

# The Effectiveness of Brand Ambassador Toward Generation Z in Indonesia

**Monica Antonio, Jandy Edipson Luik, & Astri Yogatama**

Communication Science Departement, Petra Christian University

## ABSTRACT

This research measures the effectiveness of using NewJeans as a brand ambassador in Indomie's Marketing Public Relations strategy for the Korean Ramyeon Series, targeting Generation Z in Indonesia. In this case, Indomie as an Indonesian instant noodle brand, collaborated with NewJeans as a brand ambassador in 2024 for their new premium selection product Korean Ramyeon Series. The brand has continuously strived to maintain its position by implementing innovative public relations marketing activities to reach a broader target market and leave a stronger impression on consumers. This research was a quantitative study that used an online survey method in the form of a questionnaire, distributed to 400 Generation Z respondents in four social media which are instagram, x, tiktok, and youtube using a likert scale via Google Forms. The results of this study showed that NewJeans proved to be effective as Indomie's brand ambassador, as indicated by the average score of 4.15 across the VisCAP (Visibility, Credibility, Attraction, and Power) model indicators. This research demonstrated that the most effective VisCAP indicator for NewJeans as a brand ambassador was Attraction, referring to their appeal, with a mean score of 4.23.

**Keywords:** marketing public relations, effectiveness, brand ambassador, VisCAP model, instant noodle product

## INTRODUCTION

In an increasingly competitive business world, effective communication strategies in introducing products are key to achieving a brand's success. One commonly used approach is Marketing Public Relations. According to Ruslan (2010), Marketing Public Relations is the process of planning, implementing, and evaluating communication programs to encourage consumer purchases and satisfaction through reliable information and a positive image that connects the company with consumer needs. In Marketing Public Relations activities, the effectiveness of the message delivered to the public can be observed through changes in the attitudes of the message recipients.

Effectiveness is the degree of accuracy in achieving a goal or objective (Mohyi, 1999). According to Effendy, communication is considered effective when the meaning or intent of the message is successfully received by the recipient (Ariella, 2022). If the message receives a positive response, then the communication can be considered effective. However, if the response is negative, the communication may be deemed a failure because the message could not be interpreted by the communicant or message recipient (Mulyana, 2008).

A brand is the distinctive identity of a product, service, company, or individual that differentiates it from others. According to Listya and Rukiah, a brand represents a symbol, sign, design, or a combination of these elements that sellers utilize as a form of identity to set themselves apart from competitors in the marketplace (as cited in Paninggiran, 2022). In increasing brand awareness, a brand can use effective methods to communicate its product message. One such method is by using a recognizable face known as a brand ambassador. According to Shimp and Andrews (2014), a brand ambassador is a well-known figure who serves to support a brand.

The selection of a brand ambassador must take into account the alignment between the celebrity's image and the brand's characteristics (Izzmatika & Halida, 2024). This alignment makes the brand ambassador more effective in delivering the product message to the target audience, thereby creating a strong and lasting impression in the minds of consumers. A brand ambassador can also embody the brand's cultural values, enhancing perceived authenticity and making consumers more trusting and engaged with the product (Patil, 2024).

The effectiveness of a brand ambassador can be measured using the VisCAP model, which consists of four components: Visibility, referring to the extent to which a person is known by the public; Credibility, which includes the relationship between the brand ambassador's knowledge of the product and their objectivity; Attraction, which refers to the characteristics that make the brand ambassador appealing and capable of capturing consumers' attention toward the brand; and Power, which is the brand ambassador's ability to influence consumers to purchase the product they represent (Rossiter & Percy, 2018).

In recent years, specifically from 2021 to 2024, East Asian culture, particularly that of South Korea has become increasingly globalized and has significantly influenced the global economy. This phenomenon is known as the Korean Wave, a term used internationally to describe the widespread popularity of South Korean culture around the world. The rise of the Korean Wave has prompted many brands, including companies in Indonesia, to compete in appointing South Korean celebrities as brand ambassadors. According to Twitter, in 2021, Indonesia ranked first among countries with the largest number of K-Pop fans (Alifah, 2022).

Indomie, a well-known local instant noodle brand, embraced the Korean Wave trend in late October 2024 by incorporating a brand ambassador into its marketing strategy to promote the Indomie Korean Ramyeon Series. The brand's name is derived from combining "Indonesia" and "mie" and was successfully launched by PT Indofood Sukses Makmur Tbk.

Indomie products are produced through highly hygienic processes that comply with international quality standards. The Indomie Korean Ramyeon Series falls under the premium selection category, aiming to attract a new customer base by offering instant noodles with global flavors.

As the most popular instant noodle brand in Indonesia, Indomie had never previously used a celebrity figure to represent their products. However, in introducing its premium selection variant, the Korean Ramyeon Series, Indomie changed its strategy for the first time by partnering with NewJeans as brand ambassadors to strengthen the product's image. This strategy aims to expand the global market while bringing innovation, excitement, and a positive spirit that resonates with the younger generation, especially Generation Z in Indonesia and around the world (Chaniago & Prasetya, November 1, 2024).

NewJeans, the South Korean girl group serving as Indomie's brand ambassador, is composed of five members: Minji, Hanni, Danielle, Haerin, and Hyein. The group embodies a straightforward philosophy similar to a pair of jeans that can be worn daily without losing appeal while also symbolizing "New Genes," representing a fresh generation of K-Pop idols with a nostalgic Y2K style. Formed by ADOR, a subsidiary of HYBE, on July 22, 2022, NewJeans made their debut with the tracks Attention, Hype Boy, and Cookie (Natasya, 2023).

The choice of NewJeans as brand ambassadors perfectly aligns with the primary target audience of the Indomie Korean Ramyeon Series, which is Generation Z. According to Indofood Director Axton Salim, NewJeans was selected because their music and personalities appeal to the target market, which is Generation Z, and because they align with Indomie's brand values and image by being fun, energetic, and uplifting. As a rising group, they have gained global popularity among music fans, establishing themselves as a global phenomenon (Alfrialdi, October 31, 2024).

Indomie leverages social media as a key channel to connect with its followers. Since Generation Z tends to use social media more frequently, Indomie engages with this demographic through several popular platforms. Among its social media channels, Indomie is most active on Instagram, X, TikTok, and YouTube to maintain communication with its audience.

