

# Effectiveness of Red Velvet as Brand Ambassadors for Azarine Cosmetics in Makeup Series Products

**Victoria Amijaya, Inri Inggrit Indrayani, Felicia Goenawan**

Communication Science Department Petra Christian University

## ABSTRACT

Marketing Public Relations was an activity aimed at creating a positive image. A brand ambassador was someone who functioned as a representation or face of a brand. The use of famous celebrities as brand ambassadors during the launch of new products significantly increased public appeal and attention. Red Velvet was a South Korean girl group that has been active in the music industry for 10 years since their debut in 2014. Azarine Cosmetic appointed Red Velvet as the brand ambassador. This research aimed to measure the effectiveness of Red Velvet as the brand ambassador for Azarine Cosmetic's makeup series. The research approach was descriptive quantitative, with data collection techniques using an online questionnaire method through Google Forms distributed to 100 respondents using a Likert scale. The sampling technique employed purposive sampling. This study measured the effectiveness of the brand ambassador using Hovland's (1953) source credibility theory, which was divided into three indicators: trustworthiness, attractiveness, and expertise. The research results indicated that Red Velvet, as the brand ambassador for Azarine Cosmetic's, was deemed effective according to the source credibility theory, with expertise being the highest indicator because Red Velvet possessed a strong charm as a brand ambassador for the makeup products.

**Keywords:** *Effectiveness, Brand Ambassador, Source Credibility, Red Velvet, Azarine Cosmetic*

## INTRODUCTION

The choice of personal care products can be influenced by the phenomenon of globalization. Currently, the Korean trend, often referred to as the Korean Wave, is increasingly popular with Indonesian people. According to the Korean Foundation for International Cultural Exchange (KOFICE) quoted by Liputan6.com, Indonesia is ranked fourth as the country with the largest Korean Wave fans in the world. In addition to the development of Korean dramas and music, Korean-style clothing is also a favorite among the public. Kumparan.com reports that K-Pop is very popular in Indonesia, especially among teenagers, through boy bands and

girl bands such as NCT, Black Pink, BTS, and others. Based on information from Kompas.com, currently Korean beauty (K-Beauty) is widely known throughout the world (in Laraswati, 2023).

This beauty trend from South Korea offers a bright and smooth skin appearance, similar to that of actors, actresses, and idols. Data from tempo.co shows that Korean trends are still a favorite in 2022. Lia Stephiningrum, Head of Marketing at Guardian Indonesia, stated that many Indonesians believe that Korean beauty products have skin-friendly formulas, are multifunctional, and can create a perfect appearance. The growth of K-Beauty has encouraged companies in Indonesia to design strategies by involving South Korean actors or idols as brand ambassadors (Laraswati, 2023).

Azarine Cosmetic is a local beauty brand from Surabaya, East Java. Established in 2002, Azarine was initially better known as a brand that provides various spa and salon care products. However, in 2015, Cella Vanessa Tjahyanto, together with her brother, Brian Lazuardi Tjahyanto, tried to rebrand and make various breakthroughs, so that now it has successfully become one of the local beauty brands that is in great demand by beauty enthusiasts.

After successfully collaborating with Lee Min Ho as a brand ambassador, Azarine Cosmetic, an Indonesian beauty brand, officially announced a collaboration with Red Velvet as a brand ambassador on April 1, 2023. Azarine becomes the first local brand whose makeup products are used by an A-List girl group from South Korea. The selection of Red Velvet as a brand ambassador aims to increase public trust and show that the quality of local makeup can compete internationally. Azarine is committed to introducing original Indonesian products to the global market. In addition, this step also aims to support and encourage the growth of the local beauty industry so that it continues to develop and innovate in creating superior products. Azarine Cosmetic is active on social media such as Instagram, TikTok, and YouTube. To market its products, Azarine utilizes e-commerce platforms such as Shopee, Tokopedia, and Lazada. In an effort to promote its products and brand ambassadors, Azarine Cosmetic promotes its products on social media YouTube, Instagram, and TikTok.

The SOR or stimulus-organism-response model/theory was proposed by Hovland in 1953. This theory originally came from psychology and was applied to communication science because the subject matter of psychology and communication is the same. This means that people have elements of attitude, opinion, behavior, cognition (attitude related to insight and understanding), affection (attitude related to feelings), and conation (attitude related to behavioral tendencies) (Rahmat Abidin & Abidin, 2021). The basic assumption of this theory is that the cause of behavioral changes depends on the quality of the stimulus that communicates with the organism.

Based on the view of Thomas L. Harris in the work of Rosady Ruslan (2016), Marketing Public Relations (MPR) can be defined as a process that includes planning, implementing, and evaluating programs that aim to facilitate consumers in making purchases and achieving optimal satisfaction through effective communication regarding the company's image and products offered according to consumer needs. Thomas L. Harris (1991) stated that there are three main strategies (Three ways strategy) in the Marketing Public Relations concept that

function to implement programs to achieve the desired goals, namely: 1) Pull Strategy, which aims to attract consumers' attention to use the products or services offered, so that company goals can be achieved and sales increase. This strategy often involves promotion through mass media. 2) Push Strategy, which is an effort to increase sales volume by implementing a strategy that focuses on the number of purchases. 3) Pass Strategy, changed into a marketing strategy that aims to build the company's image through the formation of positive opinions among the public by establishing cooperation. These three approaches in public relations marketing will be implemented digitally, utilizing advances in communication and information technology in the digital era (Azka & Dianita, 2024).

