

Effectiveness of Seventeen Brand Ambassadors in Mogu-Mogu Brand on Instagram Followers @mogumoguid

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ABSTRACT

The purpose of this study was to determine how effective Seventeen's brand ambassador is in the Mogu-Mogu brand on Instagram followers @mogumoguid. This research is quantitative, using an online survey method and VisCAP theory (Visibility, Credibility, Attraction, Power). The number of respondents obtained and recorded was 100 respondents using a Likert scale. Respondents in this study are Instagram followers @mogumoguid who know or have seen Seventeen's content on Instagram @mogumoguid as a brand ambassador in the Mogu-Mogu brand. The results showed that all indicators were effective with an average result of 4.09, proving that Seventeen is an effective and appropriate brand ambassador for the Mogu-Mogu brand. The visibility indicator has the highest mean value of 4.23, which means that Seventeen's brand ambassadors are very popular on social media and can increase the attractiveness of the Mogu-Mogu brand.

Keywords: *Effectiveness, Brand Ambassador, VisCAP, Instagram, Seventeen.*

INTRODUCTION

Marketing Public Relations (MPR) has emerged as a unique promotional discipline that encompasses strategies supporting marketing activities. MPR tends to align closely with marketing (Harris, 1993) and requires strategic maintenance to achieve effective marketing and communication goals (Kitchen et al., 2005). According to Choesrani (2020), MPR strategies significantly influence sales success by providing information to companies to address consumer responses, benefiting both parties (Yuliana, 2022). Public relations activities, as noted by Mandagi (2017), have evolved beyond the internal and external public scope to support marketing programs, thus integrating public relations into marketing strategies. This can be achieved through various activities such as public events or utilizing digital platforms. MPR and brand ambassadors are interconnected concepts in marketing strategies aimed at building and maintaining brand image, increasing brand awareness, and ultimately

boosting sales. By understanding the relationship between MPR and brand ambassadors, companies can develop more effective strategies for creating a positive image and enhancing consumer engagement (Nandy, n.d.). MPR emphasizes the importance of communication in strengthening brand image and reputation.

In this study, Seventeen serves as a bridge between Mogu-Mogu and the target audience by helping convey the brand message in a more personal manner. According to Kotler & Keller (2008), a brand is a name, term, sign, symbol, design, or a combination of these intended to identify products or services from one seller or group of sellers and distinguish them from competitors' products. The concept of branding relates closely to how consumers perceive a brand versus the efforts made to shape that perception. A good brand ambassador understands the intricacies of the product and industry while being motivated to introduce the product or brand to many people (Natalia & Rumambi, 2013). Therefore, this research focuses on the effectiveness of Seventeen as a brand ambassador in enhancing brand awareness and consumer loyalty toward Mogu-Mogu through branding strategies implemented on Instagram. Mogu-Mogu is a refreshing drink from Thailand with various fruit flavors combined with nata de coco. It has been available since 2001 and entered Indonesia in 2012 under PT Sappe (PT Sappe Indonesia, n.d.). To introduce its products, PT Sappe Indonesia builds connections within communities to foster consumer loyalty while promoting Mogu-Mogu. The company has sponsored several events such as Djakarta Warehouse Project 2015 and Achilles Motorsport Festival 2015 and partnered with football clubs like Persib Bandung and Arema Cronus (Al Hafiz, 2015). By focusing on teenagers and building connections through community channels like schools and cultural events, Mogu-Mogu decided to use a brand ambassador after years without public figure support to enhance its visibility and appeal in the global market (Marketech Apac, 2024).