This research refers to previous studies, by Laraswati from Universitas Tidar in 2023, who examined "*The Effectiveness of Han So Hee as a Brand Ambassador on the Purchase Decision of Somethinc Products*" using a survey method and the VisCAP model. The results showed that Han So Hee was considered effective, with attractiveness being the most prominent indicator. The relevance of this study lies in its focus on evaluating the effectiveness of a South Korean brand ambassador using the VisCAP model. The difference lies in the research subject, which in Laraswati's study was the purchase decision for Somethinc products, and this study focuses on Generation Z in Indonesia

The researcher's interest in studying the effectiveness of NewJeans as brand ambassadors for the Indomie Korean Ramyeon Series among Generation Z in Indonesia is due to the important role brand ambassadors play in delivering product messages and building a positive brand image. This phenomenon is particularly interesting because Indomie, which had never previously used a brand ambassador, collaborated for the first time with NewJeans in October 2024 to expand its global market among Generation Z through the launch of the premium Indomie Korean Ramyeon Series.

Based on the aforementioned background, this study aims to examine *The Effectiveness of Using NewJeans as Brand Ambassadors for the Indomie Korean Ramyeon Series Toward Generation Z in Indonesia*. The researcher employs the VisCAP model, developed by Rossiter and Percy, which is considered one of the most comprehensive models, consisting of four key indicators: Visibility, Credibility, Attraction, and Power.

## LITERATURE REVIEW

### ***Marketing Public Relations (MPR)***

According to Thomas L. Harris, Marketing Public Relations (MPR) refers to the strategic process of planning and evaluating programs that encourage purchases and customer satisfaction through communication that connects the company and its products with consumer needs (as cited in Firmansyah, 2020). Ruslan (2010) adds that MPR emphasizes the creation of impressions that are trustworthy and aligned with consumer interests. Unlike advertising, which focuses on direct sales, MPR prioritizes education, information delivery, and enhancing understanding of the brand or company, with communication impacts that are considered stronger and more long-lasting (Firmansyah, 2020).

### ***Brand ambassador***

According to Sianhan et al. (2022), a brand ambassador is an individual utilized by an organization or company as a medium to deliver information about a product, with the aim of creating a lasting impression in the minds of consumers, thereby helping the company achieve its expected sales targets. Greenwood (2012) also highlights that a brand ambassador functions as a strategic tool for delivering targeted messages to the public, with the specific purpose of boosting product sales. Similarly, Royan (2005) emphasizes that a brand ambassador plays a crucial role in shaping the brand's personality. Frans (2004) identifies three important characteristics a brand ambassador must possess: attractiveness, which refers to visual appeal, intelligence, personality, and lifestyle; trustworthiness, which refers to the level of trust that can make people rely on them; and expertise, which refers to knowledge, experience, and skills that align with the brand being represented.

### ***Efektivitas Brand Ambassaodor dengan model VisCAP***

In assessing the effectiveness of a brand ambassador, the VisCAP model by Rossiter and Percy (2018) can be used. This model includes four indicators: Visibility, which refers to the brand ambassador's ability to be recognized by the public; Credibility, which refers to the relationship between the brand ambassador's knowledge of the product and their objectivity, measured through two sub-indicators: Expertise and Trustworthiness; Attraction, which refers to the characteristics or personality of the brand ambassador that are considered appealing and can attract consumers to the brand they represent, measured through two sub-indicators: Similarity and Likability; and finally, Power, which is the brand ambassador's ability to encourage, persuade, and attract consumers to purchase the products they endorse.

## **METHODOLOGY**

This study employs a quantitative approach using a descriptive research design. Descriptive quantitative research aims to gain a deeper understanding of a phenomenon through numerical data (Siroj et al., 2024). The research focuses on a single variable, namely the effectiveness of a brand ambassador, to measure and explain the impact of using NewJeans as the brand ambassador for Indomie Korean Ramyeon Series on Generation Z in Indonesia.

The method used is an online survey, in which the researcher distributes questionnaires digitally to respondents in order to collect data. A questionnaire is a data collection technique where the researcher distributes a list of questions to be answered by respondents (Sugiyono, 2014). An online survey, on the other hand, is a type of survey conducted via websites or email, allowing it to reach respondents across 35 different regions (Bungin, 2001). The questionnaire will contain statements and questions related to the VisCAP indicators: Visibility, Credibility, Attraction, and Power.

The subject of this study is Generation Z in Indonesia, with a total population of 74.93 million according to data from BPS in 2022 (Rainer, 2023). The sample consists of Indonesian Generation Z individuals, both male and female, aged 17 to 28 years old, who have seen photos or videos of NewJeans with the Indomie Korean Ramyeon Series product on social media within the past three months. This study requires 400 respondents as the sample size, selected using a non-probability sampling technique with the purposive sampling method.

The data analysis in this study is conducted using SPSS Program to examine the effectiveness of using NewJeans as the brand ambassador for Indomie Korean Ramyeon Series among Generation Z in Indonesia. The researcher will collect data from 400 respondents, who will provide their responses using a likert scale consisting of five levels, ranging from 1 (strongly disagree) to 5 (strongly agree) for each statement related to the VisCAP indicators in the questionnaire. The collected data will be tested for validity and reliability, then analyzed using mean scores and interval classifications to assess whether each indicator meets the criteria for effectiveness.

## RESULTS AND DISCUSSION

This study focuses on assessing the effectiveness of Indomie’s selected brand ambassador, NewJeans. Based on the framework proposed by Rossiter and Percy (2018), the effectiveness of a brand ambassador can be evaluated through four key dimensions, collectively referred to as the VisCAP model: Visibility, Credibility, Attraction, and Power. To ensure the accuracy of the data, validity and reliability tests were conducted using SPSS with a sample of 30 respondents. The validity test results indicated that the calculated correlation coefficient (r-count) exceeded the critical r-table value of 0.361, thereby confirming the validity of each item within the VisCAP construct. Meanwhile, the results of the reliability test show that the Cronbach’s Alpha value for all indicators is positive and greater than 0.6, signifying that the measurement instrument used in this research is reliable.

