
Effectiveness of Ueno Family as Brand Ambassador of Cimory Yogurt Stick Product

Ivy Angela, Gatut Priyowidodo, and Felicia Goenawan

Communication Science Department, Petra Christian University

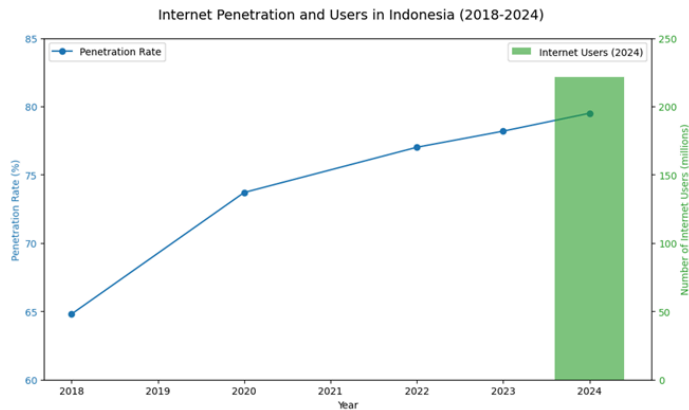
ABSTRACT

This study explores the effectiveness of the Ueno Family as Brand Ambassador for Cimory Yogurt Stick in fostering effective brand communication through social media. In the midst of rapid technological advancement and overwhelming information exposure, the choice of a Brand Ambassador plays a strategic role in capturing audience attention. Cimory selected the Ueno Family, a multicultural family known for their warmth, harmony, and positive presence online, as they align well with the values and image the brand seeks to convey. Using a quantitative method with a descriptive approach, data was collected through an online questionnaire distributed to 100 respondents aged 18–35 who were familiar with both the Ueno Family and Cimory Yogurt Stick products. The VisCAP model, comprising visibility, credibility, attraction, and power, was employed to assess ambassador effectiveness. Results indicate that the Ueno Family is seen as highly effective, especially in terms of visibility and attraction. Their credibility also contributed positively to building trust in the brand. Overall, their presence reinforced a favorable perception of Cimory in the minds of consumers. This study emphasizes the significance of selecting Brand Ambassadors who resonate with the target audience to enhance brand messaging and engagement on social media platforms.

Keywords: *Brand ambassador, Cimory Yogurt Stick, Effectiveness, Social Media, VisCAP.*

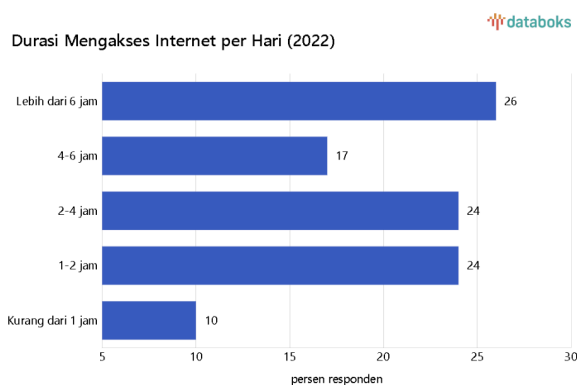
INTRODUCTION

Digital platforms such as social media play an important role in strengthening the relationship between brands and consumers (Rachmadillah & Purnamasari, 2024). In 2024, internet penetration in Indonesia reached 79.5%, with 221,563,479 internet users out of a total population of 278,696,200 Indonesians in 2023, as announced by the Indonesian Internet Service Providers Association (APJII). The Indonesia 2024 internet penetration survey data released by APJII shows an increase of 1.4% compared to the previous period.



Gambar 1.1 Internet Penetration and Users in Indonesia (2018-2024)
 Sumber: Asosiasi Penyelenggara Jasa Internet Indonesia. (2024).

Based on figure 1.1 above, it is known that since 2018 internet penetration in Indonesia has continued to increase, starting from 64.8% in that year, then rising to 73.7% in 2020, 77.01% in 2022, and reaching 78.19% in 2023. In the latest survey of internet users in Indonesia, the Indonesian Internet Service Providers Association (APJII) in collaboration with Indektat consultants used the face-to-face interview method. The survey involved 8,720 respondents from 38 provinces in Indonesia and was conducted between December 18, 2023 and January 19, 2024. Based on data from Databoks, the majority or 26% of Indonesians surveyed access the internet for more than 6 hours per day. This long duration of online activity is generally carried out by the younger generation, namely Generation Z and Generation Y.



Sumber: Kementerian Komunikasi dan Informatika (Kominfo) Katadata Insight Center (KIC)

Informasi Lain:

Gambar 1.2 Durasi Mengakses Internet Per Hari
 Sumber: Kementerian Komunikasi dan Informatika (Kominfo) (2023).

Based on the graph in Figure 1.2, most Indonesians tend to have fairly intensive online activities. From this, the Stimulus-Organism-Response (SOR) theory provides a conceptual framework for understanding how a stimulus (advertisements, digital content, etc.) is processed by individuals as organisms, to ultimately produce certain responses, such as brand awareness, purchase interest, or loyalty to a product (Hardianto, 2019). In the context of digital marketing, this Stimulus Organism-Response (SOR) theory can help explain how consumers receive, process, and respond to messages delivered through various marketing stimuli (Janah et al., 2024). However, in order for these messages to be received more effectively and build long-term relationships with consumers, a more targeted and persuasive approach is also needed. One approach that can be used is Marketing Public Relations (MPR), this concept refers to how PR contributes to strengthening brand awareness, building a positive image, and creating a closer relationship between the company and its audience. PR that carries out the marketing communication function seeks to create a compelling narrative and build public trust in the products or services offered by the company.