To strengthen its presence globally and achieve sustainable growth in Europe and Asia, Mogu-Mogu launched its first major campaign "Sip. Chew. Feel Mogu-Mogu," aimed at increasing brand engagement in both regions with Seventeen as its ambassador (Berita Pagi, 2024). K-pop has become a cultural phenomenon among Indonesian youth with numerous fans of groups like BTS, Blackpink, EXO, TWICE, and Seventeen, among others. With Seventeen's iconic energy, they collaborate with Mogu-Mogu to reach a global audience aiming to build a unique narrative that increases brand engagement by 25% and expands its popularity worldwide (Lim, 2024). Piyajit Ruckariyapong, CEO of SAPPE (2024), explained that Mogu-Mogu has received a warm welcome in foreign markets; hence this first major campaign aims to create joy for fans of both Mogu-Mogu and Seventeen globally while marking a significant step toward establishing Mogu-Mogu as a beloved global brand. This research focuses on how followers of this account respond to Mogu-Mogu's marketing campaign using Seventeen as a brand ambassador.

The subjects are individuals following the Instagram account @mogumoguid. This account serves as the official channel for Mogu-Mogu Indonesia on Instagram used for consumer interaction, product promotion, and marketing campaigns involving Seventeen as the ambassador. The followers consist of various age groups; however, this study specifically targets those who have seen or are aware of Seventeen's content related to Mogu-Mogu. The

research is limited to Instagram @mogumoguid due to its higher engagement metrics compared to other official Mogu-Mogu accounts on social media platforms like TikTok or YouTube. This study employs VisCAP theory to assess the visibility, credibility, attraction, and power of Seventeen as a brand ambassador influencing the target audience. In conducting this research, references were made to previous studies such as Catarina Jasmine Titania's research at Petra Christian University Surabaya in 2023 titled "Effectiveness of Brand Ambassador Bright Vachirawit in Ichitan Packaged Drink."

This quantitative study utilized an online survey method through questionnaires using Likert scales; results indicated that Ichitan's chosen brand ambassador was effective. Another relevant study by Nadia Flora Aisyah Irzani et al. at Universitas Tidar in 2022 titled "Effectiveness of NCT Dream as Brand Ambassador for Somethinc Products in Increasing Consumer Trust" also employed quantitative methods with online surveys targeting NCT Dream fans on Telegram groups. Results showed effectiveness not only due to NCT Dream's role but also considering product quality. Additionally, research conducted by Merlis Lumeno and Nur Amalyna Yusrin at Universitas Pradita Banten in 2024 analyzed "The Influence of VisCAP Brand Ambassador and Fan Loyalty on Scarlett's Brand Image on TikTok." This quantitative study utilized survey questionnaires revealing the significant influence of VisCAP factors on Scarlett's brand image.

This research introduces novelty by analyzing the effectiveness of Seventeen as a brand ambassador for Mogu-Mogu on Instagram—differentiating it from previous studies involving brands like Ichitan or Somethinc. It combines K-pop fandom with experiential beverage branding while focusing on successful campaigns on Instagram targeting both fans and non-fans alike.

LITERATURE REVIEW

Marketing Public Relations (MPR)

Marketing communication is crucial in achieving marketing missions and determining success. According to Shimp (2003), marketing communication encompasses various roles including advertising agents and public relations practitioners aimed at conveying messages about products or services to society (Suryana, n.d.). Through this communication process, society becomes aware of marketed products. MPR is one strategy designed to enhance relationships with consumers while analyzing marketing effectiveness. According to Kotler & Keller (2016), MPR aims at building corporate image, increasing brand awareness, managing crises, and driving sales. With strategic MPR programs in place, companies can forge strong consumer relationships while reinforcing their reputation in the market (Rahmat, 2022).