The SOR (Stimulus-Organism-Response) theory provides a comprehensive framework for understanding the dynamics between Marketing Public Relations (MPR), source credibility theory, and overall communication. In this case, the stimulus functions as a communication message delivered by a brand or organization through various channels, including social media, advertising, and promotional activities, which often involve brand ambassadors or influencers as sources of information. This message is designed to attract the attention of the audience and influence their perception of the product or service offered (Yasir, 2020).

The researcher conducted a study entitled "The Effectiveness of Red Velvet as a Brand Ambassador for Azarine Cosmetic Makeup Series Products" because Korean Wave and K-Pop are widely liked by the public from Indonesia so that brands in Indonesia are interested in using K-Pop actors and idols as brand ambassadors. Azarine Cosmetic is a beauty brand that continues to innovate its products and has begun to develop its market internationally, namely in Malaysia. Red Velvet is a South Korean A List Girl Group that has been experienced and expert in its field for 10 years since its debut in 2014. In addition, because the launch of Azarine Cosmetic's first makeup series product immediately used an international brand ambassador, namely the South Korean girl group Red Velvet, which is in accordance with the values of Azarine Cosmetic and the products issued. Until now, there has been no research on the effectiveness of Red Velvet as a brand ambassador using the Source Credibility theory. Based on the background explained above, the researcher is interested in conducting a study entitled "The Effectiveness of Red Velvet as a Brand Ambassador for Azarine Cosmetic Makeup Series Products".

## **LITERATURE REVIEW**

### **Stimulus-Organism-Response (SOR) Theory**

The stimulus-organism-response model suggests that communication is an action-reaction process. This means that this theory assumes that verbal words, nonverbal signals, and certain symbols stimulate others to respond in a certain way. This SOR model can occur positively or negatively. For example, when someone smiles, they return the smile. This indicates a positive response, but if they return the smile while looking away, it indicates a negative response (Abidin, 2022). According to Effendy (2003), the SOR communication model emphasizes the message being communicated, so that it arouses passion in the communicant, so that

communication quickly receives the message, and finally behavioral changes occur. Therefore, this communication model has three key elements, namely Message (Stimulus; S), Communicant (Organism; O), and Effect (Response; R) (in Rahmat Abidin & Abidin, 2021).

### **Definition of Marketing Public Relations**

Marketing Public Relations (MPR) is a marketing activity that aims to create a good positive image. The concept of MPR was first introduced by Thomas L. Harris, who defined MPR as a series of planning, implementation, and evaluation processes of programs that aim to encourage purchases and consumer satisfaction through reliable information, while providing a positive impression of the company's identity and products offered, in accordance with the needs, desires, interests, and interests of consumers (Harris, 1991). MPR functions as part of marketing management that aims to support the marketing of available products or services. Initially, marketing and public relations were two separate activities, with the main difference being the expected end result. Marketing focuses on increasing sales, while public relations aims to educate and build good understanding among the public or target market, and create a positive image for the company.

### **Source Credibility Theory**

The Source Credibility Theory is a theory put forward by Hovland, Janis and Kelley in their book *Communication and Persuasion* (1953). This theory explains that people will be more easily persuaded if the communicator or person delivering the communication message is a credible person or in other words a communication source with high credibility will be more effective in changing someone's opinion compared to a communication source with a low level of credibility (Bobbitt, Randy and Ruth Sullivan, 2008: 12-13).

### **Brand Ambassador Effectiveness with Source Credibility Theory**

Based on Hovland's theory, it shows that sources with a high level of credibility can have a significant influence on audience opinion compared to sources with low credibility. Credible sources tend to produce greater changes in attitudes compared to less credible sources. If the arguments presented are acceptable and support a particular view, then the communicator's expertise will play a role in determining the level of trust given to him (Winoto Y., 2015). Research conducted by Hovland, Janis and Kelley found three aspects that influence source credibility, namely:

#### **a) Trustworthiness**

Related to the audience's assessment that the source of information is considered sincere, wise and fair, objective, has personal integrity, and has high social responsibility. Generally, the assessment is based on the source's past behavior and the assumption of his/her current behavior. In other words, a person's track record will be a reference for whether the person is considered trustworthy or not. What is interesting is about consistency, which turns out to be one of the criteria for trustworthiness. The

audience believes in the attitude of a consistent figure, and conversely loses trust in an inconsistent figure.

**b) Skill**

The expertise factor relates to the assessment of how skilled the source is in communicating internally within the organization and externally with other organizations.

**c) Attractiveness**

In general, this concept includes physical appearance and psychological identification. Someone may be attractive, but not charismatic. Conversely, someone may be charismatic but the values in that person are very different and do not attract others to do psychological identification.

### **Effectiveness**

Effectiveness is the utilization of resources, facilities and infrastructure in a certain amount that is consciously determined in advance to produce a number of goods or services for the activities carried out (Siagian, 2001, p.24). In conditions of increasingly dynamic and complex business competition, this competition not only creates opportunities but also challenges. The challenges faced by competing companies include always trying to find the best way to capture and maintain market share. Many companies carry out various innovations so that they can attract the attention of consumers and influence consumers to consume or use their products.