**Tabel 1.1 Validity Statistic**

Indicator	Item	r-count	r-tabel	Result
<i>Visibility</i>	A1	0.781	0.361	Valid
	A2	0.813	0.361	Valid
	A3	0.851	0.361	Valid
	A4	0.779	0.361	Valid
<i>Attractiveness</i>	B1	0.719	0.361	Valid
	B2	0.565	0.361	Valid
	B3	0.782	0.361	Valid
	B4	0.684	0.361	Valid
<i>Credibility</i>	C1	0.825	0.361	Valid
	C2	0.836	0.361	Valid
	C3	0.840	0.361	Valid
	C4	0.895	0.361	Valid
<i>Power</i>	D1	0.787	0.361	Valid
	D2	0.812	0.361	Valid
	D3	0.858	0.361	Valid
	D4	0.775	0.361	Valid

**Tabel 1.2 Reliability Statistic**

Variable		Cronbach’s Alpha	N of items	Result
<i>Brand ambassador</i>	<i>Visibility</i>	0.893	0.6	<b>Reliabel</b>
	<i>Credibility</i>	0.793	0.6	<b>Reliabel</b>
	<i>Attraction</i>	0.890	0.6	<b>Reliabel</b>
	<i>Power</i>	0.870	0.6	<b>Reliabel</b>

The Visibility indicator measures the extent to which an individual is recognized by the public and is able to attract attention that can be directed toward the brand they represent

(Rossiter & Percy, 2018). As shown in Table 1.3, the Visibility indicator has a total mean score of 4.16 across all statements.

**Tabel 1.3 Visibility Indicator**

<i>Visibility</i>	<i>Score</i>
NewJeans is a girl group I was already familiar with before they became the brand ambassador for Indomie Korean Ramyeon Series.	4.26
NewJeans is a very popular girl group in Indonesia.	4.09
New Jeans is a girl group that has achieved international accomplishments and awards in the music category	4.11
New Jeans often appears on the social media platforms that I follow.	4.19
<b><i>Average</i></b>	<b>4.16</b>

The first statement under the Visibility indicator “New Jeans is a girl group that I was already familiar with before they became brand ambassadors for the Indomie Korean Ramyeon Series”, has the highest mean score of 4.26. This score indicates that a large number of respondents were already aware of the girl group NewJeans before they were appointed as brand ambassadors for Indomie Korean Ramyeon Series. This can be attributed to NewJeans' high visibility and widespread public recognition. Marketing Public Relations is employed by companies to enhance product visibility, build relationships with stakeholders, and shape public perception of the organization (Cutlip et al., 2009). One common strategy to increase visibility is through the use of a representative figure who embodies the brand, commonly referred to as a brand ambassador.

According to Tobing (2023), the more well-known a brand ambassador is, the greater their influence on the level of brand awareness for the brand they represent. Similarly, Royan (2005) states that the selection of a brand ambassador is typically based on the popularity of a celebrity. The higher the visibility, the greater the potential for the celebrity to enhance brand awareness, as they are able to reach a broader audience.

The fact that NewJeans was already well-known before becoming the brand ambassador for Indomie is one of the reasons why the brand chose them to represent the Indomie Korean Ramyeon Series. According to Axton Salim, Director of Indofood, the selection of NewJeans aims to expand the global market and remain relevant to the dynamic younger generation (“Indomie Appoints NewJeans as Global Brand Ambassador,” 2024). This indicates that Indomie recognizes the global popularity of NewJeans and strategically chose them to represent the Indomie Korean Ramyeon Series product line.

NewJeans is a K-pop girl group known for its fresh pop R&B musical style, which is easy to listen to and reminiscent of 1990s music. They became the fastest group to reach one

billion streams on Spotify (Theresia, 2023). Their popularity is supported by their diverse cultural backgrounds and English language proficiency, which allows them to easily reach a global audience (Khadijah, 2023).

Within just two years of their debut, NewJeans has dominated the Billboard Hot 100 charts and won numerous awards such as the MAMA Awards, Melon Music Awards (MMA), Asia Artist Awards (AAA), and the Golden Disc Awards (Astuti & Bahar, 2024). In the world of advertising, NewJeans is also highly active as brand ambassadors, including collaborations with Levi's, and with individual members representing luxury brands such as Gucci, Louis Vuitton, Burberry, YSL Beauty, Chanel, and Dior (Wulan, 2023).

The second statement, "NewJeans is a very popular girl group in Indonesia," received the lowest mean score, with a total mean of 4.09. This result indicates that there is a perception that does not fully associate NewJeans as a girl group with massive popularity among Generation Z in Indonesia. This may be due to the subjective interpretation of the term "very popular," which tends to carry a strong connotation and implies a broader and higher level of public recognition.

According to Kotler & Keller (2009), perception is a process used by individuals to select, organize, and interpret incoming information in order to create a meaningful understanding of the world. Respondents who answered "agree" may hold different subjective perceptions compared to those who answered "strongly agree" in the context of the term "very popular." This suggests that some respondents may believe there are other artists who possess a higher level of popularity than NewJeans.

NewJeans itself is considered a relatively new girl group, or a "rookie" group in Korean terms, having debuted on July 22, 2022. This indicates that the group has been active in the K-pop industry for only about two years, which may also influence public perception regarding their overall popularity.

Based on a survey conducted by the Korean Business Research Institute in March 2024, NewJeans placed fifth among the 50 most popular K-pop girl groups, earning a brand reputation index of 2,126,812 points. They trailed behind BLACKPINK, LE SSERAFIM, (G)I-DLE, and Twice, suggesting that while NewJeans enjoys significant popularity, several other groups maintain a stronger global brand presence (Endriana, 2024). Similarly, a 2023 survey by Populix revealed that NewJeans was also the fifth most favored K-pop girl group among Indonesian audiences (Putri, 2023).

NewJeans, under the management of ADOR, a subsidiary of HYBE Labels, is primarily active in South Korea and has only performed in Indonesia once, during the Golden Disc Awards held in Jakarta on January 6, 2024. They have also not yet conducted a world tour or fan meeting in Indonesia, which gives the impression that their presence in the Indonesian market is still relatively limited.

Nevertheless, respondents tended to agree that NewJeans’ visibility as Indomie’s brand ambassador remains effective, as each statement related to the Visibility indicator received a mean score.

The Credibility indicator measures the extent of expertise possessed by the ambassador and the trust placed in them by the public. According to Rossiter and Percy (2018), credibility consists of two key characteristics that determine a brand ambassador’s credibility: expertise and trustworthiness. As shown in Table 1.4, the Credibility indicator has a total mean score of 4.13 across all statements.

