The Influence Of Rossa As A Cellebrity Brand Ambassador On The Image Of Bodrex

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Abstract

*This study aims to determine*The Effect of Brand Ambassador Rossa Through Bodrex Ads on the Image in the Eyes of the Audience of Pedamaran V Village, Lebuh Rarak Province, South Sumatra Province The objects used in this study were all people who had watched a Bodrex ad entitled "BODREX-TEGAR BERSATULAH BANGSAKU". This study used a quantitative method, namely a research method based on the philosophy of positivism, used to examine certain populations or samples, collecting data using research instruments. The research method used in this study was a quantitative survey method. The results of this study were based on the T test, it was found that the significant value was 0.000, which means it is smaller than 0.05, and the value in t-count: 1.973, while the t-table in this study was 1.664, meaning that the t-count is greater than the t-table. Based on the 2 basic decision making above, it can be concluded that the independent variable (Brand Ambassador X) has an influence and is significant on the dependent variable (Brand Image Y). Which means Brand Ambassador Rossa influences Brand Image Bodrex.
Keywords:Brand Ambasador, Citra Brand, Bodrex

Abstract

*This study aims to determine the influence of Brand Ambassador Rossa through Bodrex Ads on the Image in the Eyes of the Audience of Pedamaran V Lebuh Rarak Village, South Sumatra Province. The object used in this research is everyone who has ever watched a Bodrex advertisement entitled "BODREX-TEGARSATULAH BANGSAKU" This research uses a quantitative method, which is a research method based on the philosophy of positivism, used to collect a certain group of people or samples, collect data using research instruments. The research method used in this research is a quantitative survey method. The results of this study are based on the T test, it is known that the significant value is 0.000, which means it is smaller than 0.05, and the value on t-count: 1.973, while the t-table in this study is 1 . 664 meaning that t-count is greater than t-table. Based on the 2 basic decision making above, it can be concluded that the independent variable (Brand Ambassador X) has an influence and is significant on the dependent variable (Brand Image Y). Which means Brand Ambassador Rossa influences Brand Image Bodrex.
Keywords: Brand Ambassador, Brand Image, Bodrex

INTRODUCTION

Initially, communication was carried out face-to-face (face to face), but along with the development of today's media and the internet have become connecting tools or facilities for conducting communication interactions. Social media is a form of technological development and progress, through social media people can communicate easily, not only

communicate with each other or relatives but can also search and obtain information, social media as a form of CMC (computer mediated communication) can reach a wide range of user communication processes, this technological development creates a change for communication, communication that exists not only between individuals to individuals but extends to individuals to groups (Subarja & Wijayani 2017).

Internet-based mass media or what is known as social media (social media), is able to encourage the expansion of information for potential consumers by informing them of activities such as participating in events, both official events and youth events, as well as promotions using artist endorsement services. as well as other famous people through social media such as Instagram, Facebook, Twitter and other platforms (Pertiwi & Zinaida 2020). The mass media can create similarities in society, this is because every cause and effect of the news that is presented makes one think and examine the news. Experiencing a change in thinking that can be more critical, more advanced, justifying what is there with various opinions that someone put forward. Not only in patterns of thinking but actions in daily life can change because of the mass media, imitating the things that other people do can have a persuasive impact on someone, (Silviani, Verwirawaty, and Simbolon, 2021). Neumann in (Nasrullah 2019), argues that the media gives and has the power to form opinions, which means that the mass media is very influential in guiding opinions, or even controlling public perceptions in order to achieve the desires desired by those in power, and the institutions that organize them.

Perception in Fahmi (2020), managing perceptions makes an important foundation as a basis for building individual, public (general audience) trust, as well as a persuasive weapon to influence the mindset of the general public. Desiraito revealed, experience of objects, events, or relationships that are obtained by concluding information and interpreting messages, psychologically, perception is a process of observing a person's environment by using the senses he has so that he becomes aware of everything in his environment. Perception is the process of observing a message received through objects, events that a person manages in an effort to interpret and analyze a message conveyed.

Advertising in the mass media has an influence on consumer behavior based on a survey from (Survey One), which suggests the influence of advertising on consumer decisions to encourage purchases of a product from a brand. Products will look superior to other competitors if advertisements in the media have appeal (public figures) or celebrities, in an effort to influence the minds of the general public about the image of a product, advertising strategies are used so as to make the general public interested or influenced by a product.

