

# The Effectiveness of Prilly Latuconsina as Implora Cosmetics Brand Ambassador on Instagram Followers @prillylatuconsina96

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## ABSTRACT

Implora Cosmetics is a cosmetics company established in Sidoarjo in 2004. The company implements a marketing public relations strategy by appointing popular local celebrities as brand ambassadors to attract public attention. A brand ambassador is a representative of a company who helps increase audience awareness of the brand. One recent example was the appointment of Prilly Latuconsina as the brand ambassador for the Implora Urban Series campaign, #BeraniJadiAku. The campaign utilizes Instagram as the main platform to deliver messages to the audience. This study examined the effectiveness of Prilly Latuconsina as an Implora Cosmetics brand ambassador, by employing Ohanian's (1990) Source Credibility Theory, which encompasses three dimensions: trustworthiness, expertise, and attractiveness. The research employed a descriptive quantitative method with purposive sampling. The data were collected through an online survey using Google Forms, with 100 respondents. The findings indicated that Prilly Latuconsina was perceived as an effective brand ambassador, with a total mean of 4.36. The highest mean was found in the attractiveness dimension, with a mean of 4.41.

**Keywords:** *Brand ambassador; effectiveness ; SOR ; marketing public relations ; source credibility*

## INTRODUCTION

Communication is an essential part of human life. According to Harold Lasswell, communication is the process of delivering messages from communicators to communicants through media to produce certain effects. Communication becomes effective when the message can be understood. This is in line with the SOR Theory, explaining that communication involves stimulus (message), organism (communicant), and response (effect). After receiving a stimulus, the communicant will give a certain reaction. Messages can be accepted or rejected, depending on the communicant's response (Effendy, 2003).

In the context of marketing communication, one of the strategies used by companies to build relationships with the public is marketing public relations (MPR). According to Ruslan (2014), MPR involves planning and evaluating programs to stimulate purchases and enhance consumer satisfaction through communication by delivering credible information and creating impressions aligning the company and its products with consumer needs and desires. Among the various media used in MPR, advertising is one of the most common things. Advertising aims to motivate the target market to take specific actions after receiving a message, and it can be defined as a message offering a product to the public through a particular medium (Kasali, 1995).

One of the commonly used strategic forms of MPR is the appointment of brand ambassadors enabling the company to gain a competitive advantage. A brand is a symbol, name, or creation that distinguishes a product or service from competitors (Firmansyah, 2019). To strengthen their brand, companies often appoint brand ambassadors as product representatives to convey messages to the public. Brand ambassadors are individuals who are appointed to influence consumers to use certain products (Royan, 2004). Brand ambassadors are typically selected from among renowned public figures, including artists, celebrities, influencers. This is because they have a wide reach and persona matching the product image (Thabroni, 2022).

To measure the success of the MPR strategy, each company must determine the measure of the success rate of the activities carried out. Effectiveness is a detailed measurement of a predetermined target or goal (Handayaningrat, 1994). The effectiveness of brand ambassador measurement in this study will be measured using the Source Credibility Model according to Ohanian (in Fred, 2015), consisting of attractiveness, trustworthiness, and expertise. Source credibility explains that a person will be more easily persuaded if the person delivering the communication message is a person considered trustworthy (credible).

Many companies utilized social media as part of their marketing public relations (MPR) strategy to reach the wider community (Juwita, 2017). In Indonesia, active social media users reach 167 million people, equivalent to 60.4% of the population. In fact, Instagram was the second most popular platform after WhatsApp, used by 85.3% of the population (We Are Social, 2024).

The cosmetics industry continues to expand with an estimated annual growth of 4% per year, making it a potential sector in both domestic and international markets (Awaliyah, 2024). Intense competition drives brands to innovate, with 54% of Indonesian women now preferring local brands (Pahlevi, 2022), and 91% of sales coming from non-luxury products (Statista, 2024). According to the data, 68% of consumers bought products after seeing them on social media, especially cosmetics influenced by famous personalities (Wolff, 2024).

Implora Cosmetics is a cosmetic company having been established since 2004 in Sidoarjo. In November 2024, Implora used the MPR strategy by appointing Prilly Latuconsina as its newest brand ambassador. Prilly was chosen to represent Implora Urban Series products that have bold and flawless characters, as well as the #DaretoBeMe campaign

that encourages women to appear confident and show their potential. Prilly is known as an inspiring and multitalented young artist. She was the third Indonesian artist with the most followers on Instagram (Miranti, 2024) and was in the top 100 artists with the most followers in the world (Sultan, 2021). Besides being brave to show herself and her achievements.

