

The Effectiveness of Using Maudy Ayunda as a Brand Ambassador of Outside Milk for Indonesian People

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ABSTRACT

This research measures the effectiveness of using Maudy Ayunda as a brand ambassador in the marketing public relations (MPR) strategy for the Outside milk product in Indonesian people. Maudy Ayunda, as a public figure with a positive reputation and wide influence, has been chosen to increase brand awareness and strengthen the positive image of the Outside milk product. This research uses a survey method by collecting data through questionnaires distributed to 400 people in Indonesia using a Likert scale. The results of this research indicate that the use of Maudy Ayunda as a brand ambassador is effective based on the VisCAP indicators. VisCAP itself consists of visibility, credibility, attraction, and power. This research provides important insights for marketing practitioners in designing MPR strategies that leverage the strength of a brand ambassador to achieve desired communication and marketing goals. According to the research results, the attraction indicator has the most significant effectiveness among the three other indicators.

Keywords: Effectiveness, Brand Ambassador, Healthy Drink, VisCAP model, Marketing PublicRelations

INTRODUCTION

In life, communication is an inevitable aspect. Everyone in the world engages in both verbal and non-verbal communication. According to Albig (Karyaningsih, 2018) communication is the process of transferring meaningful symbols between individuals. These symbols can take the form of language, body gestures, graphic symbols, and more. Brelson and Steiner (Karyaningsih, 2018) define communication as the conveyance of information, emotions, ideas, skills, and other elements through the use of symbols, graphics, or numbers.

Within a company, there is inevitably communication among members, and several objectives must be achieved by the company. To reach these objectives, marketing communication is essential. According to Kotler and Keller (Marketing Management, 2016), marketing communication is a tool for providing information, influencing, and reminding consumers, whether through direct or indirect approaches, about the products and brands they market.

Every company undoubtedly has a vision, mission, and objectives. The products launched by the company are expected to be beneficial and have a significant impact on the consumers who use them. The company hopes that its products will become ingrained in the minds of consumers and create brand awareness for everyone who sees and uses them. Every company undoubtedly engages in marketing activities supported by the Marketing Public Relations (MPR) team. Marketing Public Relations is a process that involves planning, implementing, and evaluating programs aimed at stimulating buyer interest and ensuring consumer satisfaction through the communication of reliable information (Ruslan, 2018).

According to Ardianto (2009), Marketing Public Relations is a process of planning, implementing, and evaluating programs that encourage purchase interest and consumer satisfaction by delivering convincing information and impressions. This process aims to demonstrate that the company and its products meet the needs, desires, interests, and preferences of consumers. MPR is quite effective in building brand awareness and brand knowledge. The objective of MPR is to raise consumer awareness by placing stories in online and offline media to attract attention to products, personnel, the company, services, or ideas. Additionally, MPR aims to build credibility, typically by communicating its message through editorial texts.

Beyond its objectives, Marketing Public Relations serves many functions. Some of these functions include educating consumers about the use and benefits of released products, re-launching old brands, launching products when there is no advertising budget, and developing public service to consumers by enhancing consumer access to company information. These functions, among others, highlight the multifaceted role of MPR in supporting and advancing a company's marketing efforts.

For the smooth operation of a business, marketing communication within the company is essential. There must be creative ideas, new elements, and innovations that set the company apart from others to capture public attention. Marketing communication is a crucial key for marketers. The basic concept of this research is marketing communication. Without communication, consumers and the general public will not be aware of the product's presence in the market (Sutisna, 2001). The target or audience of the communication is vital and determines the success of the communication. If the target is correctly identified, the communication process can run smoothly, efficiently, and effectively.

In the current digital era, conventional marketing strategies are no longer sufficient to win in an increasingly competitive market. One approach that is gaining popularity is marketing public relations (MPR), which combines marketing strategies with public relations to build a positive image and increase brand awareness. MPR focuses on creating compelling and authentic stories about the product and leveraging media to spread the message. In the competitive beverage industry, the use of brand ambassadors has become a key tool in MPR strategies. A brand ambassador with a good reputation and a large fan base can help strengthen the brand message and build closer relationships with consumers. Brand ambassadors can be considered promotional media or tools for a company. According to Shimp (2003), the use of brand ambassadors is a marketing communication strategy to bring the product or brand closer to consumers, creating an emotional connection. According to Purwaningwulan (2018), a brand ambassador is someone who can represent the product or company and speak about the product they represent, thereby expected to have a significant impact on purchase intentions.

