



UNIVERSITY OF INDONESIA
FACULTY OF SOCIAL AND POLITICAL SCIENCES
DEPARTMENT OF ADMINISTRATIVE SCIENCE
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ABSTRACT

ARWAN MEGA SUSILA (0606056064), *Pengaruh Kredibilitas Celebrity Endorser Terhadap Sikap Konsumen Pada Merek Esia (Studi Pada Artis Ringgo Agus Rahman)*, xiii pages + 84 pages + 14 figures + 17 tabels + 5 attachment + 34 bibliography (1985 – 2006) + 6 journal + 4 website

This research is based on the magnificent impact of celebrity endorser credibility in marketing communication. Nowadays many companies used celebrity endorser for introduce their product to the consumer. Advertiser for company are willing to pay a huge salaries to celebrities who are liked and respected by consumer and who will, it is hoped, favorably influence consumer attitudes and behavior toward the endorsed brands.

Bakrie Telecom is one of the companies that used celebrity as an endorser. Researches used Esia as a case study because nowadays not only for consumer goods product who used celebrity but service telecommunication too. So we can see the effectiveness celebrity endorser credibility for this high technology. Company usually uses celebrity as the source of advertising message for any persuasive purposes.

The aim of this research is to understand the celebrity roles when becoming endorser for the product he or she advertised, that is related to the brand attitudes. The effect of the celebrity beside to increase the company sales is to put in consumer mind. Even, as an individual maybe for telecommunication beside celebrity we will find out what service that we get if we used the product, but for this research is to proved that celebrity has influence respondent in brand attitudes.

This researches is used theory according to Barbara A Lafferty (2002) is said that source credibility endorser does appear to have an effect on attitudes toward the advertisement, also suggest that it has a stronger effect on attitudes toward the brand. Ohanian (1990) celebrity endorser has source credibility such as expertise, trustworthiness, and attractiveness. Brian D Till (2000) the use of celebrity endorser with a product that is consistent with the endorser's have a greater positive effect on brand attitudes. Three of them have the same for source that according to the celebrity endorser.

This research used quantitative approach with survey method with questioners to the students in FISIP UI. Descriptive analysis is used for describe what the endorser answer with celebrity endorser as independent variable and brand attitudes as dependent variable. Multiple regression used to observed celebrity endorser impact to through brand attitudes.

The result of this research indicates that celebrity endorser have an impact to brand attitudes. For which one of the credibility celebrity endorser (expertise, trustworthiness, attractiveness) are have impact to brand attitudes for Esia PT Bakrie Telecom on this researches are expertise and attractiveness. The independent variable in this research contribute 62% to brand attitudes. For residue 38% is influenced by the other factors. The suggestion to PT Bakrie Telecom is affectivity of celebrity endorser is the important thing for the marketing communication especially to make consumer have a brand attitudes to their product.