In addition to being the brand ambassador of Implora Cosmetics, with an inspiring image and popularity, Prilly Latuconsina has also been trusted by various brands to become a brand ambassador. However, the interesting thing about being the brand ambassador of Implora Cosmetics is that this is the first time Prilly Latuconsina has brought more bold characteristics. Unlike before, Prilly Latuconsina has always been a representative of a fun, young, and more graceful brand.

Prilly often becomes a brand ambassador for various brands, leading to public confusion about which brands she represents. Therefore, this study focused on Prilly's Instagram followers receiving content directly from her. She has posted 11–12 Implora about contents on Instagram, and some in collaboration with Implora Cosmetics. Meanwhile, the Implora Cosmetics account features frequent and well-organized content with Prilly, as a result, followers of the Implora Cosmetics Instagram account are already aware that Prilly Latuconsina is their latest brand ambassador. Instagram is chosen over TikTok because Prilly mainly promotes Implora there. Her TikTok activity is minimal, with only two soft-sell posts, while her Instagram content is more educational, includes calls to action, tags, and collaborations, and shows higher engagement.

The subjects of this study were young women aged 18–30, including college students and professional workers, representing Implora's target market (TVOne News, 2025). Instagram was chosen as the focus platform because 54.2% of its users in Indonesia were women, mostly aged 18–34 (NapoleonCat, 2024), aligning with Implora's audience. Instagram was also the most effective platform for beauty promotion, with 76.4% of women using it to find beauty products (ZAP Beauty Index, 2024).

Before this study, there was the study by Yosmar (2023), a student at Atma Jaya Yogyakarta University, titled “The Influence of Clarissa Putri's Credibility as Yellow Fit Brand Ambassador on the Purchase Decision of Clarissa Edition Products,” is an explanatory quantitative study using Ohanian's Source Credibility theory. The results showed that Clarissa Putri's credibility influenced purchase decisions. Unlike Yosmar's study, which focused on purchase decisions, this research examined the effectiveness of the brand ambassador. Nonetheless, both studies apply the source credibility model to assess brand ambassador credibility.

Based on the phenomenon, the research question in this study is “How effective is Prilly Latuconsina as Implora Cosmetics brand ambassador on Instagram followers @prillylatuconsina96 ?” This study aimed to determine the effectiveness of Prilly Latuconsina as Implora Cosmetics brand ambassador on followers @prillylatuconsina96.

## LITERATURE REVIEW

### *SOR (Stimulus - Organism - Responds)*

The SOR (Stimulus-Organism-Response) theory explains how changes in an organism's attitude occur when exposed to a stimulus. According to the SOR theory, in the context of communication related to attitude change, the "how" aspect is more significant than the "what" and "why." This is because attitude change is largely dependent on internal processes within the individual. The model illustrates that communication is a process of action and reaction. In the SOR model, the three main elements are: the stimulus (the message), the organism (the communicator), and the response (the effect) (Effendy, 2003). Within this framework, there is a possibility that the communicator may reject the received message. If the message is rejected, it indicates that the stimulus provided was ineffective or uninteresting. Conversely, if the message is accepted, it can lead to an effect in the form of attitude change (Abidin, 2022).

### *Marketing Public Relations*

Marketing public relations (MPR) is a component of public relations activities overseen by marketing managers to help achieve overall marketing goals (Kasali, 2005). MPR serves as a method for communicating brand excellence and is frequently employed in advertising, promotions, and personal selling (Shimp, 2003). Wasesa (2011) outlines several key functions of MPR, which include educating consumers, launching brands or products, organizing events to introduce and build brand awareness, enhancing public service for customers, assisting the media in product testing, and inviting the media or the public to observe the product manufacturing process firsthand.

### *Brand*

According to Durianto (2017), a brand is defined as the ability of consumers to recognize or recall a product within a specific category. Kotler and Keller (2016) further describe a brand as consisting of elements such as names, symbols, and designs that differentiate a product from its competitors. A brand not only helps consumers identify products but also builds awareness, trust, and emotional connections, thereby creating a strong identity (Firmansyah, 2019).

### *Brand Ambassador*

According to Firmansyah (2019), a brand ambassador is a figure who has a passion for a *brand* and can influence consumers to use or buy a product. Brand ambassadors must have three main characteristics, namely attractiveness, trustworthiness, and expertise (Royan, 2004). The characteristics of a public figure as a brand ambassador will influence the promotion carried out by the company (Lawu et al., 2021). The job of a brand ambassador is

not easy, because a brand ambassador must be able to reflect the brand they represent well, and this is also related to their character (Rosyadi, 2021).

