

## THE USE OF BRAND AMBASSADOR “TREASURE” FOR THE MANYO FACTORY COMPANY'S BRAND AWARENESS

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### ABSTRACT

*Manyo Factory is a company engaged in producing cosmetics and Personal Care. In order to increase public awareness, the Manyo Factory company uses the Boyband "Treasure" as the company's Brand Ambassador. The purpose of this study is to find out whether there is an effect of determining the Brand Ambassador "Treasure" on increasing brand awareness of the Manyo Factory company. This study applies several theories, namely, Marketing Communication, Brand Ambassador and Brand Awareness. The research was conducted using a quantitative approach and survey method. The population of this research is followers of the Instagram account @ManyoFactory\_Official. The data collection method used in this study is by distributing questionnaires to 100 respondents obtained through the Probability Sampling Technique in the form of Simple Random Sampling. The data results were then analyzed with several tests, namely validity test, reliability test, simple linear regression analysis, and T test. This study found that the linear regression equation  $Y = -55,275 + 3.493X$ , with a significance value of 0.000. From the results of the T test, it is also known that there is an influence of Brand Ambassador Treasure on increasing Brand Awareness of the Manyo Factory company.*

**Keywords:** Marketing communication strategy, brand ambassador, brand awareness

### 1. PREFACE

Global competition in the cosmetic and personal care industry in the world continues to grow, therefore in order for a company in the cosmetic and personal care industry to face global competition, the company must be able to increase brand awareness in the company by implementing effective and targeted marketing strategies. One form of strategy that companies can use to increase awareness of the company's brand in the eyes of the public is by setting a Brand Ambassador to be a brand ambassador or company symbol to present products in front of the public. In correlation with the implementation of a Brand Ambassador focused on increasing Brand Awareness/company brand awareness, a company uses a branding strategy to make the company's products successful. As well as the branding strategy applied by Manyo Factory which applies Brand Ambassador as its marketing strategy to be able to face global competition. Manyo Factory is a company that produces and is engaged in cosmetics and Personal Care. Manyo is a product intended for skincare to beauty that comes and is produced directly from South Korea built in 2012. The Manyo Factory company hopes that by implementing good and well-calculated marketing communication strategies / tactics, they get results, namely, value for money. The value of a company can be conveyed well to the public. Therefore, Manyo Factory made "Treasure" the company's Brand Ambassador in January 2021. Boyband "Treasure" is a 12-member male vocal group formed by the YG entertainment agency. Manyo Factory's consideration in choosing Treasure as a Brand Ambassador was due to the Korean Wave phenomenon, which is currently a trending marketing strategy often used in similar companies. Treasure itself has a myriad of achievements and good popularity. The formulation of the problem that can be raised from the research is whether there is an influence of the Brand

Ambassador "Treasure" on increasing brand awareness of the Manyo Factory company. The purpose of this study is to find out whether there is an influence from the determination of the relevant "Treasure" Brand Ambassador in increasing brand awareness of the Manyo Factory company. Below are some of the theories applied in this research:

### ***Marketing Communication Theory***

Communication can be interpreted as a procedure in which individuals, members, or an association as the sender are intended to provide messages and information as the message to the public and marketing [1]. Another opinion says that all activities in offering goods and services to prospective buyers, whose offering activities are intended to fulfill interests and desires in accordance with certain rules which can be called exchange [2]. Thus, marketing communication can be understood as a means used by companies to persuade potential consumers to buy and use goods or services from a company. Marketing communications must be implemented as effectively and attractively as possible so that potential consumers have a sense of interest in a company through marketing communications that can be packaged in the form of videos, brochures, posters, and company brand logos. Good and effective marketing communication can be a marketing strategy to build a company's Brand Awareness.

### ***Brand Ambassador***

The use of Brand Ambassadors in marketing strategies has become a major part of promoting a product. The appointment of a Brand Ambassador is generally considered with a positive representation image inherent in a brand ambassador. It can be trusted to represent the company's product image as a whole. A brand Ambassador is a figure who always accommodates and promotes a brand, which generally comes from well-known figures and community members. If not from a well-known community, they can also be represented by figures who are often referred to as endorsers [3]. Brand Ambassador is an instrument that companies often use to interact and establish good relationships with the public and advance transactions and company income [4]. Companies certainly need to ensure specific features that must be mastered by a Brand Ambassador who will become the company's brand ambassador. There are four characteristic indicators needed by Brand Ambassadors, including [5]:

- (a) Visibility. The degree to which a celebrity has a good reputation and representation who represents the company's brands and products.
- (b) Credibility. How big is the quality, capability or strength of a celebrity to generate the trust of potential consumers.
- (c) Attraction. The degree to which the public likes a celebrity and how much similarity a brand ambassador has with product users' desired traits/personality.
- (d) Power. How big is a celebrity's power to incite and seduce buyers in rethinking the goods being marketed by the company.