Brand

According to Kotler et al. (2017:250), a brand is defined as a name, term, sign, or symbol intended for identifying goods or services from one seller or group of sellers while differentiating them from competitors' products. Tjiptono explains that a brand reflects

consumer associations and confidence in it (Mardiyanto & Giarti, 2019). Therefore, brands encompass perceptions associated with products or services experienced by consumers. Kotler & Keller (2016:322) outline functions brands serve for companies and consumers: for consumers, they represent promises made by companies setting expectations while simplifying decision-making processes; for companies, they provide valuable functions including product management assistance through record-keeping

Brand Ambassador

The use of brand ambassadors serves as a strategy for companies aiming at attracting consumer attention while encouraging usage of their offered products or services (Rayon cited in Agi Rosadi; Maisaroh). Brand ambassadors are selected based on their influence within specific communities typically comprising celebrities or influencers with positive reputations who promote products through various channels including social media campaigns where their images reflect product quality (Quipper Campus). Keller et al. (2021) provide guidelines for selecting effective brand ambassadors including choosing public figures who are well-known and aligning positively with brands while ensuring coherent relationships between brands/public figures avoiding confusion; creating engaging advertisements relevantly tied to brands; conducting market research ensuring the effectiveness of chosen public figures. Royan (2004) adds that effective influence over consumers particularly via celebrities is key for successful branding efforts while Shimp emphasizes how employing ambassadors helps convey messages broadly introducing new products and building societal awareness.

Social Media

Social media refers to digital platforms connecting individuals through networking services allowing the free sharing of text images video content without spatial-temporal limitations (Latif; Yuswardi et al., 2022). Kaplan & Haenlein define social media spaces for idea sharing collaboration community building expanding friendships enabling users easier self-expression compared to real-world interactions facilitating rapid information dissemination.

Instagram

Instagram stands out among popular social media platforms focusing primarily on photo and video sharing enabling users to share moments stories visual content engaging audiences and building communities around shared interests (Kaplan & Haenlein). With attractive features, it simplifies access to sharing photos and videos anytime anywhere acting akin to visual diaries (Situmorang & Hayati). Moreover, Instagram proves an effective tool for conveying information and educating fostering relationships within the digital era.

Effectiveness

Effectiveness is a measure of the extent to which goals or objectives have been achieved (Mardiasmo, 2017). An organization is considered effective if it succeeds in achieving its goals.

According to Siagian (2001), effectiveness involves the optimal use of resources, facilities, and infrastructure to produce goods or services. In an increasingly dynamic business competition, companies face challenges in maintaining market share. For this reason, companies make various innovations to attract the attention of consumers and influence their decisions in choosing products.

Brand Ambassador Effectiveness

The effectiveness of brand ambassadors is determined by their success in increasing brand awareness, consumer engagement, positive perceptions, sales, and brand loyalty. As brand representatives, they utilize their popularity and influence to reach a wider audience (Rusli, 2021). The VisCAP model helps companies select appropriate brand ambassadors to achieve marketing objectives (Rossiter & Percy in Kertamukti, 2015). This selection emphasizes the importance of attractiveness, credibility, and communication skills to create authentic relationships with consumers. Brand ambassadors who have used or shown interest in the product can convey brand messages convincingly and effectively, strengthening audience trust and engagement through various communication channels.

VisCAP Theory

Royan (2004) in the VisCAP model, as cited by Barata (2021), identified four important characteristics of a brand ambassador:

1. Visibility refers to how well-known a brand ambassador is in the public eye. The fit between the celebrity and the brand is crucial to building consumer trust.
2. Credibility, measures the level of audience trust in the brand ambassador, especially related to relevant knowledge or expertise, so that the message conveyed is more effective.
3. Attraction, highlights the physical aspects, personality, or overall image that is able to attract attention and influence the audience's emotions to buy the product.
4. Power refers to the brand ambassador's ability to influence audience behavior and decisions through charisma and influence.

METHODOLOGY

Research Conceptualization

The type of research used is quantitative descriptive research. According to Arikunto (2010), quantitative descriptive research is research that aims to describe or describe a situation systematically, factually, and accurately about the facts and relationships between the phenomena being investigated. In this study, researchers wanted to find out how the effectiveness of Seventeen's brand ambassador in the Mogu-Mogu brand. The research uses a data survey method in the form of a questionnaire using a Google form distributed via social media Instagram DM (Direct Message).

