

**THE IMPACT OF CELEBRITY ENDORSER ON BRAND IMAGE  
AND SOCIAL MEDIA MARKETING OF AVOSKIN BEAUTY**

**(Study Case on Avoskin Beauty in Indonesia)**

**THESIS**



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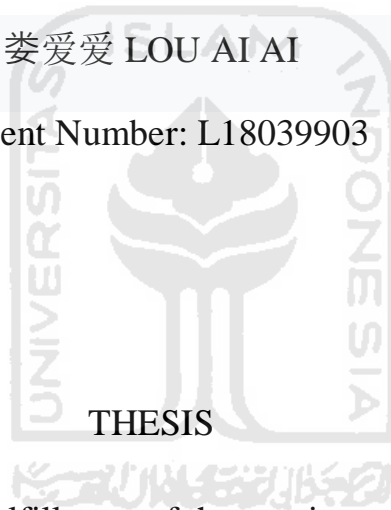
THE IMPACT OF CELEBRITY ENDORSER ON BRAND IMAGE  
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(STUDY CASE ON AVOSKIN BEAUTY IN INDONESIA)

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## DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgment. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Nanjing, May 13 2020

Dinda Lourensia Habibah



## ABSTRACT

In this era of globalization and full of innovation, Avoskin Beauty as a skincare company that have a deep value in green beauty uses celebrity endorser or social media influencer as a collaboration partner to increase the brand image and social media marketing as we know that social media is part of promotion variation.

The purpose of this research is to know how celebrity endorser could affect the brand image and social media marketing of Avokin Beauty. By using qualitative method, this research is type of descriptive research with a case study and dig the information by interview process with two informant that has a position in Avoskin Beauty as an Associate Brand Officer / Brand Manager and Social Media Specialist and Supervisor Customer Service.

The result of this study is indicating that celebrity endorser and social media influencer did make a significant impact on increasing brand image, brand awareness, and social media marketing. From thus, Avoskin Beauty tend to improve their strategy to be the best skincare company in Indonesia with a target market as a middle up customer.

***Keywords: Celebrity Endorser, Brand Image, Social Media Marketing, and Avoskin Beauty***

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# CHAPTER I

## INTRODUCTION

### 1.1 BACKGROUND OF THE RESEARCH

Looking beautiful certainly becomes the dream of all women. So that most of them are willing to set aside money to buy beauty products or skincare. Skincare can be called the primary needs of women this day in supporting their appearance to make them look more attractive. Competition in the beauty and skin care industry makes companies have to make various innovations to continue to develop and compete in the same industry on an ongoing and regular basis. Competitors certainly have many advantages in their respective fields, but companies must have a specific strategy and take positive things from other competitors, which can then be mixed into a very good company strategy.

One of them is a marketing strategy. Marketing strategy is a marketing logic where the company hopes to create customer value and achieve a profitable relationship (Kotler, 2008: 58). Although many companies are almost sell the same products, but with good promotion and education trough celebrity endorser that relate to the markets and prospects consumers, the products will be more interested in buying. Promotion is a short-term incentive to encourage the purchase or sale of service products (Kotler and Armstrong, 2008: 204) Promotion is one way to introduce our products to prospective buyers and simultaneously educate them about the product company that must be have a different details with the other competitors.

Marketing is one of the important lines in business, how a product is introduced to be distributed until it reaches to the hands of consumers is one of the job of the marketing department, currently there are many methods and ways that can be used to market a product or service, but along with the development marketers must change the pattern and marketing tactics so that they are able to keep up with the times and be able to compete in the market with their competitors, one of which is to utilize social media or digital marketing technology to complement existing conventional marketing strategies. Not to mention that it is easier to find a review of a product in social media, in addition if the celebrity endorser has the attractive way to marketing the product.

Celebrity Endorser is an advertisement that uses a person or public figure in supporting an advertisement (Shimp, 2003: 460). Research conducted by Byun (2013: 141) states that celebrity endorsers have a positive effect on brand image. Celebrity endorsers in this study have four attributes namely likeability, credibility, similarity and congruence, and brand image. This is indicated in the results of this study that Celebrity K-POP has a significant effect on the brand image of a product in Thailand. Since nowadays Korea is being a trendsetter, so many country try to make profit by using a Korean name such as k-pop, it is like a Korean pop or singers from Korea that have some attractive things on them and many people like it. For example in Indonesia, an e-commerce called Shoppee use “Blackpink” as an ambassador, so a lot of people in Indonesia buy things that even they are not really need it, but for the sake of Blackpink, they triggered to buy it. It clearly proves that the power of celebrity endorser is big enough.

The selection of celebrity endorsers is certainly very important to align with the company's vision and mission because he will be an ambassador and symbolize the company's brand image. Brand image really needs to be owned by a company because it takes hard work to build a brand's reputation through an impactful figure. Endorsers are certain icons or figures that are often also referred to as direct sources to deliver a message and / or demonstrate a product or service in promotional activities aimed at supporting the effectiveness of delivering product messages (Belch and Belch 2009). Or usually celebrity endorsers are those who have a lot of followers on their social media, and therefore everything they share will influence followers who see. Celebrity endorsers are also important to influence social media marketing because they work on social media every day. Unlike the people who go to work place every day, twenty-four hours as a celebrity endorser is work everywhere. The use of their services is a common thing for corporate branding nowadays.

When going to buy a product, consumers tend to consider the quality, price and brand of a product first. Therefore consumers are more selective in choosing the product to be purchased. Brand and brand image become very important when a product has a quality and price that is almost the same as its competitors. Consumers will tend to choose products from brands they already know well.

Products that are promoted by ordinary celebrity endorsers are easier for consumers to catch because usually someone will use the product that their idol

uses because they want to be exactly the same like their idol. Although that is impossible, but psychologically, buyers often think like that. This is also a good thing to form brand image and also increase social media marketing. Everything that are already online is hard to be remove. So it is the best and easy way to increase the marketing trough social media, plus this method is way cheaper for the company. From the results of Babu's research (2014: 299) states that celebrity endorsers significantly influence product-purchasing decisions and strengthen brand image.

Seeing the enormous opportunities in the beauty and skin care industry, Avoskin Beauty that have a vision to be the leader of beauty industry that can empower women become more brave and confidence in their own beauty. It comes with halal products because as we know that most of Indonesian populations is Muslim so it is kind of a good branding to the company and make the buyers become more secure. Avoskin Beauty carries environmentally friendly skincare products and uses ingredients that are safe and easy to find in Indonesia. Some considerations of Avoskin Beauty to compete in the market are because now there is so much awareness about caring for the environment, beauty, skin health and the high demand for skincare. Avoskin Beauty is tending to give a natural ingredients product to the consumers. Not to mention that this product believes in the value of the earth, people, and nature to blend together and begin the beauty of evolution as a natural beauty. Avoskin Beauty has three main words that describe them which are: Nature, meaning that Avoskin Beauty is dedicated 1% of the purchases for the care shop of the environment as the part of Corporate Social Responsibility. Since a big amount of the ingredients is taken from the earth, so it is more like giving back all the goodness of the environment. The second words is Nurture, meaning that Avoskin Beauty is committed to using an environmental-friendly and active ingredients that are combined with the best advanced technology to make a timeless beauty. The last words are Treasure, meaning that as a woman we need to embrace and love ourselves as a treasure and to empower to keep the natural beauty from within and inspire about the balance of beauty.

Engaged in the beauty industry, make Avoskin Beauty cannot be separated from the role of beauty enthusiast. Beside consumer, beauty influencer and beauty enthusiast has a big role to distribute and spread the information about Avoskin

Beauty's mission, from the product, commitment, and also for our women empowerment mission

Based on the explanation above, author feel the need to conduct research based on the widespread use of celebrity endorsers to build a brand image and improve social media marketing in the eyes of consumers. This then raises questions about how the influence of the use of celebrity endorsers on brand image and social media marketing which the author summarizes in a research title namely "The Impact of Celebrity Endorsers on Brand Image and Social Media Marketing on Avoskin Beauty: Case Study on Avoskin Beauty in Indonesia "

## **1.2 PROBLEM FORMULATIONS**

Based on the background of the research above, the following are the problems that researchers want to complete:

1. Does a celebrity endorser have an impact towards Avoskin Beauty's brand image?
2. Does a celebrity endorser have an impact to the social media marketing of Avoskin Beauty?

## **1.3 RESEARCH OBJECTIVES**

The purpose of this research is to analyze and find some information if celebrity endorser really has an impact for Avoskin Beauty.

1. Analyze the impact of celebrity endorser for build a brand image for Avoskin Beauty.
2. Analyze the impact of celebrity endorser that can increase the awareness of social media marketing for Avoskin Beauty.

## **1.4 RESEARCH CONTRIBUTIONS**

This research provides two major contributions. First, trough this research, the researcher provides the fact and information about the impact of celebrity endorser to the brand image and social media marketing in the Avoskin Beauty. Second, the researcher would give benefits and information to the following users:

1. Company Management

Avoskin Beauty is benefitted by this research because this can be used in improving the marketing strategy. The information from this research is aimed



to help the management of Avoskin Beauty to understanding more about the impact of celebrity endorser for their company and to innovate more using the service of celebrity endorser.

2. Next Researchers

This information provided in this research is expected to provide a proper understanding about the impact of celebrity endorser to some company and about the brand image, also social media marketing. This research provides information that could be used for the development of the further research in this study area.

3. Readers

This research can be beneficial for the reader to gain some knowledge about marketing and this information van be use properly by the readers if they want to use the service of celebrity endorser to maintain the company to be bigger

## **1.5 SYSTEMATIC OF WRITING**

This research consists of five chapters. One and the other chapters have different explanations. The five chapters are as follow:

### **CHAPTER I: INTRODUCTION**

This chapter explains the problem, motivation and the general description of the research that consists of a background of the research, problem formulations, research objectives, research contributions, and systematic of writing. It also provides a summary of prior research on the same field of study. This chapter provides the purpose and specific objectives of the research.

### **CHAPTER II: LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

The second chapter points the understanding of relationship based on previous research studies that have the same theories as an author's reference. It consists of a theoretical review, a correlation between variables, prior research, hypotheses, and conceptual framework.

