

The Effectiveness of Using Celebrity Endorsers in Pantene Ads

Umi Habibah ¹, Wina Puspita Sari ²
Universitas Negeri Jakarta, Indonesia^{1,2}

Abstract: *The new media era brings the presence of new communication media where this condition should be realized by anyone who is engaged in the world of advertising. New media are currently widely used as an advertising medium because they are a relatively inexpensive medium and can reach a wide audience, one of which is YouTube. Pantene is one of the companies that use new media to advertise their newest products by cooperating with Keanu Angelo as a celebrity endorser, a man who is considered eccentric. The purpose of this study was to determine the effectiveness of Keanu Angelo as a celebrity endorser in the Tears model. This study uses the TEARS model theory, which has 5 dimensions, namely trustworthiness, expertise, attractiveness, respect, and similarity. The approach used in this research is a quantitative approach to the method used as the survey method. The population in this study were people who watched the Pantene advertisement version Bye #Rambutcapek Hello #Rambutkecharged on the Pantene Indonesia YouTube channel with a sample of 100 respondents. The sampling technique used in this research is purposive sampling and the data analysis technique in this study uses descriptive statistics. The use of Keanu as a celebrity endorser for Pantene products is effective as evidenced by the mean value or average value on the TEARS indicator (trustworthiness, expertise, attractiveness, respect, similarity), which is classified into the positive category. And the overall average value is included in the positive category. The dimension that gets the highest average value is the respect dimension with an average value of 4.23. This indicator discusses Keanu as a celebrity endorser who can represent the products he supports and has an attractive personality. The dimension with the lowest mean or average value is the similarity dimension with an average value of 2.87. It is hoped that further research is recommended not only to examine the effectiveness of celebrity endorsers but can be developed by comparing it with other variables, and it is hoped that in further research it is recommended to examine competitors (other companies) who have shampoo products with celebrity endorsers in their advertisements.*

Keywords: Advertising, Celebrity Endorser, TEARS Model

Introduction

Advertising is a form of non-personal communication activity that is conveyed through the media by bringing the space it uses to convey *persuasive messages* to consumers, by companies, non-commercial institutions, and interested individuals. 1978 (Widyatama 2007). Currently,

¹ Correspondent Author E-Mail: UmiHabibah_1408519048@mhs.unj.ac.id

advertising is getting a big challenge especially with the development of the media, it also has an impact on community saturation with the intensity of the number of advertisements that are often encountered so that advertisements must be made as attractive as possible, as different as possible, as creative as possible so that people turn to see them and the advertisements are able to occupy the top of mind in society (Errika Dwi Setya Watie 2012).

According to Errika Dwi Setya Watie (2012) in his writings, he also explains that the new media era brings the presence of new communication media for the community where this condition should be realized by anyone who is engaged in the world of advertising, because the development of advertising style also occurs along with the movement of new media, so that the hope is achieved. target market segment will be achieved even better. New media is a medium that offers digitization, convergence, interactivity, and development of networks related to message creation and message delivery. Its ability to offer interactivity allows users of new media to have a choice of what information is consumed, while controlling the output of information produced and making the choices they want. This ability to offer interactivity is the central concept of understanding new media (Flew 2002). Utari (2011) states that in new media there is a combination of interpersonal communication with mass communication, this is because it can reach a global audience at the same time, whereas when the message is created, directed, and consumed personally, it is said to be interpersonal communication.

New media are currently widely used as advertising media because they are relatively inexpensive media and are able to reach a wide audience, new media also offer unparalleled opportunities for marketers because they provide a strategic ground for implementing marketing tactics. There are various kinds of new media platforms that can be used to promote goods or services, one of which is Youtube media by advertising their products through Youtube media.

To support the delivery of advertisements, endorsers are used in advertisements. An endorser is an advertising supporter who supports the advertised product. Endorsers are divided into two, namely typical person endorser and celebrity Shimp endorser in (Soesatyo and Rumambi 2013). Husna and Soedarsono in (Teja 2019) Celebrity Endorsers are often called advertising stars because they are figures who are known to the public because of their achievements in a field they control and have a role as people who provide detailed information on a product so that it can influence consumer attitudes and behavior to like or view products that are starring celebrity endorser positively. The effectiveness of an advertisement is determined by the credibility and attractiveness of the endorser. Credibility is determined by the expertness and trustworthiness of the endorser. Both attractiveness, physical and non-physical attractiveness of celebrities will affect their effectiveness as endorsers.