### **Brand**

A brand is a sign or symbol consisting of a name, term, image, logo, symbol, design or a combination of all of these that is intended to identify, define or give identity to a good or service (service) from a seller and distinguish it from competitors. According to Law No. 20 of 2016 concerning Trademarks and Geographical Indications, it states that a brand is a sign in the form of an image, name, word, letters, numbers, color arrangement or combination of these elements that have distinguishing power and are used in trading activities of goods or services. A brand is an identification mark in trading activities of similar goods or services and at the same time is a guarantee of its quality when compared to similar products of goods or services made by other parties. A brand contains a company's promise to consistently provide certain characteristics, benefits and services to buyers.

### **Definition of Brand Ambassador**

According to Rayon in Agi Rosadi (2021), the use of brand ambassadors is carried out by companies to influence and attract consumers to use their products. Brand ambassadors are identities, where they act as marketing tools that represent the achievement of a product's individualism. Brand ambassadors must be marketing tools that represent a company's products, which usually come from artists or popular people to be able to connect with consumers in order to target market share and increase sales.

The use of brand ambassadors aims to introduce a brand to the wider community, companies will pay public figures as brand ambassadors because they see that they are liked and respected by target audiences and can influence customer attitudes and behavior towards the brand they represent. Shimp (2020) According to Royan in Sarah Amalia Muslim (2020) explains the reasons why brand ambassadors will have a significant effect on brand image. This is because the personality of a brand ambassador will influence the personality of a brand. This personality will influence public perception of brand image and can attract consumers to buy. So based on the opinions of the experts above, it can be concluded that a brand ambassador is a person who does or says something on behalf of a brand, therefore a brand ambassador can be said to be a person who represents the brand. Therefore, in general a brand ambassador is considered a representation, "face", or image of the brand or product it represents.

### **Cosmetic Products**

Cosmetics mean beauty products such as powder, cream, lotion, and others to beautify the face, skin and so on. Cosmetic users are women and young girls. While the general definition of cosmetics includes what is called cosmetics and quasi-drugs (semi-drug products) in The Pharmaceutical Affairs Law. Another definition of cosmetics is a chemical substance, either from plants or laboratories that is placed on the skin or hair.

### **Social Media**

Based on data from Websindo.com in January 2019, there were 150 million active internet users in Indonesia from a total population of 268.2 million people or 56% of the Indonesian population already using the internet. In addition, almost all internet users are active social media users with the number of users reaching 56% of the total population of Indonesia, which means that more than half of the Indonesian population has used social media. The use of social media is currently increasingly widespread, one of which is Instagram social media (Amira & Nurhayati, 2019:117). Social media according to Hidayatullah (2020:1) is a site or online service that allows its users to consume and follow or participate in creating, commenting on, and distributing various content in various formats such as text, images, videos and photos.

## **METHODOLOGY**

### **Research Conceptualization**

The research method used in this study is a survey, according to (Sujarweni 2015, 13) survey research is: "Research conducted to collect information by compiling a list of questions asked to respondents. In survey research, it is used to examine the symptoms of a group or individual behavior. Data collection can be done through questionnaires and interviews.

Survey is a way to collect primary data through written questions to respondents (Harton 2016). Surveys via the Internet are referred to as Internet surveys (online surveys). Internet surveys or online surveys are surveys where data is collected electronically reaching respondents via the



internet. Online surveys allow researchers to collect information from all over the world with a very wide range of respondents. Online surveys are currently the easiest way to share and collect information for research purposes using the survey method. Online surveys make it possible to conduct surveys in a different way that is more convenient and easier for respondents and researchers.

### Research Subject

The subject of this study is the target market of Azarine Cosmetic, namely women and men aged 15-45 years in Indonesia who have seen or know Red Velvet as the brand ambassador of Azarine Cosmetic. This study uses a non-probability sampling technique, namely purposive sampling.

## RESULTS AND DISCUSSION

### Data Analysis

In this study, quantitative data analysis techniques were used which were complemented by more thorough and structured analysis (Rakhmat, 2020, p.21). To analyze the data, the researcher will apply descriptive analysis techniques and class intervals.

### Data Findings

Table 4.12 Effectiveness of Red Velvet as a brand ambassador for makeup series products using the source credibility model

Source Credibility Indicator	Mean Value	Effectiveness Results
Trustworthiness	4.214	Effective
Attractiveness	4.208	Effective
Expertise	4.281	Effective
Total	4.234	Effective

Source: Researcher Processing, 2024.

### Analysis and Interpretation

Table 4.12 above is the overall mean result obtained from the answers of 100 respondents regarding the use of Red Velvet as a brand ambassador in the makeup series product which is measured using the Source credibility model. Source credibility is one of the theories that can be used to test the level of effectiveness of the use of brand ambassadors. The theory tests the

effectiveness of a brand ambassador through 3 indicators, namely trustworthiness, expertise, and attractiveness. The attractiveness indicator produces the highest mean of 4,214.

Expertise is the extent to which the communicator is considered a valid source. This is supported by professional knowledge and skills so that their claims on the product can persuade consumers. There are 5 dimensions that influence expertise, namely: expert, experience, knowledge, qualified, skilled (Hovland, 1953). The expertise indicator gets the highest score, meaning that the use of Red Velvet as a brand ambassador is most effective because of the expertise factor it has. In the study of Till, BD, & Busler, M. (2000) "The Match-Up Hypothesis: Physical Attractiveness, Expertise, and the Effectiveness of Endorsement", they found that when an endorser is considered to have high expertise in the relevant field, the positive effect on the effectiveness of the endorsement becomes stronger.

