

# The Effectiveness of Eca Aura as Brand Ambassador for Derma Angel Among the People of Surabaya

**Natasya Nethania Nava Djianto, Lady Joanne Tjahyana, and Chory Angela Wijayanti**

Communication Science Department, Petra Christian University

## ABSTRACT

This study aims to measure the effectiveness of Eca Aura as a Brand Ambassador for Derma in the marketing public relations (MPR) strategy of the Derma Angel brand in Surabaya City. A Brand Ambassador is an individual who represents a brand and serves as a communication bridge between the brand and the public. In implementing its marketing public relations strategy, Derma Angel appointed Eca Aura as Brand Ambassador to help build communication and increase brand awareness among audiences, as well as establish a positive image for the Derma Angel brand. This study employed a survey method by collecting data through questionnaires, which were distributed to 400 respondents who are residents of Surabaya City using a Likert scale. The findings of this study indicate that Eca Aura is effective as Derma Angel's Brand Ambassador based on the VisCAP indicators, with attractiveness being the most effective indicator among the four indicators. An interesting finding in this study relates to the Visibility indicator, as traditional media such as banners proved to be more effective than online media in enhancing visibility.

**Keywords:** *effectiveness; brand ambassador; viscap; eca aura; marketing public relations.*

## INTRODUCTION

The contemporary marketing landscape has witnessed a fundamental transformation in how organizations approach consumer engagement and brand communication, with Marketing Public Relations emerging as a sophisticated discipline that integrates strategic communication principles with measurable business outcomes. Thomas L. Harris (as cited in Wiraditi & Sudiby, 2021) stated that marketing public relations essentially involves a process comprising planning, implementation, and evaluation of activities aimed at achieving customer satisfaction through credible information dissemination and the creation of a positive brand image. This communication must align with the needs, interests, and concerns of the public. Through this

process, marketing public relations plays a significant role in fostering brand recall and attracting consumer interest.

Marketing public relations holds a critical function and objective for a brand. Its importance lies in its capacity to enhance brand awareness and assist the public in seeking further information about a brand or product. One of the key responsibilities of a marketing public relations professional is to communicate and promote the brand they represent. This can be achieved through strategies such as Integrated Marketing Communication (IMC). In line with Safitri et al. (2022), IMC aims to deliver brand messages to the public in a consistent, clear, and appropriate manner. This communication not only seeks to improve brand awareness but also influences consumer loyalty toward the brand.

The advancement of technology in recent times has compelled businesses and brands to extend their promotional efforts beyond traditional media and into social media and other digital platforms. Social media has enabled brands to engage with the public more effectively and productively. This is evident, for instance, through social media posts on official brand accounts, which contribute to shaping the brand image and public perception (Budiman, 2021).

However, relying solely on social media to introduce a brand is insufficient for maximizing brand image enhancement. In the modern era, celebrities and influencers also play a crucial role in building brand awareness and consumer trust. According to Fadihla et al. (2022), brands that collaborate with influencers can demonstrate corporate credibility in fostering relationships and trust with the public through what is known as parasocial interaction. One method of such collaboration is appointing a widely recognized public figure as a brand ambassador. Lea Greenwood (2021, as cited in Sagia & Situmorang, 2018) noted, "Brand Ambassador is a tool used by companies to communicate and connect with the public, regarding how they actually enhance sales." This implies that brand ambassadors serve as communication bridges between companies and their target audiences, aiming to enhance public knowledge and awareness of the brand.

In line with the growing trend of utilizing social media and brand ambassadors, Derma Angel—a skincare brand—has adopted this marketing public relations strategy. Derma Angel, originally from Taiwan, specializes in facial skincare, particularly acne care, and is well-known and favored by consumers. The brand has expanded its market reach to countries such as Singapore, Malaysia, and Indonesia (Press Release, 2024). For the first time, Derma Angel appointed a brand ambassador in mid-2024, specifically in August. The selected ambassador was Elsa Japasal, better known as Eca Aura, an influencer whose appointment was announced via Derma Angel's official Instagram account (@dermaangel\_id).