One of the companies or businesspeople who advertise by utilizing new media and using the celebrity method endorser is Pantene Indonesia which collaborates with Keanu Angelo as a celebrity endorser or advertisement star in the advertisement of its newest product, Miracles Hair New Supplements! - Bye #RambutCapek Hello #Rambutke Charged. This makes a difference from the previous Pantene Indonesia product advertisements, because the shampoo ambassador who usually uses women's services this time uses this eccentric male figure.

Therefore, it is interesting to know how the effectiveness of using Keanu Angelo as a celebrity is Pantene product endorser version Bye #RambutCapek Hello #RambutKe Charged using the TEARS model.

Literature Review

To create the identity of a product, it takes the right endorser or advertising star as an attraction that matches the character of the product. Shimp in (Soesatyo and Rumambi 2013) defines endorsers as ad supporters or also known as advertising stars who support advertised products. Endorser is divided into two types, namely Typical Person Endorser, which uses several people who are not from the celebrity circle to convey a message about a product and Celebrity Endorser is a person who has been famous who can influence others because of their achievements. The two types of endorsers above have the same characteristics and attributes, only they differ in the use of the people in them as supporters. Is the person used as an endorser of a famous figure or not.

According to Shimp in (Febriyanti and Anik 2016) states that celebrity endorsers use artists as advertising stars in media, ranging from print media, social media, and television media. Not only that, but celebrities are also used because of various attributes attached to them including attractiveness, talent, and so on. Meanwhile, according to (Kertamukti 2015) Celebrity endorser is an advertisement that uses an individual who is known by the public for his achievements other than the product he endorses.

(A Shimp 2007) suggests two basic attributes possessed by endorsers, the first is credibility. Credibility of a message source can make the recipient of the message have tendency to get the purpose or content of the message, if an endorser as a message source has a good level of credibility, then the endorser can change the behavior of the recipient of the message to a psychological process called the internalization process. (internalization). The endorser attribute of credibility (credibility) has two main dimensions from the TEARS model, namely trustworthiness and expertise. The second endorser attribute is attractiveness, people see whether or not someone is attractive not only seen or judged from their physical appearance, but things related to their non-physical aspects also affect one's view of others regarding their attractiveness, such as intellectual, personality properties, life style characteristic, athletic prowess. The TEARS model (A Shimp 2007) identifies three sub-components of the general concept of attractiveness, namely physical attractiveness and physical attractiveness. attractiveness), quality is valued (respect), and similarity (similarity).

TEARS can be explained as, Truthworthines refers to the celebrity endorser's ability to convey a message from a product depending on honesty, sincerity and confidence, and the message recipient's perception of motivation or encouragement from within the celebrity endorser to appear objectively. Expertise refers to the endorser's knowledge, experience or expertise associated with the endorsed brand. Attractiveness refers to the self that is perceived as attractive to look at in relation to the concept of a particular group of physical attractiveness. This aspect also shows that the audience will pay attention to physical attractiveness, the appearance of the communicator, the ability of the communicator to convey the message and the self-concept of the communicator. Respect is a quality that is appreciated or favored as a result of the quality of personal achievement. The endorser is chosen because it is able to

represent the product it supports and has an attractive personality. Similarity refers to the similarity between endorsers and audiences in terms of age, gender, character, ethnicity, tastes, lifestyle, social status, problems faced as shown in advertisements and so on.

Methodology

In this study the approach used is a quantitative approach. According to (Sugiyono 2015b) the quantitative approach is research based on the philosophy of positivism to examine a particular population or sample and collect data randomly by collecting data using instruments, as well as statistical data analysis. Meanwhile, according to (Sari et al. 2020) states that quantitative research is research that describes or explains a problem whose results can be generalized.

