

The Effectiveness of Abe “Cekut” as Brand Ambassador for Ultra Mimi Kids on Indonesian Citizen

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ABSTRACT

The purpose of this research is to determine the effectiveness of Abe “Cekut” as Ultra Mimi Kids' brand ambassador in the marketing public relations (MPR) strategy for the Ultra Mimi Kids milk product in Indonesian society. To stay competitive and expand its brand, Ultra Mimi Kids implements marketing public relations activities by cooperating with one of the famous babies on TikTok, Abe “Cekut” as a brand ambassador in May 2024. Abe is a kid influencer who went viral and has many fans because of his cuteness. This research uses a survey method by collecting data through questionnaires distributed to 400 people in Indonesia using a Likert scale. This research uses a descriptive quantitative method, which is collected through an online survey in the form of a questionnaire and distributed to 400 Indonesians who fit the criteria. The results of this study show that Abe “Cekut” is effective in becoming an Ultra Mimi Kids brand ambassador using the VisCAP model, where the mean value of all indicators is 4.37. The indicator with the highest mean value is Visibility at 4.46.

Keywords: *marketing public relations; effectiveness; brand ambassador; viscap; abe cekut*

INTRODUCTION

Communication for marketing is usually known as Marketing Public Relations (MPR), which has the main objective of building and maintaining the positive reputation of a brand or brand. According to Ardianto (2009), the entry of Public Relations into marketing is due to an increase in consumer needs and interests, increasingly competitive prices, the need to expand distribution, and many promotions of similar products/services. The more competitors, the more the role of MPR is needed to maintain the existence of the brand so that it can still be considered superior to its competitors.

Marketing Public Relations (MPR) according to Keith Butterick (2012) is PR that supports all sales activities to gain engagement and advance the sales process by improving the relationship between consumers and the brand concerned. Unlike marketing which

focuses on the results in the form of purchases, MPR focuses more on being able to create a positive image or reputation and how the brand's relationship with consumers.

The existence of Marketing Public Relations is closely related to promotional efforts carried out by brands. According to Mulyana (2019), marketing communication also known as promotion is the process of communicating useful information about a company or product to influence potential buyers. To be able to maximize the performance of an MPR program, brands can do a promotion mix.

Promotion mix according to Kotler & Armstrong (2008) is a special blend of promotional tools consisting of advertising, public relations, personal selling, sales promotion, and direct marketing tools that companies use to engage consumers, persuasively communicate customer value, and build customers. There are several promotion mixes, namely advertising, sales promotion, personal selling, direct marketing and public relations (Kotler & Armstrong, 2008).

Therefore, MPR activities and promotion mix have a big role in maintaining the existence of a brand. A brand or brand is a name, symbol, sign, design, or a combination of them to be used as the identity of an individual, organization or company on goods and services owned to distinguish from other service products (Firmansyah, 2019). Where then later this brand or brand must continue to develop its name so that it can be increasingly recognized and trusted by the public. Often to carry out this task, brands use a brand ambassador who can also be said to be the face of the brand.

According to Sadrabadi et al. (2018), brand ambassadors are brand representatives who emphasize the brand with its reputation. That's why, the identity of the chosen brand ambassador should be in line with the company's identity. Of course, by collaborating with brand ambassadors, it is expected to attract the attention of more people and even persuade them to use or buy products or services sold by the brand. Therefore, it is necessary to know whether the selection and use of Brand Ambassador is effective in achieving goals or not.

Effective can also be interpreted as successful, effectiveness according to Mahmudi (2010) is the relationship between output and goals or objectives that must be achieved. To be able to measure the level of effectiveness of brand ambassadors, indicators are needed, because the most important thing is to know whether the figure can convey value and represent the brand to the public. The indicator that will be used in this research is Rossiter & Percy's VisCAP (2018) which consists of Visibility (popularity), Credibility (credibility), Attraction (attractiveness) and Power (strength). By measuring using VisCAP indicators, it is hoped that it will be known about how Abe as a brand ambassador can increase brand popularity, credibility, attractiveness and influence the public towards Ultra Mimi Kids.