Celebrity endorsements in Chalil (2021), is an advertising strategy that utilizes artists, influencer entertainers, athletes, and public figures who are known by many people because of their achievements and successes. The currently popular advertising approach is using celebrities as brand ambassadors as communicators in these advertisements, using the services of public figures as brand ambassadors. Consumers will tend to pay more attention to the product or brand that houses the artist (public figure). Star image, trust, quality, and other positive things can strengthen the influence of image ambassadors, brand ambassadors aim to help increase brand awareness and increase product sales, brand ambassadors are intended to embody the identity of the company in appearance, behavior, ethics and values. According to Royan in (Ipwija 2016), a brand ambassador is someone who is trusted to represent a particular product or brand. The use of brand ambassadors is carried out by companies to influence consumer audiences to make purchases of a product or brand. The background to the appointment of brand ambassadors is the positive image of the artist

(public figure) so that they can represent the image of the product or brand as a whole (Ipwija, 2016).

In the decision to recruit brand ambassadors, there are several considerations, including the level of popularity of the artist (public figure) and the problem of whether the artist (public figure) can characterize the advertised product. Royan (Ipwija 2016), the artist (public figure) starring in the ad is expected to be able to create an image separately for the product or brand (brand) that houses the artist (public figure).

According to Permatasari (2019), regarding the influence of the attractiveness, trust, and expertise of celebrity endorsers on purchasing decisions, consumers view celebrities who can provide inspiration, have sufficient achievements and knowledge about the products they advertise and are successful in careers that can influence their purchasing decisions, which This means that the role of celebrities who provide opinions on a product from the brand is very capable of influencing the minds of the public, developing brand image and forming a wider public perception of higher things about the brand and not escaping from attracting the attention of consumers to make purchases at the brand.

Masyita and Yuliati (2017), conducted research on the influence of brand ambassador Dian Sastrowardoyo on the brand image of L'oreal Paris make-up products, argued for the influence of brand ambassadors based on data management from 100 brand ambassador respondents included in the good category with an average score of 84.61% which shows that the brand ambassador is good and trusted by consumers. From the results of the descriptive analysis, respondents' responses to the brand ambassador carried out by the company L'oreal Indonesia were at the level of 84.61%, this shows that consumers welcomed the overall concept of the brand ambassador carried out by the company L'oreal Indonesia, the highest score attached to Popularity statement items owned by brand ambassadors will greatly affect the company's brand image.

Siahaan and Saidani (2022), conducted research on the influence of brand ambassadors and advertising content on brand image and their impact on purchasing decisions, brand ambassadors have proven to have a significant and positive effect on brand image, so the better the brand ambassador chosen by the manufacturer, the more confident consumers will be. on the product being promoted. Advertising content has proven to have a significant and positive effect on brand image, if the more attractive the advertisement exposure is, the easier it is for consumers to remember the product.

Bodrex's strategy is to improve its brand image, form positive perceptions, and increase sales, Bodrex recently decided to choose Rossa, an Indonesian singer, as Bodrex's new brand ambassador, on August 25, 2022, which was uploaded via a social account (instagram) for Bodrex media which was published. As the new face of the Bodrex brand, it is hoped that Rossa's brand ambassador will be able to provide superior value for the Bodrex brand from other competing brands. Celebrity whose real name is Sri Rossa Roslaina Handiyani, or who is fondly called Rossa or Teteh Ocha in Indonesia, a diva from Indonesia born on October 9, 1974 is a celebrity, singer of Indonesian nationality, Rossa's name began to be known to the wider community after releasing her first album (song) "Nada Nada Cinta" on January 27, 1996. Rossa was inaugurated as part of Bodrex to represent the face or icon of the Bodrex brand to support brand image popularity and shape the perception of Indonesian audiences. Judging from the popularity and image of this celebrity, Indonesian people have high expectations for the brand they carry, it is hoped that this will have a positive impact and further boost the popularity of the image of the Bodrex brand image.

RESEARCH METHODOLOGY

The object used in this research is everyone who has ever watched a Bodrex advertisement entitled "BODREX-TEGAR BERSATULAH BANGSAKU" this study uses a quantitative method, namely a research method based on the philosophy of positivism, used to examine populations or certain samples, data collection using research instruments. The research method used in this research is a quantitative survey methodmethod and use spss. Population in the research is 409 and use 82 sample.

