

ABSTRACT

Amsal Dameria Martha Lovely, 10820073

The Influence Of Sehun's Brand Ambassador In Whitelab Advertisements On Interest In Buying Skincare Among Men Aged 18 – 21 Years

Keywords : Brand Ambassador, Sehun, Whitelab, Buying Interest

(xii+ 56 + Appendices)

Brand Ambassador Sehun aims to influence society, especially Whitelab followers on Instagram through advertisements to increase interest in buying skincare for men. The theory used in this study is the S-O-R (Stimulus Organism Response) theory, namely that the reasons for behavior change depend on the quality of the stimuli that the organism communicates with. In this study the authors used a quantitative approach with a positivistic paradigm. The research method used is a questionnaire and has an explanatory nature. In this study the authors used the Non Probability Sampling technique, which is a sampling technique that does not provide equal opportunities for each member of the population to be selected as a sample. Based on the test result of the coefficient of determination in this study of 0.534 which indicates that the X variable has an influence on the Y variable of 53,4%. The results of the study show the magnitude of The Influence Of Brand Ambassador Sehun In Whitelab Ads On Interest In Buying Skincare Among Men Aged 18 – 21 Years.

Bibliography (2003 – 2022)