The method used in this study is a survey method. The survey method was chosen to find out how effective the use of celebrity is endorser on pantene's youtube ad version by #rambutcapek hello #rambutkecharged by using the tears model. According to (Sugiyono 2018) the survey method is a quantitative research method used to obtain data that occurred in the past or present, about beliefs, opinions, characteristics, behavior of variable relationships and to test several hypotheses about sociological and psychological variables from samples taken from certain populations, data collection techniques with observations (interviews or questionnaires) that are not in-depth, and research results tend to be generalized.

The population in this study were people who watched the Pantene product advertisement version Bye #Rambutcapek Hello #Rambutke charged on the Pantene Indonesia Youtube channel. There are 45,481,735 viewers on the advertising video. So the population in this study was 45,481,735 people. According to (Sugiyono 2018) population is the entire element that will be used as a generalization area. While the sample in this study was 100 people who had watched advertisements and liked the Pantene product advertisement version Bye #RambutCapek Hello #RambutkeCharged which was determined using the slovin formula, as below:

$$n = \frac{N}{(1 + (Ne^2))}$$

$$n = \frac{45.481.735}{(1 + (45.481.735 \times 10\%^2))}$$

$$n = 99,999780132002$$

The sampling technique is a sampling technique to determine the sample used in the study. There are various sampling techniques used. In this study using a purposive technique sampling. Purposive sampling is a sampling technique with certain considerations that are considered to provide maximum data (Arikunto 2010) . In this study, there are criteria used in the sample research in this study, namely having watched Pantene products version Bye #RambutCapek Hello #RambutkeCharged on Youtube.

Research instruments are tools or facilities used by research in collecting data so that their work is easier and the results are better, so that they can be easily processed (Arikunto 2006) . This study uses a research instrument in the form of a questionnaire or questionnaire to

obtain data on the celebrity endorser effectiveness variable using the TEARS model. The measurement of the questionnaire using a Likert Scale.

In the study to measure the validity and reliability of the data used SPSS application or software to get valid and reliable results.

Validity test, validity comes from the word validity which means the extent to which the accuracy and accuracy of a measuring instrument in carrying out its size function. (Ghozali 2009) states that the validity test is used to measure the validity or validity of a questionnaire. The validity of research instruments can be classified into construction validity, content validity, predictive validity, external validity and visual validity (Kriyantono 2014) . This study uses the type of construction validity, because the validity of this construction emphasizes how far the instruments compiled are related to theoretically measuring the concepts that have been compiled by the researcher or how far the constructs are actually represented in the instrument (Yusuf 2014). To determine the validity of the data in this study, the KMO-MSA (Kaiser Meyer-Olkin) test and Bartlett's Test of Sphericity were used to determine the validity of the data. The data is said to be valid if it is at least at the number 0.5. The criteria for interpreting the validity coefficients used are as follows:

Table 1. Criteria for Interpretation of Validity Coefficients

Validity Coefficient	Criteria
$0.8 < r_{xy} \leq 1.00$	Very High Validity
$0.6 < R_{Xy} \leq 0.8$	High Validity
$0.4 < r_{xy} \leq 0.6$	Medium Validity
$0.2 < R_{Xy} \leq 0.4$	Low Validity
$0.0 < r_{xy} \leq 0.2$	Very low validity
$r_{xy} \leq 0.00$	Invalid

Reliability test, according to (Arikunto 2010) reliability refers to an understanding that an instrument can be trusted to be used as a data collection tool because the instrument is said to be good. This a test can be said to have a high level of confidence so that the test can provide fixed results. In this study, the reliability test uses the Cronbach's Alpha formula technique where if the calculation results show the reliability coefficient number is equal to or greater than 0.6 then the instrument can be said to be reliable or good to use and if the calculation results show a number less than 0, 6 then the instrument is not reliable or unfit for use (Silalahi 2012). The reliability classification is as follows:

Table 2. Reliability Criteria

Reliability	Criteria
0.8 - 1.00	Very high
0.6 - 0.79	Tall
0.4 - 0.59	Currently
0.2 - 0.39	Low
< 0.2	Very low

Data collection techniques are the most strategic step in research, because the main purpose of a study is to obtain data (Sugiyono 2015a). The data collection technique used in this study was using a questionnaire. The questionnaire is a series of questions related to the research topic given to the sample with the aim of obtaining data (Yusuf 2014).