The sampling technique uses non-probability sampling techniques, namely non-random sampling techniques and purposive sampling by determining a sample of certain criteria (Jaya, 2020). Non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. Meanwhile, purposive sampling is a sampling technique based on certain considerations, which are considered suitable for the characteristics of the sample determined to be sampled (Sugiyono 2018: 82). So this study, provides requirements that are by the research needs, namely Instagram followers @mogumoguid who know or have seen Seventeen's content on Instagram @mogumoguid as a brand ambassador in the Mogu-Mogu brand.

In the data collection technique, researchers distributed questionnaires online using Google form question indicators in the questionnaire according to the VisCAP model. According to Jaya (2020: 91) Questionnaires are data collection techniques that can be done by giving a set of questions or written statements to respondents to answer. This study uses a Likert scale. According to Sugiyono (2015), the Likert scale is a tool used to measure attitudes, opinions, and perceptions of individuals towards an event or social phenomenon. Measurements are made by asking respondents to respond to the statements provided and then choosing one of five answer options, where each answer has a different value.

RESULTS AND DISCUSSION

Data Analysis

In this study, researchers re-processed the data obtained from the questionnaires distributed using a Likert scale.

Data Findings

Table 1 Visibility

INDICATOR	STATEMENT	STS (1)	TS (2)	N (3)	S (4)	SS (5)	AVERAGE STATEMENT
Visibility	I know Seventeen as the brand ambassador of the Mogu-Mogu brand	1	11	2	37	49	4.22
	Seventeen is a very famous Korean boy group	1	9	3	38	49	4.25
Total Mean Indicator Visibility							4.23

The visibility indicator has two statements with a total mean of 4.23, which is the highest value among all indicators. The first statement, 'I know Seventeen as the brand ambassador of the Mogu-Mogu brand,' received a mean of 4.22, indicating that fans are aware of Seventeen's role as Mogu-Mogu's brand ambassador. The second statement, 'Seventeen is a very famous Korean boy group,' had an average of 4.25, confirming Seventeen's popularity.

These results show that Seventeen is effective as Mogu-Mogu's brand ambassador due to its popularity and large fan base.

Seventeen's popularity is evident from its high album sales, international music awards, and millions of followers on social media. As brand ambassadors, they managed to attract the attention of the audience, to follow the development of Mogu-Mogu find out more information related to Mogu-Mogu, and engage the audience to interact more with Mogu-Mogu. The strategy used by Mogu-Mogu reflects the effectiveness of Marketing Public Relations (MPR) in building relationships between consumers and brands through informative and interactive campaigns.

Table 2 Seventeen Activities

Do you follow Activity	Always	Often	Sometimes	Seldom	No one	Total
Seventeen on social media?	7	37	33	7	0	84
	8.3%	44%	39.3%	8.3%	0	100%

Seventeen's popularity is evident from its high album sales, international music awards, and millions of followers on social media. As brand ambassadors, they managed to attract the attention of the audience, to follow the development of Mogu-Mogu find out more information related to Mogu-Mogu, and engage the audience to interact more with Mogu-Mogu. The strategy used by Mogu-Mogu reflects the effectiveness of Marketing Public Relations (MPR) in building relationships between consumers and brands through informative and interactive campaigns.

Visibility emphasizes the importance of public image management to achieve success. Through various promotional strategies, Pledis Entertainment successfully increased Seventeen's visibility, which helped strengthen its relationship with the audience. The high visibility of celebrities like Seventeen can increase brand awareness and consumer engagement.

The collaboration between Seventeen and Mogu-Mogu demonstrates the importance of choosing brand ambassadors with high visibility. Seventeen's popularity, presence on social media, and fit with the target audience made Seventeen a strategic choice to strengthen Mogu-Mogu's image and position in the market. With an average visibility score of 4.23, Seventeen proved to be an effective representation of the Mogu-Mogu brand.

