
The Effectiveness of Using Rizky Ridho as a Brand Ambassador for G-SHOCK in Social Media Communication among the East Java Community

Jerryco Shantika, Gatut Priyowidodo, Felicia Goenawan

Communication Science Department, Petra Christian University

ABSTRACT

This study examines the effectiveness of using Rizky Ridho as a brand ambassador for G-SHOCK in social media communication among the East Java community. The increasing use of public figures in digital communication highlights the need to evaluate how effectively they convey brand messages and engage audiences. This research aims to measure the effectiveness of Rizky Ridho as G-SHOCK's brand ambassador using the VisCAP model, which consists of Visibility, Credibility, Attraction, and Power. A quantitative descriptive approach was employed through a survey method. Data were collected by distributing online questionnaires to 100 respondents in East Java who were aware of Rizky Ridho's role as a brand ambassador for G-SHOCK. The results show that Rizky Ridho is perceived as an effective brand ambassador overall. The indicators of visibility and credibility received the highest evaluations, indicating strong brand recognition and trust among audiences. Meanwhile, attraction and power were rated as effective but showed relatively lower influence. These findings suggest that while Rizky Ridho supports brand communication by enhancing awareness and credibility, additional communication efforts are needed to strengthen audience influence. This study concludes that the use of a relevant public figure can support effective communication strategies on social media.

Keywords: brand ambassador; communication strategy; social media engagement; VisCAP; G-SHOCK

INTRODUCTION

The development of digital media has significantly transformed communication practices in contemporary society. Social media platforms have become central spaces for content production, distribution, and audience interaction, allowing organizations to communicate directly with their publics. Within communication studies, this shift has highlighted the importance of understanding how content generates audience engagement, particularly through interactive features such as likes, comments, and shares. As a result,

engagement has emerged as a key indicator in evaluating the effectiveness of communication strategies in digital environments.

One communication strategy that has gained increasing attention is the use of public figures as brand ambassadors. In social media contexts, brand ambassadors function as communicators who represent brand values and deliver messages through digital content. Their presence is expected to attract audience attention, build trust, and encourage engagement with brand-related content. Previous studies in communication research suggest that audiences are more likely to engage with content delivered by familiar and relatable figures, making brand ambassadors an important element in social media communication strategies.

Engagement in communication studies refers to the level of audience involvement with media content, including cognitive, emotional, and behavioral responses. Social media enables audiences not only to consume content but also to interact with it, creating a two-way communication process. This interactive nature makes social media an effective platform for examining how communication messages are received and responded to by audiences. Consequently, evaluating the effectiveness of brand ambassadors in generating engagement becomes an important area of inquiry within communication science.

To assess brand ambassador effectiveness, this study adopts the VisCAP model, which consists of Visibility, Credibility, Attraction, and Power. The VisCAP framework explains how public figures influence audiences through their level of exposure, trustworthiness, appeal, and persuasive ability. While previous research has applied this model to various contexts, empirical studies that examine brand ambassador effectiveness within social media-based communication strategies remain limited, particularly in regional settings and among specific audience groups.

In Indonesia, football is one of the most popular sports and holds strong cultural relevance, especially among young audiences who are highly active on social media. East Java represents a relevant research context due to its large population and strong engagement with football-related content. G-SHOCK, a global watch brand known for its sporty and durable image, appointed Rizky Ridho, a professional football athlete, as its brand ambassador to support its social media communication. Rizky Ridho's visibility as an athlete and his active presence on social media provide a suitable case for examining brand ambassador effectiveness in a digital communication context.

Despite the widespread use of athletes as brand ambassadors, there is still a need for empirical research that systematically evaluates their effectiveness in social media communication. Therefore, this study aims to examine the effectiveness of using Rizky Ridho as a brand ambassador for G-SHOCK in social media communication among the East Java community using the VisCAP model. By analyzing audience perceptions across the four VisCAP dimensions, this study seeks to contribute to communication studies by enhancing understanding of how content delivered by public figures influences audience engagement in social media environments.

LITERATURE REVIEW

Brand Ambassador in Communication Studies

In communication studies, a brand ambassador is understood as a public figure who functions as a communicator representing a brand's values, identity, and messages to the audience. Rather than merely promoting products, brand ambassadors play a role in shaping how communication messages are perceived and interpreted by audiences. Through their public image and media presence, brand ambassadors help create meaning and associations that influence audience perceptions toward a brand.

Previous studies have shown that the effectiveness of a brand ambassador depends on how audiences perceive the figure's relevance, credibility, and visibility in media. Public figures who are familiar to audiences tend to attract more attention and encourage stronger engagement with communication content. In social media environments, this role becomes more significant as brand ambassadors deliver messages through visual and interactive content, allowing audiences to respond directly through comments, likes, and shares.

VisCAP Model and Brand Ambassador Effectiveness

The VisCAP model, introduced by Rossiter and Percy, is one of the most widely used frameworks for measuring the effectiveness of endorsers or brand ambassadors in communication contexts. VisCAP consists of four dimensions: Visibility, Credibility, Attraction, and Power. Visibility refers to the level of public recognition and media exposure of a brand ambassador. Credibility relates to audience perceptions of trustworthiness and expertise. Attraction concerns the appeal of the brand ambassador, including personality and appearance. Power refers to the ability of the brand ambassador to influence audience attitudes or perceptions.

