The Relationship between Brand Ambassador Song Joong Ki with Scarlett Whitening Brand Image

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ABSTRACT

With the development of technology and information, the competition between companies is getting tougher. Using a brand ambassador is undoubtedly one of the marketing strategies that can communicate the brand and improve the brand image. Of course, every company wants its products to have a good impression and be accepted by various circles of society. The purpose of the study was to determine the relationship between the Scarlett Whitening brand ambassador, Song Joong Ki, and the brand image of the Scarlett Whitening product. This research uses descriptive quantitative analysis. The sampling technique used in this research is purposive sampling. The data collection used in this research is using a questionnaire. The results of this study obtained the correlation coefficient of the X variable, namely the brand ambassador, with the Y variable, namely the brand image, 0.997. This value proves that Song Joong Ki's brand ambassador has a strong relationship with the brand image of Scarlett Whitening products.

INTRODUCTION

With the development of technology and information, the competition between companies, is getting tougher. Of course, business people must be able to take advantage of the situation and adapt to this digital era. Given the place and role of technology in today's business world, many business people have used all available avenues to market the products and services they offer (Goma et al., 2022). Many companies are now using technology and digital marketing as a tool to market and promote the products and services offered by these companies (Salim et al., 2022). One of them is a cosmetic and skincare company.

As reported by Antara news, in 2020, the cosmetic industry sector in Indonesia developed significantly and contributed 1.92 percent to Gross Domestic Product (GDP) (Gareta, 2021). Of course, there are a lot of cosmetic and skin care products from Indonesia that are no less good than imported products. One brand that offers skin care products from Indonesia is Scarlett Whitening.

Scarlett offers several beauty products divided into three categories: facial, hair, and body care. Scarlett whitening products contain a glutathione formula and anti-oxidants, believed to brighten the skin. Its products have also been tested by the Food and Drug Supervisory Agency of the Republic of Indonesia (BPOMRI). Scarlett whitening is one of the companies that take advantage of the digital era very well, as seen from the many social media promotions. In addition, Scarlett Whitening has invited Song Joong Ki, an actor from South Korea, to become the brand ambassador of the Scarlett Whitening product.

Song Joong Ki is highly popular in the entertainment world as a brand ambassador. It can be seen from the number of Korean dramas and films played by Song Joong Ki which received high ratings and good responses from various circles of society.

Using a brand ambassador is undoubtedly one of the marketing strategies that can communicate the brand and improve the brand image. Of course, every company wants its products to have a good image and be accepted by various circles of society. A strong brand image will benefit the company by opening up opportunities to increase sales.

With the above background, the purpose of the study is to find out the relationship between the brand ambassador of Scarlett Whitening, namely Song Joong Ki, and the brand image of Scarlett Whitening products.

Previous research has been carried out by Budiman & Nurrahmawati (2017) examining the relationship between Brand ambassadors and the Brand Image of Pantene Shampoo. The results of this study, calculated according to Spearman's formula with a significance level of 5%, can lead to the rejection of H0 and the acceptance of H1 hypotheses based on the existing assumptions. There is a connection between brand ambassador Ralline Shah and brand image shampoo Pantene.

Another study by Prabowo et al. (2022) determined whether exposure to Otodriver.com YouTube videos affects car brand associations and account followers. The research method is quantitative and explanatory, with purposive sampling of 100 account followers. This study's results indicate a 64.7% effect of impression exposure with car brand associations with account followers. Brand association is an experience of identifying a distinctive identity between a product or service.

According to Soehadi, a brand ambassador presents a good portrait or image of a product. This individual usually has product knowledge and can communicate the company's brand value to consumers (Khotimah & Suryadi, 2021). The selection of brand ambassadors is undoubtedly motivated by the popularity and the positive image to create a good image for the product being promoted. Choosing an exemplary brand ambassador can influence consumers to believe in the product being promoted. If the brand ambassador has a good reputation, the public's view of the products represented will also be good.

According to Kotler and Keller, brand ambassadors share information about a company's products (Putra, 2019). Four indicators can measure the brand ambassador of a product (Fatahillah, 2019). Among them are; (a) Transference, where a brand ambassador supports a brand related to their profession, (b) Congruence is a critical concept that exists in brand ambassadors, namely by ensuring the suitability or compatibility between the brand and the individual who becomes the brand ambassador, (c) Credibility, whether the individual who becomes the brand ambassador has the knowledge, expertise, and experience related to the brand and whether the ambassador can be trusted or not, (d) Attractiveness, the physical appearance of the individual who becomes the brand ambassador, and (e) Power, the ability or charisma displayed by the brand ambassador to influence and convince consumers so that consumers and the public can be interested in the brand being promoted.