In daily life, besides consuming staple foods and beverages, Indonesians are also fond of consuming packaged foods or beverages. This statement is supported by the level of sales of packaged food and beverages in Indonesia increasing from 2018 to 2022 (Ahdiat, 2023). As for UHT milk ranks first as a favorite packaged beverage in Indonesia (Annur, 2022). This is because milk is considered a healthy drink and can also hold hunger.

According to Muhammad (2024), the milk most often consumed by Indonesians is UHT milk, this could be supported because UHT milk is more practical to carry, lasts long enough and is ready to drink immediately. The pioneer of UHT milk in Indonesia is PT Ultrajaya Milk Industry Tbk. which was born and actively marketed in Indonesia since 1971. Its first product was Ultra Milk which is UHT milk for all ages. Later, the owner expanded its market reach by launching Ultra Mimi Kids, a UHT milk for children.

Ultra Mimi Kids is a high-quality milk that has complete nutrition for the early stages of growth in children. All vitamins, nutrients and calcium contained in Ultra Mimi Kids milk are easily absorbed by the body, as it is made from 100% fresh milk. Ultra Mimi Kids milk is produced to provide balanced nutrition to children aged 2-6 years or who are still in the growth and development stage. However, when compared to Ultra Milk, the Ultra Mimi Kids brand is still new and not as popular as Ultrajaya's existing milk brand Ultra Milk. Therefore, to expand its brand, Ultra Mimi Kids for the first time chose and used a brand ambassador. They officially partnered with one of the babies known from the TikTok social media platform, Abe "Cekut".

Several previous studies were used by the author as references for this research. The first one is titled "The Effectiveness of Using Stray Kids as Brand Ambassador for Ultra Milk on Instagram @ultra_mym" by Marcella Geraldine Prasetyo in 2024. The subject in the previous study was Instagram followers, while this research focuses on Indonesian people who meet certain criteria. The indicators used to measure effectiveness are the same, namely VisCAP, with the highest indicator being Visibility, scoring 4.57.

The second previous study is titled "The Effectiveness of Tzuyu as Brand Ambassador in the Launch of Bright Miracle Pond's Product on @pondsindonesia Followers" by Rachel Ade Suryaning Kalla in 2020. Tzuyu was found to be an effective brand ambassador for the launch of Pond's Bright Miracle, with Attractiveness being the most effective indicator. Unlike that study, which is in the beauty field, the author chose a brand from the food and beverage sector. Also, the social media platform used in Kalla's (2020) study was Instagram, meanwhile there were no media limitations in this study.

The last previous study is "Audience Reception of the Use of Child Brand Ambassador Rayyanza in Cessa Advertisements on TikTok @cessa.official" (Azzahra, H.H., 2025). The differences include the research approach, which in the previous study was qualitative with a constructivist paradigm, and the data collection method used interviews. In addition, the child brand ambassador used by Cessa is the son of celebrity couple Raffi Ahmad and Nagita Slavina, while Abe is not. The study found that Rayyanza's popularity was effective in attracting attention and building trust in the Cessa product.

Based on the background above, the researcher decided on the following research question is "How Effective is the Use of Abe 'Cekut' as a Brand Ambassador for Ultra Mimi Kids among Indonesian Citizens?"

LITERATURE REVIEW

Marketing Public Relations

According to Ruslan (2010), Marketing Public Relations (MPR) is the process of planning, implementing, and evaluating programs that stimulate consumer purchases and satisfaction through credible communication and information. The activities of Marketing Public Relations, in line with the public relations component within it, do not only focus on purchase interest but also on how the connection that is built will influence the formation of the company's image. The main function of MPR is to be able to build and maintain a positive image of the company.

According to Thomas L. Harris, there are three strategies (Three Ways Strategy) in the concept of Marketing Public Relations as a realization of MPR activities, namely: 1) Pull Strategy, as an effort to attract public attention. 2) Push Strategy, an effort made to increase sales numbers by applying strategies to increase the amount of purchases. 3) Pass Strategy, an effort to persuade the public to have a positive opinion about the company through various activities.

