The Effect of Using Twice's Girlband K-pop as The Brand Ambassador on Increasing The Value of The Scarlett Whitening Brand

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Abstract: Brand name plays a significant role in the sustainability of the business. Scarlett Whitening uses Korean public figures, namely K-Pop Twice, as the communicator to sth strengthen its image. This study aims to see whether there is an effect of using a Korean brand ambassador on increasing the brand value of Scarlett Whitening. There are four dimensions of brand ambassador used as independent variables of brand value. The data from 105 respondents that were chosen judgmentally was analyzed using multiple linear regression. The study found that visibility and credibility indicators had a positive but not significant effect on brand value, while attraction and power indicators had a positive and significant effect on brand value. So the conclusion is that the hypothesis in this study is accepted because brand ambassadors are proven to have a positive influence on brand value.

Keywords: Visibility, credibility, attraction, power, brand ambassador, brand value

1. Introduction

Along with the development of an increasingly modern era, culture from outside did not escape to enter the country of Indonesia. One example is the culture of Korea. It can be said that Korean culture has been proliferating lately. It is undeniable that nowadays, all things Korean are in great demand by many people. Korean culture that began to enter Indonesia made everyone flock to continue to follow the current trends from that country.

Whether in terms of songs, films (Korean dramas), makeup and skincare, style of dress (fashion), food, idols, and speaking styles, they can almost be categorized as having flowed into the Indonesian state. This development eventually led to a phenomenon called the 'Korean Wave.' "Originally, the Korean Wave, or Hallyu, is

referred to as the phenomenon of Korean pop cultures, such as TV dramas, films, pop music, fashion, and online games being widely embraced and shared among the people of Japan, China, Hong Kong, Taiwan, and other Asian countries" (Han&Lee in oh et al 2013 : 2).

In 2019, Twitter via Media Outreach Newswire announced a list of countries that tweeted the most about K-Pop artists throughout 2019, and Indonesia was ranked 3rd after Thailand and South Korea. As for viewing K-Pop videos on Youtube by country, Indonesia ranks 2nd with a percentage of 9.9% (Won So, 2020). These data prove that Indonesia is very close and is starting to become thick with Korean culture.

Seeing the above phenomenon makes various business people or business entrepreneurs look at this opportunity to be used to implement strategies in marketing their products or businesses. They think using Korean things in their business during this trend will affect sales. The purpose of doing this is to attract more consumers because they are interested in it.

It can also be said that nowadays, many businesses are run by someone, and the competition between businesses is undoubtedly getting tougher. This competition makes business people think hard to make their brand or brand always ogled by the public. They always consider what creative and innovative concepts attract consumers' attention. One example is by making Korean public figures brand ambassadors for their brands.

Of course, with the use of a brand ambassador for a brand, the characteristics contained in the brand ambassador must be considered. According to Koster and Percy (Royan, 2016:15), the characteristics of brand ambassadors consist of visibility, credibility, attraction, and power (Pratama & Rakhman, 2022). By paying attention to these characteristics, it is hoped that the use of brand ambassadors can be successful and work optimally, which in the end can help instill the brand in the minds of consumers, generate interest, and make a purchase.

Scarlett Whitening is one of the brands currently using Korean public figures as brand ambassadors. Indonesian actress Felycia Angelista owns this local brand. Of the several existing brands, Scarlett is the one that holds this concept to expand sales to the global market. Scarlett produces skin care products to treat dry, dull, and dark skin problems.

Scarlett was founded in 2017 and is produced by PT. Sinar Alfa Omega, Tangerang, Banten. They produce skin care such as facecare, body care, and haircare with various variants as needed. As we know, the skin is the body's outermost organ that can be a source of confidence in one's appearance. Nowadays, women and men are starting to entrust their skin care products to make them look healthier and more well-groomed.

