

# The Effectiveness of Using Gel Angelicca as Celebrity Endorser of ESQA Cosmetics to Indonesian Women on Instagram

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## ABSTRACT

ESQA Cosmetics is a cosmetic brand from Indonesia. ESQA Cosmetics is known as the first vegan cosmetics brand in Indonesia that uses Gel Angelicca as a celebrity endorser in its Marketing Public Relation (MPR) activities. This research was conducted to find out the effectiveness of a celebrity endorser, named Gel Angelicca, in promoting ESQA Cosmetics products to Indonesian women on Instagram. This research uses an online survey method which was distributed to 100 respondents using a Likert scale. The result of this research shows that Gel Angelicca as a celebrity endorser for ESQA Cosmetics has proven to be effective in delivering promotional messages to Indonesian women on Instagram by looking at the values in the TEARS model (Trustworthiness, Expertise, Attractiveness, Respect, Similarity). This research shows that the most effective TEARS model indicator in using Gel Angelicca as a celebrity endorser is the attractiveness indicator.

**Keywords:** *Effectiveness, Celebrity Endorser, TEARS Model, ESQA Cosmetics, Instagram.*

## INTRODUCTION

According to Houland et al (1953), the S-O-R (stimulus-organism-response) theory is a communication theory that was born from the influence of psychology, where communication is an action-reaction process (Effendy, 2003). This theory assumes that the primary behavioral changes depend on the quality of the stimulus (stimulus) that interacts with the organism (communicant), where the effectiveness of a stimulus in communicating certain messages or values to the organism (individual or communicant), is a key factor that determines whether a change in behavior will occur or not. As defined by Harris (1993), Marketing Public Relations (MPR) is a collection of public relations actions used to support marketing objectives, such as increasing public awareness, providing information and education to target audiences, gaining understanding, building customer trust, giving them reasons to buy, and encouraging them to accept (Harris, 1993). MPR focuses on two-way interactions between an organization and its

various stakeholders and customers, community involvement, and increasing the visibility of the organization's goods and services (Harris 1991; 1998).

One way to carry out the role of the MPR is through the use of integrated marketing communication (IMC) components. According to Schultz based on the book *Strategic Integrated Marketing Communication* (2008), Integrated Marketing Communication (IMC) is the process of implementing and developing various forms of persuasive communication programs to customers on a sustainable basis (Percy, L., 2008). This concept emphasizes the importance of coordination and consistency across all marketing communication channels and methods, to create a cohesive message and strengthen its impact on the target audience. There are eight main activities of Integrated marketing communications (IMC), namely, advertising, sales promotion, public relations and publicity, event/sponsorship, direct marketing, interactive marketing, word of mouth and personal selling. One of the integrated marketing communications (IMC) activities that is currently being widely used is interactive marketing activities.

According to Morissan (2010:23-24), interactive marketing is all activities or activities aimed at marketing and promoting products through online media with the aim of influencing consumers either directly or indirectly, maintaining relationships with consumers, improving the image and develop and generate sales effectively and efficiently (Karowista, N. K. M. M., 2021). One form of interactive marketing activity that is often used by companies to promote their products and services is by using celebrity endorsers. Shimp (2014) states that celebrity endorser is the use of artists as advertising stars in the media, both print media, social media and television media (Wahyuni Purbohastuti, A., & Hidayah, A. A., 2020). The use of celebrities as endorsers is very popular with business people or companies because the messages conveyed by celebrities tend to be easier to remember. Apart from that, celebrities also have fans, which can help in building a particular market. This is what attracts many companies to use celebrity endorsers as their promotional media.

Social media is currently one of the platforms most widely used by people in the world. The development of technology and communication has made many business people use social media as a medium for communicating with customers and potential customers. One of the social media that is also widely used by Indonesian people is Instagram. Based on data published by We are Social (2024), Instagram was ranked 2nd after WhatsApp as the social media that is widely used by internet users in Indonesia with a figure of 85.3%. According to Southern (2018), Instagram is a social media platform that is currently experiencing the fastest growth throughout the world. As a popular social media platform, Instagram offers a variety of features that are very useful and can be accessed by anyone regardless of age. At the beginning of 2024, DataReportal (2024) released demographic data on active Instagram users in Indonesia of 100 million people or the equivalent of 36.2% of Indonesia's population, dominated by female users at 54.5%.