A brand ambassador is crucial and influential for a company because they impact and inform consumers. The accuracy and effectiveness of selecting a brand ambassador must be considered. Royan F. M. (2005) states that one model used to evaluate the characteristics of a brand ambassador is the VISCAP model. VISCAP aims to align the brand ambassador's characteristics with the communication objectives to be achieved. According to Rossiter & Percy (1997), the VISCAP model provides a mechanism for evaluating a spokesperson's visibility along with their credibility, attraction, and power among the target audience. The VISCAP model comprises several indicators: visibility, credibility, attraction, and power. The author decided to use the VISCAP model because it is most suitable for measuring the effectiveness of a brand ambassador. Through the VISCAP model, one can determine if the brand ambassador is effective. If the score is high, the company can continue using them; if the score is low, the brand ambassador should be replaced with another celebrity.

Currently, it is very important for everyone to pay attention to health for longevity. However, according to CNN (2018) research from the Ministry of Health, only 20 percent of the Indonesian population cares about their health and hygiene. This means that only 52 million out of 262 million people in Indonesia are concerned about environmental cleanliness and its impact on their health. According to the Riskedas report, 31 percent of deaths among children aged 1 month to 1 year are caused by diarrhea.

Since Covid-19, the Asia Pacific Health Priority 2023 revealed that the majority (77%) of consumers in the Asia Pacific region have become more health-conscious (Yuliardi, 2023). This sentiment is most evident in Thailand (93%), Indonesia (92%), the Philippines (87%), and Vietnam (86%). About 70% of respondents have shifted their health priorities post-pandemic, focusing more on an active and healthy lifestyle. Respondents shared that their main health goals are improving overall health (51%), maintaining good sleep quality (46%), and boosting immunity (46%), followed by mental health (40%) and consuming healthy food and beverages (42%).

Day by day, more and more brands of food and beverages are emerging, ranging from unhealthy to healthy options. There are several healthy milk alternatives that can be consumed to maintain body health. According to Rukita (2022), here are some available plant-based milks: oat milk, quinoa milk, soy milk, almond milk, and macadamia milk.

According to Google Trends (2023), oat milk is among the plant-based milks available in Indonesia. Plant-based milk can serve as an alternative for those who still want to consume milk comfortably and conveniently because it is made from plant-based ingredients. As reported by Annur (Frisian Flag hingga Ultra, Ini Merek Susu UHT yang Banyak Dikonsumsi Masyarakat Indonesia, 2023), the most widely consumed milk brands in Indonesia are Frisian Flag, Indomilk, Ultra Jaya, Milo, Cimory, Dancow, Milki, Greenfields, Diamond, HiLo, Ovaltine, Chilgo, Kin, Anchor, Oldenburger, and Oatly. Oatly is one of the most consumed milk brands in Indonesia.

According to data from Google Trends (2023), in 2023 in Indonesia, Outside Milk has significantly higher interest compared to Oatly. Since Outside Milk is a new brand that has to compete with other oat milks, it has captured the author's interest for further research.

According to Rahmadhani (2022), Outside is the first plant-based milk in Asia, created from oats developed by Benedict Lim at the onset of the Covid-19 pandemic. Benedict crafted

the texture and taste of Outside to suit Asian palates, aiming to evoke childhood memories of malt-flavored drinks. The production process takes place in Bandung, where Outside commits to using high-quality water from natural mountain springs, a crucial element in production. Outside also promises that the ingredient list is easily readable, as the product contains no preservatives or artificial colors. Moreover, Outside uses Rainforest Alliance-certified ingredients and recyclable Forest Stewardship Council-certified paperboard packaging.

Okeke (2023) reports that Outside is the most popular alternative milk brand in Southeast Asia, with Indonesia being one of its largest markets alongside Singapore. The primary consumers of Outside in these regions are aged 9-40 years, aligning with the millennial and Gen Z demographics as defined by the Central Bureau of Statistics (BPS, 2020). Since the pandemic began, over 70 million people in six Southeast Asian countries have started shopping online, according to Facebook and Bain & Company. Southeast Asia, particularly Singapore and Indonesia, has a strong coffee culture, making Outside's collaboration with numerous coffee shops a key marketing strategy. This collaboration has significantly increased Outside's brand awareness and built a positive brand image among consumers.