Analysis and Interpretation

Credibility

Table 3 Credibility

INDICATOR	STATEMENT	STS (1)	TS (2)	N (3)	S (4)	SS (5)	AVERAGE STATEMENT
Credibility	Seventeen can convey the message of Mogu-Mogu which is easy to drink and chewy	0	10	2	44	44	4.22
	Seventeen has an honest character in conveying the message of Mogu-Mogu in an easy-to-drink and chewy	0	10	4	43	43	4.19
Total Mean Indicator Credibility							4.20

The table shows two statements related to Seventeen's credibility as a Mogu-Mogu brand ambassador, with a total mean of 4.20. The first statement, 'Seventeen can deliver Mogu-Mogu's easy-to-drink and chewy message,' received a mean score of 4.22, while the second statement, 'Seventeen has an honest character in delivering the message,' received a mean of 4.19.

The majority of respondents agreed that Seventeen is credible in delivering messages effectively. Their credibility plays an important role in shaping positive perceptions, increasing trust, and driving consumer loyalty towards Mogu-Mogu. The similarity of values between Seventeen and Mogu-Mogu reinforces their relevance to young audiences.

In this case, public relations (PR) become an important strategy in managing Seventeen's image as a brand ambassador, which can create authentic and long-term relationships with consumers. Seventeen's credibility helps reduce audience skepticism, increase brand awareness, and support purchase decisions. Seventeen's popularity and global fan base also had a positive impact in strengthening the image and trust of Mogu-Mogu in the global market.

Choosing brand ambassadors based on credibility, Mogu-Mogu emphasizes reputation, expertise, social interaction, and message delivery capabilities. With a large global fan base and strong engagement in social media, Seventeen can have a greater impact on brand awareness and audience trust in Mogu-Mogu. The positive image and active engagement are considered to increase consumer trust in Mogu-Mogu which makes Seventeen the right choice to promote the product authentically and effectively in the global market as it not only helps in

building a positive brand image but can also drive consumer purchasing decisions through positive influence.

Attraction

Table 4 Attraction

INDICATOR	STATEMENT	STS (1)	TS (2)	N (3)	S (4)	SS (5)	AVERAGE STATEMENT
Attraction	Seventeen caught my attention in representing the Mogu-Mogu brand	0	10	5	32	53	4.28
	Seventeen has the same hobby as me, namely drinking Mogu-Mogu drinks	0	11	15	34	40	4.03
Total Mean Indicator Attraction							4.15

The attraction indicator has two statements with a total mean of 4.15. The first statement, 'Seventeen attracts my attention in representing the Mogu-Mogu brand,' received the highest mean score of 4.28, while the second statement, 'Seventeen has the same preferences as me, namely consuming Mogu-Mogu drinks,' received an average score of 4.03.

Respondents agreed that Seventeen attracts attention in promoting Mogu-Mogu. This shows that Seventeen's popularity and image are effective in attracting audiences, especially young people. The second statement highlights the emotional attachment of fans, with 40 respondents strongly agreeing, reflecting that idols like Seventeen are able to build emotional connections that support marketing effectiveness.

Seventeen's appeal includes global popularity, personality, and a close relationship with fans, which is able to strengthen Mogu-Mogu's brand image as a fun and relevant product. With a marketing public relations strategy that capitalizes on this appeal, Mogu-Mogu can create a campaign that is interactive, relatable, and supports consumer loyalty.



Picture 1 Uploads Mogu-Mogu x Seventeen

In creating a positive image for Mogu-Mogu, Seventeen displayed joy and happiness. By displaying happiness and joy, they represent the campaign launched by Mogu-Mogu very effectively. The use of Seventeen as brand ambassadors who have a large following and are very well known can significantly increase consumer attraction to Mogu-Mogu products. Seventeen's popularity among global K-Pop fans allows them to reach a wider audience and reinforce a fun and refreshing brand. As well as this appeal, Seventeen was chosen as a brand ambassador who can reach Mogu-Mogu's target market, increase brand awareness, and positively influence consumer purchasing decisions.