The large number of active Instagram users in Indonesia certainly attracts companies to expand their business on Instagram, especially in the cosmetics industry. Databoks (2022) published data regarding a survey conducted by PT Zulu Alpha Papa (ZAP) and MarkPlus Inc. through the ZAP Beauty Index 2023 which states that 94.6% of Indonesian women use

Instagram to view content and get information related to beauty (Annur, 2022). This has caused many cosmetic companies in Indonesia to start carrying out their marketing public relations (MPR) activities through Instagram. Like one of the well-known cosmetic brands in Indonesia, namely ESQA Cosmetics.

ESQA Cosmetics is known as the first vegan cosmetics brand in Indonesia, which was first established in 2016 under the auspices of PT Keva Cosmetics. ESQA started from the story of the friendship of two people, namely Kezia Toemion and Angelina Cindy as Co-Founders of ESQA Cosmetics, who have concerns about the lack of cosmetic products that are suitable for Indonesian women's skin, especially for those with sensitive skin. This concern then gave them an idea to present a new innovation in the beauty industry in Indonesia by bringing the concept of vegan cosmetics. Thus, ESQA Cosmetics is present as the first Indonesian cosmetics made from vegan, cruelty free and halal certified which has received MUI halal certification since 2017 and has passed BPOM certification.

In carrying out its promotional activities, ESQA Cosmetics collaborates with many celebrity endorsers to help them carry out their marketing public relations (MPR) activities. However, in this study, researchers were interested in measuring the effectiveness of Gel Angelicca as one of ESQA's celebrity endorsers. Angelicca Marthin or commonly known as Gel Angelicca, is a beauty influencer and MUA (makeup artist) who is quite well known in Indonesia's beauty industry. Gel Angelicca is a Fashion Design Creation graduate at ESMOD Jakarta. Gel Angelicca started her career as a MUA when she was still in high school, until she finally started to explore the world of make-up and has become a beauty vlogger to this day. Not only that, she is also known as a content creator and beauty vlogger who is always consistent in producing quality content and has detailed and on-point abilities in conducting product reviews and providing explanations regarding the products she uses.

Gel Angelicca is also known as a celebrity endorser who collaborates with many well-known cosmetic brands in Indonesia. Apart from being a celebrity endorser for ESQA Cosmetics, Gel Angelicca is also a celebrity endorser for other cosmetic brands which are included as competitors of ESQA itself such as Rose All Day, Makeover, Skintific, Jacquelle, YOU, etc. Even in early 2024, Gel Angelicca is also collaborating with a cosmetic brand, namely Cleya Beauty. So, Gel Angelicca is not only promotes ESQA products but also promotes several other cosmetic products from several different cosmetic brands at the same time. In this case, it can raise doubts for Instagram users, especially in the trustworthiness category of Gel Angelicca as a celebrity endorser. Therefore, researchers are interested in measuring the effectiveness of Gel Angelicca as a celebrity endorser of ESQA, whether it remains effective or not.

On the ESQA Instagram page, there are several posts for the same product category promoted by Gel Angelicca and other ESQA's celebrity endorsers which shows that ESQA product promotion posts by Gel Angelicca have the highest number of likes compared to other ESQA's celebrity endorsers for the same product category. Among several other celebrity endorsers, Gel Angelicca is one of the celebrity endorsers who often collaborates with ESQA Cosmetics. Apart from that, researchers are also interested in researching Gel Angelicca as an ESQA's celebrity endorser because researchers want to know what celebrity endorser elements

stand out from Gel Angelicca using the TEARS model indicator approach. According to Shimp (2014), the TEARS model consists of Trustworthiness, Expertise, Attractiveness, Respect, and Similarity (Andriani & Yolanda, 2021).

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 the use of Gel Angelicca as a Celebrity Endorser for ESQA Cosmetics to Indonesian women on Instagram?".

## **LITERATURE REVIEW**

### ***S-O-R (Stimulus-Organism-Response) Theory***

According to Houland et al (1953), the S-O-R Theory is a communication theory that was born from the influence of psychology where communication is an action-reaction process (Effendy, 2003). This theory assumes that the main behavioral changes depend on the quality of the stimulus (stimulus) that interacts with the organism (communicant) where the effectiveness of a stimulus in communicating a certain message or value to the organism, namely the individual or communicant, is a key factor that determines whether a change in behavior will occur. In other words, the quality and strength of the stimulus in influencing an individual's perception, emotions or attitudes directly influences how the individual reacts or responds (Yasir, 2009).