In communication research, the VisCAP model is often applied to evaluate how effectively a public figure delivers messages to audiences. Studies indicate that high visibility and credibility can enhance message acceptance, while attraction and power contribute to audience interest and influence. However, the effectiveness of these dimensions may vary depending on the communication medium and the characteristics of the audience.

Social Media as a Communication Platform

Social media has transformed communication by enabling interactive and two-way exchanges between message senders and audiences. Unlike traditional media, social media allows users to engage directly with content and participate in communication processes. This interactivity makes social media a key platform for studying content and engagement within communication science.

Different social media platforms have distinct characteristics that shape how communication messages are delivered and received. Visual-based platforms, such as Instagram, emphasize images and short videos, while video-centered platforms, such as TikTok, focus on short-form audiovisual content. These platform characteristics influence how audiences engage with content and how public figures communicate with their followers. As a

result, the effectiveness of a brand ambassador may differ depending on the platform used and the type of content presented.

Audience Engagement in Social Media Communication

Engagement in communication studies refers to the degree to which audiences are involved with media content. On social media, engagement is commonly reflected through observable interactions, such as liking, commenting, and sharing content. Engagement indicates that audiences are not only exposed to messages but also actively respond to them.

Research suggests that content delivered by public figures tends to generate higher engagement compared to content delivered by organizations alone. This is because public figures often possess personal attributes that audiences find relatable or trustworthy. In this context, brand ambassadors serve as important communicators who can stimulate audience engagement through their presence and interaction on social media platforms.

Research Gap

Although previous studies have examined brand ambassador effectiveness and audience engagement, most research focuses on influencers or celebrities in general contexts or national-level settings. Limited studies specifically explore the effectiveness of athlete brand ambassadors within social media communication strategies in regional contexts. Moreover, empirical research that applies the VisCAP model to evaluate athlete brand ambassadors and their role in generating engagement on social media remains scarce.

Therefore, this study addresses this gap by examining the effectiveness of using Rizky Ridho, a professional football athlete, as a brand ambassador for G-SHOCK in social media communication among the East Java community. By applying the VisCAP model, this study contributes to communication science by providing empirical evidence on how public figures function as communicators and how their characteristics influence audience engagement in social media environments.

METHODOLOGY

This study employs a quantitative approach using a descriptive survey method to examine the effectiveness of using Rizky Ridho as a brand ambassador for G-SHOCK in social media communication. A quantitative approach was chosen to systematically measure audience perceptions toward the brand ambassador based on predefined indicators and to provide an objective description of the research findings.

The population of this study consists of members of the East Java community who are aware that Rizky Ridho serves as a brand ambassador for G-SHOCK. A total of 100 respondents were selected as the research sample using a multistage random sampling technique. This sampling method was applied to ensure that respondents came from diverse backgrounds within the East Java region. The sample size was considered sufficient to represent audience perceptions in a descriptive quantitative study.

Data were collected through an online questionnaire distributed via social media platforms. The questionnaire consisted of closed-ended questions measured using a five-point Likert scale, ranging from strongly disagree to strongly agree. The instrument was designed based on the VisCAP model, which includes four dimensions: Visibility, Credibility, Attraction, and Power. Each dimension was operationalized into several statement items to capture respondents' perceptions of Rizky Ridho as a brand ambassador.

The collected data were analyzed using descriptive statistical techniques. Mean scores were calculated to determine the level of effectiveness for each VisCAP dimension as well as the overall effectiveness of the brand ambassador. In addition, cross-tabulation analysis was conducted to examine audience perceptions based on selected demographic characteristics. The results of the analysis were then interpreted to explain how Rizky Ridho functions as a communicator within G-SHOCK's social media communication strategy.

RESULTS AND DISCUSSION

Table 1

Indikator	Mean	Efektivitas
Visibility	4.09	Efektif
Credibility	4.06	Efektif
Attraction	3.61	Efektif
Power	3.57	Efektif
Total	3.83	Efektif

Source: Author's survey data (2025)

Overall Effectiveness of Rizky Ridho as a Brand Ambassador

The results of this study indicate that Rizky Ridho is perceived as an effective brand ambassador for G-SHOCK in social media communication among the East Java community. Based on the total mean score of the VisCAP indicators ($M = 3.83$), the overall effectiveness falls within the effective category. This finding suggests that the use of Rizky Ridho as a public figure contributes positively to the delivery of brand-related messages and audience engagement on social media platforms.

The effectiveness reflects how audiences respond to communication content delivered through a familiar and recognizable figure. In communication studies, effectiveness is closely related to how well messages are received and interpreted by audiences. The results show that Rizky Ridho is able to support G-SHOCK's communication efforts by functioning as a credible and visible communicator in digital environments.