By choosing a brand ambassador based on attraction, Mogu-Mogu was able to ensure that they used Seventeen which is not only widely recognized but also can effectively capture consumers' attention. Seventeen was chosen because they have a strong appeal among Mogu-Mogu's target market, as well as their ability to make marketing campaigns more engaging, interactive, and effective in reaching young consumers across various social media platforms. This can help in building a positive brand image and increase Mogu-Mogu's sales through positive influence.

Power

Table 5 Power

INDICATOR	STATEMENT	STS (1)	TS (2)	N (3)	S (4)	SS (5)	AVERAGE STATEMENT
Power	Seventeen affected me to want to buy Mogu-Mogu Product	1	10	11	37	41	4.07
	I know the brand Mogu-Mogu because Seventeen is the brand the ambassador	8	22	14	21	35	3.53
Total Mean Indicator Power							3.8

The last indicator, power, has a total mean of 3.8, the lowest value compared to other indicators. The first statement, 'Seventeen influences me to want to buy Mogu-Mogu products,' received an average of 4.07, indicating that the majority of respondents were influenced by Seventeen's presence, although some respondents were neutral or disagreed. The second statement, 'I know the Mogu-Mogu brand because Seventeen is the brand ambassador,' had an average of 3.53, indicating that most respondents were already familiar with Mogu-Mogu before Seventeen became the brand ambassador, but this collaboration still helped increase brand awareness.

Table 6 Additional Questions

Saya Menyukai Seventeen	Ya, Lanjutkan ke pertanyaan di bawah	Tidak	Total
	87	13	100
	87%	13%	100%

Positive responses were more dominant among Seventeen fans, as shown by 87% of respondents favoring them. However, the strategy was less effective for non-fan audiences, who were less likely to be swayed by the campaign. To increase its effectiveness, Mogu-Mogu is advised to complement its strategy with a more inclusive public relations approach to strengthen relationships with a wider audience and increase consumer trust.

Mogu-Mogu needed to utilize the influence of celebrities to increase brand awareness and product sales. The selection of Seventeen as a brand ambassador reflects this strategy, as Seventeen's popularity and appeal can help expand Mogu-Mogu's market reach globally. Seventeen's influence in building connections with fans and creating a tangible impact on consumer preferences played a crucial role in the success of Mogu-Mogu's marketing campaign.

Total Average VisCAP Indicator

Table 7 Average VisCAP Indicator

Indicator	Mean Value
<i>Visibility</i>	4.23
<i>Credibility</i>	4.20
<i>Attraction</i>	4.15
<i>Power</i>	3.8
Total	4.09

The total average result of the VisCAP indicator is at a value of 4.09, which means that Seventeen as the brand ambassador of the Mogu-Mogu brand is classified as effective because the average value is above 3.00. Based on the table above, the study results show that the visibility indicator has the highest mean value of 4.23, which means that Seventeen's brand ambassador is very popular on social media and can increase the attractiveness of the Mogu-Mogu brand. As well as the use of social media (Jerslev & Mortensen, 2022) and the use of Seventeen as brand ambassadors increase the visibility of Seventeen itself (Rahmani, 2017). Meanwhile, Power has the lowest score of 3.8, which indicates that Seventeen's ability to influence consumers in purchasing decisions is still less than optimal and factors such as product quality as well as price can cover the influence of brand ambassadors, which indicates that their role is not specifically decisive in the purchasing process (Tannady et al., 2024). However, the lowest value obtained is still classified as effective and shows that Seventeen's brand ambassadors are effective in promoting Mogu-Mogu through Instagram, especially in the aspects of visibility and credibility.

The high mean value of the visibility indicator shows that Seventeen has a high level of recognition and can reach a wide audience. Seventeen's popularity as a K-Pop group with a large fan base, and their active presence on social media, made it easier to spread information about the campaign. Also, through popularity, Mogu-Mogu managed to increase brand awareness among the audience. Meanwhile, the low mean value of the power indicator shows that Seventeen's influence as a brand ambassador in driving consumer purchasing decisions is still not optimal. This may be due to their lack of appeal to audiences who have no interest in Seventeen, thus not having a significant impact on purchasing decisions. In addition, the emotional connection between Seventeen and the Mogu-Mogu product does not seem to be strong enough to encourage consumers to buy the product.

