

Analysis of the Use of EXO Brand Ambassador on Scarlett Whitening Instagram Social Media

by :
Shinta Nuriyanti

Supervisor :

Nur Maghira Aesthetika, S.Sos.,M.Med.Kom.

Communication Studies Program

Muhammadiyah University of Sidoarjo

Introduction

- In the increasingly developing digital era, social media has become one of the main platforms for companies to build and strengthen their brand image.
- Brand ambassador are a tool to attract consumer buying interest, help brands to reach a wider audience, gain consumer trust, and differentiate themselves from competitors.
- Scarlett Whitening uses EXO Brand Ambassador for its marketing strategy, including promotion and proper product placement to increase the visibility of its products, they utilize various marketing strategies by using Brand Ambassador

Problem Statement

How is the use of exo Brand Ambassador on scarlett whitening Instagram social media?

Theory

According to (Lea-Greenwood, 2012) Brand Ambassadors are a communication tool used by companies to connect with the public to increase sales. They have an important role in strengthening brand image, expanding audience reach, and increasing brand awareness.

Benefits

The benefits of this research are to understand the types of content that are attractive to Instagram followers, so that they can help design more interesting and relevant content.

Research Methods

- Descriptive Qualitative Research.
- Using Brand Ambassador theory according to Lea Greenwood
- Data collection techniques using content analysis

Results and Discussion



- The theme gives a feminine and luxurious impression and the Glow Ambassador in the ad highlights the concept of natural beauty and glowing skin.
- The message conveyed to consumers that the product has credibility, high quality and skin care is not limited to a certain gender and age.
- Scarlett whitening posts not only introduce products, also build narratives that build emotions and strengthen the scarlett whitening brand image, the focus of the photo content displayed which gives a positive impression of the product.

Results and Discussion

- Marketing strategy patterns and trends: collaboration with influential celebrities, utilization of social media for consumer engagement, emphasis on natural beauty and skin health.
- The strength of this strategy is that EXO's collaboration on posts holding Scarlett Whitening products on Instagram can reach millions of fans and viewers, significantly expanding the brand's reach and increasing awareness.
- The disadvantage of this strategy is that using a celebrity as a brand ambassador is the possibility of controversy or scandal that can harm the brand image.

Results and Discussion

EXO's brand ambassador collaboration "Glow Lation Glow Ambassador" became more recognizable and desirable to EXO fans and other potential consumers. Through promotion on Instagram social media, Scarlett Whitening successfully utilized the power of EXO's brand ambassador to increase their product visibility and sales.

An important aspect of this collaboration:

- The match between Scarlett Whitening products and the image of EXO members.
- The presence of EXO members helped to enhance the appeal of the promotional campaign and expand the reach of the brand message
- Gives Scarlett Whitening the opportunity to utilize EXO's digital presence to expand their promotional reach.

Conclusion

EXO's presence as a Brand Ambassador has succeeded in attracting the attention of Instagram users, collaboration with popular celebrities such as EXO utilize transference, congruence, credibility, attractiveness and power. Thus, Scarlett whitening is effective in achieving promotional goals and providing many positive responses from the products being promoted.

Reference

- [1] Ekonomi, J., Dan Sosial, B., Desi Lestari, E., & Gunawan, C. (2021). Pengaruh E-Wom Pada Media Sosial Tiktok Terhadap Brand Image Serta Dampaknya Pada Minat Beli. *Februari 2021 EMBISS*, 1(2), 75. <https://embiss.com/index.php/embiss>
- [2] Etter, M., Ravasi, D., & Colleoni, E. (2019). Social media and the formation of organizational reputation. *Academy of Management Review*, 44(1), 28–52. <https://doi.org/10.5465/amr.2014.0280>
- [3] Imaniar, N. (2024). Pengaruh brand ambassador exo terhadap keputusan pembelian scarlett whitening. *Jurnal Manajemen Dan Pemasaran*, 2(2), 223–231.
- [4] Kirana, L. C., Trijayanti, R. T., & Sari, Y. I. (2020). Pengaruh Zaskia Adya Mecca Sebagai Brand Ambassador Dalam Instagram Meccanismofficialshop Terhadap Brand Image Meccanism. *Jurnal Apresiasi Ekonomi*, 8(2), 308–320. <https://doi.org/10.31846/jae.v8i2.302>
- [5] Lea-Greenwood, G. (2012). *Fashion Marketing Communications*.
- [6] Nur Maghfirah Aesthetika, Poppy Febriana, I. U. (2023). Sustainable Branding for Local Products: Empowering Rural Economic Development. *Indonesian Journal of Innovation Studies*, 14(2), 1–12.
- [7] Putri, D. (2024). Pengaruh pemasaran media, selebriti pemasaran, dan kepercayaan pelanggan terhadap keputusan pembelian produk scarlett whitening di instagram (studi kasus pada mahasiswa universitas teknologi sumbawa). *UTS STUDENT CONFERENCE*, 2(1), 93–102.

Reference

- [8] Rachmawati, I. (2023). Pengaruh Penggunaan Brand Ambassador Song Joong Ki Terhadap Impulse Buying Yang Dimediasi Oleh Brand Image Dan Brand Awareness Pada Pengguna Produk Scarlett Whitening The Effect Of Using Brand Ambassador Song Joong Ki On Impulse Buying Mediated By Brand I. *E-Proceeding of Management*, 10(5), 3660–3670.
- [9] Rosadi, H. F., & Aestetika, N. M. (2023). TikTok Celebrities as Role Models: Imitation or Innovation? *Academia Open*, 9(2), 1–14. <https://doi.org/10.21070/acopen.9.2024.5321>
- [10] Sabina, N. K., Alvionita, Nursyifa, P., & Saleh, M. Z. (2023). Fenomena K-POP Sebagai Strategi Ekspansi Produk Scarlett. *Business and Investment Review*, 1(5), 54–60. <https://doi.org/10.61292/birev.v1i5.47>
- [11] Satrio, D., & Darojah, N. (2020). Efektivitas Celebrity Endorser Terhadap Minat Beli Produk. *Jurnal ADPERTISIA*, 1(1).
- [12] Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- [13] Waskitawati, C. S., Riyanto, B., & Itasari, A. A. (2022). Pengaruh Terpaan Iklan di Instagram dan Word Of Mouth Terhadap Keputusan Pembelian Produk Scarlett Whitening pada Followers Akun @scarlett.whiteningsolo. *Solidaritas*, 6(2), 3.
- [14] Wulandari, W., & Septrizola, W. (2021). Celebrity Endorsement and Purchase Intentions: The Role Of Trust, Attractiveness, Suitability Product. *Jurnal Pundi*, 5(2), 281–288. <https://doi.org/10.31575/jp.v5i2.365>