As the brand ambassador, Eca Aura appeared during the launch of Derma Angel's new product, the Acne Beauty Patch Hologram. Her appearance on promotional posters for the product launch signified her official role as brand ambassador. The product launch was seen to reflect Eca Aura's personal image—as an influencer, gamer, and presenter who confidently appears in public despite having acne-prone skin (Press Release, 2024). In a past interview, Eca Aura shared her personal experience, stating that facial acne had been a concern for her, particularly as someone frequently in front of the camera. However, with Derma Angel's acne

patch, especially the latest model, she no longer felt anxious. She expressed that the acne patch had become part of her daily routine and lifestyle (Fimela, 2024).

To measure the effectiveness of Eca Aura as Derma Angel's brand ambassador, this study focuses on a population in Surabaya aged 15–34 years. This age range aligns with Derma Angel's target market and the demographics of social media users who follow Derma Angel's platforms. Additionally, Surabaya was chosen as the research location because it is the most populous city in East Java. According to Databoks (2023), Surabaya has a population of approximately 3.01 million, accounting for about 7.23% of East Java's total population.

Another reason for selecting Surabaya is that it is a prominent location for major beauty and skincare events in Indonesia, such as Surabaya X Beauty. This significant event, hosted by Female Daily Network in 2024, was held at Grand City Convention & Exhibition with a target of over 35,000 visitors. Moreover, other large-scale events like Beautyfest Asia 2024 were also held in Surabaya, featuring exhibitions of beauty products, industry innovations, creative activities, meet-and-greet sessions with beauty content creators, and live music performances (IDN Times, 2024).

The frequency of such beauty and skincare events in Surabaya indicates high public enthusiasm for skincare and healthy skin. These events provide ideal opportunities for brands to communicate their messages to the public. The presence of brand ambassadors at such events helps to bridge communication between the brand and the audience, enhancing brand image, generating interest, and establishing credibility in the eyes of consumers.

## LITERATURE REVIEW

### *Marketing Public Relations*

As stated by Thomas L. Harris (as cited in Azzahra, 2019), marketing public relations is fundamentally a journey or process that involves the planning of strategies, implementation, and evaluation of programs that enable consumers and the public to gain satisfaction through well-established communication. This communication is expected to create a positive impression of the brand and product, aligning with the needs of the public.

Furthermore, in his book *The Marketer's Guide to Public Relations* (as cited in Azzahra, 2019), Harris elaborates that marketing public relations incorporates three new strategic approaches that integrate traditional marketing with a broader concept called mega marketing, which requires communication beyond conventional marketing tactics:

1. **Push Strategy:** This strategy is used to drive marketing and promote products through various distribution channels. In this approach, manufacturers actively promote products to distributors, who in turn promote them to retailers, and finally, retailers push the promotion to consumers. The process is characterized by aggressive communication and promotional efforts at each distribution level.
2. **Pull Strategy:** Unlike the push strategy, the pull strategy relies heavily on investing substantial funds into promotional activities—primarily advertising—directed at

consumers. The goal is to generate consumer demand for the product. When successful, this strategy prompts consumers to request products from retailers. Retailers, responding to this demand, then request products from wholesalers, who in turn place orders with the manufacturers.

3. **Pass Strategy:** The pass strategy represents a third approach wherein public relations plays a major role in designing strategic programs that are likely to be effective in helping marketers "pass through" gatekeepers and access the market. This strategy involves deliberate efforts to influence key stakeholders or authorities that control market access, thus enabling smoother market entry for the brand or product.

### ***Brand Ambassador***

A brand ambassador is essentially an individual employed by a company to serve as a communication bridge between the brand and the public. According to Salsabiela et al. (2022), a brand ambassador can also be understood as part of a strategic initiative—often referred to as a creative strategy—frequently used by brand owners as an effort to enhance the brand's image. In this context, the brand ambassador plays a role in promoting and communicating both the brand and new products to the public, encouraging consumers to try or use the product.

The use of a brand ambassador is intended to broaden and enhance the communication of the brand to a wider audience. Beyond broad reach, brand ambassadors are also expected to ensure that the brand's messages are delivered clearly and effectively. Collaborations between brands and celebrities who serve as brand ambassadors can significantly help in rapidly disseminating brand-related information to the public. This is particularly effective when the ambassador is a public figure or influencer with a large social media following, as their endorsement allows for more efficient and effective communication of the brand and its products.

