

Penerapan peran brand ambassador pada brand layanan e-commerce Tokopedia : Isyana Sarasvati = E-commerce Tokopedia's brand ambassador roles practice : Isyana Sarasvati

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Abstrak

ABSTRAK

Strategi celebrity endorsement merupakan salah satu primadona dalam dunia pemasaran dan periklanan. Tak terkecuali brand layanan e-commerce Tokopedia yang mengangkat Isyana Sarasvati sebagai brand ambasadornya. Namun, tak berapa lama kemudian pernyataan sang ambassador justru menunjukkan pertentangan dengan brand yang di-endorsed-nya. Makalah ini berusaha mengkaji bagaimana sebenarnya peran seorang brand ambassador dan bagaimana penerapannya pada konteks situs layanan e-commerce Tokopedia. Kajian menunjukkan bahwa indikator keaslian belum menjadi pertimbangan Tokopedia dalam memilih brand ambassador-nya. Selain itu, pernyataannya brand ambassador yang menyatakan tidak berbelanja online menyebabkan kebingungan atau disonansi kognitif di masyarakat.

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ABSTRACT

Celebrity endorsement is still used as main strategy in marketing and advertising. Including Tokopedia, a Indonesia e commerce service, that hired Isyana Sarasvati as its brand ambassador. However, few months later, a statement that made by the brand ambassador apparently showed contradiction with the brand. This paper try to examine what is exactly the role of a brand ambassador and how it rsquo s applied especially in Tokopedia e commerce service context. The study concludes that Tokopedia has not yet considered authenticity indicitaor in choosing its brand ambassador. Besides, Tokopedia brand ambassador rsquo s statements that stated she doesn rsquo t like do online shopping cause confused or cognitif disonance in consumer rsquo s mind.