According to Effendy (2003), the S-O-R communication model consists of stimulus (message), organism (communicant) and response (effect). This S-O-R communication model has an emphasis that can be seen from the message conveyed, whether the message conveyed can arouse passion or interest in the recipient of the message (communicant) so that the message can be received quickly by the recipient of the message and even lead to changes in behavior and attitudes (Effendy, 2003).

### ***Marketing Public Relations (MPR)***

According to Harris (1993), Marketing Public Relations (MPR) is a collection of public relations actions used to support marketing objectives, such as increasing public awareness, providing information and education to target audiences, gaining understanding, and building customer trust, giving them reasons to buy, and encourage them to accept (Harris, 1993). Meanwhile, according to Giannini (2010, p. 4) says MPR is any program or effort designed to increase, maintain, or protect the sales or image of a product by encouraging intermediaries, such as traditional mass media, electronic media, or individuals, to voluntarily convey messages aimed at consumers or business audiences regarding a company or its products (Giannini, G.T., Jr., 2010).

According to Floor & Raaij (2011), there are several main benefits of MPR. First, MPR helps companies introduce the products or services offered by the company through reviews and good news. Second, MPR helps companies perfect or increase knowledge of the products or services offered by the company through quality advertising messages. Third, MPR helps companies expand the introduction of their products or services through promotional events.

Fourth, MPR helps companies to strengthen relationships with their consumers by building consumer trust and interest. Lastly, MPR helps companies patent a good image regarding the products or services offered (Rahmat, Z., 2022).

### ***Integrated Marketing Communication (IMC)***

According to Schultz, based on the book *Strategic Integrated Marketing Communication* (2008), Integrated Marketing Communication (IMC) is the process of implementing and developing various forms of persuasive communication programs to customers on an ongoing basis. The goal is to influence customers' thoughts, attitudes and behavior in accordance with company goals. Meanwhile, the Association of Advertising Agencies in America defines IMC as a concept known as the added value of a comprehensive plan that evaluates the strategic roles of various communication disciplines and combines these disciplines clearly, consistently and achieves maximum communication impact (Annisa Barokah, A., 2023).

### ***Celebrity Endorser***

According to Shimp (2014), celebrity endorser means that artists are used as advertising stars in various media ranging from print media, social media, to television media. Meanwhile, according to Kotler and Keller (2016), celebrity endorsement is the use of sources in advertising as attractive or popular figures to strengthen the image of a brand in the minds of customers (Wahyuni Purbohastuti, A., & Hidayah, A. A., 2020). Based on research conducted by Spry et al (2011), it is stated that the use of celebrity endorsers has several effects such as having an impact on advertising, increasing brand awareness and memory, increasing purchasing interest and creating purchasing behavior (Lazăr, L., & Opriș, A., 2020).

### ***The Effectiveness of Celebrity Endorser using TEARS Model***

The TEARS model is generally used to measure the effectiveness of using celebrity endorsers. TEARS is a further sub-attribute of the general attributes in the form of credibility and attractiveness. This model was further expanded by adding other sub-attributes, namely trustworthiness and expertise which represent credibility and attractiveness, respect and similarity (to the target market) which are derivatives of the attractiveness attribute. The TEARS model can be described into five characteristics, namely Trustworthiness, Expertise, Attractiveness, Respect and Similarity.

1. Trustworthiness, celebrity endorser who has the ability to be trustworthy, honest and has integrity.
2. Expertise, celebrity endorser who has knowledge, experience and skills. Where, a celebrity endorser has skills, so that they can attract the attention of consumers.
3. Attractiveness, celebrity endorser who has a special charm that can attract an audience, for example having good physical characteristics, such as being handsome or beautiful.

4. Respect, celebrity endorser who is admired, appreciated and respected by the audience or consumers. Usually, they are admired and respected because of their achievements or their good quality of life.
5. Similarity, celebrity endorser who has something in common or a bond with their audience. So, the audience feels related and connected with that person due to similarities or the same interest in something.