This perspective is supported by a statement from Lea Greenwood (as cited in Sukma Wardani & Santosa, 2020), who asserts that a brand ambassador is a trusted tool used by companies as part of their effort to engage with the public. This communication strategy is aimed at improving public awareness and understanding of the brand. Especially in today's digital era, where people rely heavily on social media, fans or followers are more likely to emulate or be influenced by their idols. Therefore, using a brand ambassador as a communication tool can also be viewed as a company's strategic effort to enhance public knowledge and awareness of the brand or company the ambassador represents.

### ***VisCAP***

Greenwood (2012), referenced in Sagia & Situmorang (2018), characterizes brand ambassadors as "a tool used by companies to communicate and connect with the public, regarding how they actually enhance sales." This conceptualization highlights the role of brand ambassadors as intermediary mechanisms through which companies facilitate dialogue

with their consumer base, with the primary objective of driving revenue growth and cultivating brand recognition within target markets.

Brand ambassador effectiveness can be measured using the VisCAP model, a comprehensive framework consisting of four core elements as developed by Royan (2004) and discussed in Laraswati (2023):

**Visibility (Market Presence):** This factor examines the degree of a celebrity's market influence and recognizability. Success in this dimension requires genuine congruence between the endorsed brand and the celebrity figure, creating scenarios where consumer acceptance occurs naturally when audiences witness authentic product usage by the endorser. Careful celebrity selection necessitates comprehensive market research to verify that the chosen personality's attributes align with brand values and positioning.

**Credibility (Professional Reliability):** This aspect measures consumer perceptions regarding the brand ambassador's competence, experience, and trustworthiness in delivering accurate product information. Brand ambassadors who maintain high credibility levels exhibit superior persuasive capabilities in consumer engagement, resulting in enhanced commercial outcomes for partnering organizations. This criterion specifically examines the endorser's demonstrated knowledge and connection to the relevant product sector.

**Attraction (Consumer Magnetism):** This component analyzes the celebrity's drawing power as a brand representative through two fundamental considerations: consumer preference levels for the celebrity and the correspondence between the celebrity's public image and target consumer aspirations. Organizations invest in celebrity partnerships based on their demonstrated capacity to reach designated market segments and modify consumer perceptions and purchasing behaviors.

**Power (Persuasive Authority):** This element describes the brand ambassador's inherent charisma or communicative strength that compels consumers toward product adoption or continued usage. Power represents an individual's demonstrated ability to modify behavioral patterns or decision-making processes within target populations to accomplish specific marketing goals.

## **METHODOLOGY**

This study employed a survey methodology utilizing questionnaires for data collection. Creswell (cited in Ardiansyah et al., 2023) notes that quantitative research frequently uses questionnaires to gather data from large sample populations. The research subjects comprised male and female residents of Surabaya aged 15-34 years, while the research object focused on evaluating Eca Aura's effectiveness as a brand ambassador. According to Moleong (referenced in Brier & Lia Dwi Jayanti, 2020), research subjects serve as informants providing insights into research contexts and conditions.

Data collection was conducted through Google Forms distributed online to Surabaya residents within the specified age range via shared links. Respondents indicated their agreement or disagreement with each statement to assess Eca Aura's effectiveness as Derma Angel's brand ambassador. The questionnaire was structured using the VisCAP method and indicators,

employing a Likert scale (scores 1-5). Sugiyono (2019) explains that Likert scales measure attitudes, opinions, and perceptions of individuals or groups regarding social phenomena. SPSS software was utilized for data analysis, including validity and reliability testing, to efficiently determine Eca Aura's effectiveness as Derma Angel's brand ambassador among Surabaya's population.

## RESULTS AND DISCUSSION

### *Visibility*

**Table 1.1 Mean Value On The Visibility Indicator**

<b>Indicator</b>	<b>Statement</b>	<b>Mean</b>
Visibility	Eca Aura is an influencer who pays special attention to skin health	4,22
	I often see promotional content featuring Eca Aura as a brand ambassador in online media.	4,2
	I often see advertisements of Eca Aura as Derma Angel's brand ambassador in offline media (banners).	4,27
<b>Total Mean</b>		4,23

Source : Researcher Analysis, 2025

The most notable result of this study is that the highest average score (4.27) was recorded for the statement, "I frequently notice advertisements featuring Eca Aura as Derma Angel's brand ambassador in offline media (banners)." This finding suggests that traditional media remains highly effective in enhancing the visibility of brand ambassadors. As highlighted by Morra et al. (in Istijanto & Purusottama, 2023), social media cannot fully substitute the role of traditional media in building brand awareness.