Brand Ambassadors are individuals chosen to be the main representation of a brand or product. Brand Ambassador not only promotes the product directly, but also creates a strong relationship between the brand and consumers through the image they carry. The selection of Brand Ambassadors requires accuracy, because they must match the values that the brand wants to convey (Agustina et al., 2023). Factors such as character suitability, reputation, and credibility in the eyes of consumers are the main considerations in choosing the right Brand Ambassador.

Measuring the effectiveness of a Brand Ambassador can be known by using the VisCAP model developed by Rossiter and Percy, where in this VisCAP model there are four dimensions that can measure Brand Ambassadors, namely, Visibility, Credibility, Attraction, and Power (Rossiter & Percy, 1997). The visibility element looks at how far the popularity of a brand ambassador is, then the credibility element relates to whether a brand ambassador can be trusted by the public, the attraction element looks at how the brand ambassador is able to activate the reception of messages by the audience with its attractiveness (be it physically, lifestyle, and so on), the last is the power element, which can measure the extent to which the brand ambassador has the power to activate the intended target audience (Rossiter & Percy, 1997; in citation Sutanto, 2019). The VisCAP model according to Rossiter & Percy (1997) can be used to evaluate Brand Ambassadors based on audience perceptions of them.

In the implementation of marketing communication, one of the products that apply this is Cimory. Cimory is a dairy brand that was first recognized in Indonesia in 2000 and is now one of the major players in the dairy industry in the country. Cimory ventured into the healthy snacks market, such as Cimory Stick and Cimory Yogurt Drink, which are conveniently packaged and designed to meet consumers' needs for healthy and nutritious snacks. With these diverse products, Cimory managed to attract the attention of various market segments, from children to adults who prioritize health in their diet (Cimory, 2025). In this research, the communication between Cimory and Ueno Family can be used as a new step in introducing

Cimory Stick to consumers at large. In digital communication, Brand Ambassadors are tasked with delivering messages that are not only informative but also able to influence the audience's perceptions, attitudes, and decisions towards the brand they represent (Oktaviana et al., 2022). Even though it looks like a brand ambassador, celebrity endorsers usually only represent one specific advertisement or specific product of a brand, while the Brand Ambassador is a representation of the brand itself (Sukmawati & Fitriyah, 2021, p. 7).

The presence of a Brand Ambassador who has social appeal and relevance to the target audience can strengthen trust in the brand and strengthen loyalty. This research discusses the topic of the effectiveness of Ueno Family as a Brand Ambassador for Cimory Stick, in digital communication conducted through social media. Ueno Family, with a lifestyle that is close to young audiences and families. Campaigns conducted through platforms such as TikTok and Instagram show how humor, emotional closeness, and cultural values displayed can strengthen brand awareness and audience engagement. This research aims to see the effectiveness of Ueno Family as brand ambassador for Cimory Stik products.

LITERATURE REVIEW

Stimulus-Organism-Response is a theory proposed by Hovland et al. (1953) which is a theory of the classic model of communication that is affected by the effectiveness of psychological theory. This theory contains Stimulus, Organism, and Response. Stimulus (S) refers to a message or communication that occurs and is delivered, then Organism (O) is the party that receives the message or conveys the message, but in this theory it is more about the receiver, and Response (R) refers to the effect caused after receiving the message, in this element there is only psychological effectiveness, such as accepting (liking) or not accepting (disliking) when the receiver pays attention, understands, and receives the message (Ohorella et al., 2022). Jornales (2023) explains that this attitude change depends on the process experienced by the individual, so that behavior change is created in the form of a response. Meanwhile, organisms (humans) get stimuli from stimuli, either from the surrounding environment or other effectiveness, which is then processed into a change in attitude (response) (Bungin, 2007).

Marketing Public Relations (MPR) is a more focused part of public relations (PR), with an emphasis on interaction and communication between an organization and external publics, including consumers and potential customers (Andrews & Shimp, 2018). Blakeman (2018) defines marketing public relations as a form of public relations strategy that aims to build or create a positive image of a product or brand among a specific audience. The creation of this positive impression can be achieved through various methods, such as product promotion to strengthen Brand Awareness, crisis management, building customer trust and loyalty, and expansion into new markets (Oluwosola et al., 2017).

According to Shimp (2003), Integrated Marketing Communication (IMC) is a communication process that includes planning, developing, integrating, and implementing various forms of marketing communication, such as advertising, sales promotion, publicity,

and events. All of these elements are communicated on an ongoing basis to customers and potential customers who are the target of the brand. The brand is defined as a name, term, design, symbol, or other features that can be identified as the hallmark of the company and can be used in products or services created by the company in order to be different from other companies (Wardhana, 2024).

Effectiveness was proposed by one of them by James L. Gibson as an effort to achieve goals and objectives that have been agreed upon, where the level of these goals and objectives shows the level of effectiveness, so that if the goals and objectives are achieved, it does not escape the sacrifices that have been made (Gibson et al., 2001). According to Mahmudi in Mokoginta et al. (2021), effectiveness is related to output and predetermined goals. The greater the results that occur, the more effective an activity or program is.