Sources of data in this study are divided into two, namely primary data and secondary data. According to (Husein 2013) primary data is data obtained from the first source either from individuals or individuals such as the results of interviews or filling out questionnaires that are usually carried out by researchers. Meanwhile (Nur 2013) said that primary data is a source of research data obtained directly from original sources or not through intermediary media. In this study, primary data were obtained from questionnaires that had been distributed by researchers to respondents. According to (Sugiyono 2017) a questionnaire or questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to be answered by the respondent. In the questionnaire or questionnaire the type of questions is divided into two, namely open and closed (Sugiyono 2017). The questionnaire or questionnaire used in this study is a closed type of questionnaire, because respondents only need to mark one answer that is considered correct. Secondary data is primary data that has been further processed and presented either by primary data collectors or by other parties, for example in the form of tables or diagrams (Husein 2013). According to (Nur 2013) secondary data is a source of research data obtained by researchers indirectly through intermediary media or obtained and recorded by other parties. In this study, secondary data was obtained from existing data such as from books and journals related to the topic taken.

The data analysis technique used in this research is descriptive statistics. In quantitative research, data analysis is an activity carried out after the data has been collected. The data analysis technique used in quantitative research is to use statistics. According to (Sugiyono 2013) there are two kinds of statistics used in analyzing research data including descriptive statistics and inferential statistics. Descriptive statistics are statistics used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations (Sugiyono 2013). The calculation used in this study is the central tendency of the mean or the average value because the author uses an interval scale to measure the effectiveness of Keanu Angelo as a celebrity endorser in pantene ads. There are three forms of central tendency that are often used, namely the mean, median, and mode . (Kriyantono 2014) .

Findings & Discussion

Pantene is a brand of shampoo products made and based in the United States owned by Procter and Gamble. If the advertisement for an identical hair care product stars a woman with a soft and persuasive style, then it is different from the Pantene advertisement, Pantene collaborates with the celebrity Keanu Angelo to introduce its newest product, "Miracles Hair Supplements".

Validity Test Results
Table 3. Validity Test Results

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.845
Bartlett's Test of Sphericity	Approx. Chi-Square	877.114
	df	136
	Sig.	.000

The results of the validity test that have been carried out using the SPSS 16.0 application show the KMO-MSA value of 0.845. Based on the results that have been obtained that the value of 0.845 exceeds 0.5 and is in high validity.

Reliability Test Results

Table 4. Reliability Test Results

Cronbach's Alpha	N of Items
.879	17

The results of the reliability test show that Cronbach's Alpha value is 0.879, which means the value is greater than 0.6, so it can be concluded that the research data is said to be reliable with very high criteria.

Findings

Table 5. Results of the Mean Dimensions

No.	Dimension	Mean Per Dimension
1.	Trustworthiness	3.846667
2.	Expertise	4.033333
3.	Attractiveness	4.03
4.	Respect	4.23
5.	Similarity	2.87

Table 6. Overall Mean Results

No.	Dimension	Overall Mean
1.	Trustworthiness	3,802
2.	Expertise	
3.	Attractiveness	
4.	Respect	
5.	Similarity	

In table 6. the results of the mean dimension above is the final result of the mean per dimension of distributing questionnaires to 100 respondents who in this case are viewers of the Pantene shampoo advertisement version Bye #RambutCapek Hello #RambutkeCahrged on the Pantene Indonesia Youtube channel. Based on the data described in table 6. above, this study uses five dimensions, namely: Trustworthiness, Expertise, Attractiveness, Respect, and Similarity.