It is evident from consumers' enthusiasm when buying products in e-commerce, one of which is Shopee. If you look at the category that is most in demand and purchased on the platform, it is the beauty category. This demand makes businesses engaged in beauty have added value in the eyes of the community because they see the importance of self-care at this time. Scarlett, as a brand, is finally loved by many people.

Even though Felicya Angelista is a reasonably well-known public figure in Indonesia, and this fame may also influence the sales of her products to increase further, marketing tactics and strategies are still needed to maximize sales. One of the strategies they do is, as mentioned above, collaborating with brand ambassadors from Korea or what they call star ambassadors to be more different from the mention of brand ambassadors in general.

This collaboration certainly surprised Scarlett's lovers and the public; from the beginning, they succeeded in making a Korean actor named 'Song Joong-Ki,' and then Scarlett made a Korean girl group named 'Twice' their star ambassador. Unmitigated, these two-star ambassadors are quite well-known public figures in Korea. Felicya Angelista, the owner of this brand, really likes the Korean world, so this is what encourages this.

By making 'Twice' Scarlett's star ambassador, Scarlett hopes that everyone who uses Scarlett products, especially women, can be more confident, show authentic charm, and become the best version of themselves. Scarlett even issued the latest tagline when collaborating with Twice, Reveal Your Beauty' to further support this. The collaboration between Scarlett and Twice is planned to last until 2022.

The fans of Twice in Indonesia (also called ONCE) are very large, and their enthusiasm is very high for their idol, so it is hoped that this collaboration between Scarlett and Twice can have a good impact on the company and can also provide happiness for fans of the Korean girl group. The incredible impact in question is increasing brand value, or what is also known as brand value, rather than Scarlett. The notion of brand value itself is "The total value of how much people are willing to pay more, or how often they choose, the hopes, memories, stories, and relationships of one brand over another." (Seth Godin in Forbes.com)

So, if it is concluded, what is the background of this research? With the phenomenon where Scarlett makes the girl group Twice as a Star ambassador, the researcher wants to see and examine more deeply whether there is a significant influence on consumers' response to this, whether Scarlett consumers or even audiences who have never bought Scarlett become interested in buying. , willing to pay more for Scarlett products than usual, or always keep the Scarlett brand in their minds as a treatment for their skin. In this study, researchers will examine more deeply the research focuses and problems as follows:

1. How is the effect of visibility (popularity) and credibility (credibility) of the K-pop girl group twice as brand ambassadors on increasing the brand value of Scarlett Whitening?
2. How is the effect of attraction and power of the K-pop girl group twice as brand ambassadors on increasing the brand value of Scarlett Whitening?

2.   Literature Review

In this study, the basic theory used is the S-O-R model. This theory was first put forward by Houland, et. al in 1953. This theoretical model was born because of the influence of psychology in communication science. This can happen because

psychology and communication have the same object of study, namely the human soul which includes attitudes, opinions, behavior, cognition, affection and conation. The basic assumption of S-O-R theory is that the cause of behavior change depends on the quality of the stimulus (stimulus) that communicates with the organism.

A change in society cannot be made without the help and encouragement of outsiders, the stimulus or message conveyed to consumers may be accepted or rejected. Communication will take place if there is attention from the communicant. The next process the communicant understands. This communication ability continues the next process. After the communicant processes it and accepts it, there is a willingness to change attitudes (Effendi, 2018: 254-256).

This theory has three main elements, namely message (stimulus, S), reception / audience / communicant (organism / O), and effect (response / R). In this study, if the three elements are linked and elaborated, then the stimulus (S) can mean communication or marketing activities carried out by Scarlett Whitening by making Twice their brand ambassador. Then for organism (O) it can mean Scarlett consumers who have long been loyal customers or new potential customers who are just interested in buying when they find out 'Twice' as a star ambassador. For the response (R) in the form of the expected effect, namely whether there is a buying process that occurs.