Based on the data discussed above, the appearance of Red Velvet members who have beautiful facial visuals, soft, charming, elegant faces, good personalities, glowing skin, unique faces, good vocal and dance skills, and a positive image, prove that Red Velvet has a strong charm as a brand ambassador. Another supporting factor, seeing the charm that Red Velvet has, many brands collaborate with Red Velvet as a group or individually as a brand ambassador. Red Velvet, a K-pop group known for its strong charm and extraordinary talent, functions as an effective brand ambassador in terms of expertise, experience, knowledge, qualifications, and skills. The strong charm that Red Velvet has lies in their physical appearance, in their facial visuals and also their good personality, supported by the use of Red Velvet as a brand ambassador for several brands from year to year. In MPR, their ability to build positive relationships with the public is very important. They not only promote products, but also represent values that are relevant to the audience, such as self-confidence, creativity, and enthusiasm (Fatimah, 2024). This study shows that expertise has the highest value in source credibility. On the other hand, the lowest mean value was obtained by the attractiveness indicator with a mean value of 4.208. Although this attractiveness indicator is still considered effective, it shows that attractiveness is something that can arouse the interest of most people.

Communicators who have high attractiveness can usually give a better first impression (Ohanian, 1991). There are 3 sub-indicators that influence attractiveness, namely: similarity, familiarity, likeability. This shows that the attractiveness of a brand ambassador has an important factor in making consumers interested in using the product. Not only that, the research of Reingen, PH, & Kernan, JB (2016) shows that messages delivered by physically attractive sources are more effective in attracting attention and influencing consumer attitudes on social media platforms. Therefore, it can be concluded that Red Velvet as the brand ambassador of Azarine Cosmetic is declared attractive.

## **TRUSTWORTHINESS**

When viewed from the average value (mean) of each trustworthiness indicator statement, the highest mean of 4.355 was obtained by the trustworthy sub-indicator, namely "Red Velvet is an artist I can trust to be a brand ambassador for a makeup brand" with a mean of 4.38. This is



in accordance with the statement of Cella Vanessa as Marketing Director of Azarine Cosmetic who explained the factor of appointing Red Velvet as a brand ambassador saying "We are very proud that Azarine makeup products can be used and their quality is recognized by Red Velvet, who is an A-List Korean brand ambassador. We also want to introduce to the public quality makeup, suitable for all skin tones but at a fairly affordable price "(Azarine Cosmetic, 2023). The effectiveness of brand ambassadors can be explained through the concept of "source credibility" proposed by Hovland and Weiss (1951), which states that trust in the source of information can increase the influence of the message.

The credibility of a public figure is related to the extent to which they are considered to have knowledge, expertise, and authority in a particular field. Public figures who are recognized as experts or have relevant experience tend to be more trusted by the public. If they have a good reputation and are considered to have high integrity, the level of public trust in the campaigns involving them will increase. The public tends to trust messages conveyed by celebrities who have a positive reputation and are considered authorities in their fields. (Indah Pratiwi et al., 2023). Therefore, the determinant of public trust in celebrities depends on credibility, good reputation, and high integrity. This is felt by Azarine Cosmetic that Red Velvet is the right group to represent them in conveying campaign messages. Not only that, respondents also believe that Red Velvet is the right brand ambassador for Azarine Cosmetic's makeup series products.

The alignment of celebrity image with the brand will result in higher brand ambassador effectiveness. Red Velvet has an image that matches the brand and also the products they carry, namely the makeup series products, as stated by Marketing Director of Azarine Cosmetic Cella Vanessa that Azarine products can be used and their quality is recognized by Red Velvet and introduces quality makeup at affordable prices, the same as the tagline of the makeup series product, namely "My Beauty, My Rules" that beauty does not need and beauty is not pegged to community standards, but beauty can be adjusted to the tastes and preferences of beauty enthusiasts (Azarine Cosmetic, 2023).

Red Velvet's beauty is a real example of a makeup series product, namely the beauty of a radiant and attractive face like Red Velvet's face. So Red Velvet is the right celebrity to promote makeup series products. This is in accordance with Shimp's statement (2018) that the main role of a brand ambassador is to represent the brand and promote it to consumers and play a role in shaping the brand image (Khairunnisa & Fathurrozi, 2024).

An interesting thing that can be seen is the sincere sub-indicator which also has the highest mean statement with a mean of 4.33 for the statement "Red Velvet shows sincerity in sharing personal experiences related to makeup products". According to REMREP (2022) sincere is when someone acts and speaks sincerely, it reflects integrity, honesty, and good intentions from their heart (Page & Clementson, 2023). In order to celebrate 10 years of debut in 2024, Red Velvet showed their sincerity through the release of the Cosmic album which was also a gift

from Red Velvet to Reveluv (the name of Red Velvet fans). The reason is, this album was released to welcome their 10th debut anniversary on August 1, 2024 (Resla, 2024).