## **METHODOLOGY**

This type of research is descriptive using a quantitative approach. Where quantitative research pays more attention to the breadth of data aspect so that the data results will be considered a representation of the population (Kriyantono, 2006). Meanwhile, descriptive research aims to determine the value of the independent variable without making comparisons (Kurniawan & Puspitaningtyas, 2016). The research method used in this research is an online survey method. Survey is a research method using a questionnaire as a data collection instrument. The aim is to obtain information about a number of respondents who are considered to represent a certain population (Kriyantono, 2009, p.59).

This research uses an online survey method using a Google form, which was distributed to 100 respondents with the following requirements :

1. The object of this research is the effectiveness of using Gel Angelicca as a celebrity endorser for ESQA Cosmetics on Instagram users.
2. The subjects of this research are Instagram users. This subject was chosen because ESQA Cosmetics uses Instagram as one of its promotional media.
3. The respondents of this research are Indonesian women aged 18 - 34 years on Instagram who know about ESQA Cosmetics and know about Gel Angelicca as a celebrity endorser from ESQA Cosmetics, especially on Instagram.

The sampling technique used in this research was purposive sampling by distributing questionnaires. The population in this study is Indonesian female Instagram users aged 18 - 34 years, amounting to 54.5% of the 100 million Instagram users in Indonesia or the equivalent of 54,500 thousand people (datareportal, 2024). Meanwhile, the samples used in this research were 100 samples. Researchers used a sampling technique with the Slovin formula (Silalahi, 2003). In this research, researchers used a Likert scale to measure data. According to Sugiyono (2013), the Likert scale is a scale used to measure respondents' attitudes, opinions and perceptions regarding a social phenomenon. Through a Likert scale, variables will be described in the form of indicators which will be used as a reference in making questions or statements.

## RESULTS AND DISCUSSION

### *Data Findings*

Based on the analysis conducted by researchers, results were found regarding the effectiveness of using Gel Angelicca as a celebrity endorser of ESQA Cosmetics to Indonesian women on Instagram, which is described through the five TEARS indicators.

Table 1.1 Trustworthiness

<i>Statements</i>	<i>Mean</i>
Gel Angelicca is an honest celebrity endorser, so she is trusted to convey information related to ESQA Cosmetics products on Instagram	4.22
Gel Angelicca is a celebrity endorser who has integrity when conveying information related to ESQA Cosmetics products on Instagram	4.24
<b><i>Total Mean</i></b>	<b><i>4.23</i></b>

Based on the table above, the highest mean in the trustworthiness indicator is found in the second statement, namely "Gel Angelicca as a celebrity endorser who has integrity when conveying information related to ESQA Cosmetics products on Instagram" with a mean value of 4.24. This shows that the majority of respondents agree regarding Gel Angelicca as an ESQA's celebrity endorser who has integrity when conveying messages so that they can be trusted. According to Ohanian (2008), Trustworthiness refers to a person's ability to convince an audience when communicating messages related to products or services offered by a company without being subjective (Dwi, L. S., & Ponirin, P., 2020). In other words, someone is able to communicate a message objectively so as to create trust from the audience.

Based on one of the posts on the ESQA Instagram page, Gel Angelicca shows her integrity as a celebrity endorser. In the video, Gel Angelicca is honest and objective when conveying a message regarding one of ESQA's newest products, namely Blurred Haze Velvet Lip Tint. Where in the caption on her Instagram page, Gel Angelicca wrote in the caption that the lip tint formula is not dry and has a velvet finish. This is also in line with what Gel Angelicca said in the video in the form of a voice over, saying that the formula of this lip tint is smooth

and effortless when applied to the lips. Then, supported by the scene in the video which shows the process of applying the lip tint on the lips very effortlessly and with a soft formula. This is in accordance with what was said by Erdogan (1999) and Ohanian (1991) who stated that trustworthiness reflects three characteristics, namely objectivity, honesty and integrity (Schimmelfennig, C., & Hunt, J. B., 2020).

This is also supported by the SOR theory which states that the quality and strength of a stimulus in influencing an individual's perception, emotions or attitudes directly influences how the individual reacts or responds (Yasir, 2009). Where Gel Angelicca as a communicator has made respondents as communicants give certain responses as evidenced by the respondents' affirmative answers to the trustworthiness indicator which shows that Gel Angelicca is a celebrity endorser who is honest and has integrity so she can be trusted. This is also in line with the statement from Floor & Raaij (2011) which states that one of the main benefits of MPR is helping companies to strengthen relationships with their consumers by building consumer trust and interest (Rahmat, Z., 2022).