### **CHAPTER III: RESEARCH METHOD**

This chapter explains the method used in conducting the research. In this research, the

author uses descriptive qualitative method. This qualitative research uses the way of understanding and interpreting events that can be seen by the author through the interaction of events that occur around and then reviewed by the author's perspective, which aims to understand the object of the event under study in depth.

#### CHAPTER IV: DATA ANALYSIS AND DISCUSSIONS

This chapter would focus on describing and explaining the research findings. It includes a general explanation and discussion of the interview with the interviewee from Avoskin Beauty about the brand image and social media marketing that impacted by celebrity endorser.

#### CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS

The last chapter contains about the conclusions, and recommendations for further research and relevant parties.



## CHAPTER II

### LITERATURE REVIEW

#### 2.1 THEORITICAL REVIEW

##### 2.1.1 CELEBRITY ENDORSER

Celebrities are used as endorsers to make the advertisements more believable, and make the communication of the advertisement more effective (Biswas et al., 2006). Celebrities often leverage their recognition to look alongside and promote products and types reciprocally for lucrative endorsement fees. The fees may be attributed to the advantages a star offers, including the flexibility to form and hold attention, ability to enhance or 'polish' the brand image, aid in product introductions, assist in brand repositioning, and to underpin major campaigns. The use of celebrities in advertising campaigns is a popular strategy for generating favorable consumer responses (Amos, Holmes, & Strutton, 2008; Choi & Rifon, 2012). In contemporary culture, the public often idolizes celebrities, including movie stars and professional athletes (Koernig & Boyd, 2009; Lord & Putrevu, 2009). In Indonesia nowadays, most of them are those who can influence other people easily regarding to their lifestyle. For example a beauty influencer, exercise influencer, or as simple as a food blogger they can influence people to buy the foods that they eat. Whatever that are going viral are interesting and people will copy it in a second. By this fact, a lot of company uses them to increase the selling and spread the brand awareness in a split of second.

Meanwhile, it is easy to have amount of followers on social media and they all become an instant influencer and get the money from become a celebrity endorser, in fact there are a lot of them that does not have an awareness towards the products that they are promoting and cause harm to the customers that use the product because they see the celebrity endorser promoting the same things. Three criteria (also called endorsement models in the literature) define a celebrity as an efficient

endorser: attractiveness, credibility, and congruency with the brand (Erdogan, 1999). Celebrity attractiveness might refer to physical attributes or to other characteristics, such as intelligence or lifestyle (Erdogan, 1999), all of which can affect purchase intentions, brand recall, and attitudes toward the brand (Friedman&Friedman, 1979; Till&Busler, 2000). The attractiveness of the celebrity endorser is important things because as a company, they wont pay a celebrity endorser just to take a picture with the product but also the company wanted the celebrity endorser to try it to their selves. Some of the celebrity endorser has many options with different fee regarding to the content that the company want the celebrity endorser to make. For example, a one minute video with the product without speaking and the specification of the product will be written in the caption, the other is a one minute video with voice over by the celebrity endorser that educate and tell the soon to be customer about the product, some of them also have a bundle of cheap package like make the video and post a picture so it has cheaper price rather than if the company take one video and take one picture post in different time. Celebrity endorser has many attractive way to promote the product and it helps the company.

On the other hand, source attractiveness refers to the familiarity, like ability, and similarity of the source and affects consumer opinion, product evaluation, and persuasiveness for selling products (Joseph, 1982). Attractiveness of endorsers increased endorsement effectiveness in traditional mass media and online media (e.g., Till and Busler, 2000). Therefore, celebrity endorser makes a huge impact to the brand image and social media marketing. Celebrities often leverage their recognition and popularity to appear alongside and promote products and brands in return for lucrative endorsement fees. The fees can be attributed to the benefits a celebrity can offer, including the ability to create and hold attention, ability to augment or 'polish' the brand image, aid in product introductions, assist in brand repositioning, and to underpin major campaigns (Erdogan, 1999; Spry et al., 2011).

### 2.1.2 BRAND IMAGE

Brand image has been defined as "perceptions of the brand that reflect consumer associations in the mind of the consumer" (Keller, 1993, p. 3). Brand awareness refers to "the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category" (Aaker, 1991, p. 61). Therefore, it is important to find the perfect figure of celebrity endorser to spread the awareness of the product. Brand awareness is an initial step toward consumer commitment to a brand and has consistently related to brand loyalty (Hsu, Oh, & Assaf, 2012). Once a customer like a product, they will continue buy the same product and from the brand image, it can grow a brand loyalty.

A standard operational procedure of a company is a key in the way of promotion. Standardized advertising could help to maintain a uniform and consistent brand image (Duncan and Ramaprasad, 1995), and create a strong global brand identity, which is often associated with the perception of prestige and leads to higher purchase intention (de Pelsmacker et al. 2018). Regarding to standardization, the celebrity endorser that company pick is need to be qualified with the standard operational procedure. For example the company is trustworthy so the celebrity endorser need to try the product first for about a month and if they already knew the real effect of the product then they can share what they feel in their social media. If it is needed, the company can pay the celebrity endorser to share a trustworthy content called "Skincare Routine" for a month and in that content, the celebrity endorser must use the product to guarantee that the product is really impactful.

A celebrity endorser often makes a 'halo effect' to a product through processes of symbolic meaning transfer. A positive brand attitude incorporating favorable attitude, positive word of mouth, recommendation to others, and spread awareness. Since the brand image has a strong relation with brand commitment by the consumers, it is like a willingness to maintain the relationship with the brand by a repeat

order or spread the positivity of the brand through word of mouth. Building a strong brand, and therefore consumer based brand equity, partly relies on creating Consumer–brand connections. Marketers now stress the importance of creating brand resonance or brand relationships (Keller, 2008), due to their enduring nature. Consumers’ attachment to brands is at the “core of all strong consumer brand relationships” (Fournier, 1998, p. 363) is a crucial component of brand resonance (Keller, 2008) and, therefore a critical driver of brand equity (Park et al., 2007; Keller, 2008).

Another fact is that the harmony of the match between an endorser and an endorsed product can influence the image of the endorser. In this research, Avoskin beauty is the subject so let's take it as an example. Avoskin beauty chooses Marissa Nasution, an Indonesian celebrity to be the ambassador. It is because she represents Avoskin beauty’s mission that is empowering women with natural beauty that she has. This positive message can be spread out with using Marissa as an ambassador or celebrity endorser because in real life, Marissa really loves nature and environmental care.

***Figure 2.1 Author with Marissa Nasution as Avoskin Beauty Ambassador***



**Figure 2.2 Author and Marissa Nasution in the launching of Avoskin Beauty product**



**Figure 2.3 Beauty influencer with Marissa Nasution on the launching new product of Avoskin Beauty**



Consumers tend to develop a positive stereotype of an attractive celebrity and the positive attitude toward the celebrity will be transferred to the endorsed product (Debevec and Keman, 1984; Erdogan, 1999). Another case, Avoskin beauty also invites Tasya Farasya and Indonesian beauty influencer to be endorsed by Avoskin beauty. Tasya Farasya is

well known as a trustworthy beauty influencer in Indonesia, if she said that the product is great, it is the truth. She never take a bad product or the product that cause harm and always be responsible to review the product by use the product first and let the followers see that she is using it, not just said that the product is great without try it first on her skin. So the impact of using her as a celebrity endorser really gives a huge impact to Avoskin beauty because Tasya Farasya, a trustworthy beauty influencer, already recommends it. Celebrity endorser usually creates interesting contents for entertainment as well as display useful information related to products or brands.

### **2.1.3 SOCIAL MEDIA MARKETING**

Before the social media era, most brands tend to stick to a standardized strategy when they advertise in mass media like magazines in culturally different markets like China (Chen, 2008). However, in recent years, brands use more frequently local celebrities in social media marketing. Celebrity endorsement is one of the most important strategies for social media marketing (Yuan et al., 2016).

With increasing popularity of social media, influencers with numerous followers have recently generated advertising effects and sales. In social media marketing, celebrity endorsement is a widely used strategy (McCormick, 2016). Marketing makes a priority out of the consumer (Reynolds & Lancaster, 2001). It focuses on its needs. It uses persuasion as a tool to compel consumer to a promoted brand or product. It thrives to inject the advertisement in consumer's mind in a creative and repetitive manner. In addition if the company make a mass endorse with a celebrity endorser everyday, so people will see about the product everyday and begin to familiar with that.

Nowadays, social media is spreading in a right away way that reflects a picture, an idea, a reason or a product. In general, consumers' perceptions and intentions to shop for a product is expounded to its characteristics or to imitate a private figure that's using it. In a day, a celebrity endorser can educate and spread awareness trough their social



media easily. If one celebrity endorser had 1.2 million followers, imagine that a company paid for two celebrities endorser in a day. A lot of people will be aware of the product. Social media networks can enhance the required intention for promoting the merchandise on the one hand, and to draw in a higher share market on the opposite hand. During this regard, the most objective of companies is to spread fast their new products and to shape the social identity of consumers once the latter have proceeded with their intentions to shop. The aim of a product is to make a profit by using social media marketing it is easy for the company to reach the goal.

Celebrities endorsements help achieve a variety of different marketing communication objectives within the marketing mix by attempting to create positive associations in the minds of consumers (Erdogan, 1999). As such, celebrity endorsers are capable of transferring their inherent dynamic and attractive qualities (Atkin & Block, 1983) to the offerings they endorse (Walker, Langmeyer, & Langmeyer, 1992). It is can be caused by the often of the celebrity endorser promoting a trusted product in a day, so everyday they build a trust with the followers. By endorse a celebrity endorser, it include as soft selling because followers think that they use it because they like it. Instead, they use it because the company paid them.

