

The Role of Brand Ambassador on Advertising in Building Brand Awareness (A Case Study of #SelaluAdaselalubisa BTS Ads)

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ABSTRACT

The changing times that are increasingly advanced show the progress of the internet that is so fast, showing the existence of increasingly developing technology, leading to online-based media, so this also applies to the development of e-commerce in Indonesia. Every e-commerce company uses various ways to survive and compete by using brand ambassadors to help companies build brand awareness. This study discusses the role of the BTS brand ambassador in the #SelaluAdaSelalubisa advertising tagline in building brand awareness. The global popularity of the South Korean boy group BTS entrusted to be the brand ambassador of Tokopedia for two consecutive years is expected to build brand awareness in the public's minds. The theory used in this research is brand ambassador, advertising tagline, and brand awareness. This research uses a qualitative approach with a case study method. Data collection techniques used in-depth interviews with three informants. This study concludes that BTS is suitable as Tokopedia's brand ambassador for the #SelaluAdaSelalubisa advertising tagline, which is quite memorable and plays an important role in building brand awareness in the minds of the public.

Keywords: e-commerce, brand ambassador, advertising, brand awareness

1. INTRODUCTION

The changing times that are increasingly advanced show the progress of the internet that is so fast, showing that technology is increasingly developing leading to online-based media, information becomes more easily spread quickly and widely so that people can easily access and obtain information from various other countries. Seeing the growing growth of e-commerce, the emergence of various kinds of e-commerce brands entering Indonesia, one of which is Tokopedia. Every e-commerce company uses various ways to survive and compete, one of which is by using brand ambassadors to help companies build brand awareness, starting from brand ambassadors from within the country and abroad, Tokopedia itself has chosen to use brand ambassadors from abroad. country, starting from BTS and also Blackpink.

One of the e-commerce companies in Indonesia, namely Tokopedia, one of the Indonesian technology companies that has transformed into a super ecosystem, on this occasion in 2021 Tokopedia again chose BTS to be one of its brand ambassadors, previously in 2019 the company The Indonesian technologist has announced that they have appointed BTS as brand ambassadors and collaborated to announce the "Tokopedia #1 Everyday" campaign. Then in

2021, Tokopedia made a boy group from South Korea, namely BTS, become brand ambassadors with the campaign '#SelaluAdaSelalubisa'. (Source: Tokopedia)

Brand ambassadors will create a stronger relationship between a company's brand and consumers so that indirectly the brand ambassador will build a company image that has an impact on brand awareness [1]. According to [2] brand ambassadors are ad supporters or what are usually known as advertising stars who support the products that have been advertised. The brand ambassador itself is expected to be a spokesperson for a brand so that it is easy to stick in the minds of consumers so that consumers want to buy the brand.

The use of celebrities is inseparable from the achievements of the celebrities themselves. Generally, a company always chooses celebrities who are liked or become public idols because of their achievements and behavior in their field of expertise. People will be more confident and tend to be more accepting of messages conveyed by someone who is an expert in their field.

Advertising is a form of communication that several companies or brands have used as a marketing tool. A company uses the internet as an advertising medium to spread information and create brand awareness in the minds of consumers. Instagram, Youtube, and TV are among the

most frequently used in advertising a brand or product, one of which Tokopedia itself uses to advertise its e-commerce company.

According to [3] Brand awareness or what is usually called brand awareness, which is the ability of consumers to immediately recognize and remember a brand just by looking at something, such as a logo, image, or color, that describes the identity of a brand. According to [4], brand awareness is the ability of a brand to appear in the minds of consumers when they are thinking about a certain product category and how easy it is for the name to appear. Furthermore, brand awareness is a basic dimension in brand equity.

2. THEORETICAL REVIEW

2.1. Brand Ambassador

According to [5] that a brand ambassador is a tool used by a company to communicate and connect interest with consumers, as well as how a brand ambassador in building brand awareness.

2.1.1. Brand Ambassador Characteristic

According to [6] a brand ambassador has four characteristics, including:

1. Transparency
A brand ambassador must support a brand that is related to their profession.
2. Credibility
The credibility of the brand ambassador is related to the relevant knowledge, experience, and expertise possessed by endorsed celebrities so that they can be trusted in providing information.
3. Strength
The charisma of endorsed celebrities aims to have the ability to influence consumers, so that consumers can be attracted to the brand/company.
4. Attraction
An attractive non-physical appearance can support communication through advertising.

2.2. General Concept of Advertising

Advertising is communication between non-individuals using costs and various media carried out by a non-profit institution, company, and several individuals [7].