Brand image is consumers' perceptions and beliefs reflected in the associations that emerge in consumers' memories (Tumpal & Hasugian, 2015). According to Keller, brand image is an assumption about the brand, reflected by consumers who stick to their memory. People's perceptions of brands are abstract in their minds, even though they are not directly involved when thinking about products (Utomo, 2017).

Setiadi explained that the brand image represents the brand's overall perception and is formed by the brand's message and experience. Brand image is related to attitudes toward brand beliefs and preferred forms. Consumers who derive a positive brand image from a brand are more likely to purchase (Andriani & Bunga, 2017).

According to Peter and Olsen, brand image is defined as consumers' perceptions and preferences of a brand, reflected in the various brand associations in consumers' minds. Although brand association can have different forms, it can be divided into performance association and image association related to brand attributes and interests. (Ichsan Widi Utomo, 2017).

Keller explained three indicators in a brand image: strength, uniqueness, and favorable (Sterie et al., 2019); (a) Strength is how often consumers think about a product or service, (b) Uniqueness is how a brand can have its characteristics regarding the products or services offered, (c) Favorite, is the ease of the brand to pronounce, the ability of the brand to be remembered by consumers and also the suitability of consumers with products and the suitability between brands in the minds of customers (Efendy & Suryadinata, 2015).

METHOD

This research uses descriptive quantitative research. Sugiyono explained that quantitative research descriptive research is defined as research that aims to explain and explain data by analyzing data that researchers have obtained to get an explanation. Descriptive methods also emphasize aspects of objectively measuring social phenomena. Descriptive methods aim to create systematic, truthful, and accurate descriptions, descriptions, or drawings of the facts, properties, and relationships of the phenomenon under study (Sugiyono, 2014).

The population of this study was students of Communication Studies, State University of Jakarta, who were users of Scarlett Whitening products. The results of the pre-research conducted by researchers 55 communication science students use Scarlett Whitening products. From the population, samples were obtained by calculating using the Slovin formula. The samples in this study were 48 students.

The sampling technique used in this research is purposive sampling. According to Sugiyono, purposive sampling is collecting samples through several predetermined considerations.

The data used in this study was collected using a questionnaire. A questionnaire is a data collection technique that is filled out and answered by providing respondents with research-related questions or written explanations. Questionnaires are an effective data collection technique when researchers have confidence in the measured variables and respondents' expectations (Sugiyono, 2016).

The data analysis technique used in this study is the Spearman rank technique. The Spearman rank technique is a technique that is used to determine the relationship and test the significance of the associative hypothesis if each variable that is connected has an ordinal form and has data sources between variables that do not have to be the same (Kurniawan & Puspitaningtyas, 2017).

According to Jalaluddin Rakhmat, to find out how great the relationship between the variables x and y is can be seen using the Guilford criteria (Wahyuni & Nugroho, 2015).

Table 1. Guilford Criteria

< 0,20	Very low relationship
0,20 – 0,39	Low but sure relationship
0,40 – 0,70	Relationship is quite meaningful
0,71 – 0,90	Strong relationship
> 0,90	Very strong relationship

RESULT AND DISCUSSION

Table 2. The relationship between transference dimension and brand image
Spearman Rank Correlation Test (Variable X1 with Y)

Correlations			Transference	Brand Image
Spearman's rho	Transference	Correlation Coefficient	1.000	.493**
		Sig. (2-tailed)	.	.000
		N	48	48
	Brand Image	Correlation Coefficient	.493**	1.000
		Sig. (2-tailed)	.000	.
		N	48	48

**. Correlation is significant at the 0.01 level (2-tailed).

As seen from the table above, the value of the correlation coefficient is 0.493, indicating a significant or sufficiently strong relationship between the communication dimension and the brand image. In addition, it can be seen that there is a significant value of 0.000, which is less than 0.01. From this value, it can be seen that there is a significant relationship between the communication dimension and the brand image.