Trough celebrity endorser, they turn online traffic into sales through e-commerce or online advertising. Streaming media platform opens new channel for celebrity endorsement providing promotion information or product recommendations and shaping followers' interest. Many Internet celebrities attract a lot of followers with their own attractiveness and uniqueness as well as gain credibility with original quality contents based on opinion and analysis. They provide values for their followers by offering useful or entertaining live contents. Most of them are actual consumers who are willing to promote products they have experienced to potential consumers among their followers and companies want to incorporate these influencers into marketing strategies. Social media can provide more effective environment for

celebrity fans interaction than traditional mass media, such as magazine and newspaper. Since nowadays everyone has their own social media and it is reachable from any economical background.

Celebrity influencer in some case can deliver the product by using live streaming method. Live streaming media attracts audiences by providing content value. Streaming media platform opens new ways for celebrity endorsement. Company can paid them to come to the showroom or the outlet and it called “Store Visit” content. The price that company need to pay is higher because the celebrity endorser will come to the store and make a video about whatever happened in the store, some store also stick together with the production processes, so that the celebrity influencer also can shoot the process to make sure that the company work very well and professional. Hence, the followers will believe in the company and start to buy the products. Many consumers perceive these user-based contents as trust worthier than traditional commercial strategies (Gong and Li, 2017).

Streaming shopping also tight ties with a courier service online shop. So the online shop will pay the celebrity endorser to do a courier service of their product that is difficult to find in the country. For example in Indonesia only that online shop that are sell the product, so the celebrity endorser will come and promoting the online shop so that many people will wondering about the product and buy it. Everything is end up with buying process.

## **2.2 PRIOR RESEARCH**

Prior research has become one of the author’s references in conducting the research so that the author can enrich the theory used in reviewing the research conducted. This research supported by some prior research that conducts by some researchers who also discusses the effect of celebrity endorser or influencer towards brand image and social media marketing. Kartika Putri Hanafi, Mr Irwansyah (2017) with title “Building brand image trough celebrity endorsement in digital platform: A case study of Andien Aisyah as Cetaphil Indonesia brand ambassador” found that various companies want to create

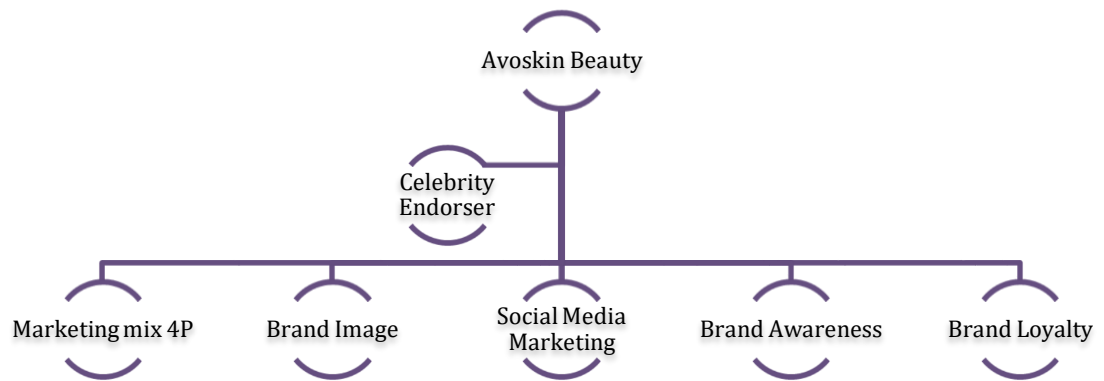
unique impression, especially in digital platform in order to widely reach the public. The use of celebrity endorsement as one of the marketing strategies gives sufficient effects to the brand image of the company. Brand image of Cetaphil becomes more recognized because of associated with a prominent public figure. Because of Andien's support, her audiences are able to know more about Cetaphil and help Cetaphil in improving the public awareness towards the offered products.

In line with Adrienne Sconyers (2018) with title "Corporations, Social Media, & Advertising: Deceptive, Profitable, or Just Smart Marketing", Social media is the newest marketing medium for advertising, and by all indications, it will become even more popular until the next marketing medium is created to take its place.

Under research conducted by Muhammad Khoirul Aulia, Aditya Wardhana, SE, Msi, MM. (2018) with title "The Influence of Brand Ambassador to Brand Image on Mamahke Jogja" Mamahke Jogja Brand Ambassador Products are in the good category. This indicates that Zaskia Adya Mecca has a good image as a Brand Ambassador in promoting social media accounts which makes consumers more interested in using or consuming Mamahke Jogja products and will influence purchasing decisions with a good brand image. Brand Image on Mamahke Jogja is in the good category. This indicates that consumers consider Mamahke Jogja to have a good image among the people so that consumers will continue to believe in the products provided.

## 2.3 CONCEPTUAL FRAMEWORK

Figure 2.4 shows the conceptual framework of this research.



**Figure 2.4 Conceptual Frameworks**

In the theoretical review has been explained what is the main problem in this research. In this conceptual framework, presented basic concepts that are consistent with the research problem will be implemented. From the conceptual framework, author want to show that celebrity endorser give so much impact on the company that they are collaborate with.

## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1 BASIC RESEARCH AND LOCATION

This type of research is a qualitative approach that tends to construct research process and obtaining data in the field (field research). Bodgan and Taylor (in Moleong, 2006) define qualitative methods as research procedures that produce descriptive data in the form of verbal written words from people and observable behavior. In addition, David Williams (in Moleong, 2006) said that qualitative research is collecting data on a natural setting, using natural methods, and carried out by researchers who are naturally interested in this research. This definition clearly illustrates that qualitative research prioritizes natural methods, so that the results can be used to interpret phenomena, and the methods typically used are interviews, observations, and document use.

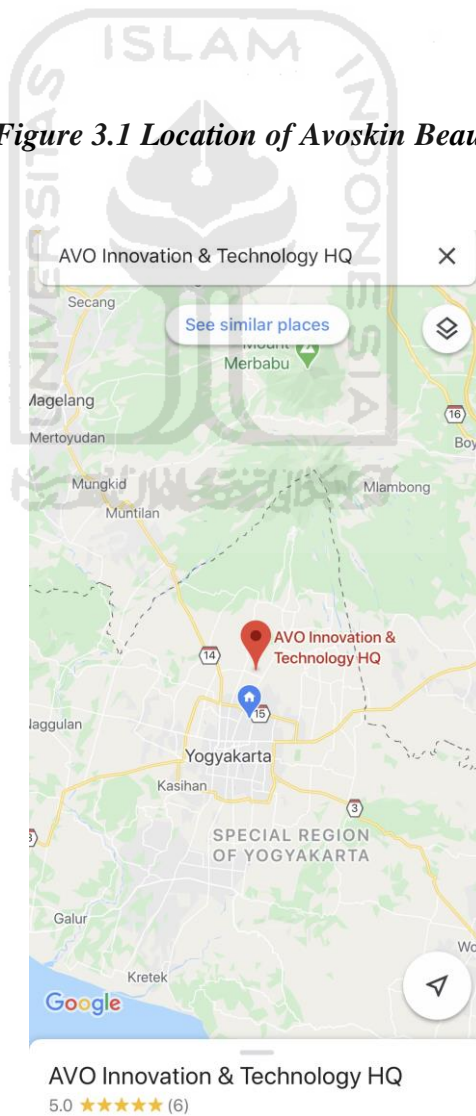
The qualitative approach emphasizes the meaning, reasoning, definition of a particular situation in certain contexts, more researching matters relating to daily life. A qualitative approach further emphasizes the process compared to the final result. Therefore, the sequence of activities can change at any time depending on the condition and the number of symptoms found. This approach is directed towards the background and the individual holistically (as a whole research).

This research uses qualitative method because the author consider the problem under research to be quite complex and dynamic so that the data obtained from the resource persons are captured by a more natural method namely direct interviews with the interviewee to obtain the actual answer and fact in the field. In addition, author intends to understand social situation in depth, find patterns, hypotheses, and theories that are consistent with data obtained in the field. As done in this research, author conducted a research in term of marketing that are uses by a company with invite celebrity endorser to see the different in brand image and social media marketing to help author interpret the phenomena or social situation under research.

The focus on this research is to know more about the impact of celebrity endorser toward the company's brand image and social media marketing. This research takes Avoskin Beauty as the subject because author think that Avoskin Beauty is the best subject to interpret the goals of the author because it is a current company that following the flow of changes in the industry and creative era.

This research with a title "The Impact of Celebrity Endorser on Brand Image and Social Media Marketing on Avoskin Beauty: Study Case on Avoskin Beauty in Indonesia" is held in AVO Innovation & Technology HQ at Jalan Kaliurang, Tambak Rejo, Sariharjo, Kecamatan Ngaglik, Kabupaten Sleman, Daerah Istimewa Yogyakarta 55581. The time span for this research is around two months from the initial observation process to the final stage of the research.

**Figure 3.1** Location of Avoskin Beauty



### **3.2 DATA SOURCE**

Data source is the subject from which a data can be obtained. According to Lofland (in Moleong, 2006) the main data sources in qualitative research are words, actions, and the rest are traditional data such as documents and others. What is meant by words and actions here are the words and actions of people observed or interviewed. Recording data sources through interviews or observations are combined result of seeing, listening and asking a question. In qualitative research, these activities are carried out consciously, directed and always aiming to obtain the necessary information.

The data source in this research are consists of two data sets, the written data and field data. The written one, author got from the literary data such as library research, form of journal research, theses and dissertations, book reference, Internet reference, company website, documentation materials and other relevant data to the research orientation. While the intended field data is sourced from field research in the form of interview and document studies.

The primer data is gotten from the interviewee of Avoskin Beauty that author have been interviewed and the secondary data is data that are not obtained directly such as written data that author already mentioned above.

### **3.3 COLLECTING DATA METHOD**

Research data collection is very important to get data that aims to get the answer to questions that have been compiled by the author. According to Patton (1990) qualitative data can be divided based on three types, namely:

1. Observation results in the form of a description of the situation, events, and interactions in the fields.
2. The results of the discussion in the form of direct quotations resulting from the statements mentioned by the information about events, attitudes, beliefs and thoughts of each.
3. Written material in documents, records and historical cases.

However, based on finding information through informants mentioned, data collection techniques could be done by interview and document.