**Tabel 1.4 Credibility Indicator**

<i>Credibility</i>	<i>Score</i>
New Jeans is able to clearly convey the advantages of the Indomie Korean Ramyeon Series product.	4.16
New Jeans appears to have sufficient knowledge about the Indomie Korean Ramyeon Series product.	4.02
New Jeans gives a positive and trustworthy image to the Indomie Korean Ramyeon Series product.	4.25
New Jeans conveys honest information about the quality and taste of the Indomie Korean Ramyeon Series product.	4.11
<i>Average</i>	4.13

The third statement under the Credibility indicator “New Jeans gives a positive and trustworthy image to the Indomie Korean Ramyeon Series product.” has the highest mean score of 4.25. This result indicates that many respondents believe NewJeans projects a positive image that enhances trust in the Indomie Korean Ramyeon Series product.

This perception may be attributed to the fact that NewJeans is a K-pop girl group known for its modern, fresh, and youth-relevant image. This image aligns well with Indomie’s brand identity, which is often described as fun, energetic, and uplifting.

According to Lativah & Razali (2023), Marketing Public Relations is used to create a positive corporate image, which is achieved through strategic communication and relationship management with stakeholders. One of the strategies employed by Marketing Public Relations to enhance a brand’s credibility is the use of a representative figure or brand ambassador. As the number one instant noodle brand in Indonesia and even globally Indomie possesses a strong brand reputation.

However, in promoting its newest product variant, Indomie required a new figure who resonates with Korean culture to help introduce the Indomie Korean Ramyeon Series, making it more memorable in the minds of consumers. According to Izzmatika and Halida (2024), the

selection of a brand ambassador should take into account the alignment between the celebrity's image and the brand's characteristics. The goal is for the brand ambassador to effectively communicate the product message to the target audience and create a stronger and more lasting impression in the minds of consumers.

The use of NewJeans as a brand ambassador is Indomie's strategic move to align NewJeans' image with the characteristics of the Indomie Korean Ramyeon Series. A celebrity who embodies the cultural values of a brand can enhance perceived authenticity, making consumers more likely to trust and engage with the product (Patil, 2023). The presence of NewJeans helps reflect Korean culture or values, allowing them to become associated with the brand and thereby increase the perceived authenticity of the product in the eyes of consumers. This, in turn, encourages greater trust and interest in the product being promoted.

Throughout their career, NewJeans has successfully established a strong and positive image in both the music and advertising industries. According to data from the Korea Business Research Institute in 2023, NewJeans consistently ranked at the top in brand reputation among girl groups, surpassing major names such as IVE, BLACKPINK, and Twice. In October 2023, they held the top position for four consecutive months, with a brand reputation score of 5.6 million and a positive response rate of 89.82%.

Koo Chang-hwan, Director of the Korea Reputation Research Institute, also reported that NewJeans received an 82.5% positive reaction as advertising models, indicating a very high level of public approval. Furthermore, they ranked first in the Advertising Model Brand category during the same period (Prasetyo, 2023).

Trust in NewJeans' image and credibility is further evidenced by their collaborations with global brands such as Coca-Cola and McDonald's. Their appointment as Honorary Ambassadors for South Korean Tourism in 2024 by the Ministry of Culture, Sports, and Tourism, in partnership with the Korea Tourism Organization (KTO), also reinforces their status as globally influential icons of the younger generation (Aiyong, 2024).

According to Rossiter and Percy (2018), a brand ambassador's credibility can be evaluated based on their level of trustworthiness. In an interview with Yonhap, NewJeans emphasized that honesty is a key factor in their success. They expressed a strong desire to present themselves authentically, with Minji noting that their genuine enjoyment on stage is perceived as a form of honesty—one that has earned them public support and admiration (Santosa, 2023). This underscores honesty as a core value embodied by NewJeans.

The second statement, "New Jeans appears to have sufficient knowledge about the Indomie Korean Ramyeon Series product," received the lowest mean score of 4.02. This score still falls within the effective or positive category, indicating that the majority of respondents perceive NewJeans as having adequate knowledge of the Indomie Korean Ramyeon Series product.

This may be due to the fact that NewJeans was chosen as Indomie's brand ambassador not for their product expertise, but rather for their modern, fresh, energetic image, which aligns with Indomie's brand identity of being fun, energetic, and uplifting. Indomie selected NewJeans with the aim of expanding its global market, particularly among younger audiences such as Generation Z. Therefore, the selection of NewJeans was not based on their in-depth knowledge of the product, but more on their role in representing a youthful lifestyle that can effectively attract the target market.

The role of NewJeans is essential in promoting Indomie's new product because, although Indomie is a popular brand, Korean instant noodles have already existed for some time and possess their own unique appeal, especially among fans of Korean culture and Generation Z. Therefore, to capture the attention of this segment, Indomie needs to present something special and relevant to the trends and preferences of young audiences, who often care less about product details but are more interested in who promotes the product and how its image is constructed.

This aligns with the Elaboration Likelihood Model (ELM) theory proposed by Richard E. Petty and John T. Cacioppo, which explains how people process persuasive messages and form attitudes. The theory identifies the peripheral route, which is used when the audience has limited time or motivation to process messages deeply. In such cases, visual appeal such as celebrities or emotional context becomes more important than detailed product knowledge (Littlejohn & Karen, 2008).

Although the total mean score was relatively low, respondents generally tended to agree with the statement. Each item within the Credibility indicator also received a mean score above 4.00, which falls within the effective category as the mean values range between 3.01 and 5.00. Therefore, it can be concluded that NewJeans is effective in the Credibility category as Indomie's brand ambassador.

The Attraction indicator measures the extent to which characteristics such as visual appeal, physical appearance, and personality make a brand ambassador attractive, thereby positively influencing the brand to be more favored. Attraction consists of two key characteristics that determine a brand ambassador's appeal: likability and similarity (Rossiter & Percy, 2018). As shown in Table 1.5, the Attraction indicator has a total mean score of 4.23 across all statements.

**Tabel 1.5 Attraction Indicator**

<i>Attraction</i>	<i>Score</i>
I like New Jeans' visuals and fashion style when promoting the Indomie Korean Ramyeon Series product.	4.23
The personality of the girl group New Jeans aligns well with the image of the Indomie Korean Ramyeon Series, which is fun, energetic, and uplifting.	4.29

<i>Attraction</i>	<i>Score</i>
The members of New Jeans have a taste for Korean food that matches mine, especially when it comes to enjoying instant noodles.	4.10
New Jeans is a girl group that is around the same age as me, as part of Generation Z.	4.30
<i>Average</i>	4.23

The fourth statement in the Attraction indicator, “NewJeans is a girl group that shares a similar age with me as a Generation Z member,” has the highest mean score of 4.30. This value indicates that most respondents feel they share a similar age range with the members of NewJeans, who are categorized as Generation Z, born between 1997 and 2012. This similarity is due to the members of NewJeans falling within this age range. According to Belch and Belch (2012), consumers tend to be more easily influenced by figures perceived as close or relevant to themselves. In this context, the Attraction indicator is not only based on the physical appearance of a brand ambassador but also on the similarity of characteristics with the audience, including age (Rossiter & Percy, 2018).