Brand Ambassadors are people who support a brand from various popular public figures (Shimp, 2010). Brand Ambassador selection is usually based on the image of a celebrity. According to Kotler and Keller (2016), a brand ambassador is an advertising spokesperson or product spokesperson who is selected based on an attractive personality or characteristics to attract consumers' attention and memory.

The effectiveness of a Brand Ambassador (BA) can be measured using the VisCAP model developed by Rossiter et al. (2018), which includes four dimensions: Visibility, Credibility, Attraction, and Power. Visibility measures how well-known the BA is to the target audience. Credibility involves whether the BA is trusted by their audience. Attraction evaluates how the BA's appeal impacts the message's acceptance. Lastly, Power measures how much influence the BA has over the audience's, not based on attitude but their ability to motivate action. These dimensions work together to assess a Brand Ambassador's overall impact.

The Source Credibility Theory by Hovland et al. (1953) supports the credibility aspect, indicating that messages delivered by credible individuals are more effective. The BA's influence and attractiveness drive the effectiveness of marketing campaigns, ensuring that the BA resonates with the target audience and encourages them to act.

According to Andreas Kaplan and Michael Haenlein define social media as a collection of internet-based applications built on the basis of Web 2.0 ideology and technology, which enables the creation and exchange of user-generated content. Social media is an online platform where users can participate, share information, and create content in various types of media such as blogs, social networks, wikis, forums, and virtual worlds.

METHODOLOGY

This study uses a descriptive approach with quantitative methods. Descriptive research aims to provide a clear and systematic picture of the phenomenon being studied, in this case regarding the effectiveness of the Ueno Family as a Brand Ambassador for Cimory Yogurt Stick. A quantitative approach is used to analyze numerical data and measure effectiveness that can be calculated through surveys, with the aim of providing an objective assessment of the variables being tested, namely visibility, credibility, attractiveness, and

effectiveness of the Ueno Family towards consumers. The research method used is the survey method. The survey method is a data collection method carried out by providing questionnaires to respondents to obtain information relevant to the research topic (Sugiyono, 2019). In this study, a survey was used to collect data related to public perceptions of the effectiveness of the Ueno Family as a Brand Ambassador for Cimory Yogurt Stick, so that it can be analyzed quantitatively. The subjects of this study were Indonesian people aged 18-35 years, and were the audience of the Ueno Family. This is based on data from PT Cisarua Mountain Dairy in 2021, where Cimory's target market is the 18-35 year old demographic which shows strong penetration among the younger generation. This data also reveals that Cimory focuses on a digital-focused marketing strategy.

The Brand Ambassador, namely the Ueno Family, has a strong relevance and role in conveying messages to digital audiences. And based on data from BPS, it states that people with a productive age range from 15-64 years. So we assume that the Ueno Family audience is included in the productive age and is included in Cimory's target audience. The object of this research is the effectiveness of the Ueno Family in its role as Cimory's Brand Ambassador, which is measured based on the VisCAP model indicators. The data collection techniques used in this study consist of two methods, namely questionnaires and literature studies. The questionnaire was used to collect primary data from respondents containing questions related to the effectiveness of the Ueno Family as a brand ambassador. Meanwhile, literature study is used to find and review relevant theoretical references from various literature and secondary sources that can enrich the theoretical basis of this research. The questionnaire in this study is a list of questions compiled to obtain data from respondents' answers. These answers are measured using a score called the Likert Scale.

According to Sugiyono (2019), the Likert scale is a scale that can be used to measure behavior, perceptions, either of an individual or a group of people regarding something, in this case the object of the research in question. According to Sugiyono (2020), the validity test aims to measure the extent to which the research instrument, in this case the questionnaire with a Likert scale, can measure the variables studied accurately. A questionnaire can be said to be valid if it can provide accurate data regarding the variables in question (Sugiyono, 2019). The reliability test aims to measure the consistency of respondents' answers generated by the questionnaire (Ghozali, 2018). If the respondents' answers tend to be stable and consistent, then the questionnaire can be considered reliable. One way to measure reliability is to use the Cronbach's Alpha coefficient (α). If the Cronbach Alpha value is greater than 0.60, then the questionnaire can be considered reliable. In this study, quantitative data analysis techniques by adding more careful and systematic analysis. In analyzing data, the analysis technique that will be used by researchers is to use descriptive data analysis techniques and class intervals.

RESULTS AND DISCUSSION

Visibility

The visibility indicator in this study is that researchers want to see the respondents' opinions about the popularity attached to the Brand Ambassador who represents the brand.

Table 4.6

Results of Respondents' Answers to Visibility Indicators

Indicator	Statement	STS	TS	N	S	SS	Mean	Mean Total
Visibility	Ueno Family merupakan keluarga multicultural yang dikenal harmonis dan hangat di media.	0	0	2	42	56	4,54	4,52
	Ueno Family merupakan keluarga multicultural dengan pola asuh yang mengutamakan etika dan kesopanan.	0	1	4	39	56	4,50	
	Ueno Family memiliki gaya kehidupan yang sederhana dan berani tampil apa adanya.	0	1	6	33	60	4,52	

Source: Researcher Processed. (2025). Statement No. 1-3.

The mean total visibility indicator is 4.52 which also indicates an effective category. The visibility indicator describes the extent to which an individual or group is easily recognized and attracts public attention in terms of popularity (Rossiter et al., 2018).