Red Velvet held a fan concert aka fancon entitled Happiness: My Dear ReVeLuv at Beach City International Stadium, Ancol, North Jakarta, on Saturday, September 7, 2024. This concert was part of the momentum of celebrating Red Velvet's 10th debut anniversary in the South Korean entertainment industry. Welcoming this fancon, ReVeluv Indonesia, who has long followed Red Velvet's footsteps in their career in the music world, was enthusiastic about meeting Red Velvet. In one of the VCR screening sessions in the middle of the concert, there was a moment where each Red Velvet member wrote a message in a letter to the fans (Sari, 2024). Referring to the meaning of sincerity according to REMPREP (2022), when people act sincerely and have good intentions from their hearts, Red Velvet showed sincerity in the form of writing a message for Reveluv. According to the "Elaboration Likelihood Model" (ELM) theory developed by Petty and Cacioppo (1986), it explains that when the audience feels emotionally connected to the source of the message, they are more likely to engage in deeper information processing. 10 years of working in the music world as a Korean girl group shows their sincerity and integrity as celebrities so that they are still trusted and liked by many people, be it Reveluv fans of Red Velvet, K-Poppers, or the public who like Red Velvet.

Fan or public trust in Red Velvet plays a key role in their effectiveness as brand ambassadors for makeup products. When fans have high trust in their idol artists, they tend to be more open to receiving recommendations and promotions made by the artist. In this context, Red Velvet has succeeded in building a strong relationship with their fans through consistent interactions, attractive appearances, and relatable personalities (Rahmat, 2022).

In addition, public trust in Red Velvet is also influenced by their transparency and honesty in promoting. If they are seen using the product in real life and not just as part of a marketing campaign, fans will be more likely to believe that the product is of high quality. For example, if Red Velvet shares their personal experiences with a particular makeup product, whether through tutorials, reviews, or even on social media, this can strengthen fans' trust in the brand (Irzani et al., 2022).

This is also supported by Red Velvet's video post on Azarine's Instagram. In the video, Red Velvet shows their sincerity through Red Velvet's smiling facial expressions. Nonverbal communication can be interpreted as an action carried out by humans intentionally and can be interpreted according to its intent, and can trigger a response from the recipient. In other words, nonverbal communication includes all forms of communication that do not use verbal signs such as spoken or written. Forms of nonverbal communication include sign language, facial expressions, certain codes, signs, uniforms, tone of voice, and intonation (Kustiawan et al., 2022). Expression is a way or process of expressing certain feelings, goals, or ideas. According to Carole Wade and Carol Tavris (2007), one common form of communication is through body movements, namely expression. Through a person's facial expression, we can recognize the emotions they are feeling (Alfadhila, 2019). Smiling is a form of nonverbal behavior, which

includes every reflex or non-reflex movement that involves part or all of the body. This smile can be seen from Red Velvet's facial expressions throughout the video, a form of non-verbal communication that conveys positive emotions, increases interaction with the public, and creates a more pleasant atmosphere. In addition, smiles can also have a contagious effect, encouraging others to respond with the same smile.

In this video there is also verbal communication, namely from the words uttered by Red Velvet "Let's Try! I choose Azarine" and the text displayed in the video, showing persuasive words to try the makeup series products and choose Azarine as a makeup brand. The concept of public relations produces a Three Ways Strategy which aims to form positive public opinion or create an image. The three strategies include Pull Strategy, Push Strategy, and Pass Strategy in the context of Public Relations marketing. In this video, the MPR strategy used is the Pass Strategy, where the approach in Marketing Public Relations has the ability to influence and form favorable public opinion through social activities such as events and sponsorships (Ilfandi, 2021). This strategy also aims to persuade the public or potential customers to support the achievement of Marketing Public Relations goals.

In the video, each Red Velvet member says sweet words and persuades the audience. Joy says "I love you, I love Azarine", Irene says "Let's try it! I choose Azarine?", Seulgi says "Shop now! I choose Azarine", Yeri says "Hello zestie! Shop now! I choose Azarine", and Wendy says "I love you, I love Azarine!". Each Red Velvet member says "I choose Azarine, I love Azarine", so the public knows that Red Velvet chooses and uses makeup series products, not just promoting them, according to what the Marketing Director of Azarine Cosmetic said that Red Velvet chose and recognized Azarine Cosmetic products (Azarine, 2023).

## **ATTRACTIVENESS**

After obtaining all data from 100 respondents, the researcher found that the highest mean sub-indicator in the attractiveness indicator was obtained by likeability with a mean of 4.49 with the statement "Red Velvet elegantly conveys the message of the makeup product campaign" and a mean of 4.33 with the statement "Red Velvet has high appeal when conveying the message of the makeup product campaign". The use of celebrities as brand ambassadors because of their appeal is an effective strategy to increase brand credibility and image. Celebrities who have appeal can increase consumer trust in the brand and influence their purchasing decisions. A brand ambassador must have a trustworthy appeal and be able to attract public attention. Companies use this appeal to convey information about their products or companies. Brand ambassadors and advertising play an effective role in attracting attention and increasing awareness (Jonathan & George Nicholas Huwae, 2022).

Harrison and Kessler (2015) revealed that the unique characteristics of brand ambassadors, both in appearance and personality, can attract consumer interest. They emphasized that brand ambassadors who have distinctive characteristics can help brands differentiate themselves in a competitive market. Two characteristics of a brand ambassador's appeal are credibility and an attractive appearance and personality. Keller (2001) in "Strategic Brand Management" stated

that the credibility of a brand ambassador can increase positive perceptions of a brand and influence purchasing decisions. Aaker (1997) in a study on "Dimensions of Brand Personality" stated that the personality of a brand ambassador can play an important role in how consumers interact with a brand. Brand ambassadors who have attractive personalities can create strong emotional connections with their audiences.

