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## THE INFLUENCE OF CELEBRITY INSTAGRAM ENDORSEMENT TO BRAND IMAGE

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**Abstract.** *There are so Small and Medium Enterprises in Indonesia are doing business in fashion industry. This creates startups should work harder in doing promotion their products and brands. One way to attract customers is with advertisement. Effective advertising can done with endorsement, with support that uses people known to many as a celebrity. Currently, someone who has popularity and followers than 20,000 in social media instagram also can be said celebrity instagram. Social media such as instagram is very concerned by world community especially Indonesian. Instagram is the second most visited social media after youtube. This creates a great opportunity for startups who want to promote their product or brand to its customers through Instagram social media. The purpose of this study is to determine the influence of celebrity instagram endroser to brand image. This research is expected to be useful and implemented for Small Medium Enterprises especially Iluvia Indonesia. This research used quantitative method by using non-probability sampling data collection technique using slovin formula with error 10%. The analysis used is a simple linear regression to test the hypothesis. The results of this study indicate that the use of celebrity instagram endorsement is classified as having a major influence to improve the brand image.*

**Keywords:** *Impact, Effective advertising, Celebrity Instagram, Endorsement, Brand Image.*

### Introduction

Education and Development BEKFRAF mentioned that the fashion industry has the largest number in the creative industry that reached 32.3% and 56.7%, while culinary only reached 31.5% and 6.079% (Suryana, 2015). From that statement, many Businesses in Indonesia that move in the fashion industry give the challenge for the startups to be able to compete in this industry. Companies must work hard in attracting the consumers and its potential customers (Astuti, 2016). Ways to encourage people's attention can use advertising, Advertising is part of products available for informing, persuading, and satisfying consumer desires (Tinarbuko, 2007). Effective advertising to attract the customer is with the endorsement. The use of endorsers is the right communication to win the customer's heart. The endorsement is promotion activity to deliver information and message of products or services (Marselina, 2017). Endorsement usually uses someone known by the public like the celebrity. The Celebrities must have popularity and a good image in the eyes of the community to reach the target fans and followers that made the target market of the company (Febriyanti, 2016). Endorsement use celebrities are called celebrity endorsement. Celebrity endorser is utilising the artist or famous people as promotional media for advertising (Shimp, 2003). In Indonesia, social media Instagram is the most widely by the community after youtube. This makes the small-medium enterprise take the opportunity to do promotional activities by using celebrity Instagram or selebgram. Celebgram is a non-celebrity person but has the same or better popularity than celebrities. Selebgram is believed to be able to promote the product or brand well to its followers (Dita Olivia Nurhayati Rachmat, 2016). The use of celebrity or endorser has a good influence in marketing the product and introducing and enhancing the company's brand (Marselina, 2017). The image of the company will make consumers believe in the brand and the product (Astuti, 2016). Brand image is the perception of a brand that is reflected by the brand association in the consumer memory that contains meaning for the consumer (Arafat, 2006).

Brand image is a valuable company asset (Marselina, 2017). Brand image is the most important thing for the company. It can be said that brand image is the asset that must be owned by the company to compete in their industry (Marselina, 2017). There is a startup business who engaged in the fashion industry, it is Iluvia Indonesia. Iluvia Indonesia is a start-up business from Bandung was established on October 2016, who produces and sells the jacket and fashionable outwear who has many functions. As its growth, Iluvia Indonesia has done some promotions online and offline, but the brand does not know yet by people. Iluvia has to do other strategies of advertising to increase the brand image.

### **Celebrity Instagram Endorsement.**

To get the customer awareness, the company must have the right strategy in advertising. One way of strategy is using celebrity endorse. Suryanto (2007) shown that Celebrity is believed to affect customers to the products or services that will be promoted.

Celebrity endorser is a figure or group known by public for achievement in certain fields (Octavia, 2014). Celebrity is an effective tool to use by companies to promote and communicate with their target market (Schiffman and Kanuk, 2007). Celebrities can be trusted to give a strong influence on buyers or user to buy and use the products or services.

Endorsement not only use celebrities like actors or actresses who seem on television, someone who has popularity in social media like Instagram can be said celebrity. Someone who has popularity in social media such as Instagram is commonly called celebgram (Dita Olivia Nurhayati Rachmat, 2016) In Indonesia, Instagram is the third most widely used social media by the community so that the endorsement strategy done by several small and medium companies to promote their products and brand. Celebgram has become a trend among the public, and their popularity can be same with celebrities by using Instagram platform only (Dita Rachmawati, 2018).