2. K-Pop (Girlband K-Pop)

According to Yuanita (2012:3-4) K-Pop or Korean Pop is a type of genre or type of music originating from South Korea, usually this type of genre has the characteristics of cheerful songs with fast tempos and uses Korean lyrics that are also mixed with a little English and accompanied by modern dance. In addition, Korean pop personnel are Koreans, most of whom have beautiful and handsome faces, look fashionable, and always try to show maximum performance. This is what makes many other young people from various countries in Asia participate in imitating the Korean pop style.

Meanwhile, according to Emilie (2012) K-pop is an abbreviation of Korean Pop (Korean Pop Music), which is a type of popular music originating from South Korea. The talented young generation (such as songwriters, producers) have learned a lot about the global music scene by bringing about change and incorporating elements of their country in their creations. Korean pop is centered on idol groups (usually teenagers) who have greater popularity than solo singers.

From some of the definitions above, it can be concluded that K-Pop is a term for a group of teenage singers between women or men who sing songs accompanied by modern dances with the pop genre using mostly Korean lyrics in it. Many like K-Pop songs sung by Korean girl groups or boy bands because they sound cool to listen to, which in the end brings and makes the group idolized by many people. For the definition of K-Pop girl group itself, it can be defined as a group of female singers who have beautiful faces and slim bodies while singing cheerful songs to attract the attention of many people.

3. Brand Ambassador

According to Shimp (Nuraini, 2018:27) brand ambassadors are also known as supporters of a brand and act as stars of the brand as a form to support promotional and sales activities. The use of brand ambassadors usually aims to influence the audience so that they are interested in buying and using products from a brand. The selection of the brand ambassador usually uses a well-known public figure and has a positive appeal among the public.

Brand ambassadors have their own characteristics or dimensions as a reference. The characteristics or indicators used in evaluating the use of brand ambassadors in marketing activities according to Koster and Percy (Royan, 2016:15) which is also known as the VisCAP model, consist of visibility, credibility, attraction and power (Rebecca et al., 2022).

4. Marketing Strategy

According to Aaker (2013: 19), strategy is defined as a shared means with long-term goals to be achieved. Strategy is an action potential that requires top management decisions and a large amount of company resources. So, in short, strategy is an action or activity carried out by a person or company to achieve the goals or objectives that have been set.

For the understanding of marketing according to Kotler and Armstrong in (Science, 2018:4) are: "Marketing is the process by which companies create value for customers and build strong customer relationships to capture value from consumers in return."

Meanwhile, Tjiptono (2017:228) defines a marketing strategy as follows: "Marketing strategy is a plan that lays out the company's expectations of the impact of various marketing activities or programs on the demand for products or product lines in certain target markets."

So it can be concluded that the overall understanding of marketing strategy is an activity or action in an effort to promote or market a product, be it goods or services by carrying out various plans or tactics aimed at achieving things that have been set at the beginning, namely in order to increase the number of sales to be higher and maximum.

5. Brand Value

According to (Kotler and Keller, 2006:276) the notion of brand value is "Kotler and Keller argue that the value of a brand is directly related to the perception and mind set of prospects and customers. It reflects the direct and indirect brand experience of what they have seen, heard, learned, thought and felt over time."

So that it can be concluded, a brief understanding of brand value or brand value is the possibility or availability of consumers or audiences in spending more or extra money for a brand or brand. The availability is of course based on the factors that consumers feel about the brand. The success or success of a product to be purchased and finally paid for by consumers is closely related to brand value.

3. Research Method

The object of this research is how the role of the K-Pop girl group itself is, whether Twice has an effect on increasing the brand value of the Scarlett Whitening product. Meanwhile, the units that make up the population are all people who have bought products from Scarlett and felt an interest in buying them when they found out that there was a 'Twice' star ambassador for Scarlett.

In this study, researchers used quantitative research methods with a descriptive survey approach. The research instrument used is several forms of systematically arranged questions or statements addressed to a certain group in accordance with the research objectives required and in the end the data is then recorded, then processed, and analyzed. With this step, researchers can obtain facts from the phenomena that arise and also get factual information. When a series of studies have been carried out, starting from data collection, data processing, to data analysis, then conclusions are made and reports are prepared based on the data that has been obtained to see whether there is a proven relationship or influence relationship between variables.