NewJeans is a girl group consisting of five members: Minji, born on May 7, 2004; Hanni, born on October 6, 2004; Danielle, born on April 11, 2005; Haerin, born on May 15, 2006; and Hyein, born on April 21, 2008 (Yustika, 2024). This data confirms that the members of NewJeans are part of Generation Z. An ideal brand ambassador should possess characteristics that align with the target market to build a strong emotional connection with the audience. In this study, all 400 respondents belong to Generation Z, aged between 17 and 28 years. This age similarity between the respondents and NewJeans members increases the potential for establishing a stronger emotional connection.

The presence of a relevant brand ambassador can strengthen brand image and enhance consumers' emotional attachment. Therefore, it is crucial for companies to select public figures who align with the characteristics of their target market (Satriyo et al., 2025). Generation Z is the primary target in the marketing strategy for the Indomie Korean Ramyeon Series. According to Julia Atman, Marketing Manager of the Noodle Division at ICBP, this variant was developed in response to the high enthusiasm of Generation Z towards the Korean Wave phenomenon (Chaniago & Prasetya, November 1, 2024). This strategy is an effort by Indomie to maintain brand relevance while showcasing its innovative side to the younger generation.

Meanwhile, the third statement, “The members of New Jeans have a taste for Korean food that matches mine, especially when it comes to enjoying instant noodles.,” received the lowest average score of 4.10. This finding indicates that respondents have not yet fully developed the perception that NewJeans shares similar Korean food preferences with them.

This may be due to the limited scenes showing the members tasting the Indomie Korean Ramyeon Series product.

In this context, it is important for public figures to align with the characteristics of the product and the needs of consumers so that the conveyed message can be optimally received and build a strong connection between the brand and consumers. Zulfikar (2025) emphasizes that the role of Marketing Public Relations (MPR) is increasingly crucial, as it reflects the company’s good intentions in demonstrating professionalism that can effectively and efficiently build consumer sympathy in accordance with their needs and desires. Therefore, a brand ambassador who can represent the alignment between the product’s characteristics and the consumers is needed.

Appealing food visuals, combined with enthusiastic expressions and distinctive eating sounds, can stimulate the brain to release hunger hormones such as ghrelin, thereby increasing appetite (“Appetite surges after watching mukbang,” 2024). This is supported by LaBarbera et al. (2020), who state that food visualization can trigger hunger responses. Findings from the study by Panjida et al. (2024) also revealed that watching mukbang significantly increases hunger among Indonesian university students.

However, the Indomie video content featuring NewJeans is considered visually weak because it lacks scenes of the members tasting the product, which fails to convey the impression that they share similar tastes in Korean food. The absence of tasting moments reduces the effectiveness of the visuals in fostering a sense of closeness between the brand, product, and audience. This finding is consistent with research by Ningrat and Agustini (2025), which demonstrates that showcasing appetizing food alongside genuine reactions from influencers—such as Fuji—creates a powerful visual experience that resonates with consumers and influences their purchasing decisions.

Although the overall mean score is relatively low, respondents generally agreed with the statement. Each item within the Attraction indicator received a mean score above 4.00, placing the results in the effective category, defined by a range of  $3.01 < x \leq 5.00$ . Therefore, it can be concluded that NewJeans is effective in the Attraction category as the brand ambassador for Indomie

The Power indicator refers to the level of knowledge seen from the ability of brand ambassadors to encourage and persuade consumers to buy and use the products they represent (Rossiter & Percy, 2018). In Table 1.6, the Power indicator has a total mean score of 4.08 from all statements.

**Tabel 1.6 Power Indicator**

<i>Power</i>	<i>Score</i>
New Jeans made me interested in looking for more information about the Indomie Korean Ramyeon Series.	3.95

<i>Power</i>	<i>Score</i>
New Jeans sparked my interest in learning more about the Indomie Korean Ramyeon Series.	4.23
The promotion carried out by New Jeans made me interested in consuming the Indomie Korean Ramyeon Series product.	4.18
I recommend the Indomie Korean Ramyeon Series product to others because of my support as a New Jeans fans.	3.94
<i>Average</i>	<i>4.08</i>

The second statement of the Power indicator, "New Jeans sparked my interest in learning more about the Indomie Korean Ramyeon Series." has the highest mean value of 4.23. This mean score indicates that many respondents strongly agree that they have the desire to try the product due to the influence of NewJeans as the brand ambassador. This may be attributed to the social influence possessed by NewJeans.

Patel (2020) stated that a highly influential brand ambassador can enhance brand visibility, expand the reach of Marketing Public Relations strategies, and strengthen interactions between the brand and consumers. The presence of a public figure who resonates emotionally with the target audience also contributes to shaping a positive brand image, which ultimately can drive purchase intention (Faiz & Chasanah, 2024). In the context of this study, NewJeans' influence has been proven to encourage consumers to try Indomie's Korean Ramyeon Series, particularly among K-Pop fans and Generation Z.

Within the framework of Marketing Public Relations, the use of brand ambassadors is not solely focused on enhancing brand image or awareness. Harris (1991) stated that Marketing Public Relations activities aim to increase consumer purchases and satisfaction by providing credible information, shaping a positive image, raising brand awareness, and building trust that aligns with consumer needs and preferences. Faradilla (2022) also emphasized that the presence of a brand ambassador plays a significant role in influencing consumers' purchasing decisions. Consumer preferences are often shaped by their interest in or admiration for the public figure representing the product. Therefore, this strategy is utilized by Indomie to capture the attention of NewJeans fans toward the Indomie Korean Ramyeon Series, leveraging emotional connection with the brand ambassador.

Salsabila et al. (2022) also found that the social influence and appeal of a brand ambassador can strengthen the emotional attachment between consumers and the brand, ultimately leading to increased purchase intention. Accordingly, the highest average score on this indicator reflects NewJeans' success in influencing the interest of respondents—both fans and individuals familiar with the group—to pay greater attention to the Indomie Korean Ramyeon Series product.