Seventeen succeeded in raising brand awareness and creating an emotional appeal, but their effectiveness in influencing Mogu-Mogu's consumer behavior is still suboptimal. Therefore, the company needs to maximize Seventeen's brand ambassadors, for example through more interactive strategies or campaigns that involve more direct engagement between fans and Mogu-Mogu products. This is expected to increase the power aspect, so that Seventeen not only functions as a visual attraction, but is also able to increase consumer buying interest in Mogu-Mogu products.

Crosstab**Crosstab Result Gender***Table 8 Crosstab Result Gender*

Row Labels	Visibilit y 1	Visibilit y 2	Credibilit y 1	Credibilit y 2	Attractio n 1	Attractio n 2	Powe r 1	Powe r 2
Man	4,05	4,00	4,27	4,32	4,27	3,95	3,95	3,82
Woman	4,29	4,26	4,19	4,15	4,28	3,96	4,10	3,45
Grand Total	4,24	4,20	4,21	4,19	4,28	3,96	4,07	3,53

Based on the table of gender crosstab results, there are differences in average scores between men and women on VisCAP indicators. In general, women gave higher ratings on most indicators, especially in terms of visibility and attraction, while men had higher or close scores on credibility and power (P2).

Women are more responsive to aspects such as popularity, physical appearance, style of dress, and celebrity interaction with the public. They also tend to be influenced by emotional and aesthetic appeal, thus connecting more through the emotional connection created with the brand ambassador.

In contrast, men focus more on the power, influence, and reputation of brand ambassadors. They value merit and credibility in effectively promoting the brand, showing a more rational approach compared to women who are more affected by emotional aspects.

These differences suggest that the effectiveness of Seventeen's brand ambassadors varies by gender, with women being more affected by aesthetic and emotional aspects, while men are more affected by functional and rational aspects.

Age Crosstab Result*Table 9 Age Crosstab Result*

Row Labels	Visibilit y 1	Visibilit y 2	Credibilit y 1	Credibilit y 2	Attractio n 1	Attractio n 2	Powe r 1	Powe r 2
Generat ion Millenn ial	3,64	3,64	3,91	3,64	3,82	3,45	3,45	2,73
Generat ion X	5,00	4,00	5,00	5,00	5,00	5,00	5,00	2,00
Generat ion Z	4,31	4,27	4,24	4,25	4,33	4,01	4,14	3,65
Grand Total	4,24	4,20	4,21	4,19	4,28	3,96	4,07	3,53

The age crosstab results show differences in perceptions between generations on the Visibility, Credibility, Attraction, and Power indicators. Millennials have lower mean scores,

especially with visibility and credibility, with a score of 3.82 on attraction (A1). This generation is more influenced by personal preference than brand reputation or power.

Generation X recorded perfect scores (5.00) across all indicators, reflecting a very positive view of brand strength and credibility. However, their representation in this study was only one respondent, so this result is less significant.

Generation Z had fairly high mean scores (4.31-4.33), especially with visibility and attraction, indicating a strong response to visual elements and fun experiences. Their highly digitalized characteristics make it easy for them to connect emotionally with relevant campaigns.

Overall, each generation has unique preferences. Generation X is influenced by power and credibility, Generation Z values interactive experiences more, and Millennials are more selective. This emphasizes the importance of marketing strategies that are tailored to the needs and characteristics of each generation.

