experience possessed by a brand ambassador can shape consumer perceptions of the message given so that it can make consumers interested in using the product. Although Tzuyu has diverse experiences in the music world, being an individual brand ambassador is the first time for her so this affects the expertise indicator. Despite having the lowest mean value, each source credibility indicator in this study obtained a mean of more than 4.00. This shows that each source credibility indicator complements each other to produce effective use of brand ambassadors.

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