Despite being a new and popular brand, Outside continues to evolve, employing brand ambassadors to attract public attention and boost sales. One of their marketing strategies in Indonesia is partnering with Maudy Ayunda as a brand ambassador. This research aims to evaluate the effectiveness of Maudy Ayunda as Outside's brand ambassador. According to Okeke (2023), Outside faces challenges competing with other oat milk brands. The goal is to determine whether Maudy Ayunda's role positively impacts Outside. If successful, Outside may continue to use her as their brand ambassador.

Urbanasia (2023) notes that both Maudy Ayunda and Outside share a mission to guide consumers toward healthy and sustainable milk options, winning their hearts with delicious, high-quality products. Maudy Ayunda believes that caring for health and the environment should not compromise taste. Her advertisements for Outside appear not only on YouTube but also on TikTok and Instagram, enhancing the brand's visibility across multiple platforms.

A previous study titled "The Effectiveness of Using Lionel Messi as AICE Brand Ambassador on Generation Y and Z in West Java" was conducted by Andrew Christian in 2023. In that study, the researcher used the VisCAP indicators to determine whether Lionel Messi was a suitable and effective brand ambassador for AICE. The results concluded that Lionel Messi proved effective as a brand ambassador for AICE in terms of attraction. The researcher used a survey method distributed to 100 respondents. The difference between this study and the previous one lies in the different brand ambassadors and brands.

The second prior study referenced was conducted by Dias Arvira Suha in 2023, titled "The Influence of Brand Ambassador, Brand Image, and Advertising Exposure of Azarine Red Velvet 'Tinted Lippie Cake' on Social Media on the Purchase Decisions of K-Pop Fans in Surakarta." This study employed a quantitative research method, with the sample taken using non-probability purposive sampling techniques. The population used was the Surakarta K-Pop fan community, which had 1,006 members as of July 2023. The sample size was determined to be 91 respondents using the Slovin formula, and data collection was conducted through a questionnaire created in Google Forms. This study used the S-O-R theory, where the stimulus was the brand ambassador, brand image, and advertising exposure of Azarine x Red Velvet 'Tinted Lippie Cake' on social media; the organism was the respondents from the K-Pop

community in Surakarta; and the response was the purchase decision of Azarine x Red Velvet. The difference in this study is its focus on the influence of the brand ambassador on purchase decisions, while the current study examines the effectiveness of the brand ambassador.

The final prior study was conducted by Neli Salu Rante in 2023, titled "The Influence of Brand Ambassador and Brand Image on Purchase Intention of Oreo Blackpink in East Jakarta." This study utilized a quantitative research approach, collecting data and facts through questionnaire responses distributed via Google Forms. The sampling method used was non-probability sampling with a purposive sampling strategy. The results showed that the brand ambassador had a significant partial influence on purchase intention. The focus of this study was more on brand image and purchase intention concerning a brand ambassador.

Based on the above background, the researcher decided that the research question is: "How Effective is the Use of Maudy Ayunda as a Brand Ambassador for Outside Milk among the Indonesian Population?"

LITERATUREREVIEW

Marketing Public Relations

Marketing Public Relations is a process of planning, implementing, and evaluating programs aimed at stimulating buyers and ensuring consumer satisfaction through the communication of reliable information (Ruslan, 2018). According to Ardianto (2009), Marketing Public Relations involves the planning, implementation, and evaluation of programs that drive purchase interest and consumer satisfaction by conveying convincing information and impressions. This effort aims to demonstrate that the company and its products meet the needs, desires, interests, and preferences of consumers.

The objectives of marketing public relations include gaining awareness, attracting sales, and building relationships between consumers, the company, and its brand. According to Kotler (1998), the objectives of marketing public relations are to build consumer awareness by placing stories in online and offline media to attract attention to the product, personnel, company, service, or idea, to build credibility by communicating the message through editorial content, to support salespeople and distributors by providing information about new products before their launch, helping distributors market them effectively, to reduce promotion costs, as marketing public relations typically incurs lower expenses than advertising.