In table 6. above, it can be seen that the highest mean or average value is found in the respect or quality dimension with a value of 4.23 and the lowest mean or average value is found in the similarity dimension with an average value of 2.87. Both values indicate that all dimensions are included in the positive category.

respect dimension as the dimension with the highest mean or average value has two indicators, namely, being able to represent and having an attractive personality. Based on the data obtained from distributing questionnaires to 100 respondents, the results obtained show that Keanu Angelo is able to represent the Pantene shampoo product even though Keanu Angelo is a man where this Pantene product usually uses the services of a woman to become a shampoo ambassador, but this time using a man as a shampoo ambassador who is considered eccentric, but even so Keanu is able to represent the product. Besides that, Keanu is also a celebrity endorser has an attractive personality.

similarity dimension as the dimension with the lowest mean or average value has four indicators including the similarity of gender, age, characteristics and lifestyle. Based on the data that has been obtained from the results of distributing questionnaires to 100 respondents, it shows that Keanu Angelo has a level of similarity both in terms of gender, age, characteristics and lifestyle.

In table 6. the Overall Mean Result is the final result of the overall average value calculated from the average value of all dimensions and the average value is 3.802 which means it is in the positive category. So it can be concluded that Keanu as a celebrity endorser of Pantene products is effective as seen from the overall average value which is included in the positive category, although the similarity dimension gets a low average value. According to (A Shimp 2007) the match between the similarity of the speaker and the audience is very necessary if the advertised product or service is aimed at a heterogeneous audience in tastes and preferred attributes. On the other hand, if the things that are liked among the audience are relatively homogeneous, the match between the similarity of the speaker and the audience is not important. It is the experience or expertise of the speaker with the product or service that turns out to be the most influential in shaping the audience's attitude and behavior later.

Discussion

This study uses one variable or this research is a study with a single variable, namely celebrity endorser and there are five dimensions with 15 indicators. In a study to determine the effectiveness of using Keanu Angelo as a celebrity Pantene product endorser.

The first dimension is the trustworthiness dimension which has honesty, sincerity and can be trusted or self-confidence. In this dimension, the majority of respondents answered agree and strongly agree which shows that Keanu is a celebrity endorser has the value of honesty in providing information that is in accordance with the reality or truth of Pantene products. Besides Keanu as a celebrity endorser is also someone who can be trusted in conveying messages so that they can assure the quality of Pantene products.

The second dimension is expertise which has three indicators including expertise, knowledge and experience. In this dimension the majority of respondents answered agree and strongly agree, based on this it can be concluded that Keanu as a celebrity endorser can be said to have the expertise, knowledge and experience of the product it supports so that it can be accepted as a celebrity Pantene product endorser.

The third dimension is attractiveness which has three indicators including having visual/physical attractiveness, attractive appearance and communication skills. In this dimension the majority of respondents answered agree and strongly agree. Based on this, it can be concluded that Keanu as a celebrity Pantene product endorser, although different from the previous shampoo ambassadors who used to use the services of women as celebrity endorser but Keanu has physical appeal or visual appeal. Besides that, Keanu is also a celebrity endorser has an attractive appearance and Keanu managed to convey the message of the ad.

The fourth dimension is respect which has two indicators including being able to represent the product and having an attractive personality. In this dimension the majority of respondents answered strongly agree and agree. This dimension is also the dimension that has the highest mean or average value. Based on this, it can be concluded that Keanu as a celebrity the endorser is able to represent a product which in this case is a Pantene product and as a celebrity Pantene product endorser Keanu has an interesting personality.

The fifth dimension is similarity which has four indicators including gender, age, characteristics and lifestyle. In this dimension the majority of respondents answered strongly disagree and disagree on the indicators of gender, characteristics and lifestyle but the lowest average value in the three indicators is the gender indicator which means that Keanu as a celebrity the endorser does not have the same gender as the respondent and Keanu as a celebrity endorser does not have the same characteristics or lifestyle as the respondent. While on the age indicator the majority of respondents answered agree. Based on this Keanu as a celebrity endorser on Keanu's age indicator is almost the same age as the respondent, which in this case is the audience of the Bye #RambutCapek version of the Pantene advertisement Hello #Rambutkecharged.

Overall, the majority of respondents answered agree, so it can be concluded that Keanu Angelo as a celebrity endorser can be said to be effective even though on one dimension it gets a small average value but it does not have much effect.