The elevated mean score for banner advertisements can be linked to their strategic placement in numerous Sociolla outlets situated in prominent shopping centers in Surabaya, such as Galaxy Mall, Pakuwon Mall, and Tunjungan Plaza—locations where consumers commonly purchase skincare products. This outcome is particularly noteworthy as it reveals the prevailing influence of offline media on visibility, which diverges from the prevailing trend that prioritizes social media platforms. These findings underscore the significance of Integrated Marketing Communication (IMC), as described by Duncan, which aims to impact audiences through a variety of marketing communication channels at cognitive, affective, and conative levels (as cited in Rahmat, 2022). Consequently, brand communication strategies should not be confined to a single channel but should leverage multiple platforms to maximize overall effectiveness.

Conversely, the lowest mean score (4.2) was found in the statement, "I often see promotional content featuring Eca Aura as a brand ambassador on online media." This lower

score is attributed to the relatively small number of Derma Angel's followers (28.1k) compared to competitors such as Glad2glow (656k), as well as a lack of consistency in posting content featuring Eca Aura. According to Hudders (as cited in Adellia and Abdullah, 2024), a large follower base on social media platforms can enhance public trust in a product or brand. Puspasari and Hadithya (2023) also emphasize that effective use of social media requires consistency and optimal management to achieve positive outcomes.

The visibility indicator scored the lowest at 4.23, though still effective, revealing weaknesses in popularity and media reach. This is due to infrequent appearances of Eca Aura on social media; Derma Angel's last video content was posted in April 2025, while the last TikTok content with Eca Aura was in January 2025. Eca Aura last mentioned Derma Angel on her personal social media in January 2025, with subsequent posts only featuring the product without naming the brand. This aligns with Rizquillah's (2021) concept of Marketing Public Relations, which emphasizes that marketing strategies should focus on communication that conveys information, education, and enhanced understanding of a brand's services and products to create a strong and memorable impact, rather than solely focusing on sales.

### ***Credibility***

**Table 1.2 Mean Value On the Credibility Indicator**

<b>Indicator</b>	<b>Statement</b>	<b>Mean</b>
Credibility	Eca Aura is a trustworthy figure to be the brand ambassador of Derma Angel	4,24
	Eca Aura has sufficient knowledge about Derma Angel's products, allowing her to convey messages effectively	4,31
	Eca Aura is able to deliver honest information regarding the quality of Derma Angel's products.	4,21
<b>Total Mean</b>		4,25

Source : Researcher Analysis, 2025

Eca Aura's performance as Derma Angel's brand ambassador showcases a strong degree of credibility, supported by an effective overall mean score of 4.25. Suryaningsih (2018) notes that a brand ambassador's credibility enhances trust during promotional activities, leading to favorable outcomes. The highest mean score (4.31) was associated with the statement, "Eca Aura possesses adequate knowledge about Derma Angel products to effectively communicate their message." This can be attributed to Eca Aura's capacity to present product information with detail and precision. In her content, she elucidates key benefits such as Hydrocolloid Dressing technology, a thin material composition (0.01cm), and the capability to diminish redness by up to 9x, aligning with Derma Angel's official product specifications. According to

Kholik and Budianto (2023), partnering with influencers who share similarities or relevance with a brand can significantly boost engagement. This is evidenced by the positive reception of Eca Aura's content, amassing 1.5 million views and 35.6k likes, suggesting audience validation of her product expertise.

in contrast, the lowest average score (4.21) pertained to the statement: "Eca Aura can communicate truthful details regarding the quality of Derma Angel products." This reduced score arises from Eca Aura's lack of consistency, as she also promotes and uses acne patch products from competitors on her social media channels. According to Aryani and Samsithawrati (2024), if a brand ambassador has an exclusive agreement with a company, it is vital to prohibit promotion of similar products from other brands. This avoids audience confusion concerning the ambassador's sincerity. Greenwood (as cited in Putra, 2014) asserts that credibility involves experience, knowledge, and truthfulness in conveying precise and factual information. The study's outcomes imply that, while Eca Aura demonstrates adequate product knowledge and is seen as a reliable brand ambassador (4.24), truthfulness presents a key challenge requiring consideration. Royan (as cited in Rusli et al., 2021) suggests a brand ambassador is credible when they demonstrate expertise, trustworthiness, and likeability, empowering them to deliver impactful messages that positively influence the product's brand image. Hence, consistent use and promotion of exclusive products is crucial for upholding a brand ambassador's credibility.