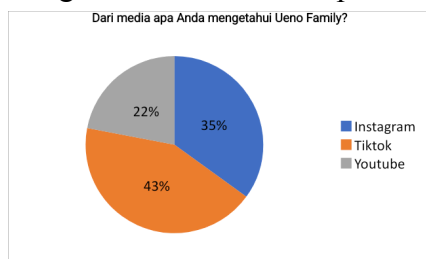


Figure 4.6 Pie Chart Diagram Graph

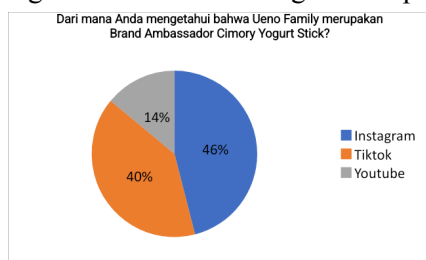


Figure 4.7 Pie Chart Diagram Graph

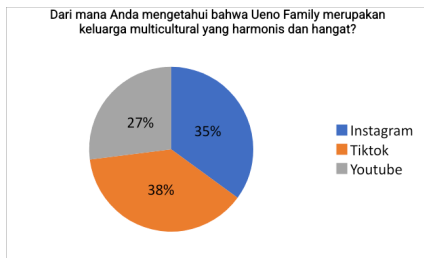


Figure 4.8 Pie Chart Diagram Graphic Visibility Indicator

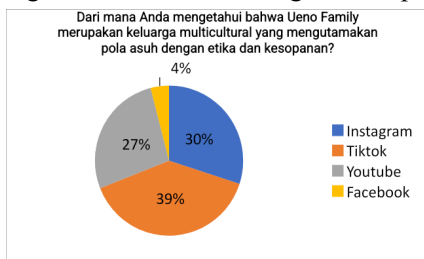


Figure 4.9 Pie Chart Diagram Graphic Visibility Indicator

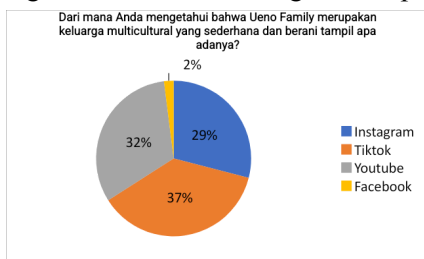


Figure 4.10 Pie Chart Diagram Visibility Indicator

Based on Table 4.6 above, TikTok is the most dominant media used by respondents to find out information about the Ueno Family, both regarding the image of a harmonious family, parenting patterns, to collaboration with products such as Cimory Yogurt Stick, followed by the Instagram platform. The high use of TikTok and Instagram by respondents is in line with the characteristics of Generation Y and Z today who tend to be active on visual and short video-based social media. The high score on the visibility indicator related to the image of the harmony and warmth of the Ueno Family is supported by the content they consistently upload on TikTok and Instagram. Family harmony is shown through video uploads of them cooking together in the kitchen while joking in a mixture of Japanese, Indonesian, and Javanese, as well as when they go on vacation to local tourist attractions in Indonesia with a warm atmosphere and full of laughter.

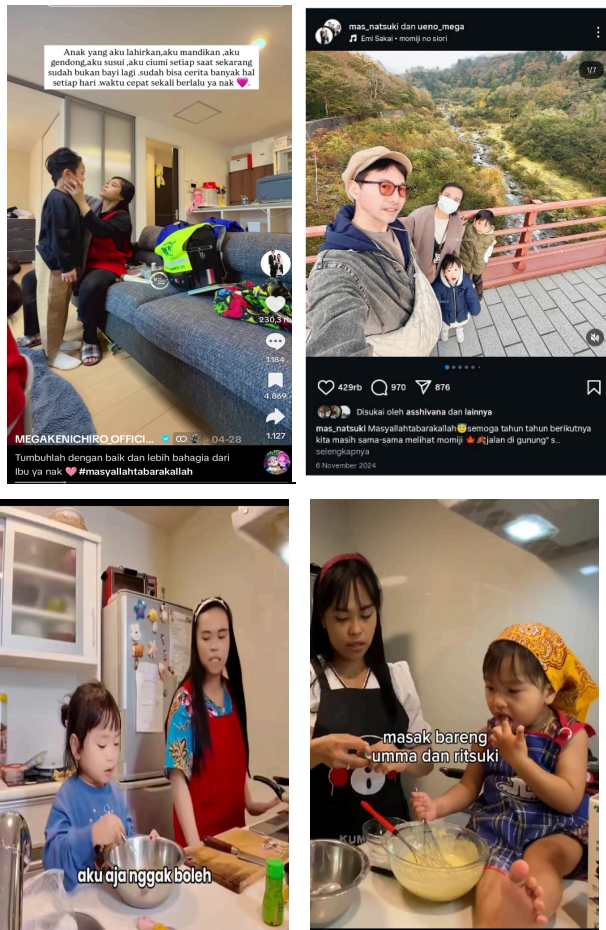


Figure 4.11 Photos of Ueno Family

A video uploaded on Instagram on May 4, 2025, showing Ueno Family on vacation in the Kyoto tourist area. The video received many positive comments from followers, such as prayers for the health of Ueno Family, other support, and praise such as "dream family".