Most of marketers often choose celebrity endorsers who are attractive, credible, or who have expertise while at the same time matching up with the desired brand image (Hakimi et al., 2011). Physically attractive celebrity endorsers can improve a brand's image and encourage consumers to purchase that brand (Hakimi et al., 2011).

In addition, Shimp in Abedniya et al., (2011) classify several components of celebrity endorsers, namely;

#### 1. Visibility / Credibility:

Through this aspect, an endorser is someone who has adequate visibility character to be considered by the audience. In general, endorsers are chosen who have been known and have wide influence among the community, so that public attention can be diverted to the advertised brand.

#### 2. Power

This character is usually followed by the amount of influence that a communicator has. The high rank or the magnitude of the name that the communicator has is very supportive of this character.

#### 3. Celebrity Audience Match / Celebrity Match Up Product

Usually a celebrity look matches with consumer, Celebrity matches in the eyes of people in using celebrity to promote their advertisements.

#### 4. Attractiveness

The physical interest of celebrity way to interact people 's interest of some brands, it is about as interesting to be seen in relation to the concept of a particular group with physical application

This dimensions above has been proven by the @ zahratuljannah and @ joyagh that have such characteristics as well as having a great influence on consumer buying interest (Dita Olivia Nurhayati Rachmat, 2016). Therefore, the researcher will use the dimensions of visibility, attractiveness, power and celebrity audience match on this research.

### **Brand Image**

Famous brand will be safer than the less well-known in the market, because popular brands provide complete information. A brand is a product characteristic that will provide legal protection for the products or services. With the brand, consumers will be easy to differentiate the characteristics of each product or services. However, consumer decisions have the most influence on the brand. This decision figures the image of the brand, the product and the person deciding on the brand. This is related to the brand image of a company brand. Brand image is a consumer perception of a brand, consumers usually will describe what they thought; feel about the brand (Lasander, 2013). Brand image is a representation and perception of the brand and is made from the information and experience of the brand. Usually, consumers who consider a brand have a positive image will be encouraged to buy or use the product or service of the brand (Setiadi, 2003).

According to Park et al. (1986) on Zhang (2015), the structure and conservation of the brand image is requirement to the brand management. Supposedly, all products and services could be verified by functional, symbolic or experimental elements, through which brand image is recognized. In addition, Kotler and Keller were translated by Bob Sabran (2013) there are several indicators in the brand image;

1. Atribut :
  - a. Things that are not related to the product (example: price and product image)
  - b. Product-related matters (example: product display and taste).
2. Function :
  - a. Functionally, providing solutions to problems or potential problems consumers can experience, assuming that a brand has specific benefits that can solve the problem.
  - b. Symbolic, which is directed at the desire of consumers in an effort to improve them selves, valued as a member of a group, affiliation, and a sense of ownership.
  - c. Experience, the consumer is a representation of their desire for a product that can provide a sense of fun, diversity, and cognitive stimulation.
3. Overall Evaluation :

The subjective value or interest that the customer adds to the consumption result after the experience. Overall evaluation includes; Culture, Personality, and User.

### **Previous Study**

Advertisers believe that the use of a celebrity affects advertising effectiveness, brand recall and recognition, as well as purchase intentions and follow-through (Spry et al., 2011). Celebrity endorsement usually impacts the feelings of the customers and the position they have concerning the advertisement thus enhancing the brand image (Bondrea and Ștefănescu- Mihăilă, 2014).

According to Amishi Amora and Khushbu Shahu (2013) Celebrity endorsement is a powerful and useful effect on advertising and campaign on a consumer, using celebrity for the endorsement can make a great impact on the consumer mind and brand image. Celebrity endorsement is also believed to have an influence on brand image and level of loyalty a consumer has towards a brand (Udo and Stellah, 2015).

### **Research Design**

Researcher will use Celebrity endorser as variable x or independent variable will affect brand image as variable y or dependent varieable. So, the objective of this research is to know the impact of celebrity endorser to Brand Image.

### **METHOD**

This research will be applied research where the main objective is to analyse the effectiveness of Celebrity Instagram Endorsement to Brand Image of Iluvia Indonesia brand. To conduct this research, the researcher will use a descriptive method to describe an event occurring and quantitative method by using quantitative data questionnaire to the customer. This questionnaire aims to collect primary data with judgment sampling method.

The researcher will use a probability sampling technique by using purposive sampling. To calculate the required number of samples respondents will use the Slovin formula because it is believed to determine the minimum sample with an error rate of only 10%.