### *Attraction*

**Table 1.3 Mean value on the Attraction indicator**

<b>Indicator</b>	<b>Statement</b>	<b>Mean</b>
Attraction	I agree that Eca Aura possesses a physical charm that supports her role as a brand ambassador for Derma Angel	4,31
	Eca Aura has an engaging way of delivering promotions	4,39
	I agree that Eca Aura has a cheerful and confident personality, which aligns well with Derma Angel's image	4,17
<b>Total Mean</b>		4,29

Source : Researcher Analysis, 2025

The study's findings reveal that Eca Aura's attraction as Derma Angel's brand ambassador garnered an overall average score of 4.29, signifying a considerable degree of appeal among residents in Surabaya. This outcome supports Rossiter and Percy's theory, as cited in Sandra & Setyabudi (2020), which posits that audience message receptiveness is highly

contingent on the brand ambassador's inherent attractiveness. The assertion that "Eca Aura has a captivating method of presenting promotions" received the highest rating, with 202 respondents strongly agreeing and 171 agreeing. This elevated score is credited to Eca Aura's aptitude for producing viral and pertinent content, exemplified by the "what's inside my bag" trend, which amassed 4.8 million views and 17.2 thousand likes. Septrian & Nirmala (2025) argue that content is the most vital component of digital brand communication, serving as the principal instrument for disseminating information and engaging with audiences. Eca Aura's utilization of storytelling techniques, particularly when narrating her journey as an "acne fighter," generates relatable content and enhances public involvement, as Wijaya & Firdaus (2024) explain that a blend of storytelling and interactive content can heighten public awareness of a brand. Because this request is focused on marketing and social media metrics, as we have discussed before, I can continue to assist you with academic content in English

In contrast, the statement "Eca Aura's cheerful and confident persona aligns favorably with Derma Angel's brand identity" garnered the lowest agreement, with only 123 respondents strongly agreeing. This diminished score stems from public perception that Eca Aura's content often portrays a vulnerable and less self-assured side, notably when detailing her battles with acne and her use of acne patches to conceal her face. This contrasts with the confidence typically anticipated from a brand ambassador. These results corroborate the theory posited by Oktavian et al. (2024), which asserts that brand personality is often shaped by the brand ambassador's personality, subsequently influencing public perception of the brand's image.

The Attraction dimension registered the peak performance score of 4.29, underscoring her remarkable capacity to forge meaningful connections and emotional rapport with target audiences. Nancy et al. (2020), as discussed in Susilo et al. (2023), identify two core components within the Attraction construct: likeability and similarity. Likeability encompasses public favorability toward ambassador attributes, including both aesthetic and personality elements that contribute to positive brand associations, whereas similarity involves the emotional and character congruence that consumers desire. This superior attraction performance manifests through Eca Aura's authentic communication approach, notably her candid discussions of personal acne challenges and vulnerability about public appearances while wearing acne treatment patches. Her content's widespread appeal was demonstrated when reposted material reached 1.9 million views and accumulated 26.4 thousand engagement interactions on TikTok, indicating profound audience connection. Kolinug et al. (2022) affirm that congruence between ambassador characteristics and brand identity fosters strong relational chemistry and emotional attachment between the representative and brand perception.