With two statements from the likeability sub-indicator, it proves that Red Velvet has high appeal when conveying makeup product campaign messages, thanks to the positive image and cheerful personality of each member. The high likeability of Red Velvet members contributes to source credibility, where fans tend to trust recommendations from figures they like. In the context of marketing public relations, Red Velvet functions as an effective brand ambassador, utilizing their appeal to attract consumers' attention and build trust in the makeup and skincare products they promote. Thus, campaigns involving them not only increase product visibility but also create positive buzz on social media, which ultimately drives better interaction between brands and consumers. Their strong charm and personality make Red Velvet an icon that is able to inspire and influence purchasing decisions in the competitive beauty industry. Through their appeal as brand ambassadors, Red Velvet has succeeded in bridging brands and consumers, making the products they represent more relevant and attractive in the eyes of the market (Maulana et al., 2023).

Red Velvet serves as effective brand ambassadors in the beauty industry, with each member representing different makeup and skincare brands. For example, Irene became the face of Innisfree, where she shared her skincare routine featuring the brand's products, creating an appeal for fans who want to emulate her look. Joy, as an ambassador for Etude House, showcased bright makeup looks that fit the brand's character, inspiring many fans to try the products. Seulgi, who is involved with MAC Cosmetics, showcased how makeup products can be used for a variety of looks, from natural to glamorous, increasing the brand's visibility among fans. Wendy, who represents LANEIGE, shared beauty tips and how to use skincare products, creating an emotional connection with fans looking for skincare solutions. Yeri, who collaborated with Peripera, showcased bright and playful lip tints, appealing to young consumers. Through their charm and personalities, Red Velvet not only promotes products but also builds a strong connection with fans, ultimately influencing purchasing decisions in the competitive beauty industry (Pathmanand, 2018).

Likeability refers to the extent to which someone or something is liked by others. In brand ambassadors, likeability is also a factor that greatly determines the effectiveness of a brand ambassador (Putri et al., 2024). Red Velvet as a brand ambassador, likeability can be seen from the character of the Red Velvet members. Red Velvet is known to have a cheerful, friendly, and approachable image, which makes them very popular with fans and the general public. This positive character is very important in beauty messaging campaigns, because consumers tend to trust and feel connected to brands they like more (Fatimah, 2024).

In beauty campaigns, Red Velvet often conveys messages that emphasize self-confidence, natural beauty, and self-acceptance. These messages not only resonate with their fans, but also create a strong emotional connection between Azarine products and consumers. When fans see Red Velvet members using and recommending products, they feel compelled to try the products, as they believe that the products can help them achieve the same beauty standards. Thus, Red Velvet's likeability contributes to the effectiveness of the campaign, driving positive interactions and higher purchasing interest (Fatimah, 2024).

Red Velvet, a K-pop music group known for their charm and talent, appears elegantly in their latest makeup product campaign. In every advertisement and promotion, they exude an aura of alluring elegance, with makeup that highlights the natural beauty of each member. Every detail, from the choice of makeup colors to the style of dress, is designed to create a harmonious and attractive impression. With cheerful smiles and confident expressions, they successfully convey the message that the product not only enhances appearance but also gives confidence to its users (Nissa & Khotimah, 2021).

The presence of Red Velvet as brand ambassadors adds weight to the campaign, as their fans, known as "Reveluv," strongly trust their idols' recommendations. Red Velvet's credibility as a source of inspiration in the beauty world makes their message more effective and impactful. Through an elegant and authentic approach, they not only promote makeup products but also build an emotional connection with the public, creating a sense of closeness that makes consumers feel connected to the brand. Thus, the campaign not only managed to attract attention but also left a deep impression on the hearts of fans and consumers (Putri et al., 2024).

The credibility of brand ambassadors in MPR is very important because it can influence consumer perception and trust in the brand. Brand ambassadors who have high credibility can help build a positive relationship between the brand and the target audience (Keller, 2021). Red Velvet's involvement on social media is also an important aspect in building credibility. By actively interacting with fans through platforms such as Instagram and Twitter, Red Velvet has succeeded in creating a closer and more personal relationship, which in turn increases fan trust in the group.

From the characteristics of appearance and personality, Red Velvet has an attractive appearance and personality, which significantly supports their role as brand ambassadors. In terms of appearance, Red Velvet members are known for their diverse and always up-to-date fashion styles, reflecting the latest trends while showing their uniqueness. The visual concepts they display in their music and video clips often combine cheerful and elegant elements, creating a strong appeal to fans and the general public (Imin & Pkb, 2022).

In addition, the members' cheerful, friendly, and energetic personalities make them approachable, creating a positive relationship with fans. Their active interactions on social media and in various public events further strengthen this positive image, making them effective brand ambassadors (Imin & Pkb, 2022). In the context of MPR, Red Velvet's appearance and personality serve as strategic tools to enhance the image of the brand they

represent. By utilizing their visual appeal and likable characters, Red Velvet has succeeded in attracting consumers' attention and building brand loyalty, making them an inspiration to many, especially the younger generation. Through this combination, Red Velvet has not only succeeded in carrying out their role as brand ambassadors but also contributed to the success of their marketing campaigns.