RESULTS AND DISCUSSION
Simple Linear Regression Analysis

Asimple linear regression analysis explains the relationship between two variables which can usually be expressed as a regression line, and is a technique in parametric statics that is generally used to analyze the average response of the dependent variable (Y) which changes with respect to the magnitude of the intervention of the independent variable (X). In simple linear regression, the variable (Y) can be referred to as the response variable, also referred to as the output variable and is not independent (dependent). The X variable can be called a predictor variable (used to predict the value of the Y variable), it can also be called an explanatory variable, input, regressors, and independent, (Mardiatmoko, 2020).

The purpose of the Simple Linear Regression analysis is to determine whether there is any influence of the independent variable (Brand Ambassador X) on the dependent variable (Brand Image Y), using the SPSS version 25 software program.

If the value of Sig. < 0.05 then, there is an influence of the independent variable (Brand Ambassador X) on the dependent variable (Brand Image Y).

If the value of Sig. > 0.05 then, there is no effect of the independent variable (Brand Ambassador X) on the dependent variable (Brand Image Y).

Table 1 Simple Linear Regression Test

Model		B	std. Error	standardized Coefficients Beta	Q	Sig
1	(Constant)	29,360	3,892		7,543	.000
	Brand Ambassadors (X)	.185	094	.215	1973	052
a. Dependent Variable: Brand Image (Y)						
SPSS Data Source Version 25 (2023)						

Unstandardized Coefficients

Based on the output in the SPSS software program version 25 above, the regression equation model can be formulated as follows:

Y=29.360 () + 0.185 (X) + ea

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The regression equation model means:

constanta()𝒂= 29,360 means that if the promotion is constant, then the sales will be 29,360.

Coefficient of regression direction / β (X)= 0.185 (positive value) meaning that if the promotion increases by one (1) unit, sales will increase by 0.185.

Hypothesis test

T test

T-test is used to test the hypothesis of the effect of the independent variable, namely Brand Ambassador (X) individually on the dependent variable Image in the Eyes of the Audience (Y). This partial statistical test or T test can see how far the independent variable Brand Ambassador (X) influences individually on the dependent variable Brand Image (Y) (Kuncoro, 2004). This T-test using the SPSS version 25 program can be used to test hypotheses based on significant values as follows:

If the value of Sig. <0.05, the independent variable (Brand Ambassador X) has a partial effect on the dependent variable (Brand Image Y).

If the value of Sig. > 0.05, the independent variable (Brand Ambassador X) has no partial effect on the dependent variable (Brand Image Y).

Table 2 T test

Unstandardized Coefficients

Model		B	std. Error	standardized Coefficients Beta	Q	Sig
1	(Constant)	29,360	3,892		7,543	.000
	Brand Ambassadors (X)	.185	094	.215	1973	052

a. Dependent Variable: BRAND IMAGE Y

SPSS Data Source Version 25 (2023)

Significant value 0.000 <0.05

t-count value > t-table (1.973 > 1.664)

Based on the 2 basic decision making above, it can be concluded that the independent variable (Brand Ambassador X) has an influence and is significant on the dependent variable (Brand Image Y). Which means Brand Ambassador Rossa influences Brand Image Bodrex.

Determination Coefficient Test

Testing the coefficient of determination was carried out with the intention of measuring the model's ability to explain how influential the independent variable (X) collectively (simultaneously) affects the dependent variable (Y) which can be indicated by the value of adjusted R – Squared (Ghozali, 2016). The coefficient of determination shows the extent to which the contribution of the independent variables in the regression model is able to explain the variation of the dependent variable. The coefficient of determination can be seen through the value of R-square (R2) in the Model Summary table.

Table 3 Test of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.215a	046	.034	3,541
a. Predictors: (Constant), Brand Ambassadors (X)				
SPSS Data Source Version 25 (2023)				

The R Square value of 0.46 means that Brand Ambassador influences Brand Image by 46% while the remaining 54% is influenced by other factors. Which means there is a surge in Brand Image Bodrex which is influenced by Brand Ambassador Rossa.

Discussion

Based on the formulation of the problem in this research, namely seeking the influence of Brand Ambassador Rossa on an advertisement launched by the Bodrex brand entitled (Bodrex-Tegar Bersatulah Bangsaku) to improve Bodrex's image in the eyes of the public, especially in hamlet 3 Lebuh Rarak, Pedamaran District, OKI Regency, South Sumatra Province.