The fourth statement under the Power indicator “I recommend the Indomie Korean Ramyeon Series product to others because of my support as a New Jeans fan.” recorded the lowest average score of 3.94. This suggests that respondents do not strongly view NewJeans' presence as the main reason for recommending the product. This lower score can be attributed to the fact that not all 400 respondents were NewJeans fans. Consequently, those without a personal or emotional connection to the group are less inclined to see their role as brand ambassadors as a key motivation for recommending the product.

The effectiveness of a brand ambassador does not rely solely on popularity, but also on their connection with the community and their ability to influence public opinion on a broader scale. Izzmatika and Halida (2024) emphasize the importance of a strong community network, as brand ambassadors serve as a bridge between the company and consumers in shaping brand perception and increasing product awareness.

Although NewJeans has a large global fan base, emotional engagement from fans does not always guarantee that consumers will recommend a product—especially if they have not had a positive consumption experience. This aligns with the findings of Prasmesthi et al. (2024), which state that fan loyalty and event marketing do influence brand image, but do not directly increase recommendation intention without being accompanied by satisfaction with the advertised product.

The limited direct promotional activities by NewJeans in Indonesia—such as the absence of fan meetings or world tours—also contributes to the reduced level of emotional closeness between the group and local fans. Direct engagement through promotional activities can strengthen the bond between the brand ambassador and fans, which ultimately influences both purchase decisions and product recommendations.

Despite this, the statement's average score still exceeds the effectiveness threshold. All items under the Credibility indicator scored within the range of  $3.01 < x < 5.00$ , which—according to the interpretation scale—indicates an effective level. Thus, it can be concluded that NewJeans has been generally effective in establishing credibility for the Indomie Korean Ramyeon Series, even though they have not yet emerged as the main driver behind consumers' recommendation behavior.

### ***The Effectiveness of New Jeans as Brand Ambassadors in the VisCAP Model***

Based on Table 5, the mean scores from 400 respondents regarding the use of NewJeans as the brand ambassador for the Indomie Korean Ramyeon Series show that all VisCAP indicators (Visibility, Credibility, Attraction, and Power) received scores above 4.00, which fall into the effective category. The indicator with the highest mean score is *Attraction* at 4.23, while *Power* has the lowest mean score at 4.08. Overall, the total mean score of 4.15 indicates that NewJeans is considered effective in fulfilling their role as a brand ambassador.

**Tabel 1.7 Mean Overall Variabel Brand Ambassador**

<i>Indicator</i>	<i>Score</i>	<b>Efektivitas</b>
<i>Visibility</i>	4.16	Efektif
<i>Credibility</i>	4.13	Efektif
<i>Attraction</i>	4.23	Efektif
<i>Power</i>	4.08	Efektif
<i>Average</i>	4.15	Efektif

Table 1.7 shows the Attraction indicator scored highest with an average of 4.23, indicating NewJeans is seen as very appealing in looks, presence, and personality. This is based on likability and similarity. The top likability score was 4.29 for “The personality of the girl group New Jeans aligns well with the image of the Indomie Korean Ramyeon Series, which is fun, energetic, and uplifting.” For similarity, the highest was 4.30 for “New Jeans is a girl group that is around the same age as me, as part of Generation Z.”

These high scores show NewJeans strongly fits the Indomie brand and target audience. As Susilo et al. (2023) explain, a good brand ambassador should have similarities with the brand’s audience whether in personality, age group, or lifestyle.

NewJeans members were born in the 2000s, close to Generation Z (1997-2012), Indomie’s main target (Yustika, 2024). The Noodle Division Manager at ICBP confirmed that the Korean-style Indomie aims to stay innovative and relevant for Gen Z (Chaniago & Prasetya, 2024). NewJeans’ age similarity makes them relatable to this group. Besides age, NewJeans’ fresh, youthful pop R&B style and energetic dance fit Indomie’s fun and uplifting image. Indofood Director Axton Salim said NewJeans appeals broadly, especially to Gen Z, matching the brand’s spirit (Alfrialdi, October 31, 2024).

Among the VisCAP indicators, the Power indicator got the lowest score of 4.08. The lowest-rated statement was “I recommend Indomie Korean Ramyeon to others because I’m a NewJeans fan,” which scored 3.94. This means NewJeans helps people try the product but doesn’t strongly encourage them to recommend it.

The low Power score shows that NewJeans aren’t very effective at making people recommend the product, partly because not everyone is a fan. Being a fan alone isn’t enough to make someone recommend something—it depends more on the product’s quality and personal experience (Pramesthi et al., 2024).

NewJeans’ music industry background limits their perceived authority in food, reducing their Power as ambassadors. Also, Indomie’s social media strategy is weak, mainly showing visuals of NewJeans without informative content on the product, which lowers Power perception.

Despite that, the *Power* indicator still falls within the effective category, as all mean scores range between 3.01 and 5.00. While there is room for improvement, NewJeans'

effectiveness as brand ambassadors in this aspect remains sufficient to contribute to a positive perception of the product.

## CONCLUSION

This study shows that NewJeans is effective as the brand ambassador for the Indomie Korean Ramyeon Series among Generation Z in Indonesia, with an average effectiveness score of 4.15 based on the VisCAP model. The Attraction indicator received the highest score of 4.23, showing that NewJeans style and personality match Indomie's fun, energetic, uplifting and resonate emotionally with Gen Z. The Power indicator scored lowest at 4.08, as not all respondents were NewJeans fans. While they sparked interest in trying the product, their influence on recommendations was limited due to varying levels of fan loyalty.

The researcher also found that the visualization of a brand ambassador tasting the food can influence the appetite of the target audience who is exposed to it. In the collaboration with Indomie, there were no scenes showing NewJeans actually trying or eating the Indomie Korean Ramyeon Series instant noodles. This absence was noticed by some members of the audience, which in turn impacted the mean Power score attributed to NewJeans.

Although scores varied across indicators, all values fell within the effective category, ranging from  $3.01 > x > 5.00$ , indicating that the four VisCAP elements complement one another. Therefore, the selection of NewJeans as the brand ambassador can be considered appropriate and successful in capturing Generation Z's attention toward the Indomie Korean Ramyeon Series product.