2.3. Advertising Tag Line

According to [8] tagline is a very short sentence as a closing of a core text that concludes briefly to communicate an advertisement. The tagline (slogan) is part of an advertisement to make the ad easy for consumers to remember. The tagline itself can be interpreted as a short phrase that is dense and easy to remember. So, the tagline

is a sentence that is easy to remember and can present the overall message from the company to the public in the context of instilling the concept of the brand positively into the minds of consumers.

2.3.1. The Function of Advertising Tag Line

[9] the success of the tagline in carrying out its functions can be measured by three indicators, including:

1. Differentiation
The difference is a hallmark of other competing products.
2. Message of Value
The extent to which the effect of the advertising message conveyed can attract attention, be understood, understood, and move the target to give the desired response.
3. Familiarity
The tagline is easy to remember and easily recognizable by consumers when it is broadcast on TV or other media, and consumers are aware if there are changes in the tagline.

2.4. Brand Awareness

Brand awareness is the ability of a brand in consumer memory when a consumer is thinking about a brand in a certain product category and how easily consumers remember that brand [10].

2.4.1. Benefit of Brand Awareness

According to [10] brand awareness includes:

1. Brand Recall
The ability of consumers to recall the brand from memory When consumers need a certain product category. Achieving consumer awareness is a challenge for a new brand, while maintaining a level of brand awareness is a task that must be faced by the brand.
2. Brand Recognition
The ability of consumers to carry out preliminary confirmation of the brand in other words when consumers go to the store, will they be able to recognize the brand as the only brand exposed.

2.4.2. Level of Brand Awareness

[11] describes the different levels of brand awareness in the form of a pyramid as follows:

1. Top of Mind
The highest level and ideal position for all brands. At this level, customers really understand and recognize the elements that are owned by a brand.
2. Recall the brand (Brand Recall)
Unassisted brand recall level. At this level, consumers can remember easily without help.

3. Brand recognition
Minimum level of brand awareness. At this level, customers will remember the brand after being given assistance by showing certain images or characteristics.
4. Not aware of the brand (Unware of Brand)
The lowest level of brand awareness, where customers do not recognize the brand mentioned at all even though they are assisted through tools such as mentioning the brand or showing a picture of the brand.

3. RESEARCH METHODS

The approach taken by the researcher is to use qualitative research. Qualitative research is research that produces findings that cannot be achieved by using statistical procedures or by means of quantification. According to [11] as is known qualitative research is a scientific activity to collect data systematically, sort it according to certain categories, describe and interpret data obtained from interviews or ordinary conversations, observation and documentation. The data can be in the form of words, pictures, photos, meeting notes, and so on. This research uses a case study method or approach (case study). This research focuses on a particular object that is studied as a case. Case study data can be obtained from all parties concerned and collected from various sources [12] The object of research is highly dependent on data collection techniques. If interviews are used in data collection, then the object of research is the respondent. Informants or resource persons from this research are:

1. Member of the INDOMY TEAM UPDATE (Indonesian ARMY) fandom or community fanbase
2. BTS fans and followers of the Tokopedia app
3. Fanbase or BTS fans (ARMY)

4. RESEARCH RESULTS

4.1. Analysis

4.1.1. BTS as Brand Ambassador

On Tokopedia's YouTube media, advertisement 1 is an advertisement with the tagline #SelaluAdaSelaluBisa which uses the BTS brand ambassador in the ad. The ad titled "Tokopedia x BTS: Buy Room Decoration Supplies from Curtains to Sheets?" uploaded on February 1, 2021, which has been watched by 14,199,846 views, liked by 155,000 people and disliked by 890 people.



#SelaluAdaSelaluBisa #TokopediaxBTS #BTS
Tokopedia x BTS : Beli Kebutuhan Dekorasi Kamar dari Tirai sampai Seprai? Tokopedia Saja!
14,199,846 views • 1 Feb 2021

Figure 1 YouTube Tokopedia 1 #SelaluAdaSelaluBisa Advertisement (Source: Youtube Tokopedia)

On Tokopedia's YouTube media, advertisement 2 is an advertisement with the tagline #SelaluAdaSelaluBisa which does not use the BTS brand ambassador in the ad, the ad entitled "Always Ada Always Can at Tokopedia!" uploaded on October 13, 2020 which has been watched as many as 542,261 views, liked by 1,400 people, and disliked by 232 people.



Selalu Ada Selalu Bisa di Tokopedia!
547,261 views • 13 Oct 2020

Figure 2 YouTube Tokopedia Advertisement 2 #SelaluAdaSelaluBisa (Source: YouTube Tokopedia)

In the Tokopedia Instagram ad, ad 1 is an ad with the tagline #SelaluAdaSelaluBisa that uses the BTS brand ambassador in the ad. The 15-second ad has 3,502,489 views.