### ***Effectiveness***

According to Ruslan (2005), effective means successful in achieving objectives to satisfy related parties. Effectiveness is a measurement activity to determine the scale of success or achievement of predetermined objectives or goals (Sunarjo, 1995). To achieve effectiveness, strategies and efforts are required. If a company or organization can achieve its objectives, it is said to be effective. Conversely, if a company has not been able to or has failed to achieve its predetermined objectives, it is said to be ineffective.

### ***Source Credibility***

*Source Credibility Theory*, was proposed by Hovland, Janis, & Kelley in their book entitled *Communication and Persuasion* in 1953. *Source credibility* from Ohanian consists of two models, which originate from the source credibility model of Hovland and his colleagues in 1953 and the *source attractiveness* model proposed by McGuire in 1985. These two models were combined by Ohanian (1990), resulting in the Source Credibility model consisting of attractiveness, trustworthiness, and expertise. According to Ohanian (1990), source credibility is defined as “the positive characteristics of a communicator that influence the acceptance of a message by the recipient.” The source credibility model analyzes the factors that influence the perceived credibility of a communicator. According to Ohanian (in Fred, 2015), the *source credibility* model is adopted as follows:

#### **1. Trustworthiness**

The level of trust a person has in accepting information/messages provided by a communicator. *Trustworthiness* is an important component in persuading an audience. There are five aspects of *trustworthiness*, including *dependable, honest, reliable, sincere, and trustworthy*.

#### **2. Expertise**

The extent to which a celebrity communicator is considered a valid source of statements. Expertise is supported by the celebrity's knowledge, skills, or experience so that their messages about a product or brand can be considered valid and persuasive to the audience. Five aspects influence expertise, including *expert, experience, knowledge, qualified, and skilled*.

#### **3. Attractiveness**

The degree to which a celebrity is considered attractive or has positive characteristics that can make consumers interested or increase their interest in the brand or product they represent. Attractiveness can strengthen the impact of the message if it satisfies three criteria: *similarity, familiarity, and likability*.

## ***Social Media***

Social media is a web-based service that provides opportunities for individuals to create public or semi-public profiles within a connected system, display a list of friends, and browse accounts from that list and other accounts within the system (Luik, 2020). The motivations for using social media include seeking information, sharing information, entertainment, relaxation, and social interaction (Whiting and Williams, 2013). Social media provides users with the freedom to interact and disseminate information. According to Nasrullah (2015), there are several types of social media, including social networking, media sharing, blogs, microblogging, collaborative content media/wikis, and social bookmarking.

## ***Instagram***

According to Atmoko (2012), Instagram comes from the words “insta” (instant) and “gram” (telegram), which means to inform and share photos quickly. Instagram is an application that has various features that serve to make photos or videos look more beautiful, attractive, and artistic. According to Alfindra & Yahya (2017), the friendship system in Instagram uses the terms “followers” (other users who follow us) and “following” (other users we follow). The number and engagement of followers are important factors because the more followers you have, the wider the reach of the messages you can convey.

## **METHODOLOGY**

### ***Research Conceptualization***

This study uses a descriptive quantitative approach. Meanwhile, descriptive research aims to determine the value of an independent variable without comparing it to other variables. The research method used in this study was an online survey by distributing a Google Form questionnaire to followers of the Instagram account @prillylatuconsina96. This study focused on the effectiveness of Prilly Latuconsina as a brand ambassador for Implora Cosmetics among the followers of Instagram @prillylatuconsina96. The indicators used were based on Ohanian's (1990) source credibility model.

### ***Research Subject***

The subject of this study was the followers of Instagram @prillylatuconsina96. Meanwhile, the object was the effectiveness of Prilly Latuconsina as the brand ambassador of Implora Cosmetics on the Instagram followers @prillylatuconsina96. This study used non-probability sampling, specifically purposive sampling. According to Sugiyono (2013), purposive sampling is a technique for selecting data sources based on specific considerations. In this study, respondents had to be followers of the Instagram account @prillylatuconsina96, female, aged 18-30 years, students or professional workers, and had seen content or

advertisements featuring Prilly Latuconsina as the brand ambassador for Implora Urban Series products in the last three months.

The population data for this study was collected on February 26, 2025, with the number of Instagram followers of Prilly Latuconsina totaling 56.3 million. The researcher used the Slovin formula with a 10% error margin to determine the sample size, resulting in 100 participants.