Slovin Formula:

$$n = N / (1 + Ne^2)$$

n = the sample size

N = the population size

e = the margin of error.

$$n = N / (1 + Ne^2)$$

$$= 126,870,240 / (1 + 126,870,240 \times 0.1^2)$$

$$= 126,870,240 : 1268703.4$$

$$= 100 \text{ person.}$$

After that, to measure the validity of the data from questionnaire, the researcher will test the validity and reliability used spss tools and used simple linear regression to know the influence of Celebrity Instagram Endorsement to Brand Image.

### **Result and Dicussion**

After separated the questionnaire to 100 respondents, researcher analyze the validity and reliability the question using spss tools, and here is the result;

*Table 1. 1 Validity Analysis Result*

Variable	No. Question	Coefficient Correlation	Statement
Celebrity Instagram Endorsement	1	0,740	VALID
	2	0,826	VALID
	3	0,653	VALID
	4	0,710	VALID
	5	0,788	VALID
	6	0,580	VALID
	7	0,384	VALID
	8	0,752	VALID
	9	0,739	VALID
Brand Image	10	0,764	VALID
	11	0,742	VALID
	12	0,758	VALID
	13	0,793	VALID
	14	0,722	VALID
	15	0,652	VALID
	16	0,622	VALID

From the table 1.1, the data shows coeffecient corelation more that 0,3. It means all the question are valid.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,933	,932	16

*Figure 1. 1 Reliability Analysis Result*

Looking at the table 1.2 above, we can know that the value of Cronbach's Alpha is 0,933. And because of  $R_i = 0,933$  greater than 0, 6 so the data is reliable. So, the data can be used to analyze this research.

After validity and reliability analysis, we analyze the influence of Celebrity Instagram Endorsement to Brand Image using simple linear regression method.

### One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	,99493668
Most Extreme Differences	Absolute	,055
	Positive	,055
	Negative	-,028
Test Statistic		,055
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Figure 1. 2 Kolmogorov-smirnov test Result

The data can be a normal distribution if the value of Kolmogorov Smirnov Z greater than 0, 05. Because of the value of Kolmogorov Smirnov (on the table 1.3) Z=0,55 Sig. > 0, 05 and the residuals on histogram are not skewed; it means that the distribution of the data is normal.

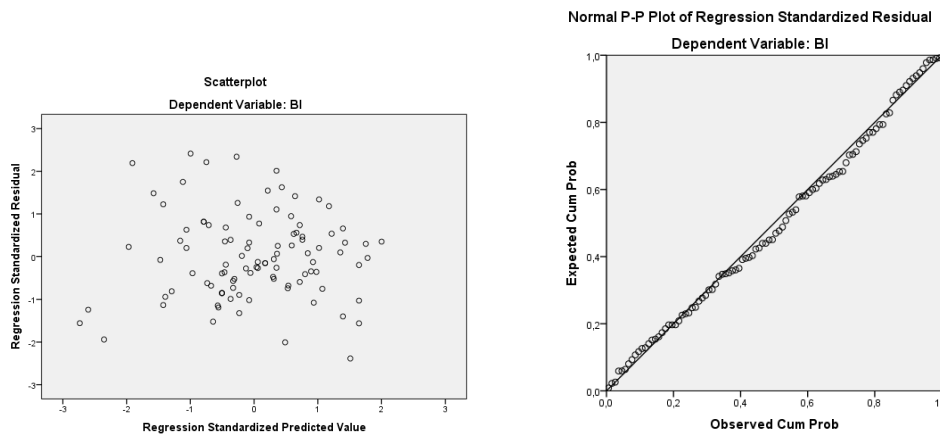


Figure 1. 3 Scatterplot Result

Looking at the table 1.4 above, it showed the relationship between two variable X and Y showed proportional to the straight or reverse. So, based on the right graphic above we can know that celebrity instagram endorsement give the impact to Brand Image.

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1236,857	1	1236,857	100,270	,000 <sup>b</sup>
	Residual	1208,857	98	12,335		
	Total	2445,715	99			

- a. Dependent Variable: BI
- b. Predictors: (Constant), CE

Figure 1. 4 Anova Result

Value of significant is showing 0,000, it less than 0, 5 so we can know that it is representing all of the population it means that the regression model can be used to predict the value of brand image.