Figure 3 Tokopedia #SelaluAdaSelaluBisa Advertisement with BTS (Source: Instagram Tokopedia)

On Tokopedia's Instagram media, ad comparison 2 is an advertisement with the tagline #SelaluAdaSelalubisa which uses the BLACKPINK brand ambassador in the same year as BTS.



Figure 4 Tokopedia #SelaluAdaSelaluBisa Advertisement Comparison with BLACKPINK (Source: Instagram Tokopedia)

Not only analyzing Tokopedia's YouTube and Instagram videos, the author also collected data through interviews with several informants in the form of BTS fans, namely ARMY. So in this section the author will describe the findings from the interview using some basic concepts that have become the author's reference in asking questions to informants.

Reported from CNBC by YouTube, BTS managed to increase the popularity and public interest in Tokopedia. With the use of BTS as brand ambassadors, Tokopedia has experienced many improvements in terms of visits and spending. In addition to popularity, there are four things that a brand ambassador must have, namely transparency, credibility, power, and attraction. But in this study, only two of the three informants felt that the four attributes matched the BTS brand ambassador, namely the second informant Eveline Ivanca and the third informant Novi Chyntia.

The first informant, Dewi Permana, as a user of the Tokopedia application, felt that only three of the four attributes matched BTS, namely the credibility of the brand ambassador, the attractiveness of the brand ambassador, and finally the power of the brand ambassador. He feels that BTS is lacking in terms of transparency, this is because a brand ambassador must support a brand related to their

profession, while the first informant feels that their profession is only in the field of music. BTS's brand ambassador profession.

4.1.2. Advertisement Tagline #SelaluAdaSelaluBisa on Tokopedia

Tokopedia is one of the companies that uses the internet as a promotional medium to convey messages to the public, through the advertising tagline #SelaluAdaSelalubisa. According to some BTS fans, they said that the advertising tagline starring the BTS brand ambassador was quite attached to the public's memory and this advertisement had caught their attention accompanied by a song that was typical of Tokopedia.

Then the interesting thing about the ad tagline #SelaluAdaSelalubisa from three informants, said that the interesting thing about the ad was the brand ambassador, namely BTS. However, in this study, the results obtained from three informants were only two informants who said that in the #SelaluAdaSelalubisa advertising tagline, the three attributes were referenced, namely, Familiarity (a tagline that is easy to remember by fans) and Differentiation (differences or company characteristics in the eyes of fans), Message of Value (message and value). Meanwhile, according to the third informant, only two attributes of the three advertising concepts attached to the informant, namely Novi Chyntia as ARMY, he did not find the message of value from the tagline, the informant did not understand what the real message was from the word "Always There is Always Can", the informant felt that it was only just a hashtag #AlwaysAdaAlwaysbisa.

4.1.3. The Role of BTS in Building Brand Awareness

From the results of research through interviews conducted by the author to several informants that as Tokopedia's brand ambassadors, BTS plays a role in building brand awareness and can make them remember Tokopedia more. For one of the informants who previously used the shopee brand after hearing the news that BTS became Tokopedia's brand ambassador, the informant chose to change the shopee brand to Tokopedia, this was done because according to the informant what he did was a form of support for BTS.

From the results of interviews conducted by observing the behavior and memory of the three informants, the first, second, and third informants have reached the highest peak of the brand awareness concept, namely top of mind, which is the highest level and ideal position for the Tokopedia brand. At this level, the three informants really understand and recognize the elements that are owned by Tokopedia. when given the reason why the Tokopedia logo is so attached to the informants, they feel that Tokopedia can be as big as it is now thanks to the news of making BTS celebrities become brand ambassadors for 2 years in a row, then the author did a test to guess the picture of the Tokopedia logo without the word "Tokopedia" to the three

informants, and the three of them answered easily without any help, this stated that the ability in brand awareness of the three informants in brand awareness theory had reached the highest level of Top of Mind.

5. CONCLUSION

1. BTS brand ambassadors are compatible with four attributes, namely credibility, attractiveness, power, and transparency. However, informant one as a Tokopedia user said that BTS lacks transparency because Tokopedia's e-commerce is not in accordance with the BTS profession (in the music sector). This was broken by a marketing expert, because whatever field BTS is promoting has a match in these 4 attributes, one of which is the BTS Meals case.
2. The advertising tagline #SelaluAdaSelalubisa is very easy to remember and is a distinctive feature of the difference from other e-commerce, they are more aware of the Tokopedia brand after BTS became brand ambassadors. However, one informant revealed that he was unable to understand the message and value of the #AlwaysAdaSelalubisa tagline, the fact that the meaning of the tagline is whatever your goals, Tokopedia is always there and always can.
3. BTS plays a very important role in building brand awareness of the tagline #SelaluAdaSelalubisa, and their awareness level has reached the top of mind, where Tokopedia is their choice for e-commerce.

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