1. Interview

Interview is the process of conversation or question and answer between author and a number of informants. One interview technique used in qualitative research is in-depth interviews using interview guidelines. According to Moleong (1991: 135) interview with the purpose of a particular conversation, and in this method the writer and informant face to face to find and obtain information verbally and directly to get answers and explanations of the problems to be examined. The interview that will be conducted by the author is a type of free interview where the author is free to ask anything in the contexts to the informant, but must keep in minds that the question is still related to the data that is desired and does not go out of the topic of interest in the research.

## 2. Document

The document study is a complement to the use of interview methods in qualitative research. A large number of facts and data are stored in material in the form of documents. The main nature of this data is not limited to space and time so that it gives an opportunity for researchers to know things that have happened in the past. In detail, the document material referred to its historical data, archived, institution profiles, research results, graphs/photos and other relevant data about online journalism sourced from the editorial of Avoskin Beauty's website, beauty influencer's blog, and other resources.

### **3.4 RESEARCH INSTRUMENT**

In qualitative research, the author is the instrument. The research instrument in this study was the researcher her selves, but because the focus of this research already clear, it is the guide of the interview. Interview guide is a draft prepared to explore more about things that are not known or unclear at the time of observation. The interview used in this research is a structured interview, by asking question to informants. To ask questions it is necessary asked gradually and systematically based on previous important things. The process of interviewing the subject or informant allows the use of instruments for researcher. The instrument in question is an interview guide.



Interview guides in this case function as directed guidelines for researchers and informants to uncover problems.

### **3.5 ANALYSIS METHOD**

Qualitative analysis method is a study that uses data on texts, perceptions, and other written materials to find out things that are not measured with certainty or intangible. Qualitative data analysis is in-depth findings through non-numerical or non-statistical approaches (Istijanto, 2008). So, qualitative research does not have absolute formulas or rules for processing and analyzing data.

Qualitative research uses inductive data analysis for several reasons:

1. The inductive process can better find the pluralities of facts contained in the data.
2. Inductive analysis more able to make researcher-correspondent relationship become more explicit, recognizable, and accountable.
3. Analysis can better describe the information in whole and can make decisions about whether or not change the information.
4. Inductive analysis is more able to find shared influences that sharpen the previous relationships.
5. It can take explicit values into as part of the analytics structure.

In qualitative research, more data analysis methods are carried out simultaneously with data collection. Qualitative data analysis is carried out interactively through a process of data reduction, data display, and verification.

#### **3.5.1 DATA ANALYSIS TECHNIQUE**

Data analysis is an effort that are made by working with data, organizing data, sorting it into manageable units, searching and finding patterns, finding what is important and what can be learned and deciding what can be told to others. After successfully collecting data from the research location, the next step is to analyze and then present in writing in the report. The data obtained and then analyzed in a

qualitative way and usually called inductive, where the processed data departs from specific matters and leads to the general matters.

#### 1. Data Reduction

Data reduction is the process of summarizing, selecting, simplifying, abstracting, focusing, changing the rough data that arises from field notes and searching for the important points from each data obtained. Data reduction is intended to determine data in accordance with the focus of research. If more data is obtained in the field, the author must focus on the subject matter. Thus, the data that has been reduced will provide a clearer picture, and make it easier for author and other researcher to do further data collection, and look for when needed. Data reduction can be assisted with electronic equipment such as mini computers, by providing codes on certain aspects.

#### 2. Data Display

The next step after reducing the data is display data. It is a method of organizing data that makes it easy for researchers to make conclusions or proposed actions. The data presentation in this study is the process of selecting data that is fit to the focus of the problem and the purpose of the research. In qualitative research, the presentation of data can be done in the form of brief description, charts, and relationships between categories, flowcharts and others.

#### 3. Verification

The third step in qualitative data analysis is conclusion or verification. It is an explanation of the meaning of data in a configuration that shows the casual flow. At this stage the whole problem is answered according to the data category and the problem and shows a deep or comprehensive conclusion from the research data findings. But the initial conclusions in the first steps are still temporary and will change if not found strong evidence that supports the next stage of data collection. The conclusion in qualitative research is a new finding that has never before existed. The findings can be in the form of a description or a description of

an object that was previously still dim or dark so that after examination it becomes clear, it can be in the form of a relationship or interactive, hypothetical or theory.

### **3.5.2 DATA VALIDATION TECHNIQUE**

In this research that uses qualitative methods is important to presenting objective truth where the validity of data in a research with qualitative methods is very important that can make credibility in this research trustworthy. Also, the focus on qualitative method is human. Therefore what is examined is the validity of the data. In this research, the validity of the data can be obtained by triangulation technique. Which triangulation is an examination technique that uses something different and other than the data for the purposes of checking the validity of the data uses as a comparison in the data (Moleong, 2007: 330). There are several techniques that can be used to determine the validity of data:

1. Triangulation techniques between data sources, data collection techniques and data collection which in this case the author will try to get colleagues or helper in extracting data from residents in locations that are able to help after being given an explanation.
2. Checking the correctness of information to the informants that have been written by author in research reports (member check).
3. Discuss and make a seminar with the theme of colleagues in the department of study learning (peer debriefing), including corrections under the supervisors.
4. Extension of research time. This method will be taken not only to obtain more complete evidence but also to check the consistency of the informants' actions.

This research uses one type of triangulation, which is triangulation of techniques, or data collection methods derived from interviews and documents as using a member check. Other than triangulation, researcher also using peer debriefing by discussing the research with the association professor that are have a responsibility to

drive and help this research or also called supervisors. The last one that author do to check the validation data is by asking the interviewee the correctness of author wrote in this research.



## CHAPTER IV

### CASE AND RESEARCH PROCESS

#### 4.1 AVOSKIN BEAUTY'S PROFILE

In this section, author gives a general description of the object on the research. The research object consists of a brief history of the company, company's vision and mission, company's logo and tagline, and company's products. The data below author got from the interview and Avoskin Beauty official website.

##### 4.1.1 COMPANY BACKGROUND

Avoskin Beauty is a skincare from Indonesia and founded on October 10 2014 in Yogyakarta. Anugrah Pakerti founded PT AVO Innovation Technology and the other two key person are Ahmad Ramadhan and Aris Nurul Huda. It is focusing on beauty products that are using natural ingredients because they want to reduce the unnecessary ingredients that can threaten the earth. The company is continue to growing and learn from mistakes as at 2017 Avoskin Beauty invited celebrity endorser Marissa Nasution to be their ambassador. This is one of marketing method they use to increase the brand awareness.

2017 become a turning point for PT AVO Innovation Technology because it officially launched a business line in cosmetics under brand name Looke Cosmetics. From that moment Avoskin Beauty become well known because it has a good innovation on a skincare and make collaboration with celebrity endorser and beauty influencers that automatically boost the brand awareness and selling process. The concept of a skincare series that is formulated with natural ingredients, halal, paraben free and cruelty free attract customers to buy and try this product because it can maintain healthy skin from inside. The halal thing is important if a company want to grab a market in Indonesia since the majority of the citizen are Muslim and can not consume anything that are non halal. So it is kind of a good choice by Avoskin Beauty to larger the

market. Not to mention that Avoskin Beauty already certified by BPOM (National Agency of Drug and Food Control) from the scratch.

Avoskin Beauty has not had an offline store yet since 2014. Yet, it focusing on it website and develops an Avo Store in almost every city in Indonesia. It is a way to increasing the economical in society and open a business opportunity for them. Not only inside the country but purchasing become globally. As the era of e-commerce is increase, Avoskin Beauty tries to enter this market too until now. As the time goes by, rooting to the value of green beauty Avoskin Beauty always try to innovate the packaging to be more environmental friendly. Hence it changes from plastic to be glass since it can be recycled into many types of goods. Avoskin Beauty also strong at their CSR (Corporate Social Responsibility) by giving some part of it revenue to help others in need. PT Avo Innovation Technology carries out the implementation of this CSR routinely through the Avo Foundation program.

***Figure 4.1 Avoskin Beauty advance the weaver community***

***Source by Female Daily***



*Figure 4.2 Avoskin Dedicated 3% of Profit on October 2018*



#### **4.1.2 COMPANY PROFILE**

Name: Avoskin Beauty

Adress: Jalan Kaliurang, Tambak Rejo, Sariharjo, Kecamatan Ngaglik,  
Kabupaten Sleman, Daerah Istimewa Yogyakarta 55581

Social Media:

- a. Instagram : avoskinbeauty
- b. Youtube : Avoskin
- c. Facebook : Avoskin
- d. Twitter : avoskinbeauty
- e. Tiktok : avoskinbeauty

#### **4.1.3 COMPANY VISION AND MISSION**

##### **Vision:**

Avoskin Beauty is a brand leader in the beauty industry that can support women to be more confident and brave. Therefore, it is needed Avo Store to help spread Avoskin products throughout Indonesia

##### **Mission:**

1. Distributing a good quality of beauty products and creating product innovation through in-depth research and development.

2. Support to a new entrepreneurs trough Avo Store to develop business and make it easier for them to transact both from fellow Avo Stores to Avoskin centers.
3. Educate and provide the best quality service to Avo Partners and all customers.

#### **4.1.4 COMPANY LOGO AND TAGLINE**

##### **4.1.4.1 AVOSKIN BEAUTY'S LOGO**

*Figure 4.3 Avskin Beauty's Logo*



##### **4.1.4.2 AVOSKIN BEAUTY'S TAGLINE**

“Pesona Cantik Alamii” or known as the charm of natural beauty. That is why Avoskin Beauty has a strong value about green beauty and environmental friendly that support our nature. Through this tagline, Avoskin Beauty continues to empower and spread positive spirit to all women to be brave and inspire with their natural beauty hat come from within.

#### **4.2 RESEARCH SUBJECT DESCRIPTION**

In supporting this thesis research, author assigned one informant to be interviewed. The informant will be the sources of research to get data in the field. The informant was chosen by the author to be someone that will inform which characteristics is matched or approached the theme, tittle and research



problem taken by author. For clearer researchers will describe the identity of the informants.