The scope of MPR according to Harris & Whalen (2006) includes product promotion, target market development, advertising, marketing, reputation, and sales. With good MPR activities, it can create company credibility which then leads to a good trust relationship with its public. According to Soemirat and Ardianto (2007), the entry of public relations into marketing is due to the increasing needs and interests of consumers, more competitive prices, the need to expand distribution, and the many promotions of similar products/services. The emphasis in MPR is not on sales, but on building a positive image that will stick in the public's memory and can have a long-term impact.

Brand Ambassador

According to Gaynor Lea-Greenwood (2012), a brand ambassador is an activity in which a brand or company makes a contract with a public figure to represent their brand or company. A brand ambassador can be defined as an individual or group who has popularity, expertise, attractiveness, and influence to deliver messages or promote products or services to attract consumer attention. This collaboration aims to increase public interest and to maintain or build a positive image. The reason companies choose a popular person as a brand ambassador is because it is easier to influence the public. The use of a brand ambassador is also useful to introduce a brand to a wider audience. Companies pay public figures to be brand ambassadors because they are seen as liked and respected by the target audience and can influence customer attitudes and behavior toward the brand they represent (Shimp, 2010).

Brand Ambassador Effectiveness

To measure the effectiveness of the brand ambassador in this research, the VisCAP model by Rossiter & Percy (1997, in King & Paramita, 2016) is used, which has four indicators, namely:

- 1) **Visibility:** The level of popularity of a celebrity who is admired and known by the general public. Their presence is recognized and acknowledged by the audience. In general, the chosen figure is someone who is already well-known and has a broad influence in a certain community, so that public attention can be directed toward the advertised brand.
- 2) **Credibility:** The level of trust in the celebrity is also assessed by the public. Credibility is closely related to the audience's perception of that person. Through the credibility they possess, it can determine how trustworthy someone is. Two factors play a role in determining credibility, including:
 - Expertise, refers to how extensive the person's knowledge is. The more expertise someone has, the more they are seen as intelligent, capable, skilled, knowledgeable, experienced, or well-trained.
 - Similarity, this character relates to the consideration of how honest someone is in delivering an advertisement.
- 3) **Attraction:** The attractiveness of the celebrity also affects consumer interest, not only physical attractiveness but also attitudes such as intelligence, lifestyle, etc. There are two characteristics included in attraction which are likability and similarity.
 - Likability, refers to physical appearance and personality. By having attractiveness, it is hoped that the person can have a positive influence on the brand they represent.
 - Similarity, refers to the match between the character's personality and the advertisement or brand represented, which can greatly help in making the advertising goals more effective.
- 4) **Power:** The influence or impact a celebrity has in convincing the audience through their skills. Having this character means a person can deliver and influence the message to the audience. Generally, the more well-known or famous a person is, the greater the power they possess.

METHODOLOGY

This type of research is descriptive with a quantitative approach. Descriptive quantitative research is a type of research that describes or explains phenomena that occur in a real, realistic, actual, and factual manner, where the researcher aims to describe an object or phenomenon in writing systematically, factually, and accurately regarding facts, characteristics, and the existence of relationships between the phenomena being investigated (Rukajat, 2018).

The method used in this research is a survey, with data collected through a questionnaire using Google Forms. The researcher distributed the Google Form via social media to various communities, such as parenting communities, Abe fans, parents, and individuals who meet the criteria. The subjects of this study are Indonesian citizens aged 17-44 years old (Generation X-Y) who have seen and are aware of the collaboration between Ultra Mimi Kids and Abe “Cekut” as a brand ambassador.