The research variables used in this study consisted of the independent variable (Independent Variable) and the dependent variable (Dependent Variable). The independent or independent variable according to Sugiyono (2017:39) is defined as a variable whose existence affects or is the cause of changes or the emergence of the dependent variable, this change can be positive or negative. The independent variable used in this study is the brand ambassador played by the K-Pop girl group Twice. The dependent or dependent variable according to Sugiyono (2017:39) is a variable that is influenced or is the result of an independent variable. The dependent variable used in this study is brand value.

The types of data used in this study are included in the types of primary data and secondary data. The reason it is included in the type of primary data is because in this study, the primary data used is in the form of questionnaires from Scarlett consumers who have long been loyal customers or new consumers who are just interested in buying when they find out 'Twice' as a star ambassador. While the secondary data used comes from books, journals, and articles as support.

The technique used by the researcher to collect data in this study consisted of a questionnaire and a literature study. According to Sugiyono (2018:142) a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to finally be answered.

The distributed questionnaire uses a measurement scale with a Likert scale. According to Sugiyono (2018: 93), the Likert scale is used to measure a person's attitude, opinion or perception about an attitude object from a social phenomenon. The indicators of the attitude variable towards an object are the starting point in making questions or statements that must be filled out by respondents. Meanwhile, literature study is all efforts made by researchers to collect information relevant to the topic or problem being studied. In this study, the efforts made consisted of searching, reading, and collecting reading materials from books and the internet.

In this study, using a non-probability sampling technique, namely purposive sampling. In this study, the purpose of the research was to find out whether making the K-Pop girl group Twice influential or having an effect on increasing the value of the Scarlett Whitening brand, then consumers who had purchased products from Scarlett after the announcement period of Scarlett made 'Twice' as star ambassador the sample. which is relevant.

In this study, data analysis techniques were carried out in various ways, including the following:

3.1. Validity Test

The validity test in this study uses Pearson Product Moment correlation analysis, which is to correlate the score of each item with the total score which is the sum of each item's score. According to Sugiyono (2018:218) items that have a positive correlation with the total score and high correlation indicate that the item has high validity. The minimum requirement to be considered eligible is if $n = 30$ then $r = 0.361$. So when the correlation between items with a score of less than 0.3 then the items in the instrument are declared invalid.

3.2. Reliability Test

Sugiyono (2018: 168) explains that a data is declared reliable if two or more researchers in the same object produce the same data or the same researcher at different times will also produce the same data. The reliability test of this research instrument will use the Cronbach Alpha technique. According to Sugiyono (2018: 220) an instrument is declared reliable if the reliability coefficient is at least 0.6. If the measuring instrument has a Cronbach Alpha value < 0.6 then the measuring instrument is not reliable.

3.3. Classic Assumption Test

3.3.1. Normality Test

The data normality test aims to determine whether the data used in the research model has a normal distribution or not. Normality testing can be done using the one sample Kolmogorov-Smirnov test through the SPSS program.

In testing using Kolmogorov-Smirnov, data or variables that can be said to be normally distributed are when the significance value is more than or equal to 0.05. On the other hand, if the significance value is less or less than 0.05, it can be said that it is not normally distributed.

3.3.2. Multicollinearity Test

According to Priyatno (2018:134) the multicollinearity test is a test that aims to test or analyze the regression model whether there is a correlation between independent variables or what is also called independent variables. The absence of correlation in the independent variables is a good regression model. The way to detect the presence or absence of multicollinearity is to use the calculation of the tolerance value and value inflation factor (VIF).

3.3.3. Homoscedastisity Test

Priyatno (2018:136) states that the homoscedasticity test is a test that aims to test the regression model whether there is an inequality of variance from the residuals for the observations in the regression model. The absence of heteroscedasticity or also known as homoscedasticity is a good regression model. The basis for making decisions to test heteroscedasticity in this study uses the Glejser test which if the results of the Sig. (2-tailed) > 0.05, it can be said that homoscedasticity is achieved. However, if the result of the value of Sig. (2-tailed) < 0.05, it can be said that there is a heteroscedasticity problem.

