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THE EFFECT OF SONG JOONG KI AS A BRAND AMBASSADOR OF SCARLETT WHITENING PRODUCTS ON THE PURCHASE INTEREST OF STUDENTS IN KOREA LANGUAGE STUDY PROGRAM

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ABSTRACT

Marketing in a beauty product is one of the supports in increasing sales. However, the expertise of marketers is not only required to be able to negotiate with customers but it must also be able to use language in product advertising and use various elements that support creativity, so that the advertisement is being promoted can attract customers and it is called as popular culture. Currently, popular culture that is well-known in Indonesia and very popular with teenagers lately is K-Pop culture from South Korea. The increasing popularity of K-pop has made various beauty companies make these K-Pop artists as icons in marketing their products. One of company that collaborate with Korean actors is PT. Beringin Abadi's motto, which produces skincare products under the Scarlet Whitening brand, collaborates with Song Joong Ki as the brand ambassador in marketing their products.

This study aims to find the influence of brand ambassador Song Joong Ki on Scarlet Whitening products on buying interest in students of the Faculty of Korean Language and Literature and to analyze the influence of brand ambassador Song Joong Ki on Scarlet Whitening products on buying interest in students of the Faculty of Korean Language and Literature at the National University class of 2018. This study used a quantitative research method. The sample in this study was students of Korean Language and Literature at the National University class of 2018 with a total sample of 114 respondents. The sampling technique used in this study is a non-probability sampling technique with purposive sampling method. The data analysis technique used is descriptive statistical analysis and simple linear regression analysis. In this study, it was found that the variable Song Joong Ki as a brand ambassador has a significant effect on the variable interest in buying Scarlett Whitening products the brand ambassador Song Joong Ki contributed 72.4% in an effort to influence buying interest for Scarlett Whitening products, while the remaining 27.6% was influenced by other variables not examined in this study

KEYWORDS: Brand Ambassador, Song Joong Ki, Scarlett whitening, Buying Intention



INTRODUCTION

Marketing in a beauty product is one of the supports in increasing sales, but the expertise of marketers is not only required to be able to negotiate with customers. However, it must also be able to use language in product advertising and use various elements that support creativity so that the advertisements being promoted can attract customers (Andini et al., 2022; Prihandoko et al., 2022; Jariah et al., 2022). One element that can be used is popular culture. Based on the Indonesian Dictionary (KBBI), popular culture or pop culture is culture that is produced commercially, mass and becomes an icon of mass culture.

Meanwhile, according to Saharuddin (2021); Weda et al., (2022); Hasnia et al., (2022), popular culture is a culture that is popular, it and works created to please other people. Currently, popular culture that is well-known in Indonesia and it is very popular with teenagers and students called K-Pop culture from South Korea. This culture began with the spread of the Korean Wave in early 2000. The increasing popularity of K-pop made various beauty companies make it as icons in marketing their products. One company that used this marketing model is PT. Beringin Abadi's motto, which produces skincare products under the Scarlet Whitening brand. The beauty care products offered by the company are made from Glutathione and Vitamin E ingredients to treat hair, face and body so that it becomes bright and healthy. This company cooperates with Korean artist Song Joong Ki as its brand ambassador in carrying out promotions. Song Joong Ki is a Korean artist who won the Presidential Award in Korean Popular Culture and Arts in 2018.

However, previous research conducted by Istiqomah and Widiyanto (2020) stated that the habits carried in popular culture often conflict with Indonesian culture itself. It can be assumed that if the outside culture can cause conflict within its own culture then it will reduce buying interest if a company uses foreign cultural icons as a promotion in selling its products.

Meanwhile, the research conducted by Ridaryanthi, (2014) explained that consumers who consume Korean products state emphatically that their identity will not change. This means that if consuming Korean products does not change one's identity so the products that use foreign cultural icons as a brand ambassador may increase buying interest. This is in accordance with research (Faradilla & Andarini, 2022), which explained that brand ambassadors have a significant effect on the intention to buy cosmetic products.

According to Kotler and Keller in (Sunardi et al., 2022) buying interest is how likely consumers are to buy a brand or service, or to switch from one brand to another based on the sacrifices made to obtain the product or service. Meanwhile, according to Kinner and Taylor in (Efendi et al., 2022) buying interest is the stage of the consumer's tendency to act before the purchase decision is actually



implemented.

Based on the description above, it is the researcher's interest to conduct a research and wants to prove empirically whether there is the influence of Song Joong Ki as a brand ambassador on the interest in buying scarlet whitening products among Korean language study program students.