Brand Ambassador

According to Kotler (2016), a brand ambassador is an advertising supporter or spokesperson for a product, chosen from well-known or unknown individuals who possess an attractive appearance or personality to capture consumer attention and memory. Generally, brand ambassadors are selected from celebrities or popular individuals who often have other sponsorships. Meanwhile, Kertamukti (2015) defines a brand ambassador as a figure or celebrity known for their achievements in various fields. For instance, when a beauty vlogger agrees to become a brand ambassador for a beauty product, it is considered a perfect match. This study tests the theory of Brand Ambassador.

Brand Ambassador Effectiveness

In this research, the use of celebrities follows the VisCAP model, which serves as an alternative method for evaluation. According to Royan (2005), the VisCAP model helps determine the suitability of a brand ambassador. If the scores are high, the company can continue using the brand ambassador; if the scores are low, the brand ambassador should be replaced with another celebrity. According to Rossiter & Percy (1997), the VisCAP model consists of the following components:

- a) **Visibility:** Visibility refers to how well a brand ambassador is known by the public through various media. The greater the public's attention to a public figure, the higher their visibility level.
- b) **Credibility:** This indicator assesses the extent to which a public figure or brand ambassador has the ability and knowledge to provide objective information to consumers.
- c) **Attraction:** This includes the physical appeal and set of values inherent in a public figure. Attraction has two characteristics: likability and similarity. Likability refers to physical appearance and personality, while similarity pertains to the emotional connection portrayed in advertising. Through attraction, a brand ambassador is expected to positively influence the brand.
- d) **Power:** This characteristic is typically associated with the significant influence a public figure possesses. High rank or the prominence of a public figure's name strongly supports this characteristic.

METHODOLOGY

This study utilizes a quantitative approach. According to Sunyoto (2016), quantitative research involves absolute numbers, facilitating easier interpretation and understanding for the researcher. The research method employed is a survey conducted by distributing questionnaires to respondents. The subjects of this study are Indonesian residents aged 9-43 years who are enthusiasts of oat milk and coffee and have seen the advertisement. The object of this research is the use of Maudy Ayunda as a brand ambassador for the Oatside product. The sampling technique used is non-probability sampling, specifically purposive sampling. According to Arikunto (2006), purposive sampling is a technique that selects samples based on specific considerations rather than random selection, focusing on particular objectives.

1. The researcher disseminated to the questionnaire in the form of google form to Indonesian People.
2. The researcher distributed the questionnaire to Indonesian People obtaining 40 respondents.

3. After obtaining 40 respondents and conducting validity and reliability tests, the researcher continued the questionnaire distribution until reaching 400 respondents. People eligible to fill out the questionnaire are Indonesian residents who have seen the Maudy Ayunda x Outside advertisement, gen z and milenials and are enthusiasts of coffee and oat milk.

To determine the effectiveness of the brand ambassador, the researcher used the VisCAP model. According to Royan F. M. (2005), the VisCAP model can evaluate whether a brand ambassador is effective. If the score is high, the company can continue to use the individual as a brand ambassador. However, if the score is low, the brand ambassador should be replaced, and another celebrity should be sought. The focus of this study is to assess the effectiveness of Maudy Ayunda as a brand ambassador for Outside milk. The respondents of the questionnaire are individuals aged between 9-43 years.

RESULTS AND DISCUSSION

Data Analysis

In this research researchers reprocessed the data obtained from the questionnaires that has been distributed. Researchers used the Likert Scale to measure Maudy Ayunda’s effectiveness as Brand Ambaassador for Outside Milk. From the analysis of data obtained from 400 respondents, the components to be analyzed statements on VisCAP indicators such as visibility, credibility, attraction and power. The data presentation of the respondent’s answers will be described by calculating the average. This research uses the likert scale measurement. Likert measurement has answered 1 to 5 with explanations: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). The class interval used to classify the respondent’s answers is $1 \leq x \leq 3$ which means ineffective, and $3,01 \leq x \leq 5$ which means effective.