From the results of the T-test and the coefficient of determination test that was carried out in Chapter 4, using the program and SPSS version 25, the researchers got the answer that Rossa was the Brand Ambassador of Brand Bodrex who distributed questionnaires to samples for further study through the Viscap model indicator.This model is called the Viscap characteristic. Viscap which is formed from Visibility (popularity), Credibility (credibility) Attraction (attraction) and Power (strength). And the Brand Ambassador indicator developed by (Royan, at Sagia and Situmorang 2018).

In testing this hypothesis the t test and the Coefficient of Determination were carried out to determine the effect of Brand Ambassador Rossa on Brand Image Bodrex, and from these data it can be concluded that Brand Ambassador Rossa has a significant influence on Brand Image Bodrex, you can know by looking at the Sig value. on the t test which is equal to 0.000 which is smaller than 0.05 and the t-count value is 1.973 which looks at the t-table which has a criterion of 1.664, meaning that the t-count is greater than the t-table criterion. So it can be concluded in the t test conducted by Brand Ambassador Rossa, from the 2 basic decision making above, it can be concluded that the independent variable (Brand Ambassador X) has an effect and is significant on the dependent variable (Brand Image Y). So it can be concluded that Brand Ambassador Rossa influences Bodrex's Brand Image. And in the Coefficient of Determination test, it is known that the value of R Square is 0.46 which means that the Brand Ambassador has an effect on Brand Image by 46% while the remaining

54% is influenced by other factors. Which means there is a surge in Brand Image Bodrex which is influenced by Brand Ambassador Rossa.

CLOSING

Based on the test results that have been carried out in chapter 4. According to the researchers, they have been able to answer the formulation of the problem in this study, namely: The influence of the Rossa brand ambassador on the advertisement launched by the Bodrex brand entitled (Bodrex-Tegar Bersatulah Bangsaku) to improve brand image (brand image) Bodrex in the eyes of the public? Meanwhile, the purpose of this research is to find out the influence of brand ambassador Rossa on the Bodrex brand advertisement entitled (Bodrex-Tegar Bersatulah Bangsaku) to improve Bodrex's brand image in the eyes of the public?

It is known that the simple linear regression test was carried out aiming to control the influence of the independent variable (Brand Ambassador X) on the dependent variable (Brand Image Y), it is known that the value of Constanta () = 29.360, which means that if the promotion is constant, then sales are 29.360, and The regression coefficient / β (X) = 0.185 (positive value) means that if the promotion increases by one (1) unit, sales will increase by 0.185.a

The T-test was carried out aiming to test the established hypothesis, the effect of the independent variable, namely Brand Ambassador (X) individually on the dependent variable Image in the Eyes of the Audience (Y), a partial statistical test or T-test can see how far the independent variable Brand Ambassador (X) influences the dependent variable Brand Image (Y). It is known in table 4.8 the T test. It is known that the significant value is 0.000 which means it is smaller than 0.05, and the value in t-count: 1.973, while the t-table in this study is 1.664 meaning that the t-count is greater than the t-table. Based on the 2 basic decision making above, it can be concluded that the independent variable (Brand Ambassador X) has an influence and is significant on the dependent variable (Brand Image Y). Which means Brand Ambassador Rossa influences Brand Image Bodrex.

The coefficient of determination test was carried out aiming to measure the model's ability to explain how influential the independent variable (X) collectively (simultaneously) affects the dependent variable (Y) which can be indicated by the adjusted R - Squared value, it is known that the R - Squared value in this study is 0, 46 means that Brand Ambassador influences Brand Image by 46% while the remaining 54% is influenced by other factors. Which means Brand Image Bodrex which is influenced by Brand Ambassador Rossa.

From the data described above, the researcher concludes that the Rossa brand ambassador influences the Bodrex brand image by 46% and 54% due to other factors unknown to research, and to answer the hypothesis which means,Ha: There is an influence between Brand Ambassador Rossa in Bodrex advertisements on the image of Bodrex to audiences in Pedamaran V Lebuh Rarak Village, Pedamaran District.

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Letter Of Acceptance

Dear Dinal Solehan Nugraha, Rahma Shanty Zinaida

We are pleased to inform you that your manuscript submitted to our journal system entitled "*The Influence Of Rossa As A Cellebrity Brand Ambassador On The Image Of Bodrex*" has been accepted to be published in JURKOM : Jurnal Riset Komunikasi Vol 7 No 1

We highly appreciate your contribution to the in JURKOM : Jurnal Riset Komunikasi. The editorial team will notify you when it has been available in our journal

Best Regards

Dr. Muhammad Badri, M.Si
Editor Jurkom/ Ketua Litbang Aspikom
Wilayah Riau