RESEARCH OBJECTIVE

This research aims 1) to find the influence of brand ambassador Song Joong Ki on Scarlet Whitening products on buying interest in students of the Faculty of Korean Language and Literature and, 2) to analyze the influence of brand ambassador Song Joong Ki on Scarlet Whitening products on buying interest in students of the Faculty of Korean Language and Literature at the National University class of 2018.

LITERARY REVIEW

1. Brand Ambassador

Brand ambassadors according to Shimp in (Purwati & Cahyanti, 2022) cultural icons or identities where it acts as marketing tools that represent a product. Meanwhile, according to Buchari in (Sigar et al., 2021) brand ambassadors are tools used by companies to communicate and connect with the public, about how they actually increase sales.

2. Brand ambassador indicator

According to Kim et al., in (Sari, 2020), indicators of brand ambassadors are:

- a. Trustworthiness: celebrities that customers accept to convey messages of integrity, honesty and trust through icons.
- b. Familiarity: source knowledge that allows consumers to become more familiar with celebrities through exposure to their physical appearance, clothing and accessories, beauty, elegance, sexual attractiveness, manners and modesty
- c. Expertise: individual skills, experience and knowledge in decision making

According to Royan in (Fasha et al., 2022)

the role of brand ambassadors for companies is, 1) providing testimonials, 2) providing encouragement and reinforcement (endorsement), 3) acting as actors in the advertisements they represent, and 4) acting as a company spokesperson.

3. Interest to buy

Purchase intention can be interpreted as an action from a consumer related to a purchase that begins with various stages until the consumer purchases a product or service.

4. Buying interest indicator Buying interest indicator

According to Suwandari in (Cahyowulan, 2018) indicators of buying interest are: 1) Attention is knowing the product because you have heard or seen the promotion of goods carried out by the company. 2) Interest is regarding the products promoted by the company successfully accepted by consumers, 3) desire is strong interest and desire to try the product, and 4) Action: intend to make a purchase offered.

METHOD

This study used quantitative methods with simple linear regression analysis. Source of data in this research comes from primary data and secondary data. Primary data was obtained by distributing questionnaires to 114 students of the Korean Language Study Program class of 2018 out of a population of 159 people. The calculation method to get the sample is done by the Slovin formula. While secondary data obtained from the internet and various other supporting literature.

a. Measurement

The variables in this research consist of independent variables, namely brand ambassadors and the dependent variable is buying interest.

The brand ambassador variable is formed by three indicators (Kim et al., in (Sari, 2020), Trustworthiness (trust), Familiarity (familiarity), and Expertise (expertise). Meanwhile, the purchase intention variable is formed by four indicators (Cahyowulan , 2018) is Attention, Interest, Desire, and Action.

b. Research Model

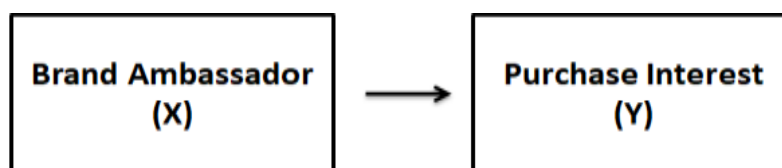


Figure 1. Research Model

FINDINGS AND DISCUSSION

1. Characteristics of respondents based on age

Characteristics of respondents based on age in this research were dominated by respondents aged 22-25 years as many as 80 people (70.2%) then 18-21 years as many as 33 people (28.9%) and the

remaining more than 25 years as many as 1 person (0,9%).

2. Characteristics of respondents based on pocket money.

The characteristics of respondents based on pocket money in this research were dominated by respondents with an allowance of 0-Rp.1,000,000, - as many as 77 people (67.5%) then the next was Rp. 2000.000,- up to Rp. 3,000,000, - with a total of 7 people (6.1%) and the last one was more than Rp. 3,000,000, - with 3 people (2.6%).

3. Characteristics of respondents based on the most frequently used social media.

The characteristics of respondents based on social media that are most often used in this research are dominated by the Instagram platform with as much as 41 or 36.0%, then Twitter with 38 or 33.3%, then WhatsApp with 15 or 13.2% and finally are Youtube and TikTok with 10 or 8.8% respectively.

4. Data Analysis Test

The data analysis test was carried out using the classical assumption test consisting of a normality test, linearity test, and heteroscedasticity test. This test was carried out to solve problems in accordance with the hypothesis of this research.

5. Normality test

The normality test is carried out to find out the magnitude of the deviation or the difference in the variation in the data value with the central size value in order to know whether the data obtained from the population is normal and normally distributed or not.

Table 1 Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		114	
Normal Parameters ^{a,b}	Mean	,0000000	
	Std. Deviation	5,17265322	
	Most Extreme Differences	Absolute	,076
		Positive	,044
		Negative	-,076
Test Statistic		,076	
Asymp. Sig. (2-tailed)		,111 ^c	

In table 1 the normality test for the significance value is $0.111 > 0.005$, means that the data is normally distributed and can be used for research.