## REFERENCES

- Aiying, X. (2024). New Jeans resmi dilantik sebagai duta pariwisata korea. Retrieved from <https://indonesian.korea.net/NewsFocus/FoodTravel/view?articleId=254866#:~:text=NewJeans%20telah%20memulai%20aktivitasnya%20sebagai,%2C%20Yongsan%2Dgu%2C%20Seoul.>
- Ariella, F.C. (2022). Efektivitas pesan #menujukulitsehat di Instagram harlette terhadap followers Instagram harlette. (Thesis). Universitas Kristen Petra. Retrieved from <https://dewey.petra.ac.id/catalog/digital/detail?id=53808>
- Alifah, N.N. (2022, September, 22). Indonesia masuk peringkat pertama dengan fans KPOP terbanyak di dunia. Retrieved from <https://goodstats.id/article/indonesia-masuk-peringkat-pertama-dengan-fans-k-pop-terbanyak-di-dunia-6w71d>
- Astuti, L.D. & Bahar, R.F. (2024, January 7). Baru 2 tahun debut, newjeans sabet penghargaan utama di golden disc awards 2024. Vica.co.id. Retrieved from

- <https://www.viva.co.id/showbiz/musik/1674997-baru-2-tahun-debut-newjeans-sabet-penghargaan-utama-di-golden-disc-awards-2024>
- Alfrialdi, R. (2024, Oktober 31). Indomie x new jeans warnai peluncuran indomie korean ramyeon series. Cxomedia.id. Retrieved from <https://www.cxomedia.id/home/20241031191936-36-180936/indomie-x-newjeans-warnai-peluncuran-indomie-korean-ramyeon-series>
- Bungin, B. (2001). Metodologi penelitian kualitatif dan kuantitatif. Gajah Mada Press
- Belch, G.E., & Belch, M.A. (2021). Advertising and promotion: An integrated marketing communications perspective (9th ed.). McGraw-Hill/Irwin. Retrieved from <https://books.google.co.id/books?id=u9UATwEACAAJ>
- Chaniago, S.W.P & Prasetya,A.W. (2024). Indomie luncurkan varian korean ramyeon series, gandeng grup band Korea New Jeans. Kompas.com. Retrieved from <https://www.kompas.com/food/read/2024/11/01/093100275/indomie-luncurkan-varian-korean-ramyeon-series-gandeng-grup-band-korea-new>
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2009). *Effective Public Relations* (11th ed.). Pearson Education
- Endriana, H. (2024, Maret 11). 50 girl group K-pop terpopuler Maret 2024, ada jawara baru!. Sindonews. Retrieved from <https://lifestyle.sindonews.com/read/1338101/700/50-girl-group-k-pop-terpopuler-maret-2024-ada-jawara-baru-1710144215?showpage=all>
- Faradilla M.A. (2022). Pengaruh brand ambassador terhadap minat beli produk maybelline new york melalui sikap pada iklan sebagai variabel mediasi. (Thesis). Universitas Pembangunan Nasional. Retrieved from <https://repository.upnjatim.ac.id/5561/1/18042010028.-cover.pdf>
- Firmansyah, M.A. (2020). Komunikasi Pemasaran (1). Qiara Media
- Frans, M. R. (2004). Cluster strategy. Gramedia Pustaka Utama.
- Faiz, D. C. H. A., & Chasanah, A. N. (2024). Pengaruh brand ambassador dan brand personality terhadap minat beli dengan brand image sebagai variabel intervening (Studi pada konsumen online store House Of Smith Store). *Jurnal Manajemen dan Dinamika Bisnis*, 3(2), 1–19. [https://publikasi.dinus.ac.id/index.php/JMDB/article/download/11551/4857/40692Bisnis, 3\(2\)](https://publikasi.dinus.ac.id/index.php/JMDB/article/download/11551/4857/40692Bisnis, 3(2)),
- Harris, T.L. (1991). The marketer's guide to public relations: New York: John Wiley & Sons Inc.
- Izzmatika, A.N. & Halida, U. M. (2023). Peran brand ambassador dalam meningkatkan brand awarness pada mytafash\_up. *Jurnal Sharia Management*, 4 (2), p. 141. Retrieved from <https://ejournal.iainmadura.ac.id/index.php/jmsb/article/view/15122/4217>

- “Indomie gandeng NewJeans jadi global brand ambassador”. (2024, Mei 24). Moneter. Retrieved from <https://moneter.id/indomie-gandeng-newjeans-jadi-global-brand-ambassador>
- Khadijah, F. A. (2023, April 24). 15 fakta New Jeans, girl group baru Korea Selatan yang menjadi it girls. Harper’s Bazaar Indonesia. Retrieved from <https://harpersbazaar.co.id/articles/read/4/2023/18819/15-fakta-new-jeans-girl-group-baru-korea-selatan-yang-menjadi-it-girls>
- Kotler, P. & Keller., L.K. (2009) Manajemen Pemasaran. Terjemahan: Bob Sabran, Edisi 13 jilid 1 dan 2. Jakarta: Penerbit Erlangga.
- Lativah, F., & Razali, G. (2023). The Role Of Public Relations In Building a Positive Image of an Organization. *Semantik: Jurnal Ilmiah Program Studi Pendidikan Bahasa Dan Sastra Indonesia*. <https://doi.org/10.31958/semantik.v1i1.9>
- Littlejohn, S., Karen, A. F. (2008). *Theories of Human Communication*. Ninth Edition. Thomson Wadsworth
- Lea-Greenwood, G. (2012). *Fashion marketing communications e-book*. USA: Wiley
- Mohyi, Ach. (1999). *Teori dan Perilaku Organisasi*. Malang: UMM Pres
- Mulyana. D. (2008). *Komunikasi efektif*. Bandung: PT Remaja Rosdakarya
- Natasya, N. (2023, Agustus 4). 5 alasan new jeans berhasil menjadi k-pop group terpopuler dalam waktu singkat. *Cosmopolitan*. Retrieved from <https://www.cosmopolitan.co.id/article/read/8/2023/32645/5-alasan-newjeans-berhasil-menjadi-kpop-group-terpopuler-dalam-waktu-singkat>
- “Nafsu makan melonjak setelah nonton mukbang? Ini penjelasan dan tips mengelolanya!”. (2024, Septemembr 2). *WeightHerba.id*. Retrieved from <https://weightherba.id/nafsu-makan-melonjak-setelah-nonton-mukbang/>
- Ningrat, I.T.P.D. & Agustini, P.M. (2025). Proses memori konsumen di era digital: Tiktok, fuji dan pembentukan preferensi pangan Gen Z: Studi kasus konten snack tray haus. *Jurnal Ekonomi Keuangan & Bisnis Syariah*, 7(5), 8. Retrieved from <https://journal-laaroiba.com/ojs/index.php/alkharaj/article/view/7700>
- Paninggiran, H.N.K. (2023). Peningkatan kemampuan branding produk peserta didik SMK Kompetensi keahlian kuliner. *Jurnal Pengabdian Kepada Masyarakat*, 3(1), p. 3. Retrieved from <http://dx.doi.org/10.26623/tmt.v3i1.5707>
- Putri, A.A. (2023, Maret 23). Girl group K-Pop paling disukai orang Indonesia 2023. *Goodstats*. Retrieved from <https://data.goodstats.id/statistic/girl-group-k-pop-paling-disukai-orang-indonesia-2023-A2Ttb>
- Prasetyo.F.X. (2023). Keren! New Jeans Jadi Nomor 1 di Peringkat Advertising Model Brand Reputation. Retrieved from <https://khub.istyle.id/article/19595-newjeans-jadi-nomor-1-di-advertising-model-brand-reputation-ranking/>