Table 1.2 Expertise

<i>Statements</i>	<i>Mean</i>
Gel Angelicca is skilled at explaining product reviews from ESQA Cosmetics in full and on point on Instagram	4.29
Gel Angelicca has experience and skills as a MUA who has collaborated with many cosmetic brands, one of which is ESQA Cosmetics	4.35
<b><i>Total Mean</i></b>	<b><i>4.32</i></b>

Based on the table above, the highest mean in the expertise indicator is found in the second statement, namely “Gel Angelicca has experience and skills as a MUA who has collaborated with many cosmetic brands, one of which is ESQA Cosmetics” with a mean value of 4.35. To be able to improve the brand image of a company, it is also important for a celebrity endorser to have expertise and skills related to the product they want to promote. The expertise indicator talks about someone who has knowledge, experience and skills. Like Gel Angelicca, who has experience and expertise as a MUA which helps her in carrying out promotional

activities in the beauty industry. Where as a MUA, Gel Angelicca certainly has deeper knowledge and expertise regarding beauty products.

With her experience as a MUA, Gel Angelicca certainly has expertise in the use and application of makeup products, so this makes her skilled in her field. Not only skilled in applying make up, Gel Angelicca is also skilled in explaining products in detail. A celebrity endorser will be more accepted and trusted by the audience if she has mastery or expertise regarding the product she is promoting (Wahyuni Purbohastuti, A., & Hidayah, A. A., 2020). It's because the messages conveyed by celebrity endorsers who are experts in their fields tend to be more persuasive and easier for the audience to accept.

This is also in line with the statement from Floor and Raaij (2011) which states that one of the benefits of MPR is helping companies to increase knowledge of the products or services offered by the company through quality advertising messages (Rahmat, Z., 2022). The use of Gel Angelicca as a celebrity endorser for ESQA is the right thing, because Gel Angelicca has expertise, skills and experience in the beauty sector which helps her in creating high quality messages that create attraction and deeper public recognition about ESQA products.

Table 1.3 Attractiveness

<i>Statements</i>	<i>Mean</i>
Gel Angelicca has an oriental face and looks beautiful as a celebrity endorser from ESQA Cosmetics on Instagram	4.42
Gel Angelicca looks classy with a fashionable dressing style as a celebrity endorser for ESQA Cosmetics on Instagram	4.38
<b><i>Total Mean</i></b>	<b><i>4.40</i></b>

Based on the table above, the highest mean in the attractiveness indicator is found in the first statement, namely “Gel Angelicca has an oriental face and looks beautiful as a celebrity endorser from ESQA Cosmetics on Instagram” with a mean value of 4.38. Attractiveness talks about someone who has a special charm that can attract an audience, for example having good physical characteristics, such as being handsome or beautiful.

Based on research conducted by Darel Nicol Luna Anak Agam (2024), it is stated that attractiveness indicators, especially physical attractiveness, play the biggest role in attracting customers through social media and play the biggest role in turning potential customers into actual customers. That’s because, someone who has physical attractiveness tends to more easily influence the audience to become emotionally attached to the product that is being promoted, thereby generating buying interest (Agam, D. N. L. A., 2024).

Gel Angelicca has oriental facial features and looks beautiful, where Gel Angelicca has narrow eyes and skin that is quite bright and not too dark. Oriental facial features are often intended to refer to people who have faces similar to East Asian people such as China, Japan and Korea. This is also in line with Gel Angelicca, where Gel Angelicca is also a Chinese-Indonesian. According to Wahyuni et al (2018), the character of our society is that beauty is interpreted or assessed through physical aspects such as skin color, attractive appearance and having a charming face (Hasrin, A., & Sidik, S. , 2023). This is the reason why the first statement in this indicator has the highest mean.