Data Findings

Tabel 1.1 Validity Statics

Variable	Indicator	Code	R Table	R Count	Result
Brand Ambassador	Visibility	V1	0,320	0,807	Valid
		V2	0,320	0,808	Valid
		V3	0,320	0,513	Valid
	Credibility	C1	0,320	0,803	Valid
		C2	0,320	0,835	Valid
		C3	0,320	0,790	Valid
		C4	0,320	0,811	Valid
		C5	0,320	0,795	Valid
		C6	0,320	0,734	Valid
	Attraction	A1	0,320	0,702	Valid
		A2	0,320	0,690	Valid
	Power	P1	0,320	0,741	Valid
P2		0,320	0,558	Valid	

Source: research report, 2024

Tabel 1.2 Reliability Statistic

Variable	Cronbach's Alpha	N of items	Result
Brand Ambassador	0,925	0,6	Reliable

Source: research report, 2024

Tabel 1.3 Table of Mean VisCAP Indicators

Indicator	Visibility	Credibility	Attraction	Power
Mean	4,15	4,13	4,25	4,16
Total Mean	4,17			

Source: research report, 2024

Analysis and Interpretation

This study focuses on assessing the effectiveness of Maudy Ayunda as a brand ambassador for Outside milk among the Indonesian community. Utilizing the VisCAP model for measurement, it can be concluded that Maudy Ayunda has proven to be an impactful brand ambassador for Outside milk. The data processing reveals an average value of 4.17, which falls within the range of 4-5, thereby confirming its effectiveness. Furthermore, each indicator demonstrates an average value within the range of 4-5, indicating the effectiveness of each individual indicator.

Visibility

According to Keller (2013), the high visibility of a brand ambassador can indirectly increase brand awareness; when a brand ambassador is frequently seen on social media, the name and image of the brand they represent will be more easily remembered by consumers. With high visibility, a brand ambassador can increase media exposure for Outside. This has a significant impact on marketing public relations (MPR), as extensive media exposure can help build brand awareness. Grunig (1984) argued that the visibility of a well-known brand ambassador can strengthen communication between the brand and its public. In this study, the researcher uses Maudy Ayunda as the brand ambassador. A well-known brand ambassador can act as an effective bridge between the brand and consumers, enhancing the relationship and understanding between the two parties. Marketing public relations must ensure that the brand ambassador interacts directly with consumers through various media channels such as live events, meet and greets, and others. This can increase the visibility of the brand ambassador.

The visibility indicator consists of three statement items, where it can be seen that the average result of all the statement items is 4.15. In this indicator, the statement "I know Maudy Ayunda as a famous Indonesian artist" has the highest value of 4.36 compared to other statement values. The other two statements, "I see Maudy Ayunda x Outside Milk advertising content on social media" and "I know Maudy Ayunda as the Brand Ambassador of Outside

milk," both have the same result of 4.04. Overall, these three statements have effective values. The results of respondents' answers on the visibility indicator tend to point to Maudy Ayunda's popularity. According to Royan F. M. (2016), visibility is an indicator of how well a celebrity is known; the popularity of a celebrity can be seen through the size of the audience or fans that the celebrity has.

Looking back at the three statements above, the statement with the highest value in the visibility indicator is "I know Maudy Ayunda as a famous Indonesian artist." As stated by Royan F. M. (2016), the popularity of a celebrity can be seen through the size of the audience or fans that the celebrity has. According to Grunig (1984), the popularity of a brand ambassador can help obtain feedback from consumers, which can later be used to improve marketing public relations strategies. It can be seen here that Maudy Ayunda has a considerable number of fans and followers. High visibility of a brand ambassador can attract media attention, yield profitable results, and build strong relationships between the brand and the public. Therefore, high visibility is an MPR strategy to achieve the effectiveness of a brand ambassador.

Credibility

According to Hovland (1953), credibility consists of expertise and trustworthiness. Maudy Ayunda's excellent reputation shows that she is trusted by the public and has expertise in her field. According to Aaker (1996), with credibility and trust, a brand ambassador can enhance credibility by making consumers trust the recommendations from a recognizable figure. Additionally, a well-known brand ambassador with a good reputation can increase brand equity by adding value to the brand through positive associations. A trustworthy and reputable brand ambassador plays a crucial role in marketing public relations strategy.

As a brand ambassador, Maudy Ayunda helps the MPR team of the company increase public trust in the conveyed message. Her credibility makes the message more easily trusted by the audience. Respondents' answers on the credibility indicator tend to indicate that Maudy Ayunda, as a brand ambassador, has a good reputation, with this statement receiving an average score of 4.22. The statement "In my opinion, Maudy Ayunda has knowledge related to milk products (Health)" received the lowest average score among the five statements.

