ABSTRACT

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THE EFFECTIVENESS OF THE AMBASSADOR BRAND "WENDY RED VELVET" ON INTEREST IN BUYING POND'S TRIPLE GLOW SERUM ON FOLLOWERS @PONDSINDONESIA

Keywords: Brand Ambassador, Buying Interest, A-T-R Theory (Awareness-Trial & Reinforcement)

This study aims to analyze the effect of Wendy's brand ambassador from the Korean girl group, Red Velvet, on interest in buying Pond's Triple Glow Serum products. Intense competition in the world of beauty makes a brand must choose in promoting products in order to compete in a healthy manner. Therefore, marketing activities that are currently trending are carried out by companies in this digital era, namely taking advantage of the popularity of celebrities by using brand ambassadors. This study uses the theory of A-T-R (Awareness-Trial & Reinforcement) with the analytical tool used is a quantitative method by distributing questionnaires. The data used in this study is primary data using a questionnaire with a sample of 100 people from followers of the official Twitter account @pondsindonesia which found 81,828 followers (20 October 2021). The results show that the coefficient value of Wendy Red Velvet as a brand ambassador (X) has a positive value of 0.860 and the influence of the independent variable on the variable (Buying Interest) is 41.5%, which means that there is an influence of Wendy Red Velvet as a Brand Ambassador on Interest in Buying Pond's products. Triple Glow Serum.