Table 1.4 Respect

<i>Statements</i>	<i>Mean</i>
Gel Angelicca is admired as a beauty vlogger who consistently shares content regarding makeup tutorials and beauty product reviews	4.29
Gel Angelicca is appreciated and respected as a celebrity endorser because she has been a MUA since she was still in high school	4.10

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<b><i>Total Mean</i></b>	<b><i>4.20</i></b>
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Based on the table above, the highest mean in the attractiveness indicator is found in the first statement, namely “Gel Angelicca is admired as a beauty vlogger who consistently shares content regarding makeup tutorials and beauty product reviews” with a mean value of 4.29. In one of the articles released by Female Daily (2023), Gel Angelicca is one of the beauty role models from Female Daily who is still consistent in sharing beauty content amidst her current struggle with acne-prone skin. As an acne-prone skin fighter, it is certainly not easy to continue sharing beauty content with sensitive facial skin conditions. However, despite her skin problems, Gel Angelicca remains consistent in sharing content about makeup and beauty. Gel Angelicca remains consistent in providing the best for its fans.

It is proven that Gel Angelicca continues to promote ESQA products and has been included in ESQA Instagram posts since 2021. There are 7 content posts on the ESQA Instagram page with Gel Angelicca's face in it. These 7 contents include Instagram feeds and reels. The number of posts does not include the amount of ESQA promotional content created and posted on Gel Angelicca's personal Instagram. This shows that Gel Angelicca has a professional attitude throughout her career. This is what makes the audience admire Gel Angelicca as a celebrity endorser who is consistent in her career.

Table 1.5 Similarity

<b><i>Statements</i></b>	<b><i>Mean</i></b>
I agree that Gel Angelicca has the same characteristics as ESQA, namely having sensitive facial skin conditions which is in line with the goals of ESQA Cosmetics for sensitive skin	4.05
I agree that Gel Angelicca has an age range that suits ESQA Cosmetics' target consumers, namely 18 - 34 years old	4.23

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<b><i>Total Mean</i></b>	<b><i>4.14</i></b>
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Based on the table above, the highest mean in the attractiveness indicator is found in the second statement, namely “I agree that Gel Angelicca has an age range that suits ESQA Cosmetics' target consumers, namely 18 - 34 years old” with a mean value of 4.23. The similarity indicator usually talks about someone who has similarities or ties with their audience or with the brand. So, the audience feels related and connected with that person due to similarities or the same interest in something. This is in line with Gel Angelicca which has similar characteristics and the same age range as ESQA's target market.

Gel Angelicca has similarities with the brand. Gel Angelicca has the same age range as ESQA's target market, namely 18-34 years old. In one of the interviews conducted by Natalia Celia Bellajane et al (2023) who directly interviewed a digital marketer from ESQA itself, namely Gita Salsabila, states that the target market for ESQA Cosmetics was Asian women aged 18-34 years in the student category, entrepreneurs, to executives (Bellajane et al, 2023).

Belch and Belch (2004) state that similarity is the audience's view or perception regarding the similarities possessed by the endorser. Where these similarities can be in the form of demographic similarities, lifestyles, personalities and problems faced as shown in advertisements and so on (Molyo, P. D., 2016). This is in line with Gel Angelicca where Gel Angelicca is also one of the celebrity endorsers with an age range of 18-34 years. Where Angelicca Gel is currently 28 years old, so it is in line with ESQA's target market.

### ***The Effectiveness of Using Gel Angelicca as Celebrity Endorser of ESQA Cosmetics to Indonesian Women on Instagram***

Table 1.6 The Effectiveness of Using Gel Angelicca as a Celebrity Endorser for ESQA Cosmetics on Indonesian Women on Instagram

<b><i>Indicator</i></b>	<b><i>Mean</i></b>	<b><i>Effectiveness</i></b>
Trustworthiness	4.23	Efektif
Expertise	4.32	Efektif
Attractiveness	4.40	Efektif

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Respect	4.20	Efektif
Similarity	4.14	Efektif
<b>Total</b>	<b>4.26</b>	<b>Efektif</b>

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### *Attractiveness*

Based on the data presented in the table above, the five TEARS indicators related to Angelicca Gel in this study are categorized as effective with a total mean of 4.26. The mean results are included in the effective category because they are in the range  $3 \leq x \leq 5$ . The highest score obtained in this research was found in the attractiveness indicator, showing that respondents considered Gel Angelicca to have its own attractive appearance as a celebrity endorser. In this case, ESQA succeeded in collaborating with Gel Angelicca as a celebrity endorser who has an attractive appearance.