Job Crosstab Result

Table 10 Job Crosstab Result

Row Labels	Visibility 1	Visibility 2	Credibility 1	Credibility 2	Attraction 1	Attraction 2	Power 1	Power 2
Public Servant	3,20	3,00	3,20	3,20	3,20	3,00	2,80	3,00
Private Employee	4,36	4,32	4,32	4,40	4,44	4,20	4,24	3,88
Student	4,36	4,34	4,26	4,23	4,36	3,98	4,18	3,59
Entrepreneur	3,67	3,56	4,11	3,89	3,89	3,67	3,56	2,44
Grand Total	4,24	4,20	4,21	4,19	4,28	3,96	4,07	3,53

Respondents from civil servants showed the lowest mean scores across all indicators, with scores ranging from 2.80 - 3.20. The highest indicators were found in visibility (V1), credibility (C1), and attraction (A1) at 3.20, while the lowest score was found in power (P1) with 2.80. This reflects that Seventeen as a brand ambassador is less effective in reaching this group. The contributing factors are differences in lifestyle and priorities, as well as lower social media usage compared to other groups.

In contrast, private sector employees showed the highest engagement with an average score above 4.00 on all indicators. The highest score was on the attraction (A1) at 4.44, reflecting Seventeen's very strong appeal and influence among this group. Despite a lower score on power (P2) (3.88), private sector employees remained responsive to the campaign due to their greater purchasing power, interest in trends, and lifestyle relevant to Seventeen's values.

The student group also showed a positive response with an average score above 4.00 on most indicators. The highest score was on visibility (V1) at 4.36, and the lowest on power

(P2) at 3.59. Despite limited purchasing power being a challenge, students were influenced by the campaign due to their active presence on social media and interest in K-Pop culture, including Seventeen.

Entrepreneurs recorded more varied scores, with the highest score on credibility (C1) at 4.11, but the lowest score found on power (P2) at 2.44. While they appreciated Seventeen's credibility, Mogu-Mogu's marketing strategy was less able to capture the attention of this segment, who may focus more on the functional or business value aspects of a product. Overall, private employees and students gave the most positive responses to Seventeen's campaign as brand ambassadors, especially on the attraction and credibility aspects.

CONCLUSION

Researchers have researched 100 respondents with the criteria of Instagram followers @mogumoguid who know or have seen Seventeen's content on Instagram @mogumoguid as a brand ambassador. The purpose of this research is to find out how effective Seventeen is as a brand ambassador for the Mogu-Mogu brand. In measuring the effectiveness of brand ambassadors, researchers use the VisCAP theory (Visibility, Credibility, Attraction, Power). Based on the results obtained, show that all indicators fall into the effective category with an average result of 4.09, so this proves that Seventeen is an effective and appropriate brand ambassador for the Mogu-Mogu brand.

The average result of the visibility indicator is 4.23, this shows that Seventeen is very popular on social media and can increase the attractiveness of the Mogu-Mogu brand. It can also be said that Seventeen fulfills the criteria as a brand ambassador because they are easily recognized by the public and fans know that Seventeen is the brand ambassador of the Mogu-Mogu brand. The average value of the credibility indicator is 4.20, this shows that the messages conveyed by Seventeen are easily understood and trusted by the audience as a credible brand ambassador. The average value of attraction is 4.15, which means this shows that Seventeen can attract the attention of the audience and fans have a strong emotional attraction to their idol. Meanwhile, the average value of the power indicator is 3.8. The average value obtained by the power indicator is lower than other indicators and from the value obtained it is still classified as effective, but this shows that Seventeen has not been able to influence some audiences in purchasing decisions and the Mogu-Mogu brand was quite well-known before making Seventeen as a brand ambassador.

Seventeen assists the Mogu-Mogu brand in expanding and strengthening the brand by attracting more attention from its fans. By partnering with Seventeen, Mogu-Mogu can attract attention not only in Thailand or Indonesia but also around the world, especially in countries with a large K-Pop fan base. Seventeen's strong appeal and buzz reinforce Mogu-Mogu's growing popularity and entice the younger generation to buy Mogu-Mogu due to the alignment between Seventeen and Mogu-Mogu which makes this partnership perfect and authentic.

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