6. Linearity Test

The results of the linearity test in this research obtained the Deviation from linearity value of $0.108 > 0.05$, which means that there is a linear relationship between brand ambassadors and buying interest.

7. Heteroscedasticity Test

In the regression heteroscedasticity test was carried out to find out whether there are differences in the variance of the residuals or differences in the observed value with the predicted value. If there is a difference, then it is assumed that there is heteroscedasticity in the regression model. The heteroscedasticity test aims to make the model used is homoscedastic.

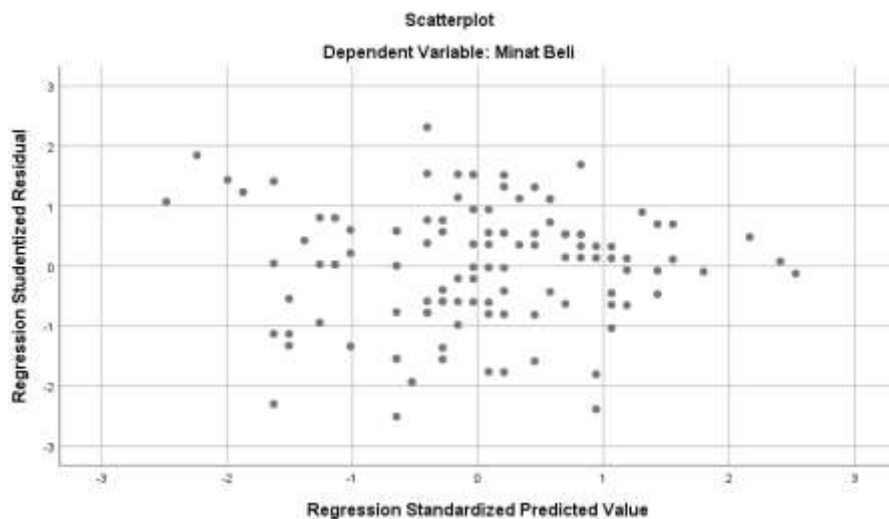


Figure 2. Scatterplot Graph of Heteroscedasticity Test

From the Scaterplot graph in Figure 2, it can be seen that the dots do not form a specific pattern, such as wavy under X and Y. The above dots appear to spread under the X and Y axes. The data used is homoscedasticity.

8. Simple Linear Regression Test

Table 2 Simple Linear Regression Test Results

Coefficient ^a						
		B	Std. Error	Beta		
1	(Constant)	-26,753	4,469		-5,987	,000
	Brand Ambassador	1,025	,060	,851	17,151	,000
a. Dependent Variable: Purchase Interest						

From table 2 above, a simple linear regression equation can be carried out as follows:

$$Y = (-26.753) + 1.025X + e$$

The calculation above can be explained as follows:

If the value of the brand ambassador variable does not exist (0), then buying interest will be 26.753.

If there is an increase in brand ambassadors by one per unit, then the variable of buying interest will increase by 1.025

9. Hypothesis Testing (t test)

The t test was carried out to show whether all variables in the regression model can affect the dependent variable (Ghozali, 2018). Sales are made at the significance level <0.05 ($\alpha = 5\%$) or by comparing t arithmetic with t table with the conditions:

- a. H_a is accepted and H_o is rejected if t count $>$ from t table
- b. H_a is rejected and H_o is accepted if t count $<$ from t table

In table 2 it can be seen that the significance value of t count is 0.000 or less than α ($0.00 < 0.05$). Furthermore, it can also be seen that the calculated t value is greater than the t table, namely $17.151 > 1.988$. So that it can be interpreted that the brand ambassador has an influence on buying interest and the hypothesis in this research is that H_a is accepted and H_o is rejected and there is an influence of brand ambassadors on buying interest.

10. Brand Ambassador has a significant positive effect on Purchase Intention

The results of this research is explaining that Song Joong Ki's brand ambassador has a positive and significant effect on the intention to buy Scarlet Whitening products among students of the Korean



Language study program class of 2018. This means that the better the use of brand ambassadors in marketing a product, the more consumers' buying interest in the product will increase.

CONCLUSION

From the results of the research, it can be seen that there is an influence on the use of brand ambassador Song Joong Ki on the intention to buy Scarlet Whitening products in the Korean Language Studies program at the National University Class of 2018.

Suggestion

This research only examines the effect of the brand ambassador variable on purchase intention, so it is hoped that this research can be further developed by examining other variables that can influence purchase intention which have not been studied in this research.

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