*Figure 4.4 Erny Kurniawati as an Informant 1*



1. Name : Erny Kurniawati
2. Place and Date of Birth : Magelang, 14 April 1994
3. Address : Perum Mranggen Baru No. 3 Sinduadi,  
Mlati Sleman, DIY, Indonesia
4. Position in the Company : Associate Brand Officer / Brand  
Manager
5. Instagram : ernykurnia14

Erny Kurniawati has worked at PT Avo Innovation Technology since 2017 so it is been 3 years. She work as Associate Brand Officer / Brand Manager. Previously she worked in one agency holding several different brands. Erny has long been interested in the world of beauty for a long time. Being in this industry is her dream and it came true by joining Avoskin. Erny said that working in this beauty industry could be expressed in three words, which are challenging, surprising and exiting. However every job has its own obstacle since she needs to move fast because beauty trends are having a massive maneuver. Another thing that she needs to pay attention to is the

willingness to study hard and not get bored easily. As a team we need to support each other and keep in mind that all the success that achieved is the success of one team not just one person or a group.

**Figure 4.5 Lintang Achta Nur Firasikha as an Informant 2**



1. Name : Lintang Achta Nur Firasikha
2. Place and Date of Birth : Temanggung, 30 Desember 1995
3. Address : Jl Wahid Hasyim No 145 Condongcatur  
Depok Sleman DIY Indonesia
4. Position in the Company : Social Media Specialist and Supervisor  
Customer Service

Lintang Achta Nur Firasikha is an alumnus of UIN Sunan Kalijaga DIY at 2015 that concentrated on broadcasting. She is also interested in photography and videography. This is underlies why she works at Avoskin Beauty in the field of social media specialist. Lintang has worked at PT Avo Innovation Technology since May 2016. Pioneered a career as a customer service then moved to business development in the social media

specialist section and this year became a social media specialist and also customer service supervisor.

## **4.3 RESEARCH DISCUSSION**

### **4.3.1 Marketing Mix 4P**

#### **4.3.1.1 Product**

Avoskin Beauty is a skincare product that has a value about green beauty and already develops its product into several classifications depends on customer needs. Avoskin Beauty usually launched a new product on its anniversary. The target is middle up customer and fit to various types of ages from teenagers to the elderly and as Erny Kurniawati said:

“Green beauty concept is our core value on building this company. In the first place we are justify step by step of our products. For example the ingredients, as the time goes by we knew that this ingredients is not good for the environment so we decided to re-formulation and shift the good one for the sake of environmental friendly. For the packaging, in the first place we are using plastics but for now most of our product is using glass because the glass waste is have many ways to be recycled rather than plastic. Not to mention we still using plastic as a packaging for some products because it is better for the ingredients to save within the plastics. In order to that, we also have a partner for “waste for change”. We manage the waste packaging to be useful.” (Erny Kurniawati, April 14 2020)

Meaning that Avoskin Beauty shows up the flexibility and willingness to change to the better. With products that continue to innovate for the better to make customers become trustworthier and will order periodically even spread to others around them that we usually called word of mouth.

#### **4.3.1.2 Price**

The uniqueness of the products offered can certainly affect the price of the product itself, but Avoskin Beauty sees this as an opportunity to become a product that can be desirable by putting standard prices not too expensive and not too cheap either. The product price is start from IDR 19.000 until IDR 388.000 or around RMB 9.5 until RMB 194 it depends from which product. Meaning that everyone with different purchasing abilities can still buy according to their needs and abilities. Avoskin Beauty also makes sales method with a bundle system. So it is cheaper than buying one by one products. Just like Erny Kurniawati said:

“Avoskin Beauty products price is in the middle. If we see our target market is not into the C target. This is known by if we spread the advertisement and then some C targets are tend to ask our customer care about the price because it is not fit them. But we are not above yet because local product in Indonesia also has a high standard with a higher price compared to us.” (Erny Kurniawati, April 14 2020)

Consumers who are satisfied not only with quality products but at prices make Avoskin Beauty as the best option for buy a skincare product at price that are not so expensive yet the ingredients is in a good quality and maximum usage results. So based on the explanation and interview above that the price offered by Avoskin Beauty is in accordance with the target consumers.

#### **4.3.1.3 Promotion**

In promotional activities, Avoskin Beauty uses social media and Instagram as the main platform because of the use of it that is currently being used by many people. Trough Instagram feeds Avoskin Beauty promote content that has been previously designed, besides that Avoskin Beauty does endorsement promotion system which uses the service of celebrity and beauty

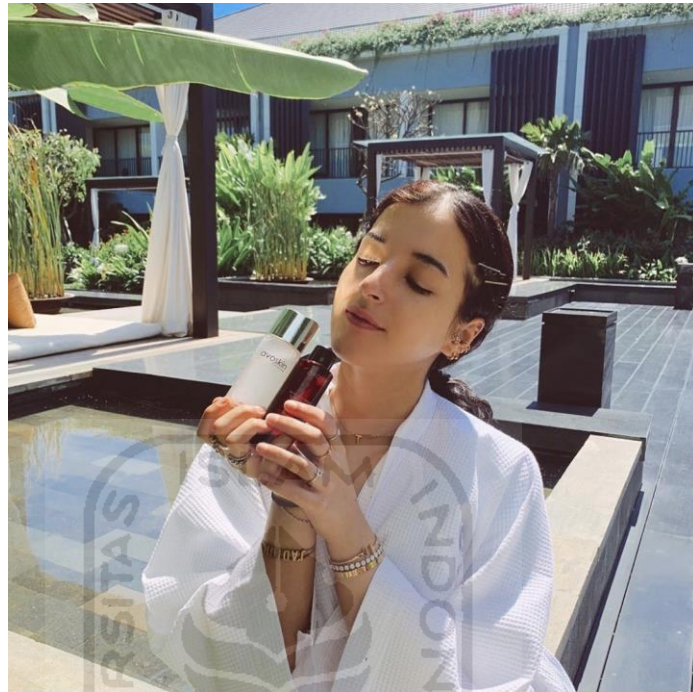
influencers that fit with Avoskin Beauty's value. Other promotion come from relatives and customer that tells their relatives based on what they truly feel after using Avoskin Beauty products. As Erny Kurniawati said:

“In this digital era, endorsement is the way we are promoting our product. But we have many qualification trough that. Things that we always take care of is the way we search for the celebrity endorser, they must be tried our product minimum one month trial. If they do not match the product then we can stop the cooperation rather than ask them to fake information of our product. In this case we are trying to be honest to our customers. Other than using celebrity endorser, the good way of promoting is also by share an advertisement using social media; YouTube, Instagram, Twitter, Google, E-commerce and so on.” (Erny Kurniawati, April 14 2020)

***Figure 4.6 Marissa Nasution as an Ambassador of Avoskin Beauty at 2017-2018***



***Figure 4.7 Avoskin Beauty Invites Beauty Influencer Tasya Farasya as a Muse***



***Figure 4.8 Avoskin Beauty Invites Beauty Influencer Suhay Salim to Promote in the YouTube Platform***





#### 4.3.1.4 Place

Official offline store for Avoskin Beauty is not that important. Yet, it has Avo Store that already spread in almost every city in Indonesia. As Erny Kurniawati said:

“We haven’t had an offline store, yet we are partnering with another brand to place our product there and already spread almost in every city in Indonesia. But the fact that covid-19 is getting worse, the process of procurement offline store is postponed. The offline store with our partner is about 10% and the rest is online selling. We have one office located at Yogyakarta, and for meeting client we tend mobile to the agreed city.” (Erny Kurniawati, April 14 2020)

In other hand, the selling process also held in Avoskin Beauty’s website, many E-Commerce, and social media. Instagram is a strategic place for Avoskin Beauty in marketing products and increasing brand awareness.

*Figure 4.9 Avo Store*

*Source from Pinterest*



#### 4.3.2 Brand Image Effect

The use of the Internet as marketing tools will not be effective if it is not well managed. Management of advertising through Internet media will be more effective and efficient if the company uses celebrity or social media endorser (famous people) in the advertising because it can support the brand image and brand awareness. As a bonus the selling or purchase intention will increase too. Celebrity endorser with a high level of popularity that has a good character and widely known by the community will provide high value to the company. But the use of celebrity as an endorser must also pay attention on the several dimensions such as the credibility, compatibility with the product or advertised service and so on. The suitability between celebrities and products or the service offered is also the key to successful advertising using celebrity endorser or even social media influencer.

A coin has a two sides, it goes to this marketing method too. In every advantage there will be disadvantages such as “The obstacle is when we are cooperate with celebrity endorser or influencer. It is a bit gambling whether it will fit on their skin or not. And this has a connection with the time. For example this month (April) we already need to think which celebrity endorser that we need to be invited to work together. And for some celebrity endorser or influencer does not have a good time management, but from that we learn how to pick the best celebrity endorser for Avoskin Beauty, hence we have marketing influencer that focus on handling the celebrity endorser” (Erny Kurniawati, April 14 2020) and another one proved from what Lintang said: “So far as I know it is never failed (at least for large influencer), because before we choose them we already make a screening towards the celebrity endorser and social media influencer in term of in accordance with the company’s value. Even though small influencer or bloggers are already filtered too.” (Lintang, April 18 2020)

Avoskin Beauty also got various feedbacks from the collaboration with celebrity endorser. Some of them are like what Lintang said: “Actually it is different Celebrity endorser give different impact. For example at 2016



and in line with the rise of Suhay Salim and beauty content in YouTube, it has a direct effect on sales. Every Suhay Salim reviewed Avoskin Beauty's product, the products will be sold out directly in a short time. The time goes by and Tasya Farasya gives a big impact too, but more about the awareness and our Instagram followers, which increased rapidly. Recently, we collaborated with Paola Tambunan on our new products and it has a good impact on brand awareness and sales." (Lintang, April 18 2020)

All in all, the existence of celebrity endorser and social media influencer really gives a good impact on Avoskin Beauty as Lintang said: "Yes in terms of awareness because in addition to advertising, customers know Avoskin Beauty's product through celebrity endorser and social media influencer that they follow and automatically affect the increase in followers on Avoskin Beauty. But not all celebrity endorser and social media influencer can increase followers for the brand. Overall, celebrity endorser and social media influencer help Avoskin Beauty become widely known." (Lintang, April 18 2020)

#### **4.3.3 Social Media Marketing Effect**

The existence of social media forms the occurrence of electronic word of mouth between consumers who are stimulated by all the content shared posted by Avoskin Beauty. In the e-marketing concept, the changing of marketing era from traditional to modern is needed to be implemented in an era of Internet or social media marketing. In accordance to that, Avoskin Beauty already did that from the beginning until now on. Besides, the characteristic of Indonesian citizens is to tend to follow the trend, so that if social media is in demand, even one person can have more than one social media account so that the information that wants to be delivered could spread rapidly.