According to Pranoto (2024), Maudy Ayunda became the brand ambassador for Frank & Co. at the "You are a Diamond: The Frank & Co. 28th Anniversary Exhibition" event, and she is also the brand ambassador for Lazada. According to Fin.co.id (2022), Maudy Ayunda was chosen as Lazada Indonesia's brand ambassador because she inspires everyone to pursue their passions and dreams in a balanced way. The brands mentioned above are not related to health, which is why this statement had the lowest score in the indicator. Maudy Ayunda is involved in many areas, not just health. Maudy Ayunda needs to build trust with her fans. According to Yoga (2019), trustworthiness is one of the key qualities that a communicator must have. This trustworthiness arises as the audience's trust develops when they meet and listen to the communicator deliver their message. There are three factors that foster this trustworthiness: popularity, expertise, and track record in the public sphere.

Maudy Ayunda as the brand ambassador for Outside is part of the tasks arranged by the marketing public relations team. One method employed is partnering with Maudy Ayunda, who has a good reputation as a brand ambassador.

Attaction

According to Kahn (2006), a physically attractive brand ambassador can captivate a specific target audience and tends to have higher engagement rates on social media. Maudy Ayunda's physical attractiveness can enhance consumer perceptions of the reliability and expertise of Outside, thereby increasing the effectiveness of marketing communication. For Kotler (2012), physical attractiveness can play a crucial role in attracting consumers and media because a physically attractive brand ambassador can boost brand awareness. The results show that many respondents agree that Maudy Ayunda is beautiful and attractive. Therefore, the physical attractiveness of a brand ambassador is an essential asset in marketing public relations strategies.

In terms of marketing public relations, a brand ambassador helps the brand by highlighting it and creating a positive image on social media. The indicator of attraction, which has a high average value, includes the statement "In my opinion, as Outside's brand ambassador, Maudy Ayunda can attract consumers with her beauty and attractiveness," which received a score of 4.32. The statement "Maudy Ayunda has a good way of delivering content, making people interested in buying Outside" has an average score of 4.19. Both statements have an average score of 4.25, indicating effectiveness.

According to Kertamukti (2015), attractiveness influences the acceptance of messages from a brand ambassador. Who the brand ambassador is can affect consumer opinions and behavior through various attraction mechanisms. Attractiveness itself has several attributes, including physical likability, which means consumer perceptions based on the brand ambassador's appearance/physical traits. Next is non-physical likability, which means consumers like a brand ambassador who is open, with a natural and humorous personality. Lastly, there is similarity, which refers to people's perception of shared traits. From these attraction statements, it can be concluded that Maudy Ayunda is suitable to be Outside's brand ambassador.

Maudy Ayunda as a brand ambassador is a marketing public relations strategy to bring the product closer to consumers and her fans. According to Ruslan (2018), Marketing Public Relations is a process of planning, implementing, and evaluating programs aimed at stimulating buyers and ensuring consumer satisfaction through the communication of credible information.

Power

According to Kelman (1961), the identification of a brand ambassador can influence individual behavior. Utilizing a brand ambassador with power or social influence can enhance brand appeal, broaden audience reach, and strengthen the relationship between the brand and consumers. Therefore, employing a highly influential brand ambassador can be a powerful strategy in supporting MPR activities.

The positive influence of a brand ambassador can have a significant impact on marketing public relations strategies. According to Patel (2020), an influential brand ambassador can increase brand presence, expand the reach of marketing public relations, and enhance interaction with consumers. The power indicator includes two statements. The first statement, "In my opinion, Maudy Ayunda has a positive influence on the brand she represents, which is Outside," has an average score of 4.18. The second statement, "I agree that Maudy Ayunda has the ability to persuade me to consume Outside milk," has an average score of 4.14. Both statements have an overall average score of 4.16, indicating effectiveness.

According to Rossiter and Percy (1997), this character is usually accompanied by the significant influence that a public figure holds. The high rank or prominence of the public figure greatly supports this character. Maudy Ayunda is a famous Indonesian artist who can wield influence and persuade many people to buy Outside milk. Returning to the theory of marketing public relations, Harris (Melanthiou, 2012) asserts that marketing public relations involves public relations activities aimed at increasing awareness, providing information and education to the target audience, building trust, and giving consumers reasons to buy.