## RESULTS AND DISCUSSION

### *Data Analysis*

The data analysis will use the results of a questionnaire distributed to 100 respondents using the Source Credibility Model indicators. The results of the respondent data will be calculated using the mean and then tested for validity using SPSS 23. The researcher used a Likert scale to measure the respondents' answers to the questionnaire. If respondents answer 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. To measure the class intervals, they are grouped into 2 :

$1.00 \leq x \leq 3.00$  = ineffective

$3.01 \leq x \leq 5.00$  = effective

### *Data Findings*

**Table 1.1 Table of Mean Source Credibility**

Source Credibility	Mean	Efficiency Result
Trustworthiness	4.37	Effective
Expertise	4.31	Effective
Attractiveness	4.41	Effective
Total	4.36	Effective

Source : Research Report, 2025

### *Analysis and Interpretation*

This study focused on the effectiveness of Prilly Latuconsina as a brand ambassador for Implora Cosmetics among the Instagram followers of @prillylatuconsina96. The effectiveness was measured using the Source Credibility Model, which included the dimensions of trustworthiness, expertise, and attractiveness. The overall results indicated that

Prilly Latuconsina was effective as a brand ambassador for Implora Cosmetics, with a total mean score of 4.36.

### ***Trustworthiness***

*Trustworthiness* is defined as the degree of confidence a person has in accepting information/messages provided by a communicator (Ohanian, 1990). A message can be very influential, even affecting a person's attitude when they trust the communicator who is the source of the information (Royan, 2004). The “dependable” indicator received the highest mean score of 4.5, reflecting how dependable the communicator is perceived to be in delivering advertising messages. The highest mean was from the statement, “Prilly Latuconsina is dependable on introducing makeup products that are bold and flawless”. This is because Prilly’s image aligns well with the character of Implora’s products. “Bold & flawless” reflects not only a makeup look but also her personal trait “*bold*” signifies strength and courage, while *flawless* represents her achievements. Implora chose Prilly for her strong, brave, and accomplished character. She is also focused on education, socially active, and open to trying new things that align with Implora’s brand value.

Prilly's bold and flawless character is evident in her Instagram posts, from her achievements, challenging hobbies, and commitment to education, and her makeup look that reflects the character of the product. This makes her a dependable choice for introducing the bold and flawless makeup products. When selecting a brand ambassador, there must be an alignment between the celebrity image and the brand value (Greenwood, 2012).

The second statement in this indicator is “Prilly Latuconsina is dependable on informing the quality of makeup products that are pigmented, lightweight, smudge-resistant, and long-lasting,” with a mean of 4.4. Prilly conveys product quality through simple yet educational makeup tutorial videos, with a minimal call to action approach. Her natural communication style makes the audience consider her posts as a dependable source of information. She also expresses her liking for the results of Implora products, indicating that she genuinely uses and enjoys them. This personal opinion adds an authentic touch, further reinforcing the perception that Prilly is a reliable figure. A brand ambassador with high trustworthiness can influence consumers' perceptions of a brand's quality and dependability (Maharani & Achmad, 2024).

The second highest indicator was obtained by trustworthy with a mean of 4.40. Trustworthy is defined as the audience's assessment of how convincing the celebrities in the advertisement are. The statement with the highest mean was “Prilly Latuconsina is known as a trustworthy figure when it comes to makeup products that are bold and flawless” with a mean of 4.47. Prilly is considered trustworthy in conveying information, reinforced by her role as a lecturer at UGM, Universitas Udayana, and now at LSPR Jakarta. As an academic, she is synonymous with credibility, the ability to convey information accurately, and responsibility (Nurfalah & Widiyanti, 2025). This supports the perception that she is not only convincing in appearance but also credible in conveying the bold and flawless character of

the product. Her consistency in wearing makeup while teaching as a lecturer further strengthens her image as a trustworthy figure.

Meanwhile, the second statement is “The way Prilly Latuconsina delivers the message is trustworthy, emphasizing that the product is pigmented, lightweight, smudge-proof, and long-lasting” received mean 4.33. Prilly’s delivery of Implora’s quality is evident in one of her posts, where she confidently shares her opinion about the product’s quality. In another interview, she emphasized that a brand doesn't have to be expensive, what matters is the quality (Dreamco, 2024). Prilly's convincing delivery is reinforced by the positive responses from the audience in the comment section appearing to be persuaded. Her casual yet informative communication style, along with the support from her followers, indicates that Prilly is perceived as a figure with high trustworthiness in conveying the quality of Implora products. This aligns with Rossiter et al. (2018), stating that the trustworthiness of a brand ambassador is crucial in building credibility when consumers need convincing information.