Table 3. Congruence Dimension Relationship with Brand Image
Spearman Rank Correlation Test (Variable X2 with Y)

Correlations			Congruence	Brand Image
Spearman's rho	Congruence	Correlation Coefficient	1.000	.695**
		Sig. (2-tailed)	.	.000
		N	48	48
	Brand Image	Correlation Coefficient	.695**	1.000
		Sig. (2-tailed)	.000	.
		N	48	48

**. Correlation is significant at the 0.01 level (2-tailed).

There is a significant association between the dimensions of congruence and brand image, with a correlation coefficient of 0.695. Additionally, it is well known that the significant value is 0.000, which is less than 0.01. The significance of the relationship between the parameters of congruence and brand image is then established.

Table 4. Credibility Dimension Relationship with Brand Image
Spearman Rank Correlation Test (Variable X3 with Y)

Correlations

			Credibility	Brand Image
Spearman's rho	Credibility	Correlation Coefficient	1.000	.755**
		Sig. (2-tailed)	.	.000
		N	48	48
	Brand Image	Correlation Coefficient	.755**	1.000
		Sig. (2-tailed)	.000	.
		N	48	48

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient value in the table above, 0.755, indicates a significant association between the credibility dimension and brand image. A significant value of 0.000, less than 0.01, is also present. From this result, it may be inferred that the believability dimension and brand image have a strong causal connection.

Table 5. The Relationship between Attractiveness Dimension and Brand Image
Spearman Rank Correlation Test (Variable X4 with Y)

Correlations

			Daya Tarik	Brand Image
Spearman's rho	Daya Tarik	Correlation Coefficient	1.000	.719**
		Sig. (2-tailed)	.	.000
		N	48	48
	Brand Image	Correlation Coefficient	.719**	1.000
		Sig. (2-tailed)	.000	.
		N	48	48

**. Correlation is significant at the 0.01 level (2-tailed).

As shown in the table above, the dimensions of attractiveness and brand image have a high link with a correlation coefficient of 0.719. With a significant value of 0.000, which is less than 0.01, it is demonstrated that there is a significant association between attractiveness and brand image.

Table 6. Power Dimension Relationship with Brand Image
Spearman Rank Correlation Test (Variable X5 with Y)

Correlations

			Power	Brand Image
Spearman's rho	Power	Correlation Coefficient	1.000	.870**
		Sig. (2-tailed)	.	.000
		N	48	48
	Brand Image	Correlation Coefficient	.870**	1.000
		Sig. (2-tailed)	.000	.
		N	48	48

**. Correlation is significant at the 0.01 level (2-tailed).

A correlation coefficient value of 0.870 in the table above indicates a significant association between power and brand image. A significance value of 0.000, less than 0.01, is also present. It is clear from this value that the dimensions of power and brand image have a close relationship.

Table 7. Brand Ambassador Relationship with Brand Image
Spearman Rank Correlation Test (Variable X with Y)

Correlations			Brand Ambassador	Brand Image
Spearman's rho	Brand Ambassador	Correlation Coefficient	1.000	.997**
		Sig. (2-tailed)	.	.000
		N	48	48
	Brand Image	Correlation Coefficient	.997**	1.000
		Sig. (2-tailed)	.000	.
		N	48	48

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient value of 0.997 in the table above indicates a significant association between brand ambassadors and brand image. A significance value of 0.000 also exists, indicating that the significant value is less than 0.01. This number demonstrates that the brand ambassador variable and brand image have a significant relationship.

From the explanation above, the correlation coefficient value for the X variable is the brand ambassador with the Y variable, namely the brand image of 0.997. This value proves that Song Joong Ki's brand ambassador has a strong relationship with the brand image of Scarlett Whitening products. A significance value of less than 0.01 also proves that there is a relationship between brand ambassador Song Joong Ki and the brand image of Scarlett Whitening products.

There are several dimensions in the X variable: the brand ambassador variable, transference, congruence, credibility, dance power, and power. Judging from the correlation coefficient value of each dimension also has a relatively strong relationship with brand image.

CONCLUSION

From the results and discussions described, it can be concluded that brand ambassadors and brand image have a very high relationship from the resulting coefficient value of 0.997. The relationship between transference dimensions and brand image is quite strong, seen from the correlation coefficient value of 0.493. The relationship between the dimensions of congruence and brand image is also relatively strong, as evidenced by the correlation coefficient value of 0.695. There is a strong relationship between the dimensions of credibility and brand image, with a correlation coefficient of 0.755. The attractiveness dimension strongly correlates with the brand image, with a correlation coefficient of 0.719. The power dimension also strongly relates to the brand image, with a correlation coefficient of 0.870.

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