Social media like Instagram are important strengths in business to consumer marketing as well as business-to-business marketing. The key aspects of social networking are word of mouth and the number of communication between various parties. If what customer experience satisfies them, then they will voluntarily make positive or negative

reviews about the products. Technology develops so quickly that efficiency and effectiveness can be achieved so easy. An advance technology can help human to do an easier thing in life become more effective and efficient. Everyday Avoskin Beauty always update a stories on Instagram and upload on the feeds about once on three or four days and the primetime is at around 7pm because it is the time when people already had a relax time after work and tend to open social media to see what is going on lately, so it is increase the like and comments on the social media page. Thus, Avoskin Beauty also needs an expert human resource behind it. Inside the company, Avoskin Beauty already divides many divisions and position that is could be more specific to handle one thing. As Erny Kurniawati explain that:

“Our focus is in the digital marketing. But in the first place we are promoting using buzzer but for now we are more selective to choose the way of digital marketing. Also, this year our marketing method must be growing to be offline marketing but hence there are many unpredictable things so it is postponed. So we need to re-set the entire plan we already made in the last month of 2019.” (Erny Kurniawati, April 14 2020)

As like the other company that had a strategy, Avoskin Beauty also had a strategy toward the social media just like Lintang explained: “The social media strategy is made to follow the trend in social media. For example we made a project “Until tomorrow challenge” and ask them to join it. Avoskin Beauty’s Instagram is made as casual as possible and not strict or complex as another company in general. We position ourselves as friend so that customers can confide more openly and casually related to their facial skin problems and we try to provide a solution.”

Not just the strategies but Avoskin Beauty also try it best to handle a good relation with the customer that they got from social media. It might be easy for a company to manipulate the product and take advantages from that. As Erny Kurniawati said:

“We build a trust, we never manipulate our product. For example we have four weeks skincare routine program. Due to this project, we collect a lot of people to join this test for a period of time. Another example when Avoskin Beauty join a bazaar, there is one customer that complain to me about a product and then I explain to her with full respect, turns out she understand and buy another product because we keep a good communication with our customer.” (Erny Kurniawati, April 14 2020).

As an addition that before uploading content on social media, Avoskin Beauty need to do a research “Research must be clearly prepared. Where is the research from? It is from the customer question obtained from consultations with Avoskin Customer Service. Research trends are about what trends are going on in the world so we also need to be up to date and this does ot only apply to skin but can also lifestyle and others.” (Lintang, April 18 2020)

The social media marketing that been used by Avoskin is make a collaboration with celebrity endorser and beauty influencer to grab more audience to see the products and end up buy it. “At early 2017 we ask Marissa Nasution as an ambassador to share brand awareness to the customer. This team up is last for a year and for the next we are tend to use KOL (Key Opinion Leader) such as influencer.” (Erny Kurniawati, April 14 2020).

Using celebrity endorser and social media influencer also need a cost and Avoskin Beauty already had a long thought towards it. Whether this could be such help or just throw money away. “We have a marketing budget for them, a year accumulation is 10 percent from annual target. For example at 2020 we have target as much as 60 billion. So we take 6 billion for marketing influencer. We usually make a plan in the end of a year. And sometimes in a month we make planning that sometimes more than 10 percent’s. So it is conditional as long as the goal is clear. Whether will increase or decrease the fund.” (Erny Kurniawati, April 14 2020).

#### 4.3.4 Brand Awareness

Brand awareness is needed for every company because without brand awareness, the product will not well known by the customer and prospective customer. Thus, Avoskin Beauty make a collaboration with celebrity endorser and social media influencer to promote Avoskin Beauty's product so it can widely known by people in Indonesia and abroad. Because not to mention that the purchase activity is already out of the country.

Avoskin Beauty start to make a collaboration with social influencer from the beginning but at 2017 it start to invite an ambassador to increase the hype and start to spread a big impact of product awareness. It turns out work for Avoskin Beauty since after that the purchase proses is explode and everyone talked about Avoskin Beauty's products. In one of social media platform called Twitter, even though not much but everyday will be people talking about Avoskin Beauty's product with their friend or just voluntary explain and share the effect of using the product for several period of time. Hence, using celebrity endorser and social media influencer is still a big choice for now. As celebrity endorser give many advantages to Avoskin Beauty as what Erny Kurniawati said:

"The advantages are the spread of brand awareness. Some people ask, is it effective to collaborate with celebrity endorser? Well it is all back to our goal, is it effective at the brand awareness, as a top of mind, or to boost the selling?" (Erny Kurniawati, April 14 2020)

Meaning that when Avoskin Beauty tries to make collaboration with celebrity endorser, there will be a goal on each celebrity endorser because each of them has the different superiority. One gives massive followers, one brings an explosive purchasing, and others boost the brand image and brand awareness. So before choose them, it is a must for Avoskin Beauty to know what is the goal? So that it can meet the expectation of the team. Erny Kurniawati explain best according to this topic:

"Our goals of endorsement are variate. For example, to upload video at youtube so that if people searching about Avoskin Beauty it will there even though the viewers is just a view, but our goal is complete. Another case as we know that trend of blogger is decrease but we see this as one of

our marketing method because when people search Avoskin Beauty on google they will be sure to buy because many bloggers write about it online and increase the value of digital brand. But we also ever experience bad things for example when we are expecting about the increasing of followers on social media but turns out it not that high. In the other hand, our selling is increasing. So it means that failing at one thing might be worth another thing.” (Erny Kurniawati, April 14 2020)

We could conclude that the collaboration between celebrity endorser and Avoskin Beauty really works, as a lot of people become well known about the products.

#### **4.3.5 Brand Loyalty**

Brand Loyalty had a strong connection with brand image. Since if the brand image were strong then the brand loyalty would follow. So the point is to make a good quality of product and pick the suitable celebrity endorser to promote the product first. After the customer feel by themselves about the product plus got the positive recommendation from their idol (celebrity endorser or social media influencer) then if they run out of the product, they will positively re purchase as they already feel suitable with the product and afraid if change to another product that it may not fit with their skin situation. Because it is another level when we talk about our skin, especially for women. They tend to pay more to get what they want. In addition, since customer already had a brand trusts because Avoskin Beauty had a good communication with their customer, so they will be loyal. Even the competitor make innovation and did a mass promotion, a loyal customer will stick to one brand.

#### **4.4 RESEARCH RESULT**

Based on the description of the results of this research that has been obtained trough interviews with interviewee, this section discussed the related field analysis with several theories explained in this study. From the interview, author analyzed that the use of celebrity endorser are effective and give a good impact on brand image and social media marketing. Author see that

collaboration with celebrity endorser or social media influencer can be more effective compared to other communication strategies because in addition being able to provide information, it can also persuade others because many people believe in what their idol say compared to other people or advertisement that state. The after effect is a lot of people will follow Avoskin Beauty's social media, ask the customer service about the product that just inform by the celebrity endorser, and some of them not even ask about the ingredients and so on but because they already have a big trust with the celebrity endorser then they just want to buy the same exact thing just like what their idol promote. Not to mention about how big the impact of them. Even though some of the celebrity endorser sometimes cannot manage a good time and tend to upload the content in a late time and sometime it is different from what Avoskin Beauty team brief them and what they tell the audience. According to this miss leading, Avoskin Beauty made a new division that is focus on handling all the celebrity endorser and social media influencer. So that there will be little trouble while they are promoting the products.

#### **4.4.1 Standard for Celebrity Endorser**

In order to choose the best celebrity endorser or social media influencer, Avoskin Beauty set a high standard for them. Such as they must be authentic and never use fake stuffs. The team will see trough their pages on social media about how they handle haters and how many haters on their page. If there is too much hater then Avoskin Beauty's team will think twice because it can be a boomerang for its product. We never know what will haters did to bring down that celebrity endorser. The engagement of the celebrity endorser with their followers also being one of the qualification and Avoskin Beauty's team will make sure how is their lifestyle. Are they tend to save earth or the one that are did not really care about the environment. It is no need people with million followers on Instagram to be chosen, but more about their value in life and how their behavior. It can increase the brand image and brand awareness of Avoskin Beauty because as a celebrity endorser they will be the representatives of Avoskin Beauty's brand. Avoskin Beauty also asks them to try the product for some period of time first, so that they can feel what is the effect of using the

products. So when it come to the day, they will promote with honestly that can make consumer become trustworthy.

#### **4.4.2 Green Beauty**

The concept raised is also very interesting and fosters a feeling of loving the environment. As what the two informants explained that Avoskin Beauty uses natural ingredients and packaging in order to make a product of environmental friendly. From this, people will more aware of the environment we are all living today. In addition, it is also becoming a trend in the world, so if Avoskin Beauty continues this campaign and concept, many people will contribute to saving earth while can still take care of their skin health. So it is a win-win-solution. Getting a good quality of skincare with a good price become a plus point of Avoskin Beauty to grab its target market from middle up society.

#### **4.4.3 Impact on Social Media**

The use of social media as a tool of marketing is good choice because the information can be widely spread and can be seen by many people. The using of Instagram as the most effective platform is true that it become one of the social media that is in demand by many people and in terms of reach it is also very broad insight to run a promotion. Avoskin Beauty also involved in the conversation on the social media, so that the developing of word of mouth can still be controlled and monitored, so that it develops in accordance with what is expected. This can be seen at Avoskin Beauty's instagram that it often replies the comments and interact with followers to show that Avoskin Beauty care to them. These efforts encourage, facilitate and strengthen marketing with relevant communications among consumers and prospective consumers.