The third highest indicator was obtained in sincerity with a mean score of 4.37. The statement with the highest mean score was “Prilly Latuconsina sincerely promotes makeup products with a bold and flawless character”, obtaining a mean score of 4.38. Lee & Eastin (2020) stated that the higher the perceived sincerity, the more positive the audience's attitude toward the brand. Prilly is known for only promoting brands she has tried and liked (Permana, 2018), and she does so wholeheartedly. In one of her Instagram posts, Prilly shared her photo without any direct promotional elements. However, when @imploracosmetics commented, she responded spontaneously, “AHH THANK YOU LORA! I’m wearing the full Urban Series!” This demonstrated the genuine use of the product without any coercion. This communication style reinforces the impression of sincerity and enhances the perception of credibility as a brand ambassador.

The second statement in this indicator, “Prilly Latuconsina speaks sincerely in delivering the message of makeup products empowering women to confidently express themselves” has a mean score of 4.37. In the context of MPR, Prilly’s sincerity as a brand ambassador contributes to the creation of an emotional connection with the audience, thereby enhancing the trustworthiness of the message conveyed (Riadi, 2023). This sincerity is evident in her consistency in encouraging women to be confident, both through the Implora campaign and her personal posts. In one article, Prilly stated that she used makeup to boost her self-confidence and considered makeup a way to highlight inner beauty (Livia, 2020). She also carried this message in her collaboration with Implora to encourage women to be brave in showing themselves. Furthermore, Prilly actively voiced issues about beauty standards and shared her personal experiences of feeling insecure (Rubiah, 2021). This personal journey reinforces the impression that the message conveyed is sincere, not merely a role as a brand ambassador.

The fourth highest mean was obtained on the honest indicator with a mean of 4.34. The statement “Prilly Latuconsina is an honest figure in recommending and promoting makeup products that have bold & flawless characteristics” received a mean of 4.41. In one

of her posts, Prilly wrote the caption “Implora Cosmetic Urban Lip Cream Matte in shade 20 Red Gala will always be my go-to. You can never go wrong with a classic red!” which shows her personal preference without exaggeration. Words like “my go-to” and “you can never go wrong” give the impression of an honest recommendation. In various posts, Prilly is often seen using the products she recommends, particularly the shade 20 Red Gala, without direct promotional elements, reinforcing the perception of honesty in her promotions and recommendations in the eyes of the audience.

The second statement in this indicator is “Prilly Latuconsina gives us honest information about makeup products that are highly pigmented, lightweight, smudge resistant, and long wearing” with a mean of 4.27. Prilly's honesty is evident in one of her posts where she used Implora Urban Lipcream from 4:30 AM until nighttime, with her makeup still looking on point. Her natural delivery accompanied by real evidence reinforces the impression that she is honest in conveying the product's quality. In practice, Prilly as a brand ambassador applies MPR by delivering honest and credible messages, making her promotions trusted and accepted by the audience (Royan, 2005).

The lowest mean in this dimension is found in the reliable indicator at 4.27, but still in the effective category. A brand ambassador must be trustworthy to both the brand and consumers, and provide objective information (Royan, 2005). The highest statement in this indicator is “Prilly Latuconsina is reliable to promote makeup products with a bold and flawless character based on facts” with a mean of 4.25. Prilly Latuconsina, as a brand ambassador, does not fully demonstrate consistency based on facts in conveying product character information. She tends to only showcase the visual appearance of the makeup and highlight her personal character without explicit explanations about the meaning of the bold and flawless. Prilly's lack of explanation regarding these meanings makes the product information feel less factual.

The statement “Prilly Latuconsina shares fact-based information about makeup products that are pigmented, lightweight, smudge proof, and long lasting” received the lowest mean score of 4.25. Although Prilly mentioned the quality of the products, the evidence was still vague and not explained in detail, so it was considered inconsistent based on the facts. The trustworthiness of the communicator plays an important role in shaping the audience's attitude (Ohanian, 1990). Therefore, Prilly needs to convey information based on facts, such as referring to research, and not only briefly swiping the product but also explaining the bold & flawless characteristics directly.

### ***Attractiveness***

*Attractiveness* is defined as the appeal a communicator has in representing the product. The *attractiveness* dimension consists of three indicators, *similarity*, *familiarity*, and *likeability*. According to Ohanian (1990), the appeal of a communicator can influence the audience to change their opinions, evaluate the product being promoted, and so on. The

results showed that all dimensions were effective, but likeability was the indicator with the highest mean score of 4.53. Likeability can be defined as an affection for the physical attractiveness and behavior of celebrities (Erdogan 1999; McGuire 1985). The highest mean was obtained from the statement “I admire Prilly Latuconsina for her courage to confidently express her potential and individuality” with a mean of 4.56, followed by the statement “Prilly Latuconsina is a multitalented entertainer having a likable presence and charm in product promotion” with a mean of 4.51.