Figure 4.12 Audiences Comments on Ueno Family Content

This are proof that their content is able to build strong emotional connections with their followers, as well as inspire many people to live a harmonious family life. Also show that the Ueno Family has succeeded in representing the values of a warm and harmonious multicultural family. Majority of respondents strongly agree with the positive image built by the Ueno Family, especially in terms of the harmony and warmth they display in the media. Blakeman (2018) explains that MPR uses various strategies such as reinforcement, defender, and rebuilding to support marketing and maintain brand reputation. In the case of the Ueno Family and Cimory, this approach can be seen from how they build authentic and consistent relationships with the audience, thereby strengthening consumer loyalty and trust. According to (Rossiter, J. R., Percy, L., & Bergkvist, 2018), visibility measures the extent of a Brand Ambassador's popularity in the eyes of the target audience. Brand Ambassadors with high visibility tend to be recognized more quickly, are easily remembered, and often appear in the minds of consumers. The findings in this study show that the Ueno Family has very strong visibility on social media, especially on the Instagram and TikTok platforms. This is reflected in the large number of followers, the intensity of interaction in the comments column, and positive responses from netizens.

Credibility

The focus is on the extent to which the Ueno Family is considered trustworthy, has sufficient knowledge, and is able to positively influence the audience in conveying information about Cimory Yogurt Stick.

Table 4.7
Results of Respondents' Answers to Credibility Indicators

Indicator	Statement	STS	TS	N	S	SS	Mean	Mean Total
<i>Credibility</i>	Ueno Family memiliki kredibilitas dalam menyampaikan informasi terkait camilan sehat terbuat dari yogurt.	0	0	6	42	52	4.46	4,42
	Ueno Family dapat dipercaya untuk menyampaikan pesan tentang camilan sehat yogurt dalam kemasan stick.	0	0	6	36	58	4.52	
	Ueno Family memiliki pengetahuan yang cukup tentang manfaat Cimory Yogurt Stick sebagai camilan sehat.	1	0	13	42	44	4.28	

Source: Researcher Processed. (2025). Statement No. 4-6.

The total mean for the credibility indicator is 4.42, which indicates that the respondents' perception of the credibility of the Ueno Family as the Brand Ambassador of Cimory Yogurt Stick is relatively high. The credibility indicator refers to the extent to which the communicator is trustworthy, has expertise, and is accepted by the audience in conveying the message (Rossiter et al., 2018). Ueno Family is not only trusted, but is also considered to have sufficient knowledge and effectiveness in recommending products. According to Thomas L. Harris (in Firdaus & Yuningsih, 2023), MPR plays a role in maintaining consistent, transparent and accurate communication, so that brands can maintain their positive image amidst market dynamics and crisis challenges.

This is in line with the results of respondents' answers to the second statement item, "Ueno Family can be trusted to convey messages about healthy yogurt snacks in stick packaging," which obtained the highest mean value of 4.52. This high score indicates that the majority of respondents consider the Ueno Family as a public figure who has a high level of trust in conveying information related to the product.



Figure 4.13 Ueno Family is reviewing Cimory Yogurt Stick

In the video, Mama Mega explains the advantages of yogurt sticks, such as the delicious taste, practical packaging, and nutritional benefits that are good for children's health. Visual evidence in the form of screenshots from the Ueno Family's uploads showing them actually consuming Cimory

Yogurt Stick strengthens the credibility aspect in the VisCAP theory developed by Rossiter et al. (2018). In this theory, credibility includes two important components, namely expertise and trustworthiness. Expertise is reflected in the Ueno Family's ability to convey information about the benefits of Cimory Yogurt Stick clearly and relatably in their daily lives. Meanwhile, trust is seen from the authenticity of their activities that are not fake, such as when they directly eat the product with their children in a relaxed and family atmosphere.

Attraction

The attraction indicator refers to the attractiveness possessed by the Ueno Family, both in terms of physical appearance, personality, lifestyle, and other characteristics that are considered capable of attracting the attention and interest of the audience.

Table 4.8
Results of Respondents' Answers for Attraction Indicators

Indikator	Statement	STS	TS	N	S	SS	Mean	Mean Total
Indicator	Ueno Family memiliki basis penggemar yang besar sehingga menunjukkan bahwa Ueno Family merupakan figur yang kredibel untuk merekomendasikan Cimory Yogurt Stick.	0	0	3	30	67	4.64	4,63
	Ueno Family dikenal memiliki kepribadian yang ceria dan lucu.	0	0	2	28	70	4.68	
	Ueno Family memiliki daya tarik sebagai keluarga yang terdiri dari warga Jepang dan Indonesia, serta menguasai 3 bahasa (Jawa, Indonesia, dan Jepang).	1	0	1	37	61	4.57	

Source: Researcher Processed. (2025). Statement No. 7-9.

The total mean for the attraction indicator is 4.63, which indicates that the respondents' perception of the attractiveness of the Ueno Family as the Brand Ambassador of Cimory Yogurt Stick is classified as high. The Ueno Family is known as a public figure with a positive image that is cheerful, warm, and authentic on social media. This attraction also come from the friendly personality and healthy lifestyle that they show, which are in line with the values of the product. The Ueno Family's large fan base shows that they have charisma and uniqueness that attracts the public's attention, making them credible figures in recommending products such as Cimory Yogurt Stick. Their cheerful, warm, and humorous personalities create an emotional closeness to the audience, so that the messages they convey feel more enjoyable and easy to accept. Their appeal also lies in their identity as a cross-cultural family of Japanese and Indonesian who are able to communicate in three languages (Javanese, Indonesian, and Japanese). This makes them not only unique, but also relevant and easy to accept by various audiences from diverse cultural backgrounds.