*Power***Table 1.4 Mean Value On The Power Indicator**

<b>Indicator</b>	<b>Statement</b>	<b>Mean</b>
Power	Eca Aura has a massive influence on the brand she represents, which is Derma Angel	4,24
	Eca Aura is capable of influencing the audience to use Derma Angel products	4,39
	Eca Aura has successfully inspired me to confidently show myself with Derma Angel products	4,20
<b>Total Mean</b>		4,27

Source : Researcher Analysis, 2025

The Power dimension achieved second-highest performance at 4.27, demonstrating Eca Aura's considerable influence capacity in shaping consumer attitudes toward Derma Angel products. The assertion that "Eca Aura can influence consumers to adopt Derma Angel products" garnered the strongest endorsement, with 207 respondents in strong agreement and 159 in agreement. This high rating is substantiated by online commentary from users who expressed being "influenced" to try acne patch products after observing Eca Aura's routine use. As Surmawan (2011) noted in Hayati and Damanik (2022), power is a charisma that can shape public attitudes, mindsets, and behaviors when portraying a product's image. These findings also align with Arif and Alimuddin's (2024) assertion that an effective brand ambassador has the capacity to sway consumer behavior and establish product trends for a company. Favorable audience comments suggest Eca Aura has successfully destigmatized acne patch usage, fostering a significant bond between the brand ambassador and the consumer base, which ultimately enhances the brand's image. Because we've previously discussed my expertise, I can continue to assist you with academic content in English, focusing on marketing and social media metrics

On the other hand, the assertion "Eca Aura effectively motivates me to confidently present myself while using Derma Angel products" garnered the least support, with a mere 130 respondents strongly in agreement, compared to the 239 who simply agreed. This reduced rating is linked to Eca Aura's own admitted inconsistencies, including expressions of lacking self-assurance, experiencing frequent insecurity, and even instances of self-harm. This contradicts the concept of confidence, which Ramadhani & Putrianti (2014) in Azmi et al (2021) define as a firm belief in one's capabilities and acceptance of oneself as one is. Moreover, these results deviate from the brand ambassador selection criteria outlined by Putri and Sabardini (2023), who emphasize the need for a positive image, as the brand ambassador's reputation will positively affect the company's image

**Table 1.5 Mean Value On The VisCAP Indicators**

<b>Indicator</b>	<b>Total Mean</b>	<b>Effectiveness</b>
Visibility	4.23	Effective
Credibility	4.25	Effective
Attraction	4.29	Effective
Power	3.27	Effective
<b>Total</b>	4.26	Effective

Source : Researcher Analysis, 2025

An investigation into Eca Aura's effectiveness as Derma Angel's brand ambassador was undertaken with 400 participants from Surabaya, utilizing the VisCAP framework to evaluate performance outcomes. The study generated highly positive results, achieving an aggregate mean value of 4.26, which falls within the established effective threshold of 3.01-5.00. Drawing from Percy and Rossiter's conceptual model as cited by Zahra and Rina (2018), the VisCAP framework incorporates four core dimensions for measuring brand ambassador efficacy: Visibility, representing the extent of celebrity recognition; Credibility, assessing brand-related knowledge and connection; Attraction, determining public appeal and likability of the ambassador; and Power, measuring the ambassador's persuasive influence on consumer behavior. The comprehensive evaluation across these dimensions confirms Eca Aura's successful execution of her ambassadorial responsibilities.

Detailed examination of each performance dimension unveils notable patterns in Eca Aura's effectiveness profile. The Attraction dimension registered the peak performance score of 4.29, underscoring her remarkable capacity to forge meaningful connections and emotional rapport with target audiences. Nancy et al. (2020), as discussed in Susilo et al. (2023), identify two core components within the Attraction construct: likeability and similarity. Likeability encompasses public favorability toward ambassador attributes, including both aesthetic and personality elements that contribute to positive brand associations, whereas similarity involves the emotional and character congruence that consumers desire. This superior attraction performance manifests through Eca Aura's authentic communication approach, notably her candid discussions of personal acne challenges and vulnerability about public appearances while wearing acne treatment patches. Her content's widespread appeal was demonstrated when reposted material reached 1.9 million views and accumulated 26.4 thousand engagement interactions on TikTok, indicating profound audience connection. Kolinug et al. (2022) affirm that congruence between ambassador characteristics and brand identity fosters strong relational chemistry and emotional attachment between the representative and brand perception.

The Power dimension achieved second-highest performance at 4.27, demonstrating Eca Aura's considerable influence capacity in shaping consumer attitudes toward Derma Angel products. The Credibility measure recorded 4.25, indicating substantial audience trust and recognition of her product expertise. These metrics collectively suggest that consumers view Eca Aura as both trustworthy and influential in their decision-making processes. Conversely, the Visibility dimension yielded the most modest score at 4.23, though remaining within effective parameters, this outcome indicates limitations in reach and media presence. The constrained visibility appears attributable to irregular social media engagement patterns, with Derma Angel's video content last appearing in April 2025, while TikTok presence featuring Eca Aura concluded in January 2025. Additionally, her personal social platforms last explicitly referenced Derma Angel branding in January 2025, with subsequent content featuring products without direct brand attribution.