The appeal of a communication source is not only seen from physical aspects, but also her non physical characteristics such as intelligence, personality traits, and lifestyle (Permatasari, 2019). Prilly Latuconsina, as the brand ambassador for Implora Cosmetics, has a high level of appeal often considered beautiful by the audience. This non physical appeal is reflected in the audience's perception of her as someone who is admired for her courage in demonstrating her abilities (potential) and her uniqueness, aligning with the statement that received the highest mean score.

Prilly Latuconsina is attractive and likable because of her courage in showing her abilities, such as when she accepted a challenging role in the film *Budi Pekerti*, requiring high emotional control. Her confidence in facing challenges strengthens the public's perception of her appeal. She also possesses uniqueness by actively advocating for social issues such as independent women, environment, and mental health, which are characteristics rarely found among celebrities or the younger generation generally. Through her Instagram posts, Prilly actively encourages women to be confident, keep learning, and support each other, generating positive comments and enhancing her perceived attractiveness.

Prilly Latuconsina, as Implora's brand ambassador, was not only physically attractive but also beloved for her character aligning with the message of the #BeraniJadiAku campaign. This appeal encouraged the audience to adopt the communicator's attitude or interests (Shimp, 2013) and influenced their attitude toward the brand (Lestari & Nurhadi, 2023). Prilly's visual and social appeal further enhanced the effectiveness of brand communication (Goldsmith et al., 2020), as evidenced by the high engagement on collaboration posts with Implora on Instagram.

The diversity of her career and abilities proves that Prilly is a multitalented figure who can inspire and attract attention, making her liked by the public (Agustina, 2025). Her multitalented nature is proven by her various careers, ranging from actress, producer, entrepreneur, singer, lecturer, and even a state owned enterprise expert panel member in the environmental field. With her high likability, Prilly is more persuasive when promoting products. According to the SOR theory, behavioral change is influenced by the quality of stimuli received by the audience (Yasir, 2009). In this case, Prilly, as a brand ambassador, acted as a stimulus that triggered the audience's response. This was evident from the positive comments on her introductory video with Implora, where many followers expressed interest in the promoted product.

In addition, the *familiarity* indicator also showed high results with a mean of 4.38. *Familiarity* is defined as the level of knowledge of the recipient about the source through frequent exposure. The statement obtaining the highest mean was “Prilly Latuconsina is a familiar young Indonesian artist who has an inspiring image for youth and women” with a mean of 4.5. This was followed by the statement “I feel that Prilly Latuconsina is familiar as she often appears at different events” with a mean of 4.27. Familiarity arises from repeated exposure, especially through social media (Lewis, 2010). The statement with the highest mean score is due to Prilly actively sharing her daily routines, her involvement in social activities, and her motivation to young people and women on Instagram having over 56 million followers. This familiarity can make promotional messages more persuasive and contribute to an increase in positive attitudes toward the brand (Ha & Lam, 2016).

Exposure on social media plays a greater role in building audience familiarity with Prilly than her direct presence at various events. In the last three months, she has attended more than five events, as seen on her Instagram. About Implora, MPR Implora held a “Meet and Greet in Jakarta x Beauty” event with Prilly, enthusiastically welcomed by the audience and helped build familiarity with the brand ambassador.

The last indicator of attractiveness is similarity. Although it obtained the lowest mean, it is still classified as effective with a mean of 4.31. *Similarity* is defined as the similarity between the *brand ambassador* and the target market. The statement with the highest mean was “Prilly’s bold and flawless makeup style, using budget friendly products, perfectly matches the preferences of a wide audience” with a mean of 4.38. The majority of respondents in this study were aged 18–25 years (Gen Z). According to the *Beauty Consumer Behavior and Trend Report (2024)*, 48% of Gen Z spend less than Rp150,000 per transaction (Putri, 2024), indicating that affordable makeup products like Implora have similarity with the target market, reinforced by comments from Prilly’s Instagram followers when she showcased a bold & flawless look using Implora, demonstrating shared preferences.