## **EXPERTISE**

Based on the data in the expertise indicator table, Red Velvet as a brand ambassador has proven to be effective. The highest mean in the Expertise indicator was achieved by the qualitative sub-indicator with the statement "Red Velvet has a strong charm as a brand ambassador" with a value of 4.59. Related to this statement, the strong charm that Red Velvet has as a brand ambassador is that Red Velvet has a new partnership as Pandora's international jewelry brand ambassador in May 2024, Pandora appointed Red Velvet as its brand ambassador.

The strong charm possessed by Red Velvet is included in the qualified sub-indicator in the expertise indicator. According to Hovland (1953) Expertise is the extent to which the communicator is considered a valid source. This is supported by professional knowledge and skills so that their claims on the product can persuade consumers. There are 5 sub-indicators that influence expertise, namely: expert, experience, knowledgeable, qualified, skilled. The source credibility theory put forward by Hovland (1953) emphasizes that the credibility of the source of information, in this case Red Velvet as a communicator, is highly dependent on the extent to which they are considered to have expertise and validity in conveying messages.

The charm possessed by Red Velvet can be seen as a factor that increases the perception of their expertise. When audiences see Red Velvet as attractive and influential, this can increase their trust in the claims made by the group regarding the products or services they promote. In this context, the sub-indicator "qualified" becomes very relevant, as it reflects how their reputation and appeal can contribute to the audience's perception of their expertise (Cutlip, 2006). MPR focuses on building good relationships between companies and the public through effective communication. In this case, Red Velvet can be considered as a bridge connecting brands with consumers (Smith, 2017). By using their charm and appeal, Red Velvet can convey brand messages in a more persuasive way, thereby increasing consumer engagement and trust in the products they promote. This shows how Red Velvet's charm and credibility as "qualified" communicators can influence the effectiveness of their marketing messages, as well as building positive relationships with their audiences.

Red Velvet is a music group formed by SM Entertainment in 2014, and consists of five members: Irene, Seulgi, Wendy, Joy, and Yeri. They are known for their diverse music concepts, combining elements of pop, R&B, and electronic, and have extraordinary vocal abilities. Each member has outstanding qualifications, both in terms of singing, dancing, and stage performance (Dewi & Putri, 2020).



Irene, as the group's leader, is known for her charisma and leadership skills. Seulgi, who is the main vocalist, has strong vocal techniques and impressive dancing skills. Wendy, with her melodious voice and amazing singing skills, is often the highlight of their songs. Joy, who is known for her distinctive and energetic voice, also has acting talents that have led her to appear on various television programs. Yeri, the youngest member, brings a fresh spirit and creativity, and has shown songwriting skills (Anggun, 2024).

Their qualifications are not only limited to musical talent, but also include the ability to communicate and interact with fans. They are often involved in various promotional activities and social campaigns, showing concern for social and environmental issues. This further strengthens their positive image as brand ambassadors (Rahmat, 2022).

With a combination of talent, charming personalities, and dedication to their work, Red Velvet has managed to create a huge impact in the music industry and become one of the leading K-pop groups in the world. Their qualified qualifications make them an ideal choice to become brand ambassadors, where they not only promote products but also build strong relationships with fans and consumers (Rubby et al., 2020).

This is also supported by each member of Red Velvet being trusted and used as a brand ambassador for other cosmetic and beauty products in 2020-2021 (X, 2021). Irene as brand ambassador for Clinique, Korea (2020), Seulgi as brand ambassador for AMUSE, Korea (2021), Wendy as brand ambassador for Pond's, Indonesia (2021), Joy as brand ambassador for eSpor, Korea (2020) and Yeri as brand ambassador for Aprilskin, Korea (2020).

The number of brands that collaborate with Red Velvet as a group or individually proves the strong charm they have as brand ambassadors. Red Velvet, a K-pop group known for their strong charm and extraordinary talent, serves as an effective brand ambassador. The strong charm that Red Velvet has lies not only in their physical appearance, but also in their ability to communicate and connect with fans around the world. In MPR, their ability to build positive relationships with the public is very important. They not only promote products, but also represent values that are relevant to the audience, such as confidence, creativity, and passion (Fatimah, 2024).

Their expertise in interacting with fans and creating engaging content on social media adds a “qualified” dimension to their role as brand ambassadors. With a strong background in the entertainment industry and experience in various promotional campaigns, Red Velvet brings high credibility to the brands they represent. This strengthens the brand image and increases consumer trust, as the audience feels connected to the figures they admire and trust. Thus, the strong charm and qualifications possessed by Red Velvet make them not just the face of a product, but also a symbol of the aspirations and lifestyles desired by many people, making them a valuable asset in a marketing strategy that focuses on public relations (Fatimah, 2024).

Kapanlagi.com summarizes 8 K-Pop groups that have unique concepts, with this uniqueness it can be an attraction for fans and get attention from the public. One of them is Red Velvet,

which carries the concept of duality, which reflects two different sides. This can be seen from the name of their group, Red Velvet. The concept of 'Red' symbolizes courage and assertiveness, which are the characteristics of the color red. On the other hand, 'Velvet' creates a soft, smooth, and feminine image. These two concepts are clearly opposites, but that is what attracts fans' attention, because they can enjoy various concepts in one group (Rahmawati, 2024).

