

Analisis peran brand ambassador kosmetik wardah dalam membangun brand image dan brand awareness = An analysis of brand ambassador's role on wardah cosmetics in building brand image and brand awareness

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Abstrak

Tren kecantikan berkembang pesat di berbagai belahan dunia termasuk di Indonesia yang diakui sebagai salah satu wilayah dengan pertumbuhan pasar kosmetik tercepat dan menjanjikan Tingkat persaingan dalam industri kosmetik tergolong tinggi dan Indonesia adalah pasar dengan penduduk muslim sebanyak 87 2 persen dari total populasi Wardah memiliki angka pertumbuhan lebih dari 80 persen per tahun dengan menggunakan brand ambassador sebagai salah satu strategi yang mampu membangun brand image dan brand awareness Terdapat delapan brand ambassador Wardah yang berasal dari latar belakang profesi sebagai pekerja seni dan merupakan sosok yang inspiratif yaitu Ria Miranda Zaskia Sungkar Ineke Koesherawati Dian Pelangi Dewi Sandra Lisa Namuri Tatjana Saphira dan Tulus Brand ambassador memiliki empat klasifikasi berdasarkan perannya yaitu testimonial endorsement actor dan spokesperson Dengan lima indikator yang menjadi penilaian yaitu transference congruence credibility attractiveness dan power Setidaknya terdapat empat manfaat penggunaan brand ambassador yaitu liputan media merubah persepsi merek menarik pelanggan baru dan menyegarkan kampanye yang ada.

.....Trend in beauty is growing rapidly around the world including in Indonesia which is recognized as one of the region with the fastest growth and an expected growing cosmetics market The level of competition in cosmetics industry is tight and Indonesia is one of a markets with 87 2 percent muslims from its total population Wardah has a growth rate more than 80 percent per year by using brand ambassador as one of the strategies to build brand image and brand awareness There are eight people brand ambassadors of Wardah who come from professional background as an artist and an inspiring figure They are Ria Miranda Zaskia Sungkar Ineke Koesherawati Dian Pelangi Dewi Sandra Lisa Namuri Tatjana Saphira and Tulus Brand ambassador theory has four classifications based on their roles which are testimonials endorsements actor and spokesperson There are also five indicators used as assessment which are transference congruence credibility attractiveness and power There are at least four benefits of using brand ambassadors like media coverage changing perception of the brand attracting new customers and refreshing an existing.