### ***Brand Awareness***

A brand is one of the many substantial attributes of a product, thus making a brand one of the most important identifiers for the product. According to the Trademark Law No. 15 of 2001 article 1 paragraph 1 in Fandy Tjiptono in 2015, that a mark is an identifying mark in the form of a name, description, description of words, numbers, or a combination of elements that have distinguishing marks and are often used in the transaction of goods and services [6]. Therefore, a brand has a very essential contribution, because it helps to realize consumer desires when the company lures something to buyers from the company. Therefore, it can be seen that there is an

emotional bond that is built between the company and consumers in the presence of a brand. A company's competitors may offer consumers a similar product, but competitors cannot make the same emotional promise [6].

Brand Awareness is a very valuable library and will not be lost in a long period of time. Brand Awareness is a library that has no physical form (intangible assets) and is formless, which includes brands, responses to product quality, symbols, representations, and jargon owned by a company's brand which can then become the main weapon in order to compete in the future [7].

Brand Awareness is the first strategy when a company builds a product. This is because Brand Awareness is a procedure that starts from consumer ignorance about a brand so that they believe that there is only one brand in a certain product category. If a brand gains attention, especially in the concentration of consumers' minds, the brand becomes very difficult to be exchanged by brands from other products. Therefore, it makes consumers think about a brand they know, even though it is often offered by a company with a brand that is not the same as the previous brand [8]

Consumers in recognizing or remembering a brand of a product differ depending on how much of the level of communication the brand has or the response from buyers to the product brand marketed by the company. The level of brand awareness in the form of a pyramid as follows [9]: (a) Unware of Brand, (b) Brand Recognition, (c) Brand Recall, and (d) Top of Mind

Based on previous research conducted by Scelia Alvionita Chayadi entitled "Kopi Kenangan Public Relations Marketing Strategy in Building Brand Awareness", there are similarities, namely, discussing Brand Awareness theory using marketing communication strategies to achieve company Brand Awareness. The result of this research is that the Kopi Kenangan company builds Brand Awareness in the public's mind by implementing 7 stages of Public Relations marketing in the form of partnerships, marketing campaigns, and bundling which are carried out on social media and provide unique and interesting product names to produce Word of Mouth Advertising. This strategy is carried out to build Brand Awareness of the Kopi Kenangan company [10].

The hypotheses in this study are:

- (a) The Alternative Hypothesis ( $H_a$ ) is that there is an influence of Brand Ambassador Treasure on the Brand Awareness of Manyo Factory.
- (b) Hypothesis Zero ( $H_0$ ): There is no influence of Brand Ambassador Treasure on Brand Awareness of Manyo Factory perusahaan.

## 2. RESEARCH METHOD

The research studied by the researcher used quantitative (descriptive) methods. In this research, the survey research method uses a questionnaire as an instrument or information collection tool. The population of the results of this study are followers of Instagram Manyo Factory (@Manyofactory\_official) who have approximately 59,900 followers accounts as of September 28, 2021. This study uses a probability sampling technique in the form of Simple Random Sampling. This research consists of 2 variables, namely, Brand Ambassador (X) and Brand Awareness (Y). The Brand Ambassador variable (X) has 4 dimensions: Visibility, Credibility, Attraction, Power. The Brand Awareness (Y) variable has 4 dimensions, namely, Unware of

Brand, Brand Recognition, Brand Recall and Top of Mind. The number of samples is 100 respondents (the results after being drawn using the Slovin formula) using a Likert scale for the measurement process.

The data analysis technique that is the answer to the results of this study uses simple linear regression analysis to carry out causal testing with the independent variable (X), namely the use of Brand Ambassador Treasure to the dependent variable (Y), namely the Brand Awareness of the Manyo Factory company and using the T test using significance 0.05 to find out how far the influence of one independent variable separately is to explain the variety of the dependent variable. The data validity technique carried out in this study used a validity test and a reliability test.

The author carried out the activities of distributing questionnaires to 100 respondents consisting of 5 items containing statements for the (X) Brand Ambassador Treasure variable, then followed by 7 statements for the (Y) Brand Awareness variable of the Manyo Factory company.

### 3. RESULT AND DISCUSSION

**Table 1**

*Validity Test Results for X Value*

Item	R-count	R-table	Description
X.1	0.557	0.197	Valid
X.2	0.731	0.197	Valid
X.3	0.592	0.197	Valid
X.4	0.637	0.197	Valid
X.5	0.668	0.197	Valid

**Source:** SPSS 25 Data Processing Results

Based on the results of the table data above, the results of the validity test of all questionnaire questions regarding the use of the "Treasure" Brand Ambassador (1-5) are valid, because it can be seen that r count is greater than r table.