The researcher used the Likert Scale to measure the effectiveness of Abe “Cekut” as a brand ambassador for Ultra Mimi Kids among the Indonesian public. There were 5 answer choices on a scale from 1 to 5, where each number represents a statement as follows: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). The sampling technique used in this research is non-probability sampling, which is a technique that does not provide equal opportunity for each element or member of the population to be selected as a sample (Sugiyono, 2017). There are several criteria for the samples in this research, namely:

- 1) Indonesian citizens, both male and female, aged between 17–44 years old.
- 2) Have seen or are aware of the Ultra Mimi Kids X Abe “Cekut” content as a brand ambassador, whether through digital media or print media.
- 3) Live with at least one child aged 2–6 years, with a relationship that is not limited to being a parent but may also include cousins or other relatives.

First, the researcher distributed the questionnaire to 30 people who met the criteria as respondents, and the collected data was then processed to conduct validity and reliability tests. After that, the researcher continued distributing the questionnaire to reach 400 respondents, so that the data could be analyzed. The responses obtained were then analyzed based on the statements in the VisCAP indicators. The answers from all respondents were then processed to calculate the average value. The class interval used to classify the respondents’ answers is $1 \leq x \leq 3$, which means ineffective, and $3.01 \leq x \leq 5$, which means effective.

RESULTS AND DISCUSSION

In this research, the researcher processed the data from the responses collected through questionnaires distributed to 400 respondents who met the criteria. The following below is the data obtained and processed by researchers using SPSS.

Table 1.1 Validity Test Results

Variabel	Indicator	Code	R Count	R Table	Result
Brand Ambassador	Visibility	X01	0,623	0,361	VALID
		X02	0,647	0,361	VALID
	Credibility	X03	0,662	0,361	VALID
		X04	0,620	0,361	VALID
	Attraction	X05	0,765	0,361	VALID
		X06	0,516	0,361	VALID
	Power	X07	0,711	0,361	VALID
		X08	0,556	0,361	VALID

Source: Researcher’s Analysis (2025)

Table 1.2 Reliability Test Results

Variable	Cronbach’s Alpha	N of items	Result
Brand Ambassador	0,786	0,6	Reliable

Source: Researcher’s Analysis (2025)

In this research, the researcher processed the data from the responses collected through questionnaires distributed to 400 respondents who met the criteria. The following are the results of the analysis of respondents' answers based on VisCAP (Visibility, Credibility, Attraction, Power) indicators to determine the level of effectiveness of Abe “Cekut” as Ultra Mimi Kids brand ambassador.

Table 1.3 (Total Mean Score of Visibility Indicator)

Indicator	Statement	Mean Score
Visibility	Abe “Cekut” is a child who I know is always active in doing various children's activities through vlog content.	4,40
	Abe “Cekut” is a popular kid on Indonesian social media.	4,51
Total Mean		4,46

Source : Researcher’s Analysis, 2025

Based on the result, the second statement “Abe “Cekut” is a popular kid on Indonesian social media” has a higher mean value. This could be because Abe “Cekut” already has a large number of followers on his various social media accounts. This could be

the reason why the second statement “Abe ‘Cekut’ is a popular child on Indonesian social media” has a higher mean value of 4.51. Not to mention Abe is also quite often included in various coverage on television or news articles. The selection of brand ambassadors is often based on the image of a famous celebrity, it is hoped that customers will be interested in utilizing the product (Putra & Abdillah, 2014).

As for the first statement “Abe ‘Cekut’ is a child who I know is always active in doing various children's activities through vlog content” has a lower mean value of 4.40. Some respondents may know Abe better because of his unique personality or his “random” and entertaining behavior, not because of the children's activities he does. This is also because the perception of content can be very subjective and depends on each individual's point of view. According to Rakhmat (2001), perception is the experience of objects, events or relationships obtained by inferring information and interpreting messages. Therefore, each individual can have their own perception, depending on their experience and knowledge. However, even though the number is slightly lower, this statement still falls into the effective category.