Avoskin Beauty also still using social media as a place to sell their product, trough website, Instagram and other. Beside, it develops Avo Store in almost all cities in Indonesia that can improve the economical part of Indonesia citizen. Some of the profit also given to the one in need to help them get trough the hard phase of life, also teaching some citizen in the remote city about how to increase their income. Not to mention that Avoskin Beauty is always try to empower women to be brave and do a self love by inspire people to be beautiful inside and outside with a natural beauty. Some people said that bloggers are no

longer in line with the other social media. But for Avoskin Beauty, it always see something differently as it still make a collaboration with blogger because once prospective customer want to buy the products, sometimes they tend to search on Google and find a review on the products. So, with a blogger, Avoskin Beauty's name will appear in the Google page and it can make the prospective customer more confident and trust to buy the products.





## **CHAPTER V**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 CONCLUSIONS**

The collaboration between Avoskin Beauty and celebrity endorser and social media influencer really had a big impact on the brand image and social media marketing. Not to mention that Avoskin Beauty has a strong value about green beauty that make the ingredients and packaging become environmental friendly even though end up with the price is higher but it is still consider as a middle price or skincare in Indonesia. Avoskin Beauty also had a high maintenance with the waste of packaging that can be collected again to them and can be recycled into the other product so it is safe for the earth but the consumer can still be pretty and had a healthy skin while they are saving the environment. The good side is that Avoskin Beauty not really focus on its competitor, instead it focus on the innovation of the brand and figure out what is the next ingredients that give a good impact without harm the environment. The goal to increase the economical aspect of Indonesian citizen also proven by Avoskin Beauty as it spread Avo Store all around Indonesia and teach people how to build a business and how to get money from it. Other than that also about the social, Avoskin Beauty does really care with people in need by using the CSR to overcome it. The way Avoskin Beauty took care of their customer also good things that other brands can emulate. The customer service explains the use of it and act like a friend so that the customer will feel good and intimate.

The choice to collaborate with celebrity endorser and social media influencer is kind of innovative strategy of the social media marketing since they really brought a big impact for Avoskin Beauty itself. By collaborating with them can increase both brand image and brand awareness and the one that are really important too is the increase of purchase activities. Even though Avoskin Beauty needs to make strict qualifications to choose the best celebrity endorser, it is because Avoskin Beauty wants to give the best information to their customer and prospective customer in the future. By selecting the right celebrity endorser to collaborate with, it can increase the trustworthiness of the one that see the review online. Avoskin Beauty has monthly research and annual report and it collaborate

with survey institute. From the report, the highest is the customers know from Instagram, endorsement, and the last is word of mouth. So it is already proof that the impact of collaborating with celebrity endorser and social media influencer is affect the brand image and brand awareness.

## **5.2 RECOMMENDATIONS**

After conducting research on how does celebrity endorser affect the brand image and social media marketing on Avoskin Beauty, the author will provide several suggestions or recommendations as follow:

- a. Since Avoskin Beauty have not had a official store yet, author recommend to have one in the future so that it still had an axis even though Avo Store already spread all over the city in Indonesia.
- b. As an online business, Avoskin Beauty must maintain customer trust on sales and create interesting content such as sales promotions, some mini project to follow and give a gift if the followers succeed to follow the project.
- c. In the future if Avoskin Beauty made a new brand, it will be good if it also collaborate with one specific celebrity endorser that has the same value because as what it goes, the data shows that it works for the increasing of brand image, brand awareness and social media marketing.
- d. For increasing the brand awareness, Avoskin Beauty might make city tour event with a brand ambassador to inform and promote the brand. The event might be like a seminar, skin check consultation, etc.
- e. Avoskin Beauty could explain the uses of every product clearly at the packaging or ask the celebrity endorser to inform the audience, instead of tell the customer trough personal chat because it may take times and not efficient.

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## ATTACHMENT

### INTERVIEW FOR RESEARCH “THE IMPACT OF CELEBRITY ENDORSER ON BRAND IMAGE AND SOCIAL MEDIA MARKETING OF AVOSKIN BEAUTY: (Study Case on Avoskin Beauty in Indonesia)”

#### A. Respondent’s Identity

1. Name : Erny Kurniawati
2. Place and Date of Birth : Magelang, 14 April 1994
3. Address : Perum Mranggen Baru No. 3 Sinduadi,  
Mlati Sleman, DIY, Indonesia
4. Position in the Company : Associate Brand Officer / Brand  
Manager

#### B. Interview Guidelines

1. What is Avoskin Beauty’s background? When it was founded and what was the motivation?
2. Does Avoskin Beauty have a head office? If so, does Avoskin Beauty have offline store? Why and why not?
3. What is the uniqueness of Avoskin Beauty that distinguishes from another skincare?
4. What kind of strategy is used in dealing with competitors?
5. What is the price rate of Avoskin Beauty’s products and can it classified as cheap, medium or expensive skincare product in Indonesia?
6. What was the first marketing method that Avoskin Beauty did? Explain the steps for what changes?
7. What promotion act is used to get people’s attention?
8. What is the obstacle of the promotion?
9. How does Avoskin Beauty maintain good relations with customers?
10. Since when did Avoskin Beauty start inviting celebrity endorser or beauty influencers as promotional media?
11. What are the advantages and disadvantages?
12. Has Avoskin Beauty been endorser the celebrity endorser but id did not have a significant effect?

13. Does Avoskin provide a special budget for celebrity endorser? If so, what is the rate start from? Is it worth the fee?
14. What kind of celebrity endorsers meets the avoskin qualifications?
15. After using the services of celebrity endorsers, how does the impact of Avoskin Beauty's brand image be felt?
16. Avoskin Beauty uses what kind of social media in daily basis?
17. Name two of the most impactful social media
18. Has Avoskin Beauty ever asked the customer, known trough what avoskin products? If so, do many of them buy the product because of the celebrity endorser?
19. After inviting celebrity endorsers. Is there an increase in brand awareness of Avoskin Beauty?
20. Will Avoskin Beauty continue to use celebrity endorser as partners?

### **C. Respondent's identity**

5. Name : Lintang Achta Nur Firasikha
6. Place and Date of Birth : Temanggung, 30 Desember 1995
7. Address : Jl Wahid Hasyim No 145 Condongcatur  
Depok Sleman DIY Indonesia
8. Position in the Company : Social Media Specialist and Supervisor  
Customer Sevice

### **D. Interview Guidelines**

1. Who are the celebrity endorsers or social media influencers who have the most impact on Avoskin Beauty? What feedback is given?
2. Have Avoskin Beauty team ever chosen the wrong celebrity endorser or influencer so that it does not match the company's value?
3. Does working with celebrity endorser or social media influencer significantly impact the company's brand image?
4. What is Avoskin Beauty's strategy in social media?
5. What is prepared before creating content on social media?
6. How long has Avoskin Beauty been upgraded with new news or feeds?

7. What difficulties are Avoskin Beauty's team are going through while managing the social media?
8. Does the celebrity endorser of social media influencer really have good impact on social media marketing? Please elaborate.
9. Are there any primetime when uploading content on social media? If so, when and why?





## INTERVIEW RESULT

### First Informant

Name : Erny Kurniawati  
Position on the Company : Associate Brand Officer / Brand Manager  
Location : Google Hangout  
Date and Time : Tuesday, April 14 2020

**Interviewer : Good evening miss Erny, tonight I want to ask some questions regarding to my Thesis. Shall we start to the first question?**

**Interviewee :** Good evening Dinda, alright let's do this

**Interviewer : What is Avoskin Beauty's background? Who is he founder and what is the motivation behind it?**

**Interviewee :** Avoskin was born at October 2014. The founders are Anugrah Pakerti, Ahmad Ramadhan and Aris Nurul Huda. The background was back then there are a lot of low quality skincare in Indonesia and their friends also using that skincare. An innovation came out from that situation, they want to make a local product that are safe and have a high quality.

**Interviewer : Does Avoskin Beauty have a head office? If so, does Avoskin Beauty also have offline store? Why or why not?**

**Interviewee :** We haven't had an offline store, yet we are partnering with another brand to place our product there and already spread almost in every city in Indonesia. But the fact that covid-19 is getting worse, the process of procurement offline store is postponed. The offline store with our partner is about 10% and the rest is online selling. We have one office located at Yogyakarta, and for meeting client we tend mobile to the agreed city.

**Interviewer : What is the uniqueness of Avoskin Beauty that distinguishes from another skincare?**

**Interviewee :** First, we bring a natural beauty and innovative concept because our ingredients are using natural extract but it does not rule out the possibility of using chemical that are needed. In other hand we are

trying to substitute the using of animal. Instead we use kind of plant that have almost the same efficacy. Second, we are care enough with our customers as we educate them the best way to apply the skincare based on skin condition that not every skincare company does this.

**Interviewer : What kind of strategy is used in dealing with the competitor?**

**Interviewee :** Green beauty concept is our core value on building this company. In the first place we are justify step by step of our products. For example the ingredients, as the time goes by we knew that this ingredients is not good for the environment so we decides to re-formulation and shift the good one for the sake of environmental friendly. For the packaging, in the first place we are using plastics but for now most of our product is using glass because the glass waste is have many ways to be recycled rather than plastic. Not to mention we still using plastic as a packaging for some products because it is better for the ingredients to save within the plastics. In order to that, we also have a partner for “waste for change”. We manage the waste packaging to be useful. And if our competitor tries to copy us for these eco-friendly things then we are grateful for that and not think they are rivals because we have the same mission to save the earth. To be honest we are not focusing on the rivals but more focus on what next that we can do.

**Interviewer : How about the price rate of Avoskin Beauty? We know that the packaging is classy and the ingredients always in a good quality. Is it classified as cheap, medium, or expensive skincare product in Indonesia?**

**Interviewee :** In the middle. If we see our target market is not into the C target. This is known by if we spread the advertisement and then some C targets are tend to ask our customer care about the price because it is not fit them. But we are not above yet because local product in Indonesia also has a high standard with a higher price compared to us.