Meanwhile, the statement with the lowest mean was “Prilly Latuconsina and I have a similar characteristic that we are both brave in exploring and expressing ourselves” with a mean of 4.24. Through various comments on Prilly’s Instagram account, it appears that her followers tend to like, admire, and consider Prilly perfect, lowering her similarity score. Additionally, the respondents were predominantly women aged 18–25 (Gen Z), tending to lack self-confidence, while Prilly is a Millennial. According to Insertlive (2025), 74% of women globally felt less confident in important moments, such as building a career. Goodstats (2025) also notes that some Gen Z individuals are not actively engaged in self-development due to various barriers, such as 25% feeling unmotivated, 23% not feeling significant impact, 22% time constraints, 15% financial issues, 14% being in a comfort zone, 12% fear of failure, and 3% considering it less urgent (Wafa, 2025). This low similarity was addressed by Implora through the campaign message, which highlights Prilly's personal side, including her past struggles with low self confidence. Audience members were also

encouraged to share their experiences through the comment section, fostering emotional engagement and building similarity.

### *Expertise*

Expertise is the extent to which celebrities are considered a valid source of statements about a subject (Ohanian, 1990). Brand ambassadors considered experts are more capable of influencing the audience's way of thinking (Indriningyas, 2022). In this study, the expertise dimension included five indicators, namely *expert*, *experience*, *knowledge*, *qualified*, and *skilled*. The highest indicator is experience, with a mean of 4.39.

The highest mean from the statement “Prilly Latuconsina is experienced in promoting makeup products, which enables her to effectively represent bold and flawless product characteristics” with a mean score of 4.45. Her Instagram posts reflect her experience and confidence journey with Implora Urban Series, as she conveys the #DaretoBeMe message both verbally and visually through bold makeup, dark outfits, and assertive expressions. Her consistent makeup style is also seen in daily life. In one of her YouTube videos, Prilly stated that she felt more comfortable wearing dark makeup colors like brown than pink, reinforcing her preference and experience with the product's characteristics. Celebrities with experience using a product are considered more persuasive in influencing their audience (Belch & Belch, 2021). This role aligns with the function of a brand ambassador according to which is to provide testimony (Royan, 2004).

The second statement in this indicator is “Prilly Latuconsina is experienced in informing audiences about makeup products, which helps her deliver relevant information about product qualities such as pigmentation, light texture, smudge resistance, and long-lasting wear” with a mean of 4.33. Her experience can be seen from her involvement in meet and greet activities, where Prilly interacted directly with consumers, explained products personally, and answered questions about product quality. This experience reinforces her expertise in conveying accurate and relevant information about product quality. This event also aligns with the function of MPR, aiming to serve as a platform for introducing and building a brand (Wasesa, 2011).

Then, the second highest mean on the expertise dimension was “*skilled*,” with a mean of 4.38. The statement with the highest mean was “Prilly Latuconsina has strong skills in promoting and recommending makeup products with a bold and flawless character” with a mean of 4.42. Prilly's skills with the product can be seen in the video post “getting ready,” where she demonstrated her makeup skills by applying one of the products from the Implora Urban Series and showing how to use the product, in an attractive style. This post demonstrates that Prilly not only understands the product's characteristics but also possesses the skill to promote and recommend it subtly, reflecting her expertise as a brand ambassador for the product in advertisements.

The second statement in this indicator is “Prilly Latuconsina has the skill to communicate the qualities of makeup products that are pigmented, lightweight, smudge proof, and long lasting so well that it makes me interested in the products.” In the launch post for the Implora Urban Series, Prilly Latuconsina demonstrated her ability to apply the product while conveying its qualities in a style matching the brand's character. Verbal and nonverbal communication skills, such as confident expressions and clear, assertive speech, reinforce the impression that she can convey information effectively. This makes her statements credible to the audience, aligning with the “skilled” indicator, which measures how well a celebrity is perceived to possess skills relevant to the advertised product (Firdaus, 2012).

In the *expertise* dimension, there is also a *knowledge* indicator that obtained the third highest mean of 4.34. According to Ohanian, the expertise of a *brand ambassador* refers to the knowledge they have related to the topic or product they represent (Royan, 2004). According to Yulila (2009), MPR plays a role in increasing knowledge. The statement with the highest mean is “Prilly Latuconsina has strong knowledge of makeup products that have a bold and flawless look” with a mean of 4.37. Prilly demonstrated her knowledge of the Implora Urban Series through makeup demonstration videos. She described her preferences for eyeshadow, her favorite shades, ease of use, and product quality. This explanation reflects a good understanding of the bold and flawless product characteristics. Good celebrity knowledge influences consumer trust (Wang & Scheinbaum, 2018).