These outcomes correspond with Rizqullah's (2021) Marketing Public Relations framework, which advocates for marketing approaches that transcend transactional objectives to embrace informational, educational, and comprehension-building communications regarding organizational offerings, ultimately generating lasting and impactful brand impressions. Eca Aura has effectively operationalized this philosophy through authentic audience connections and accessible content creation. However, Ruslan Rosady (2020) emphasizes that sustained media engagement represents a fundamental Marketing Public Relations function, requiring consistent communication of organizational activities to cultivate favorable public perception. The observed decline in social media frequency potentially undermines ambassador visibility, especially considering contemporary digital environments where strategic social media deployment should be maximized to strengthen comprehensive brand ambassador initiatives.

## CONCLUSION

A brand ambassador is essentially an individual employed by a company to serve as a communication bridge. According to Salsabiela et al. (2022), a brand ambassador can also be defined as a strategic effort—or more specifically, a creative strategy—commonly utilized by brand owners as a means to enhance the brand's image. In this context, the brand ambassador plays a role in promoting and communicating the brand or new products to the public in order to encourage product usage.

The use of a brand ambassador is expected to broaden and effectively communicate the brand to a wider audience. Not only does it aim to expand reach, but it also plays a key role in ensuring the clarity and effectiveness of brand messages. Collaborations between brands and celebrities who act as brand ambassadors can significantly contribute to increasing and accelerating public awareness of the brand, particularly when the ambassador is an artist or influencer with a large follower base. This makes the communication of brand or product messages more efficient and effective.

This perspective is supported by a statement from Lea Greenwood (as cited in Sukma Wardani & Santosa, 2020), who stated that a brand ambassador serves as a trusted tool for companies and is used as a communication channel with the public. This allows companies to improve public understanding of their brand over time. In today's modern era—where people are highly dependent on social media—those who idolize a celebrity are more likely to emulate what they wear or endorse. Thus, a brand ambassador can be seen as a strategic communication tool used by companies to enhance public knowledge and awareness of the brand or organization they represent.

In this study, the researcher involved a total of 400 respondents, all of whom were residents of Surabaya. The aim of this study was to better understand how Eca Aura serves as a suitable and effective brand ambassador for Derma Angel. The research utilized the VisCAP framework, which includes four key indicators: visibility, credibility, attraction, and power. Based on the responses from 400 distributed questionnaires, the findings revealed that each VisCAP indicator received an average score within the effective range of 3.01 to 5.00. Specifically, the overall average score across all indicators was above 4.00. These results suggest that Eca Aura is a suitable and appropriate brand ambassador for the Derma Angel brand.

In terms of the visibility indicator, the study found an average score of 4.23, indicating that Eca Aura is considered effective in terms of public visibility. This is likely due to her recognition as a well-known Indonesian influencer, particularly among the Surabaya community. However, despite falling within the effective range, visibility received the lowest score among the four VisCAP indicators. This may be attributed to her limited appearances on social media platforms as an active brand ambassador or her lack of presence at offline promotional events.

Furthermore Credibility achieved 4.25, validating that Eca Aura demonstrates sufficient product expertise and delivers brand communications effectively. Attraction obtained the peak score of 4.29, aligning with theoretical frameworks by Rossiter and Percy (referenced in Sandra and Setyabudi, 2020) suggesting that promotional message reception efficacy correlates with ambassador appeal, especially regarding captivating presentation techniques. The strong appeal projected by a brand ambassador plays a significant role in shaping positive public opinion, which in turn can lead to changes in audience attitudes and behaviors. Power registered 4.27, evidencing Eca Aura's capacity to motivate target audiences toward Derma Angel product usage.

The comprehensive analysis yielded an aggregate mean of 4.26, classified as substantially effective. Consequently, findings confirm that Eca Aura demonstrates strong performance and appropriateness in her brand ambassadorial capacity for Derma Angel.

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