- Patil, P. (2023). Celebrity Endorser and product category. *International Journal of Advanced Scientific Research and Management*. <https://doi.org/10.36282/ijasrm/8.10.2023.1912>
- Panjida, C.R., Kotrunnada, M., Nurhadiyah, A., Arizki, L.D., Aliyyah, I.H., & Idham, R.A. (2024). Analissi dampak intensitas menonton video mukbang terhadap tingkat rasa lapar mahasiswa. *Mespy Journal*, 16(1), 115. Retrieved from <https://publikasi.mercubuana.ac.id/index.php/merpsy/article/download/24730/8741>
- Pramesthi, J. A., Fahrezi, R. R., & Pradana, Y. (2024). Fan Loyalty, Event Marketing dan Pengaruhnya terhadap Brand Image (Studi pada Fans KPop). *Communicator Sphere*, 4(1), 39–56. <https://doi.org/10.55397/cps.v4i1.112>
- Ruslan, R. (2010). *Manajemen public relations & media komunikasi*. Jakarta: Raja Grafindo Persada
- Rossiter, J. R., Percy, L. & Bergkvist, L. (2018). *Marketing Communication*. SAGE Publications Ltd
- Rainer, P. (2023). Sensus BPS: Saat ini indonesia didominasi oleh gen z. Retrieved from <https://data.goodstats.id/statistic/sensus-bps-saat-ini-indonesia-didominasi-oleh-gen-z-n9kqv>
- Royan, F. M. (2005). *Sales Force: Meningkatkan Penjualan Dengan Rancangan Bangun Sales Force Effective*. Yogyakarta: Penerbit Andi
- Sugiyono. (2014). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Shimp, T. A., & Andrews, J. C. (2014). *Komunikasi Pemasaran Terpadu dalam Periklanan dan Promosi*. Salemba Empat
- Sianhan, M.D.Y. (2022). Pengaruh brand ambassador dan konten iklan terhadap brand image serta dampaknya terhadap keputusan pembelian. *Jurnal Bisnis, Manajemen, dan Keuangan*, 3(2), p. 458. Retrieved from <https://journal.unj.ac.id/unj/index.php/jbmk/article/download/30596/13645/>
- Salsabila, J. Juliadrianti, M. Luqyana, K. Kadri, H.A. & Setiawati, M. (2023). Urgensi komunikasi efektif dalam public relations. *Jurnal Common*, 7(2), p, 190. Retrieved from <https://ojs.unikom.ac.id/index.php/common/article/download/11492/4160/>
- Siroj, R.A., Afgani, W., Septaria, D., Zahira, G., & Salsabila. (2024). Metode penelitian kuantitatif pendekatan ilmiah untuk analisis data. *Jurnal Review Pendidikan dan Pengajaran*, 7(3), p. 6. Retrieved from <https://journal.universitaspahlawan.ac.id/index.php/jrpp/article/view/32467>
- Satriyo, S.A.P., Hassanudin, H., & Abdul, E.M. 2025. "Pengaruh Brand Image dan Brand Ambassador Terhadap Keputusan Pembelian Kosmetik Wardah Pada Sashop Gorontalo." *Jurnal Publikasi Ekonomi dan Akuntansi* 5, no. 2. <https://doi.org/10.51903/jupea.v5i2.3905>

- 
- Susilo, E.F., Gerungan, A., & Sundah,P.M. (2023). Pengaruh kim seon ho sebagai brand ambassador terhadap keputusan pembelian everwhite. *Junrak Kinesik*, 10(1), 33. Retrieved from <https://doi.org/10.22487/ejk.v10i1.41>
- Theresia, M. (2023, Mei 10). NewJeans dan Jung Kook BTS memecahkan rekor dunia Guinness dengan satu miliar streaming tercepat di Spotify. *Korean Culture and Information Service*. Retrieved from <https://indonesian.korea.net/NewsFocus/Culture/view?articleId=232429>
- Tobing, S.T.A. (2023). Efektivitas brisia Jodie sebagai brand ambassador dalam mengkampanyekan #GenerasiKulitSehat pada followers instagram N'Pure. *Jurnal Ilmu Komunikasi*, 21(2), 123-134. <https://publication.petra.ac.id/index.php/ilmu-komunikasi/article/view/14006>
- Wulan, A. (2023, Agustus 28). Fakta newjeans, girl grup K-Pop yang pecahan rekor dunia guinness, viral dan bekerjasama dengan brand mewah dalam waktu kurang dari setahun. *Fimela.com*. Retrieved from <https://www.fimela.com/lifestyle/read/5382256/fakta-newjeans-girl-grup-k-pop-yang-pecahkan-rekor-dunia-guinness-viral-dan-bekerjasama-dengan-brand-mewah-dalam-waktu-kurang-dari-setahun?page=2>
- Yustika,G. (2024). Profil New Jeans, Yuk Kenal Lebih Dalam Dengan Mereka!. Retrieved from <https://www.orami.co.id/magazine/new-jeans>
- Zulfikar, M. (2025). Strategi marketing public relation dalam mempertahankan citra merek salon rengganis kota bogor. (thesis). Universitas Pakuan. Retrieved from [https://eprints.unpak.ac.id/9419/1/MUHAMMAD%20ZULFIKAR\\_044118154\\_HUMAS%20-%20Muhammad%20Zulfikar.pdf](https://eprints.unpak.ac.id/9419/1/MUHAMMAD%20ZULFIKAR_044118154_HUMAS%20-%20Muhammad%20Zulfikar.pdf)