The second statement in this indicator is that “Prilly Latuconsina has sufficient knowledge, enabling her to clearly explain the qualities of makeup products that are pigmented, lightweight, smudge proof, and long-lasting” with a mean of 4.32. Her knowledge about product quality was demonstrated through her “a day in my life” post on Instagram, where she used the Implora Urban Series throughout her activities. Although Prilly did not directly mention the product qualities verbally, she tried to prove them through her use of the products in her daily activities, indirectly showing that Prilly had knowledge about product quality.

The *qualified* indicator obtained the fourth highest mean of 4.19. *Qualified* is defined as the extent to which celebrities are considered qualified to be advertising models or promote brands (Firdaus, 2012). The statement with the highest mean was “Prilly Latuconsina is qualified to be a brand ambassador because she is able to promote makeup products with a bold and flawless character” with a mean of 4.33. Through her Instagram posts, she appeared confident with bold and flawless makeup reflecting the character of the Implora Urban Series. A similar style is often displayed by her in various occasions, demonstrating consistency in representing the brand's values. Her experience, knowledge, and skills in promoting products reinforce the perception that she is qualified to be a brand ambassador.

The second statement in this indicator is “Prilly Latuconsina is a qualified figure in communicating the qualities of makeup products that are pigmented, lightweight, smudge proof, and long lasting” with a mean of 4.19. Prilly's qualifications as a brand ambassador

were reflected in one of her posts, where she was seen running and changing clothes three times, yet her makeup remains flawless. This reinforces the perception that Prilly can credibly convey product qualities through direct demonstration, making her a suitable figure who meets the qualifications to communicate quality and represent the brand.

The lowest mean in this dimension is found in the expert indicator, with a mean of 4.18. The statement with the highest mean is “Prilly Latuconsina is known as a figure expert at makeup, allowing her to represent bold and flawless product characteristics effectively” with a mean of 4.25. Prilly's perception as a brand ambassador may decrease because her posts highlight the use and bold & flawless appearance without accompanying education or in depth reviews of the product. Additionally, Prilly is more recognized as a public figure than a beauty expert, also influencing the audience's perception of the expert indicator. However, according to Andrea et al. (2022), an ideal brand ambassador should have expertise in the products they promote to be considered more credible.

The statement with the lowest mean in this indicator is “Prilly Latuconsina is considered an expert in makeup, enabling her to clearly explain product qualities such as being pigmented, lightweight, smudge proof, and long lasting” with a mean score of 4.12. As mentioned in the trustworthiness dimension, her posts only briefly mention these qualities without detailed demonstrations, making the information appear unclear and reducing perceptions of her expertise. The 1995–2010 generation was highly critical and expected technical, in depth explanations, including ingredients and environmental impact (Kompas, 2023). These expectations make Prilly's explanations not proficient. MPR was responsible for preparing the ambassador's presentation (Anonymous, 2010). Implora responded by hosting an Instagram Live with Prilly, where she explained the products, discussed their qualities, and answered audience questions to improve perceived expertise.

## CONCLUSION

The overall results from the source credibility model indicated that Prilly was effective as a brand ambassador. The attractiveness dimension recorded the highest mean 4.41, reflecting her strong appeal. Cross tabulation by age also showed attractiveness as the highest across all categories, suggesting that Prilly's appeal successfully captured the attention of Implora's target market. Prilly's attractiveness does not only come from physical aspects but is more prominent in non physical aspects. Attractiveness consists of likeability, familiarity, and similarity. Prilly is liked for her bold character in showing her potential and uniqueness, reflected in her challenging acting roles and her concern for social issues like women's independence, mental health, and the environment. Her multitalent and achievements enhance her appeal in product promotion. She is familiar to audiences due to her active presence on social media, where she shares her activities and achievements, and her frequent appearances at various events. Although similarity scored the lowest, it was still effective, as she shared interests in bold and flawless makeup using affordable products and

confidently explored her identity. This showed the importance of selecting a brand ambassador who aligns well with the product and brand (Utomo, 2024).

Although the expertise indicator obtained the lowest mean compared to others with a mean of 4.31, it is still in the effective category. Expertise is an important aspect of the credibility of a brand ambassador. The lowest mean score for expertise might be because, in her various posts, Prilly tended to focus on her appearance rather than providing detailed or in depth education about the product. Additionally, Prilly is more widely recognized as a public figure (artist) than as someone with expertise in the field or product she promotes. The respondents of this study were born between 1995-2010, growing up alongside technological developments and exposure to information from various sources, which made them more critical (Kompas, 2023). Therefore, they require higher standards of expertise to convey information about products in a more critical, technical, and detailed manner.

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