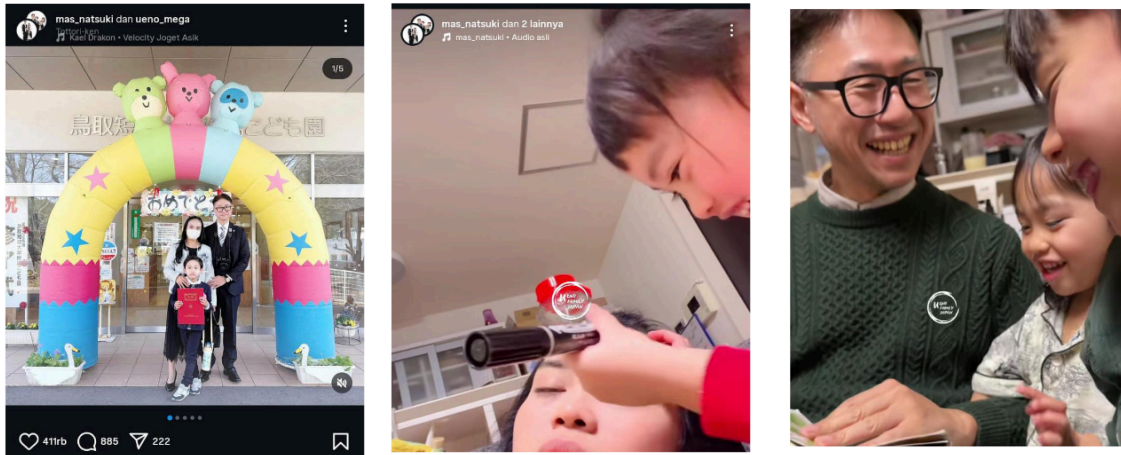


Figure 4.14 Ritsuki and Natsuki study Japanese with Mr. Bambang, and Natsuki scribbles on Mama Mega's face

In the VisCAP theory developed by Rossiter et al. (2018), attraction refers to the extent to which a Brand Ambassador is emotionally and personally attractive to the audience, either because of their appearance, personality, or the values they display. This content shows the authenticity, warmth, and togetherness that the Ueno Family emphasizes in everyday life. The moment when Natsuki scribbles on her mother's face and their efforts to learn the language create an emotional closeness with the audience. The presence of local and international cultural elements such as the use of Japanese and Javanese in one video also strengthens the unique and multicultural image of the Ueno Family. This appeal is not only in terms of visuals, but also from the diversity of cultures and educational values displayed, which are in line with Cimory's image as a healthy, family-friendly, and modern product.

MPR emphasizes interactive and credible two-way communication to build a positive image and public trust. Ueno Family is able to bridge between products and consumers' emotional needs, namely comfort, security, and togetherness in the family.

Power

Power is the fourth indicator in the VisCAP model used to measure the effectiveness of a Brand Ambassador with the ability to encourage the audience to take action, based on the closeness between the brand ambassador and consumer desires.

Tabel 4.9

Hasil Jawaban Responden Indikator *Power*

Indicator	Statement	STS	TS	N	S	SS	Mean	Mean Total
<i>Power</i>	Saya tertarik mencoba produk Cimory karena Ueno Family.	0	1	9	46	44	4.33	4,42

Indicator	Statement	STS	TS	N	S	SS	Mean	Mean Total
	Pesan yang disampaikan Ueno Family dalam iklan Cimory memotivasi saya dalam menghargai harmonisasi budaya dalam keluarga.	0	0	6	40	54	4.48	
	Kehadiran Ueno Family yang ceria, lucu, dan harmonis membuat produk Cimory Yogurt Stick lebih menarik dibandingkan produk lain yang sejenis.	0	0	5	44	51	4.46	

Source: Researcher Processed. (2025). Statement No. 10-12.

The total mean for the power indicator is 4.42, which indicates that the respondents' perception of the power of the Ueno Family as a Brand Ambassador in encouraging audience interest to take action is relatively high. According to the VisCAP theory (Rossiter, 2018), the power dimension measures the extent to which the Brand Ambassador is able to encourage the audience to take the expected action, such as trying the product or buying it. Power is closely related to the Brand Ambassador's ability to build trust, relevance, and emotional drive to the audience, so that the audience is encouraged to respond to communication messages with real action. Digital platforms also provide various CTA (call to action) options that can encourage specific actions from the audience, such as following social media, buying products, and so on in real time. On TikTok social media @megakenichiro_official, posts related to the Cimory x Ueno Family collaboration, there are many audiences who show their interest, especially audiences who want to try Cimory Yogurt Stick because Ueno Family is the brand ambassador. This can be seen from the audience's comments on the collaboration video content between the Ueno Family TikTok account and Cimory.



Figure 4.15 Ueno Family's invitation to join the #MainBarengNatsukiRitsuki challenge and audience comments

This is in line with the results of respondents' answers to the first statement item, "I am interested in trying Cimory products because of the Ueno Family," which obtained a mean

value of 4.33. This value shows that the majority of respondents feel that the Ueno Family has great power in encouraging the audience's attitude to take action. Their strength can be seen from their ability to invite their followers to actively participate in the challenges and meet and greet events held, thus encouraging the audience not only to get to know the product, but also to buy and consume it.

