

Penggunaan celebrity endorser pada bauran promosi dalam pembentukan brand association produk perawatan kulit (Bunga Citra Lestari sebagai celebrity endorser POND's) = The usage of celebrity endorser of promotion mix in shaping brand association of skin care products (Bunga citra Lestari as the celebrity endorser of Pond's)

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Abstrak

Produk perawatan kulit merupakan barang konsumsi wanita yang tidak pernah habis diperbaharui. Pembaharuan tersebut menciptakan pasar yang bersaing sengit dalam tujuan meraih angka penjualan tertinggi. Penggunaan celebrity endorser dalam kampanye promosi produsen produk perawatan kulit merupakan salah satu cara untuk memperuncing persaingan dalam pasar tersebut. Tujuan penelitian ini adalah untuk melihat apakah khalayak berhasil menangkap proses brand association dari seluruh kampanye promosinya. Dan juga untuk melihat bila pengaruh celebrity endorser dapat mengubah belief serta perilaku khalayak. Studi ini hanya difokuskan pada kompetensi celebrity endorser dan tidak pada faktor lain. Hasil penelitian memperlihatkan bahwa brand association tercipta namun faktor merek dan celebrity endorser tidak saling identik, serta ditemukan juga bahwa dalam proses komunikasi komersial kampanye promosi produk perawatan kulit, penggunaan celebrity endorser cenderung tidak mengubah belief serta perilaku khalayak.

.....Skin care products is indeed women 's consumed products that will never be having sufficient innovation of The innovations to this product 'create a competitive market with the final goal set to the achievement of highest sales amount. The usage of celebrity endorser in marketing campaigns conducted by the producers of skin care products is one of many ways applied in order to sharpen the competition in the market. The objective of this research is to identify should the public be able to generate a form of brand association throughout the whole marketing communications process, and also to observe whether the influence of the celebrity endorser could deliberately transform the belief and behavior of the public against the brand. This study is focused to the competence of celebrity endorser and not to other factors. The end result of the research shows that there is a phase where the brand associations were generated however the brand and the celebrity endorser are not identical but causative to each other. It is also found that during the processes of commercial communications which in this case is marketing campaign of skin care products, the influence of celebrity endorser does not cause alterations in public 's belief and behavior.