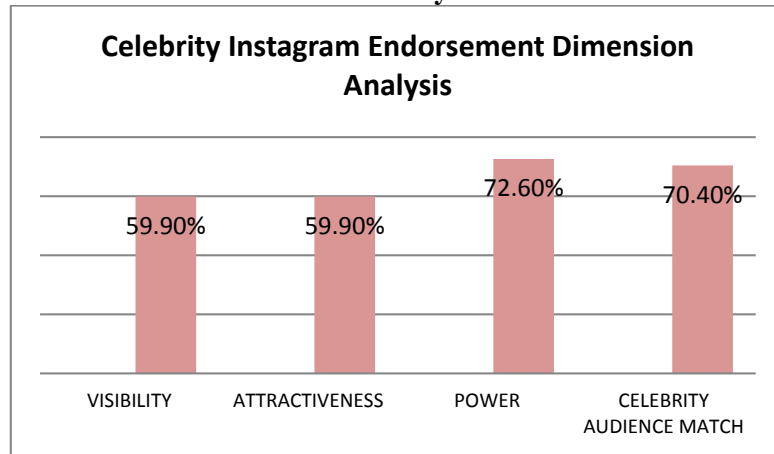
Model Summary <sup>b</sup>			
Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,711 <sup>a</sup>	,506	,501

- a. Predictors: (Constant), CE
- b. Dependent Variable: BI

Figure 1. 5 R value result

Based on the figure 1.5, it showed R value is 71, 1% it showed the correlation between independent variable (Celebrity Instagram Endorsement) and dependent variable (Brand Image) amount 71, 1%. And for the  $R^2$  value can independent variable (Celebrity Instagram Endorsement) and dependent variable (Brand Image) amount 50,6%.

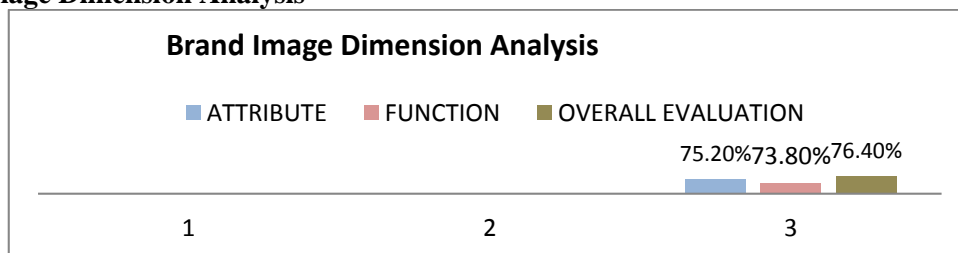
### Celebrity Instagram Endorsement Dimension Analysis



Graphic 1.1 Celebrity Instagram Endorsement Dimension Analysis

From the fourth indicator, we can see that power and celebrity audience match is more dominant rather than visibility and attractiveness. So, we can conclude that respondents are more interest to the brand who promoted their product used the celebrity, who looked match with their style, have the same characteristic, have a good image in the eye of people, and give positive impact to people, rather than who have popularity or celebrity who is good looking.

### Brand Image Dimension Analysis



Graphic 1.2 Brand Image Dimension Analysis

From the graphic 1.2, it showed these three indicators can potentially be implemented to enhance the brand image of a local fashion brand because most of the respondents agree that celebrity Instagram endorsement is believed to strengthen the image of the brand.

### Consumer of Assesment of Its Celebrity Instagram Endorsement

In determining the design strategy in using celebrity Instagram endorsement, the researcher will be recommended who use power and celebrity audience match as main indicators, because respondents are agree with this indicators, and the popularity of celebrity (visibility) and the physical interest (attractiveness) can be as the most supporting indicators in creating the strategy of utilising celebrity instagram endosement.

The researcher will recommend Iluvia Indonesia to find celebrity Instagram that has ability to promote the product and the brand who believed to provide inspiration and good image in the eyes of the community. Besides, researcher will used celebrity who has the same characteristics and style with the identity of Iluvia Indonesia's brand. After that, the author will choose the celebrity Instagram that has popularity and good physical application (beautiful or handsome), emotional similiarity (in terms of age, gender, social status).

### CONCLUSION

Endorsement using celebrity Instagram can be affected to increase brand image of fashion start-ups. The result of this research shows that celebrity Instagram has the positive impact on the brand image

with value coefficient determination is 50, 60 per cent. Celebrity instagram in one an effective advertising that believed can increase brand image.

Celebrity Instagram who have power, celebrity audience match, visibility, and attractiveness dimension are believed can increase brand image. celebrity instagram who has the power or ability to promote the product or brand, give positive inspiration, positive vibes to public, and the same characteristics or style with its identity of brand, popularity in the eye of people, has followers instagram account more than 20k, physical interest application (beautiful or handsome), emotional similarity (in terms of age, gender, social status) are believed to increase the brand image of its fashion brand.

The strategy of Celebrity instagram endorsement with power, celebrity audience match, visibility, and attractiveness indicators will be used for Iluvia Indonesia to increase their brand image.

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