This can be seen from Gel Angelicca's beautiful and oriental face and through her fashionable and classy dressing style. The attractiveness of a celebrity endorser can help a company in improve its brand image. Therefore, audiences tend to pay more attention to celebrity endorsers who have attractiveness compared to those who do not. That's because celebrity endorsers who have attractiveness tend to be remembered more by consumers because of their uniqueness.

Moreover, if you look at ESQA's target market, there are women aged 18-22 years (late adolescents) and 23-34 years (early adulthood). Meanwhile, the majority of respondents in this study were women aged 18-22 years who were categorized as late adolescents. A research conducted by Andiyati (2016), states that late adolescent girls tend to pay more attention to physical appearance compared to boys (Dianningrum, S. W., & Satwika, Y. W., 2021). For late adolescents who are experiencing physical changes, they tend to pay more attention to celebrity endorsers who have attractive appearances so they can imitate them.

This is also in line with the role of PR in creating visual messages by presenting informative, persuasive and aesthetic message functions (Waszkiewicz-Raviv, A., 2022).

Where the company is tasked with determining what is beautiful and what is not and what is and is not worth seeing. That's because, the visual messages created by PR provide visual messages that are informative and persuasive so that they have the potential to involve the public. Therefore, the company's PR partnered with Gel Angelicca as a celebrity endorser who brings strong visual messages on Instagram to persuade the public regarding the products that is being promoted.

### *Similarity*

The indicator with the lowest mean value in this study is the similarity indicator. This is because not all respondents have the same characteristics and attributes as Gel Angelicca has. Where in this study, the majority of respondents who filled out the questionnaire were dominated by respondents aged 18-22 years with 84 respondents in the late teens category. So there is a mismatch between Gel Angelicca and the majority of respondents who filled in. This is because Gel Angelicca is 28 years old and falls into the 23-34 year age range which is included in the early adulthood category. Where in the early adult category in the age range 23-34 years in this study there were only 16 respondents. However, even though it has the lowest mean value, the similarity indicator in this study is still in the effective category.

## **CONCLUSION**

From the results of the research findings and descriptive data analysis carried out by the researcher, the researcher distributed questionnaires to the Indonesian people who were women aged 18-34 years using the TEARS indicators, namely Trustworthiness, Expertise, Attractiveness, Respect, and Similarity. Giannini (2010, p. 4) says that Marketing Public Relations (MPR) is any program or effort designed to increase, maintain, or protect the sales or image of a product by encouraging intermediaries, such as traditional mass media, electronic media, or individuals, to voluntarily convey messages aimed at consumers or business audiences regarding a company or its products (Giannini, G.T., Jr., 2010). In line with this, ESQA Cosmetics collaborated with Gel Angelicca as an individual to help them convey their message to the public.

Based on the results of distributing questionnaires, it was found that the use of Gel Angelicca as an ESQA's celebrity endorser

on Instagram was rated as effective at 4.26 and was on a scale range of  $3 \leq x \leq 5$ . The indicator with the highest mean score was the attractiveness indicator at 4.40. This indicator shows that respondents perceive that Gel Angelicca having her own charm that can attract audiences, such as having good physical characteristics, such as being beautiful and having an oriental face as an ESQA's celebrity endorser.

Meanwhile, the indicator with the lowest mean number is found in the similarity indicator at 4.14. This could happen because there is an age difference between Gel Angelicca and the respondents from this study. Where, the majority of respondents who filled this research were in the age range of 18-22 years (late adolescents) with 84 respondents. Meanwhile, Gel Angelicca is 28 years old and falls into the 23-24 year age category (early adulthood). So this difference is what makes the similarity indicator have the smallest value compared to other indicators.

Even though there are highest and lowest score, each TEARS indicator in this study obtained a mean of more than 4.00 and was categorised as effective. This shows that each TEARS indicator complements each other to produce effective use of celebrity endorsers. The five TEARS indicators are able to highlight the different values of the celebrity endorser. Therefore, the researchers concluded that the use of Angelicca Gel as an ESQA's celebrity endorser was effective with the highest number of attractiveness indicators. Apart from that, this can also be a consideration for Marketing Public Relations practitioners in choosing the right celebrity endorser as a medium for delivering messages.

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