MeanVisCAPIndicator

The results show that the Indonesian public agrees that Maudy Ayunda is an effective brand ambassador for Outside. Maudy Ayunda possesses all the necessary criteria of a brand ambassador. The four indicators, with 400 respondents, show that the average result is effective, as it is above 3.01. The average score is 4.17, which is considered quite high and effective. Among all the data, the highest score is for attraction, with a mean of 4.25.

According to Rossiter and Percy (1997), attraction includes physical appeal and a set of values inherent in a public figure. Attraction has two characteristics: likability and similarity. Likability is seen from the physical appearance and personality. Through attractiveness, a brand ambassador is expected to positively influence the brand being promoted. Similarity, the shared emotional imagery in advertising, can be very helpful for effective goals. From Maudy Ayunda's Instagram posts, there are many comments from the public expressing their admiration, such as "Kak Maudy's smile," "so beautiful, Masya Allah," "Masya Allah, my role model's beauty," and "Now when will I be the brand ambassador," among others. This shows that Maudy Ayunda has a unique appeal to the public.

In this context, marketing public relations aim to create a positive image and build relationships with the audience. By selecting a brand ambassador with high appeal, MPR can increase the attractiveness of the conveyed message and elicit positive responses from the audience. According to Rossiter and Percy (1997), credibility is an indicator that assesses the extent to which a public figure or brand ambassador has the ability and knowledge to provide objective information to consumers. This indicator is the lowest.

According to previous research titled "The Effectiveness of Brisia Jodie as a Brand Ambassador in Campaigning for #generasikulitsehat to N'Pure Instagram Followers" in 2023, the credibility indicator was the lowest among the other indicators. The statement "I agree that Brisia Jodie is a credible figure to be the brand ambassador of N'Pure" was the lowest-scoring statement in the credibility indicator. The content provided by N'Pure on Instagram was merely photos of Brisia Jodie holding the product without any videos of her explaining the N'Pure product, which was one of the reasons for the lack of credibility of Brisia Jodie as a brand ambassador. Similarly, for Maudy Ayunda, the statement "In my opinion, Maudy Ayunda has knowledge related to milk products (Health)" received the lowest average score in the credibility indicator. Maudy Ayunda, known as a singer and actress in Indonesia, does not have a background in health-related aesthetics, which reduces her credibility as a brand ambassador. Nonetheless, this statement remains effective.

CONCLUSION

The study involved 400 participants residing in various cities across Indonesia. The aim of this research was to assess Maudy Ayunda's suitability as an effective brand ambassador for Outside

milk using the VisCAP indicators (visibility, credibility, attraction, and power). The survey results from the 400 respondents indicated that each indicator yielded an effective average score. The mean scores for all four indicators were above 4, demonstrating that Maudy Ayunda is capable and suitable as a brand ambassador for Outside.

The visibility indicator had a mean score of 4.15, indicating that Maudy Ayunda is a well-known Indonesian artist, particularly within Indonesia. She meets the criteria for an effective brand ambassador in visibility by being widely recognized.

In terms of credibility, Maudy Ayunda scored an average of 4.13. This indicator shows that she is a respected artist, which builds consumer trust in the information she conveys.

Furthermore, the attraction indicator, as per Rossiter and Percy (Kertamukti R., 2015), which influences how messages from the brand ambassador are received, had the highest average score among the indicators at 4.25. This indicates strong attractiveness, particularly among Indonesian consumers. Lastly, the power indicator had an average score of 4.16 across all statements. It suggests that Maudy Ayunda has a positive influence on Outside.

Overall, the average total score across all indicators was 4.17, which is quite high and indicates effectiveness. The conclusion drawn from the study is that Maudy Ayunda's role as a Brand Ambassador for Outside is effective.

Overall, the average VisCAP model score is 4.17, indicating that Maudy Ayunda is effective as a brand ambassador for Outside. The researcher also provides several suggestions for future research. Based on these findings, Outside can maintain and continue to use Maudy Ayunda as their brand ambassador. However, efforts can be made to enhance credibility. Suggestions include increasing interaction with the audience through social media or other activities to build and maintain relationships. Strong relationships and interactions can enhance audience closeness and trust in the brand through the brand ambassador.

The researcher acknowledges limitations in this study, primarily the large number of respondents, which required considerable time to conduct the research. Nevertheless, overall, the study proceeded smoothly.

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