References

- A Shimp, Terence. 2007. *Periklanan Promosi (Aspek Tambahan Komunikasi Pemasaran Terpadu)*. Jilid I, e. Jakarta: Erlangga.
- Arikunto, Suharsimi. 2006. *Prosedur Penelitian: Suatu Pendekatan Praktik (Edisi Revisi VI)*. Jakarta: PT. Rineka Cipta.
- Arikunto, Suharsimi. 2010. *Prosedur Penelitian: Suatu Pendekatan Praktek*. Jakarta: Rineka Cipta.
- Errika Dwi Setya Watie. 2012. "PERIKLANAN DALAM MEDIA BARU (Advertising in The New Media)." *THE MESSENGER* 7(2):57–77.
- Febriyanti, Rizky Suci, and Wahyuati Anik. 2016. "Pengaruh Celebrity Endorser Dan Brand Image Terhadap Keputusan Pembelian Melalui Minat Beli." *Jurnal Ilmu Dan Riset Manajemen* 5(5):1–18.
- Flew, Terry. 2002. "New Media: An Introduction." in *Oxford University Press*. New York.
- Ghozali, Imam. 2009. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: UNDIP.
- Husein, Umar. 2013. *Metode Penelitian Untuk Skripsi Dan Tesis*. Jakarta: Rajawali.
- Kertamukti, Rama. 2015. "Strategi Kreatif Dalam Periklanan: Konsep, Pesan, Media, Branding, Anggaran." P. 69 in. Depok: Rajawali Pers.
- Kriyantono, Rachmat. 2014. *Teknik Praktis Riset Komunikasi*. Jakarta: Perneradamedia Grup.
- Nur, Indriantoro dan Bambang Supono. 2013. *Metodologi Penelitian Bisnis Untuk Akuntansi Dan Manajemen*. Yogyakarta: FEB Universitas Gajah Mada.
- Sari, Wina Puspita, Menati Fajar Rizki, Ade Frisca, Bunga Rahma, and M. Hafidz. 2020. "Pengaruh Kegiatan Corporate Social Responsibility Terhadap Reputasi PT. PLN (Persero)." *Jurnal Communicology* 8(2):175–87.
- Shimp, Terence A. 2014. *Komunikasi Pemasaran Terpadu Dalam Periklanan Dan Promosi*. Jakarta: Salemba Empat.
- Silalahi, Ulber. 2012. *Metode Penelitian Sosial*. Bandung: Refika Aditama.
- Soesatyo, Natalia, and Leonid Julivan Rumambi. 2013. "ANALISA CREDIBILITY CELEBRITY ENDORSER MODEL: SIKAP AUDIENCE TERHADAP IKLAN DAN MEREK SERTA PENGARUHNYA PADA MINAT BELI 'TOP COFFEE.'" 1(2):1–12.
- Sugiyono. 2013. *Metode Penelitian Kuantitatif, Kualitatif, Dan Tindakan*. Bandung: ALFABETA.
- Sugiyono. 2015a. *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: ALFABETA.
- Sugiyono. 2015b. "Metode Penelitian Kuantitatif, Kualitatif, Dan R&D." P. 14 in. Bandung: ALFABETA.
- Sugiyono. 2017. *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: ALFABETA.
- Sugiyono. 2018. *Metode Penelitian Kuantitatif*. Cet.1. Bandung: ALFABETA.
- Teja, Gandi Jati. 2019. "Pengaruh Penggunaan Celebrity Endorser Dalam Iklan Terhadap Brand Image Motor Yamaha Di Komunitas Yamaha R15 Soloraya."
- Utari, Prahastiwi. 2011. *Media Sosial, New Media Dan Gender Dalam Pusaran Teori Komunikasi Bab Buku Komunikasi 2.0: Teoritisasi Dan Implikasi*. Yogyakarta: Aspikom.

Widyatama, Rendra. 2007. *Pengantar Periklanan*. Yogyakarta: PUSTAKA BOOK PUBLISHER.

Yusuf, A. Muri. 2014. *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan*. Jakarta: PERNADAMEDIA GRUP.

About the Author:

Chief Researcher
Umi Habibah <i>Public Relations Department, Faculty of Social Sciences, State University of Jakarta, Indonesia</i>
Researcher Member
Wina Puspita Sari <i>Public Relations Department, Faculty of Social Sciences, State University of Jakarta, Indonesia</i>