**Table 2**

*Validity Test Results Y Value*

Item	R-count	R-table	Description
Y.1	0.717	0.197	Valid
Y.2	0.768	0.197	Valid
Y.3	0.616	0.197	Valid
Y.4	0.705	0.197	Valid
Y.5	0.738	0.197	Valid
Y.6	0.777	0.197	Valid
Y.7	0.707	0.197	Valid

**Source:** SPSS 25 Data Processing Results

Based on the table above, the results of the validity test of all questionnaire questions regarding the Brand Awareness of the Manyo Factory (1-7) company are valid, because it can be seen from the table above that r-count is greater than r-table.

**Table 3**

*Reliability Test Results*

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Description</b>
Brand Ambassador “Treasure”	0.617	Reliabel
Brand Awareness of Manyo Factory Company	0.836	Reliabel

**Source:** SPSS 25 Data Processing Result

Based on the table above, the reliability for the Brand Ambassador Treasure (x) variable has an r alpha of 0.617 while the r table of 0.600. Because  $r\ alpha > r\ table$ , the questionnaire for the Brand Ambassador Treasure (X) variable is reliable or consistent.

The reliability for the Brand Awareness variable of the Manyo Factory (Y) company has an r-alpha value of 0.836 while for an r-table of 0.600. Thus,  $r\text{-alpha} > r\text{-table}$ . Therefore, the questionnaire for the Brand Awareness variable of the Manyo Factory (Y) company is reliable or consistent.

**Table 4**

*Simple Linear Regression Test*

<b>Coefficients<sup>2</sup></b>		
<b>Model</b>	<b>Unstandardized</b>	
	<b>B</b>	<b>Std. Error</b>
1. (Constant) Brand Ambassador (X)	<b>-55.275</b>	3.226
	<b>3.493</b>	.135

a. Dependent Variable: Brand Awareness

**Source:** SPSS 25 Data Processing Result

The results of the simple linear regression test in the table above for the Brand Ambassador "Treasure" (X) variable on the Brand Awareness of Manyo Factory (Y) companies obtained from this study are:



A value of -55,275 indicates that the Brand Awareness of Manyo Factory (Y) will remain constant at -55,275 if the value of the Brand Ambassador “Treasure” (X) does not change up or down. The value of 3.493 is a regression coefficient which indicates that every time there is an

addition of a value or number for the Brand Ambassador "Treasure", there is an increase of 1%. Thus, the increasing value of X will affect the value of Y.

**Table 5**

*T-Test*

<b>Coefficients<sup>2</sup></b>		
<b>Model</b>	<b>Unstandardized</b>	
	<b>B</b>	<b>Std. Error</b>
1. (Constant) Brand Ambassador (X)	<b>-55.275</b>	3.226
	<b>3.493</b>	.135

a. Dependent Variable: Brand Awareness

**Source:** SPSS 25 Data Processing Results

Based on the results of the data table above, it can be said that there is a significant effect if the value of t count > t table with a significance <0.05. The value of t table is obtained from  $n-k=100-1=99$  with sig 0.025 (0.05/2) which is 1.984. The t-count value is 25.88751 > 1.984 with sig 0.000 <0.05 so it can be stated that there is a significant influence between Brand Ambassadors on Brand Awareness.

#### 4. CONCLUSIONS AND RECOMMENDATIONS

The results of researchers who have been tested with statistics, it can be drawn some conclusions as follows:

(a) The variable Brand Ambassador Boyband "Treasure" has a significant influence on increasing Brand Awareness of the Manyo Factory company because there are so many respondents who answered strongly agree and agree that the Brand Ambassador Boyband "Treasure" can influence consumers to buy products from the company and Boyband "Treasure" has a good image and popularity to represent the company so as to make the Manyo Factory company known in the wider community.

(b) The higher the value of Visibility, Credibility, Attraction, and Power as characteristic dimensions possessed by a Brand Ambassador, the higher the level of influence possessed by a Brand Awareness (Unware of Brand, Brand Recognition, Brand Recall, and Top of Mind). company. Based on the results of the T test analysis, there is a significance result of  $0.000 < 0.05$ , which means that the influence of the use of the Brand Ambassador boyband "Treasure" is significantly effective on the Brand Awareness of the Manyo Factory company so that H1 which reads "There is an influence between the Brand Ambassador boyband Treasure on the Brand Awareness of the Manyo Factory company" in this study was accepted.

With this research, suggestions that can be given by the author are due to the results of the research, namely, the use of the Brand Ambassador "Treasure" has an effect on the Brand Awareness of the Manyo Factory company. Thus, the Manyo Factory company can make the "Treasure" Boyband a Brand Ambassador for a long time and with this research, the Manyo Factory company can use this research as a reference to find more significant Brand Ambassador characteristics to increase the company's Brand Awareness using variables outside of this study.

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