According to Ohanian (1990), this experienced sub-indicator refers to the experience and background of individuals or groups acting as sources of information. Red Velvet, as a K-pop group that has had a career for many years, has extensive experience in the entertainment industry, including appearances at major events, music production, and interaction with fans. This experience makes them better understand market dynamics and audience preferences, which is very important in the context of MPR. When Red Velvet is involved in a marketing or promotional campaign, they not only bring a positive image and appeal, but also valuable insights on how to reach and communicate with target audiences effectively (Rahmat, 2022). Red Velvet is considered one of the most popular K-pop groups in the world by Time and Billboard. They have received several music, choreography, and popularity awards, including the 2015 Golden Disc New Artist Award and the 2017 Mnet Asian Music Award for Best Female Group.

## CONCLUSION

This study aims to evaluate the effectiveness of Red Velvet as a brand ambassador in the Azarine Cosmetic makeup series product. Based on data analysis and discussion in chapter 4, it can be concluded that the use of Red Velvet as a brand ambassador for makeup series products has proven effective. This effectiveness is measured using a source credibility model consisting of three indicators: trustworthiness, attractiveness, and expertise. The results of data processing show that the expertise indicator obtained the highest value with a value of 4,281, making it the most effective indicator in this study.

Based on the data that has been discussed in the analysis, the appearance of Red Velvet members who have beautiful facial visuals, soft, charming, elegant faces, good personalities, glowing skin, unique faces, good vocal and dance skills, and a positive image, prove that Red Velvet has a strong charm as a brand ambassador. Another supporting factor, seeing the charm that Red Velvet has, many brands collaborate with Red Velvet as a group or individually as brand ambassadors. Red Velvet, a K-pop group known for its strong charm and extraordinary talent, serves as an effective brand ambassador in terms of expertise, experience, knowledge, qualifications, and skills. Red Velvet's strong charm lies not only in their physical appearance, but also in their ability to communicate and connect with fans around the world. In MPR, their ability to build positive relationships with the public is very important. They not only promote products, but also represent values that are relevant to the audience, such as self-confidence, creativity, and passion (Fatimah, 2024). This study shows that expertise has the highest value in source credibility.

## REFERENCES

- Aaker, J. L. (1997). "Dimensions of brand personality." *journal of marketing research*, 34(3), 347-356
- Azizah, D. N., & Yuningsih, S. (2023). Strategi marketing public relations dalam Mempromosikan bisnis fashion meccanism di masa pandemi covid-19. *Jurnal bincang komunikasi*, 1(1), 29. <https://doi.org/10.24853/jbk.1.1.2023.29-35>
- Azka, L. K., & Dianita, I. A. (2024). Pendekatan inovatif three-way DALAM digital Marketing public relation : studi pada pt perusahaan gas negara tbk. 9(4), 884–893.
- Fortinas Boru Saragih, M., Rahayu Waluyowati, L., Suprih Sudrajat, I., Studi Agribisnis, P., & Pertanian, f. (2020). The effectiveness of artist choi siwon as brand ambassador For THE decision to purchase korean spicy chicken sedaap noodles. *Sudrajat) jurnal ilmiah agritas*, 4(1), 19–29.
- Irzani, N. F. A., Masruroh, A., & Roikhan, M. R. (2022). Efektivitas nct dream sebagai Brand ambassador produk somethinc dalam meningkatkan kepercayaan konsumen. *Jkomdis : jurnal ilmu komunikasi dan media sosial*, 2(2), 254–259. <https://doi.org/10.47233/jkomdis.v2i3.367>
- Khairunnisa, D., & Fathurrozi, M. K. (2024). Pandangan konsumen terhadap efektivitas Brand ambassador dalam meningkatkan kesadaran merek. *Journal of international Multidisciplinary research*, 2(5), 586–594. <https://journal.banjaresepacific.com/index.php/jimr>
- Laraswati. (2023). Efektivitas han so hee sebagai brand ambassador terhadap keputusan Pembelian produk somethinc. In *paper knowledge. Toward a media history of documents*.
- Nancy, F. G. Dan V. Monica. (2020). Efektivitas penggunaan brand ambassador laneige Dalam model VISCAP. *Jurnal e-komunikasi*, 8 no.2, 1–9.
- Putri, M. K., Elita, R. F. M., & Trulline, P. (2024). Pengaruh kredibilitas social media Influencer generasi z terhadap minat beli kebaya pada followers tiktok @raniaayamin. *tuturan: jurnal ilmu komunikasi, sosial dan humaniora*, 2(2), 125–133. <https://doi.org/10.47861/tuturan.v2i2.925>
- Putri Sabella, V., Agus Hermawan, & Titis Shinta Dhewi. (2022). The influence of brand ambassador and social media marketing on purchase intention through brand image (study on consumers “ sang dewa snack”). *international journal of humanities education and social sciences (ijhess)*, 2(1), 120–128. <https://doi.org/10.55227/ijhess.v2i1.217>
- Rafi, m. (2020). Fungsi public relations dalam mengkomunikasikan media online medcom.id. *jurnal visi komunikasi*, 18(2), 113. <https://doi.org/10.22441/visikom.v18i2.9833>
- Soleh, M. D., & Wihananto, A. (2024). The effect of korean celebrity as brand ambassador and social media marketing instagram on the purchasing decision of azarine skincare. 3(10), 84–93. <https://doi.org/10.56472/25835238/irjems-v3i10p110>
- Wardani, P. E., Kriestian, A., & Adhi, N. (2022). The influence of brand ambassador,

country of origin, and brand image on purchase decisions of skincare products. *asian journal of entrepreneurship*, 3(3), 88–98. <https://doi.org/10.55057/aje.2022.3.3.8>