Visibility and Credibility in Social Media Communication

Among the four VisCAP dimensions, visibility obtained the highest mean score ($M = 4.09$), followed closely by credibility ($M = 4.06$). The high visibility score indicates that Rizky

Ridho is widely recognized by the audience and frequently encountered through media exposure, particularly on social media platforms. High visibility increases the likelihood that communication content will attract audience attention amid the abundance of digital information.

Credibility also emerged as a strong dimension, showing that audiences perceive Rizky Ridho as a trustworthy and reliable public figure. In communication science, credibility is an important factor that influences how audiences evaluate message sources. When the communicator is perceived as credible, audiences tend to be more receptive to the messages conveyed. These findings support previous communication studies that emphasize the role of source credibility in strengthening audience trust and engagement in social media communication.

Attraction and Power as Supporting Dimensions

The attraction dimension recorded a mean score of 3.61, indicating that Rizky Ridho is considered appealing as a public figure. Attraction in communication contexts relates to personal appeal and public image, which can sustain audience interest in content. This dimension supports the effectiveness of brand communication by encouraging audiences to pay attention to and interact with content delivered by the brand ambassador.

Meanwhile, the power dimension showed the lowest mean score ($M = 3.57$), although it still falls within the effective category. Power refers to the ability of a brand ambassador to influence audience attitudes or perceptions. The relatively lower score suggests that while Rizky Ridho enhances awareness and trust, his influence may be less dominant in directly persuading audiences. This finding indicates that audience engagement in social media communication may be driven more by recognition and credibility than by persuasive influence alone.

Discussion in Relation to Communication Studies

The findings of this study highlight the importance of visibility and credibility in social media communication strategies. In content-driven communication environments, audiences tend to engage more with content delivered by communicators they recognize and trust. The results demonstrate that effective communication on social media does not rely solely on persuasive power but also on the communicator's presence and credibility.

By applying the VisCAP model, this study contributes to communication science by providing empirical evidence on how different characteristics of a public figure influence audience engagement. The findings reinforce the view that brand ambassadors function as key communicators who shape how messages are received and responded to by audiences in social media contexts.

Implications for Social Media Communication Strategies

From a communication perspective, the results suggest that organizations should prioritize visibility and credibility when selecting brand ambassadors for social media communication. Although attraction and power remain important, effective engagement

appears to be more closely related to audience recognition and trust. These findings offer insights for developing communication strategies that utilize public figures to enhance audience engagement through social media content.

CONCLUSION

This study examined the effectiveness of using Rizky Ridho as a brand ambassador for G-SHOCK in social media communication among the East Java community by applying the VisCAP model. The findings indicate that Rizky Ridho is perceived as an effective brand ambassador overall, as reflected by the total mean score across the VisCAP dimensions. Among the four indicators, visibility and credibility emerged as the strongest dimensions, suggesting that audience recognition and trust play a significant role in supporting effective communication on social media. Meanwhile, attraction and power were also perceived as effective, although they showed relatively lower influence compared to visibility and credibility.

From a communication perspective, these results highlight the importance of selecting public figures who are widely recognized and trusted by audiences when developing social media communication strategies. The findings suggest that effective audience engagement is driven not only by persuasive influence but also by the communicator's presence and credibility within digital environments. By applying the VisCAP framework, this study contributes to communication studies by providing empirical evidence on how brand ambassadors function as communicators who shape audience responses to content on social media.

Despite its contributions, this study has several limitations. The data were collected from a limited number of respondents in East Java, which may not fully represent perceptions in other regions. In addition, this study relied on self-reported survey data, which may be influenced by subjective perceptions. Future studies may expand the sample size, include different regional contexts, or explore additional qualitative approaches to gain a deeper understanding of audience engagement in social media communication.

REFERENCES

- Annur, C. M. (2024). Penetrasi internet generasi milenial tertinggi dibanding kelompok usia lainnya di Indonesia. Databoks Katadata. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/26d51a9db147465/penetrasi-internet-generasi-milenial-tertinggi-dibanding-kelompok-usia-lainnya-di-indonesia>
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2024). Jumlah pengguna internet Indonesia tembus 221 juta orang. <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Bouche. (2024). Apa itu brand ambassador dan apa yang mereka kerjakan? <https://www.bouche.com/blog/marketing/branding/brand-ambassador/>
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion: Psychological studies of opinion change*. Yale University Press.

-
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2022). *Marketing management* (16th ed.). Pearson.
- Littlejohn, S. W., & Foss, K. A. (2021). *Theories of human communication* (12th ed.). Waveland Press.
- Nasrullah, R. (2017). *Media sosial: Perspektif komunikasi, budaya, dan sosioteknologi*. Simbiosis Rekatama Media.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Rossiter, J. R., Percy, L., & Bergkvist, L. (2018). *Marketing communications: Objectives, strategy, tactics*. SAGE Publications.
- West, R., & Turner, L. H. (2022). *Introducing communication theory: Analysis and application* (7th ed.). McGraw-Hill Education.
- Wilcox, D. L., Ault, P. H., & Agee, W. K. (2003). *Public relations: Strategies and tactics*. Pearson Education.