**Interviewer : What was the first marketing method that Avoskin Beauty did? Explain the steps for every change.**

**Interviewee :** Our focus is in the digital marketing. But in the first place we are promoting using buzzer but for now we are more selective to choose the way of digital marketing. Also, this year our marketing method

must be growing to be offline marketing but hence there are many unpredictable things so it is postponed. So we need to re-set the entire plan we already made in the last of 2019.

**Interviewer : What promotion act is used to get customer's attention?**

**Interviewee :** In this digital era, endorsement is the way we are promoting our product. But we have many qualification trough that. Things that we always take care of is the way we search for the celebrity endorser, they must be tried our product minimum one month trial. If they do not match the product then we can stop the cooperation rather than ask them to fake information of our product. In this case we are trying to be honest to our customers. Other than using celebrity endorser, the good way of promoting is also by share an advertisement using social media; youtube, instagram, twitter, google, e-commerce and so on.

**Interviewer : What is the obstacle during the promotion?**

**Interviewee :** The obstacle is when we are cooperate with celebrity endorser or influencer. It is a bit gambling whether it will fit on their skin or not. and this have a connection with the time. For example this month (April) we already need to think which celebrity endorser that we need to be invited to work together. And for some celebrity endorser or influencer does not have a good time management, but from that we learn how to pick the best celebrity endorser for Avoskin Beauty, hence we have marketing influencer that focus on handling the celebrity endorser

**Interviewer :How does Avoskin Beauty maintain a good relation with customers?**

**Interviewee :** We build a trust, we never manipulate our product. For example we have four weeks skincare routine program. Due to this project, we collect a lot of people to join this test for a period of time. Another example when Avoskin Beauty join a bazaar, there is one customer that complain to me about a product and then I explain to her with full respect, turns out she understand and buy another product because we keep a good communication with our customer.

**Interviewer : Since when did Avoskin Beauty start inviting celebrity endorser or beauty influencer as promotional media?**

**Interviewee** : From the beginning. But at early 2017 we ask Marissa Nasution as an ambassador to share brand awareness to the customer. This team up is last for a year and for the next we are tend to use KOL (Key Opinion Leader) such as influencer.

**Interviewer** : **The disadvantage are already mentioned before, so is there any advantage?**

**Interviewee** : The advantages is the spread of brand awareness. Some people ask, is it effective to collaborate with celebrity endorser? Well it is all back to our goal, is it effective at the brand awareness, as a top of mind, or to boost the selling?

**Interviewer** : **Has Avoskin Beauty been endorsed to celebrity endorser but did not get a specific effect?**

**Interviewee** : Our goals of endorsement is variate. For example, to upload video at youtube so that if people searching about Avoskin Beauty it will there even though the viewers is just a view, but our goal is complete. Another case as we know that trend of blogger is decrease but we see this as one of our marketing method because when people seach Avoskin Beauty on google they will be sure to buy because many bloggers write about it online and increase the value of digital brand. But we also ever experience bad things for example when we are expecting about the increasing of followers on social media but turns out it not that high. In the other hand, our selling is increasing. So it means that failing at one thing might be worth another thing.

**Interviewer** : **Does Avoskin Beauty provide a special budget for celebrity endorser? If so, how many is the rate and is it worth the fee?**

**Interviewee** : Yes we have a marketing budget for them, a year accumulation is 10 percent from annual target. For example at 2020 we have target as much as 60 billion. So we take 6 billion for marketing influencer. We usually make a plan in the end of a year. And sometimes in a month we make planning that sometimes more than 10 percent's. So it is conditional as long as the goal is clear. Whether will increase or decrease the fund.

**Interviewer** : **What is the qualification for being Avoskin Beauty's celebrity endorser?**

**Interviewee** : First, they must never reviewed a non safe product and fake product. Some celebrity that have a lot of followers sometimes not really pay attention into the ingredients of a product and we are sure that they not even try it first before reviewed it. If the influencer care enough about their audience, it will be difficult for them to accept a brand product. Instead, they will try it first and tell the audience the honest review. Second, we back to the principle. It is not glued to celebrity endorser or beauty influencer, we also care to that travel influencer because in some way they are more environmental friendly and it fits to our products. Third, we always see about how they handle haters and are they have a lot of haters? It can affect our product. Last, we follow what is new and trend in Indonesia. For example we are almost entering Ramadhan (Muslim day) so we tend to choose influencer that are wearing hijab, and when it is close to holiday season we will sell a travel friendly product so that it is handy for them to bring.

**Interviewer** : **After work together with celebrity endorser, how does the impact of Avoskin Beauty's brand image be felt?**

**Interviewee** : Yes it is affect our brand image. For example on the next week we will launch a new product that focused on anti-aging product and we invite Paola Tambunan as our celebrity endorser because she is the real definition of aging with grace. Turns out a lot of customer that are on the way to aging will buy it because of our celebrity endorser. We also cooperate with a partner to strengthen our brand image. For example last February we are not focusing on Valentines Day, yet we are make collaboration with tree planting foundation and report it periodically. So we choose a celebrity endorser that are eco friendly, even though they did not have much followers because it is specific on eco firedly but it is connect to our value.

**Interviewer** : **What kind of social media that used by Avoskin Beauty in daily basis?**

**Interviewee** : Our mainly channel is Instagram but besides we also have Facebook, Youtube, Twitter and even TikTok

**Interviewer** : **Name the most impactful social media for Avoskin Beauty**

**Interviewee** : Instagram. It is good for the selling and spread brand awareness.

**Interviewer** : **Has Avoskin Beauty ever asked the customer about where did they know about this product? Is it from celebrity endorser or another platform?**

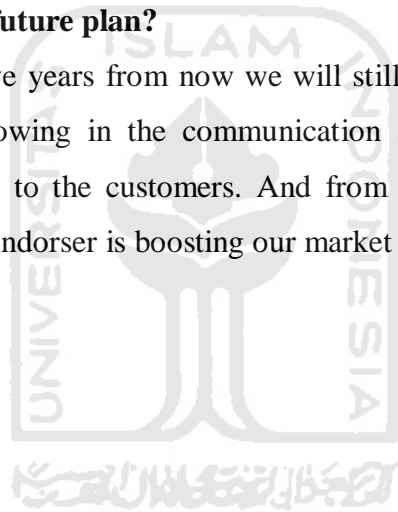
**Interviewee** : We have monthly research and annual report and we collaborate with survey institute. From the report, the highest is the customers know from Instagram, endorsement, and the last is word of mouth.

**Interviewer** : **Since Avoskin Beauty already work with celebrity endorser, is it affect the brand awareness?**

**Interviewee** : Of course because it is our main goal. Beside brand awareness it also boost the selling of our product because people tend to follow their idol.

**Interviewer** : **Will Avoskin Beauty continue to use celebrity endorser as partner in the future plan?**

**Interviewee** : For now or five years from now we will still use their service but it still will be growing in the communication skills. The information must be arrived to the customers. And from the data we know that using celebrity endorser is boosting our market so it is important.



## **Second Informant**

Name : Lintang Achta Nur Firasikha  
Position on the Company : Social Media Specialist and Supervisor Customer Service  
Location : Whats App  
Date and Time : Saturday, April 18 2020

**Interviewer : Who are the celebrity endorser or social media influencer who give big impact on Avoskin Beauty?**

Interviewee : Actually it is different Celebrity endorser give different impact. For example at 2016 and in line with the rise of Suhay Salim and beauty content in YouTube, it has a direct effect on sales. Every Suhay Salim reviewed Avoskin Beauty's product, the products will sold out directly in a short time. The time goes by and Tasya Farasya give a big impact too, but more about the awareness and our instagram followers was increase rapidly. Recently, we collaborate with Paola Tambunan on our new products and it has a good impact on brand awareness and sales.

**Interviewer : Have Avoskin Beauty's team ever chosen the wrong celebrity endorser or social media influencer so that it does not match the company's value?**

Interviewee : So far as I know it is never failed (at least for large influencer), because before we choose them we already make a screening towards the celebrity endorser and social media influencer in term of in accordance with the company's value. Even though small influencer or bloggers are already filtered too.

**Interviewer : Does collaborate with celebrity endorser or social media influencer significantly impact the company's brand image?**

Interviewee : Yes, information related to brands and products can be channeled through celebrity endorser and social media influencer to their followers. The point is influencer are also become a "tool" of advertising for brand because not to mention that a lot of people get to know Avoskin Beauty through them.

**Interviewer : What Avoskin Beauty's strategy in social media?**

Interviewee : The social media strategy is made to follow the trend in social media. For example we made a project “Until tomorrow challenge” and ask them to join it. Avoskin Beauty’s Instagram is made as casual as possible and not strict or complex as another company in general. We position ourselves as friend so that customers can confide more openly and casually related to their facial skin problems and we try to provide a solution

**Interviewer : What is prepared before creating content in social media?**

Interviewee : Research must be clearly prepared. Where is the research from? It is from the customer question obtained from consultations with Avoskin Customer Service. Research trends are about what trends are going on in the world so we also need to be up to date and this does not only apply to skin but can also lifestyle and others.

**Interviewer : How long has Avosin Beauty’s social media been updating about a new content?**

Interviewee : Everyday we always update a stories on Instagram and upload on the feeds about once on three or four days

**Interviewer : What difficulties are Avoskin Beauty’s team going through while managing the company’s social media?**

Interviewee : The difficulties is we must pick and choose which content is appropriate and which one is not. We must always follow the trends that are happening that are sometimes difficult to do by the team.

**Interviewer : Does the celebrity endorser or social media influencer really had a good impact on social media marketing?**

Interviewee : Yes in term of awareness because in addition to advertising, customers know Avoskin Beauty’s product through celebrity endorser and social media influencer that they follow and automatically affect the increase in followers on Avoski Beauty. But not all celebrity endorser and social media influencer can increase followers for the brand. Overall, celebrity endorser and social media influencer help Avoskin Beauty become widely known.

**Interviewer : Are there any primetime when uploading content in social media? If so, when and why?**



Interviewee : Yes, the primetime to upload a new content is at 7pm. It is pretty influential on likes and comments.



## DOCUMENTATION

*Figure 5.1 Author and Informant 1 Erny Kuriawati*



*Figure 5.2 Author with Informant 2 Lintang Achta Nur Firasikha*