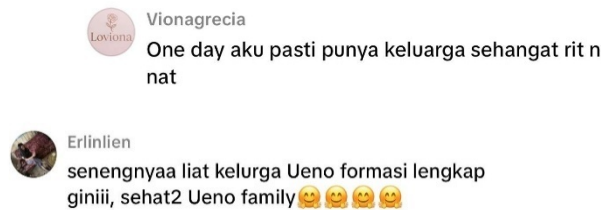


Figure 4.16 Audience comments

The representation of the Ueno Family as a harmonious multicultural family provides positive emotional and cultural effectiveness, thus strengthening the persuasive power in advertising. As written in the audience's comments on one of the TikTok contents uploaded on the @megakenichiro_official account while at Cimory Dairyland. This is in line with the second statement "The message conveyed by the Ueno Family in the Cimory advertisement motivated me to appreciate cultural harmony in the family" with the highest mean value of 4.48. The use of the words "complete formation" shows that the audience pays attention to and appreciates the values of family togetherness, which are the core of the message of cultural harmony in the family. Expressions like this reflect that the audience feels inspired and emotionally moved, in accordance with the results of the statement above.

The Effectiveness of the Ueno Family as Brand Ambassadors for Cimory Yogurt Stick Products

The measurement of effectiveness can use the VisCAP model which includes indicators of Visibility, Credibility, Attraction, and Power, which together describe the extent to which the Ueno Family is able to be known, trusted, attract attention, and influence consumers in the context of the products they represent.

The results of this effectiveness measurement indicate that the Ueno Family's visibility indicator is quite high, which means that they are widely known by the public and have considerable effectiveness in attracting public attention to Cimory Yogurt Stick. The power indicator, which is the Ueno Family's ability to influence audience decisions, is also seen from the positive response received during the campaign. Thus, the effectiveness of the Ueno Family as a Brand Ambassador can be said to be successful in creating effective communication and building a strong relationship between the product and consumers.

Table 4.16 Total Mean Results of All VisCAP Indicators

Indicator	Nilai Mean
<i>Visibility</i>	4.52
<i>Credibility</i>	4.42
Attraction	4.66
<i>Power</i>	4.42
Total	4,51

Source: Researcher Processed. (2025).

Based on Table 4.16, the researchers found that the Ueno Family obtained the highest score on the Attraction indicator with a total mean of 4.66. This shows that the personal appeal of the Ueno Family, both in terms of character, lifestyle, and the emotional relationship they build with the audience, is very strong and is able to effectively receive the Cimory Yogurt Stick product message. Their presence in various events and activities that directly involve the audience also contributed to the increase in this Attraction indicator. Visibility also shows a fairly high mean value, namely 4.52. This value indicates that the Ueno Family is widely known by the public and has a good level of popularity as a public figure. This popularity makes it easier for them to convey messages to the audience effectively. This is in line with the opinion of Anas and Sudarwanto (2020) who stated that the popularity of a Brand Ambassador can strengthen the audience's appeal and attention to the product they represent.

The Credibility and Power indicators each obtained a mean value of 4.42. Credibility reflects the level of trust and knowledge of the Ueno Family towards the Cimory Yogurt Stick product, while Power describes their ability to influence audience decisions. The authenticity of the reviews and real experiences shared by the Ueno Family, especially through social media, strengthen their credibility as a trusted source of information. Thus, the combination of these four VisCAP indicators shows that the Ueno Family is effective in carrying out its role as a brand ambassador, able to build a positive and effective relationship between the product and the audience.

Effectiveness according to Gibson et al. (2001) is a measure of the achievement of mutually agreed goals and objectives, where the level of success reflects the level of effectiveness of an activity or program. If the presence and activities of the Ueno Family are able to build audience understanding and trust in the product, then this shows that the communication objectives have been successfully realized. According to Martani and Lubis (1987) in Mokoginta et al. (2021), effectiveness in an organization can be measured through three approaches, namely the resource (input), process, and goal (output) approaches. The effectiveness of the Ueno Family as a Brand Ambassador can be assessed from their ability to manage resources and communication processes to achieve the stated goals, namely building a positive relationship between the product and consumers.

Based on the results of the VisCAP indicator measurement, it can be concluded that the Ueno Family has high effectiveness as a Brand Ambassador for the Cimory Yogurt Stick product. The Attraction indicator is the highest with a mean value of 4.66, indicating that the Ueno Family's personal appeal is very strong in influencing audience acceptance of the product. In addition, the mean value of the Visibility, Credibility, and Power indicators which are also above 4.4 confirms that the Ueno Family is not only widely known and trusted by the public, but also has the ability to influence audience decisions effectively. Thus, the role of the Ueno Family as a Brand Ambassador has succeeded in building a positive and effective relationship between the Cimory Yogurt Stick product and consumers, in accordance with the established communication objectives.

Crosstab

The researcher conducted a crosstab of the respondent's identity, namely using gender with indicators from each brand ambassador variable, namely Visibility, Credibility, Attraction, Power.

Table 4.17 Crosstab Jenis Kelamin

Gender	<i>Visibility</i>	<i>Credibility</i>	Attraction	<i>Power</i>
Male	4,48	4.44	4,60	4,40
Female	4,54	4,40	4,64	4,43

Source: Researcher Processed. (2025).