3.4. Multiple Linear Regression Analysis

Multiple linear regression analysis is an analysis used to determine the effect of two or more independent variables (independent) on the dependent variable (dependent). This method is used to test or determine the effect of the Brand Ambassador variable which has 2 categories of indicators to be tested, namely the Visibility and Credibility indicators and the Attraction and Power indicators as independent variables on the Brand Value variable as the dependent variable.

3.5. Hypothesis Test

3.5.1. Model Goodness of Fit Test (F – Test)

The F test is useful for testing whether the regression model is feasible or not to be used in predicting the dependent variable. The test criteria are the same as the T test which also uses a significance value of 0.05. The condition is that if the value of Sig F < 0.05 then H0 is rejected, which means that the regression model can be used to predict the dependent variable and is feasible to use. Meanwhile, if the value of Sig F > 0.05 then H0 is accepted, which means that the regression model cannot be used to predict the dependent variable and is feasible to use.

3.5.2. Coefficient Test (T – Test)

According to Priyatno (2018:121) T-test is useful for knowing the effect of the independent variable partially or individually on the dependent variable whether it has a significant effect or not. The basis for decision making is by looking at the comparison between the significance value and the alpha value (α) = 0.05 with the provision that if the significance value is <0.05 then H0 is rejected, which means that the independent variable has an effect on the dependent variable. Meanwhile, if the significance value > 0.05 then H0 is accepted, which means the independent variable has no effect on the dependent variable.

3.5.3. Coefficient of Determination Test (R2)

Sugiyono (2017) states that the coefficient of determination test is used with the aim of measuring how far or how big the ability of the independent variable in explaining the dependent variable. The stipulation is that if the value of R^2 is equal to

or close to zero, then the independent variable has a small or limited effect on the dependent variable. However, if the value of R^2 is close to one, then the independent variable has a strong effect on the dependent variable.

4.   Result and Discussion

The following is a summary of the discussion regarding the results of the influence of each indicator variable on the Brand Value variable:

From the partial test or T test that has been carried out, the results show that the variable with the Visibility and Credibility indicators has a Sig value. of $0.101 > 0.05$ which means that the variable with the indicator has no significant effect on the Brand Value variable. However, the regression coefficient has a positive value of 0.124 which means that it shows a positive influence given. With this, it shows that Ha with the statement "Visibility (popularity) and Credibility (credibility) indicators have a positive effect on increasing the Scarlett Whitening Brand Value" is still accepted.

Based on the data analysis that has been done, it is known that there is a significant relationship between the Attraction and Power indicator variables and the Brand Value variable in this study. This is supported by the results of the partial test or T test where the variable with the indicator has a Sig value. of $0.000 < 0.05$, which means that the Attraction and Power variables here have a significant effect on the Brand Value variable. Then, for the positive regression coefficient, which is 0.548, it can also be said that there is a positive influence given to this indicator. With this, it shows that Ha with the statement "Attraction and Power indicators have a positive effect on increasing the Scarlett Whitening Brand Value" is accepted.

5.   Conclusions

This study was conducted with the aim of knowing whether there is an influence or effect from the K-Pop girl group Twice on the brand value of Scarlett Whitening, where in the role of the brand ambassador there are several supporting indicators, namely visibility, credibility, attraction, and power. Based on the research and testing that has been done, the authors can draw several conclusions:

The brand ambassador variable with Visibility and Credibility indicators has a positive but not significant effect on Brand Value. This means that the popularity of a brand ambassador has less of an influence on consumer interest and its credibility is less convincing.

Brand ambassador variable with indicators of Attraction and Power has a significant positive effect on Brand Value. This means that the attractiveness and strength of Twice is more capable of persuading consumers.

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