

Analisis Efektivitas Selebriti Instagram sebagai Endorser Brand Hijab (Studi Perbandingan terhadap Puteri Hasanah Karunia, Fairuz Sakinah, dan Natasha Farani Attamimi sebagai Endorser yang Terkenal melalui Akun Instagram) = Analysis The Effectiveness of Celebrity Instagram as Hijab Brand's Endorser (A Comparison Study of Puteri Hasanah Karunia, Fairuz Sakinah, and Natasha Farani Attamimi who's Renowned as an Endorser through Their Instagram Account)

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Abstrak

ABSTRAK

Perkembangan teknologi yang semakin pesat mendukung perkembangan di berbagai bidang, salah satunya dalam bidang periklanan. Penggunaan endorser dalam beriklan pun kian marak dilakukan oleh brand dalam mempromosikan produk mereka, salah satunya melalui Instagram. Hal ini turut dilakukan oleh brand hijab untuk memperkenalkan produknya pada pasar yang lebih spesifik. Brand hijab tersebut menggunakan selebgram, seperti Puteri Hasanah Karunia, Fairuz Sakinah, dan Natasha Farani Attamimi. Ke tiga selebgram ini berasal dari latar belakang serta profesi yang berbeda, di mana akan dibandingkan melalui analisis teori social influence theory, key opinion leaders, source attractiveness, source credibility, dan product match-up.

ABSTRACT

The development of technology increasingly affecting people's everyday lives, one of the affected field is advertising. Endorser in advertising is also become commonplace by the brand to promote their products, especially through Instagram. It is also participated done by hijab brand for introducing their products to more specific market. The hijab brand use selebgram, like Puteri Hasanah Karunia, Fairuz Sakinah, and Natasha Farani Attamimi. These selebgrams based on three different backgrounds and professions, which is will be compared by analysis through social influence theory, key opinion leaders, source attractiveness, source credibility, and product match-up theoretical.