Based on table 4.17, it is known that all indicators in both male and female gender categories are in the range of $3 \leq x \leq 5$, which indicates that the effectiveness of the Ueno Family as a Brand Ambassador for Cimory Yogurt Stick is relatively high. The indicator with the highest mean value is the attraction indicator for the female gender category with a score of 4.64, followed by the male category with a score of 4.60. These results indicate that the Ueno Family's appeal is very strong in the eyes of both groups, especially women. The appeal shown by the Ueno Family is not only seen from their physical appearance, but also from the values they display, such as a multicultural family that uses three languages (Bahasa Indonesia, Japanese, and Javanese), a cheerful and funny personality, family harmony, a healthy lifestyle, and consistent and enjoyable content. According to Royan (2004), the appeal of an endorser does not only come from their physical appearance, but also from their lifestyle, nature, and emotional intelligence that is displayed. In this case, the Ueno Family is considered successful in building an ideal family image that is inspiring for the audience, especially women. This is in line with the findings of the Katadata Insight Center (2023) which states that 61% of female consumers are more interested in promotions carried out by influencer families than single celebrities, because they are considered more relatable and authentic. Furthermore, the visibility indicator shows that the female gender category has the second highest mean with a score of 4.54, while men are slightly lower with a score of 4.48.

Visibility refers to the extent to which a Brand Ambassador is known or seen by the public through various media. The Ueno Family is known to be active on social media such as Instagram and TikTok, and often appears in Cimory's digital campaigns. In addition, women tend to pay more attention to visual content and storytelling in advertisements that touch their emotional side, which is a characteristic of Ueno Family content.

The credibility indicator has fairly balanced results with a score of 4.44 for men and 4.40 for women. This shows that both groups consider the Ueno Family as a credible figure to promote the Cimory Yogurt Stick product. According to Ohanian's Source Credibility theory (1990), endorser credibility is formed from a combination of expertise, trustworthiness, and attractiveness. The Ueno Family is considered credible because they display a healthy and natural lifestyle that is in accordance with Cimory's main message as a nutritious snack for families.

The power indicator is at the lowest mean position for both groups, namely 4.40 for men and 4.43 for women. However, this value is still included in the effective category. Power refers to the extent to which a Brand Ambassador is able to influence the actions of the audience. In a study by Fahirra & Andjarwati (2022), it was found that women have a higher intensity in following the development of brands supported by family public figures, especially if the content is related to healthy food for children.

The effectiveness of the Ueno Family as the Brand Ambassador of Cimory Yogurt Stick is highly rated by respondents of both genders, as indicated by all indicators being in the effective category (score > 3). The indicator with the highest value is attraction, especially for female respondents, which indicates that the visual appeal, healthy lifestyle, and harmonious family image of the Ueno Family have succeeded in building emotional interest in the product. Visibility also shows high results, especially for women, because the frequency of the Ueno Family's appearance on social media contributes greatly to building awareness of the Cimory brand. Credibility has a fairly balanced score in both groups, reflecting the perception of trust and the suitability of the Ueno Family image with the products they promote. Meanwhile, power is the indicator with the lowest score although it is still effective, indicating that direct effectiveness is still dominated by female consumers who are more emotionally involved. Overall, the Ueno Family is effective as a Brand Ambassador for Cimory Yogurt Stick, especially in building interest and visibility among women.

CONCLUSION

This study aims to determine the effectiveness of using the Ueno Family as a brand ambassador for Cimory Yogurt Stick in the VisCAP (Visibility, Credibility, Attraction, Power) model. Researchers have conducted research on 100 respondents with the criteria of men and women who are in the age range of 18-35 years and know the Ueno Family. Based on the results of the study conducted using the VisCAP model, each indicator has a mean value that falls into the effective category, so this proves that the Ueno Family is the right and effective brand ambassador for Cimory Yogurt Stick. The attraction indicator has the highest

value compared to other indicators, with a mean value of 4.63. This shows that the Ueno Family has succeeded in strengthening brand awareness and building audience interest in the product. The visual appeal and cheerful and funny personality of the Ueno Family from all family members, especially children, are the most effective main factors that make them more attractive and can build emotional relationships with the audience. In addition, in the crosstab results of gender and VisCAP, the attraction indicator gets the highest mean value followed by the visibility indicator and both are the highest in the female gender category. This proves that the distinctive attraction factors such as cheerful and funny personalities as well as popularity and appearance as a warm and harmonious multicultural family from the Ueno Family are able to increase the positive impression or image of the Cimory brand so that their target market is interested in providing feedback on the collaboration. In addition, it also shows the desire or similarity of lifestyle between the target audience and the Ueno Family through the Cimory brand.

This study is expected to be a reference and contribution to the development of communication science, especially in the study of advertising and promotional strategies through brand ambassadors. However, this study has several limitations, such as limitations in the research area, the number of respondents, and the focus of analysis which only refers to one model, namely VisCAP. Therefore, the academic suggestion that can be conveyed is Further research is recommended to expand the scope of the area and the number of respondents so that the results obtained are more representative of a larger population. It is expected that there will be development or integration of other models besides VisCAP, such as AIDA (Attention, Interest, Desire, Action), in order to provide a more comprehensive picture of the effectiveness of Brand Ambassadors in influencing consumer behavior. Further researchers are also expected to use a qualitative approach or mixed methods to dig deeper into the motivation and perception of the audience towards brand ambassadors, in order to complement quantitative data that is numerical in nature.

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