Table 1.2 (Total Mean Score of Credibility Indicator)

Indicator	Statement	Mean Score
Credibility	Abe “Cekut” is a child who is trustworthy and honest in conveying the message of the fresh taste of 100% real milk.	4,32
	With his personal experience, Abe “Cekut” was able to convey the message that it is important to drink 100% real milk.	4,32
Total Mean		4,32

Source : Researcher’s Analysis, 2025

From the mean results obtained, the first and second statements have the same magnitude so that the total mean obtained is also the same, namely 4.32. In the credibility indicator, it consists of two important things, namely expertise and trustworthiness. According to Shimp & Andrews (2013), expertise is the experience, knowledge, skills, expertise, and qualifications possessed by celebrities in certain fields. The expertise part can be seen in his daily life where Abe has consumed Ultra Mimi Kids even before the cooperation contract as a brand ambassador. Celebrities will be very influential if they have credibility supported by factors of expertise, trustworthiness and likability (Royan, 2004).

Meanwhile, Trustworthiness is the belief of one individual regarding the intentions and behavior of another individual (Sirdeshmukh et al., 2002). Moreover, keep in mind that one of the objectives of Marketing Public Relations is to strengthen relationships with consumers and marketing targets by gaining the trust and interest of stakeholders (Floor & Raaij, 2011). From the results of the respondents' answers obtained, it can be seen that the

majority of respondents agree that Abe “Cekut” is an honest boy, and can convey messages well. Although Abe is still a 3-year-old child and cannot speak and communicate as well as an adult, but he has been able to build trust with his audience. Children are known to be the most honest, and generally they tend to express their opinions openly and according to reality (Tuzzahrah, 2024). Good credibility can make the message conveyed through Abe “Cekut” more easily accepted and trusted by decision makers. Therefore, the credibility of Abe “Cekut” plays a big role in shaping consumer trust in Ultra Mimi Kids not only in end users but also decision makers.

Table 1.3 (Total Mean Score of Attraction Indicator)

Indicator	Statement	Mean Score
Attraction	Abe “Cekut” is a child with an adorable physical appearance.	4,53
	I see similarities in the lifestyles of Abe “Cekut” and other children who are always active every day..	4,27
Total Mean		4,40

Source : Researcher’s Analysis, 2025

In the attraction indicator, there are two statements, the first is “Abe ‘Cekut’ is a child who has an adorable physical appearance” which leads to likability with a mean value of 4.53. The second statement leads to similarity, namely “I see the similarity in lifestyle between Abe ‘Cekut’ and other children who are always active every day” with a mean value of 4.27. From these two indicators, it can be seen that the mean value of statements leading to likability is higher when compared to similarity. This could be because although many respondents know and find Abe attractive.

According to Teng et al. (2014), likability can indicate an affective acceptance of an influencer's physical appearance, characteristics and personality. For Abe himself, one of the reasons he can go viral on social media is because of his cute physical appearance. In fact, there are often many comments praising Abe for his looks and behavior on social media. Abe was also nominated for Gorgeous Baby 2024 organized by SCTV.

In addition, one of the promotional efforts made by Ultra Mimi Kids is by placing shelf banners on supermarket shelves spread across cities in Indonesia. The uniqueness of this shelf banner is that in addition to having a photo of Abe, it can detect movement and then play a voice of Abe speaking. Onty Angkel's desire to not only see the shelf banner but also to listen to Abe's adorable voice. Here Abe's voice is no longer for the stage of increasing awareness. Rather, it is to encourage brand recognition because at that time they already

knew and even deliberately looked for the shelf banner of Ultra Mimi Kids. According to Tjiptono in Lestari and Imam (2020), brand recognition is the ability of individuals to remember brands through an aid.

The second statement, namely "I see the similarity in lifestyle between Abe "Cekut" and other children who are always active every day". When there is a relationship of similarity between the brand ambassador and the audience, there will be a harmony of views on the product so that it will create a high level of trust (Muthohar, 2013). The similarity of this lifestyle apart from Abe's daily activities as a child can also be seen in Abe's daily activities consuming Ultra Mimi Kids. Although the similarity value is lower, it is still 4.27 which is still included in 3.01-5.00.

Table 1.4 (Total Mean Score of Power Indicator)

Indicator	Statement	Mean Score
Attraction	The message delivered by Abe "Cekut" made me interested in giving Ultra Mimi Kids to my children because it is 100% real fresh milk.	4,34
	I wanted to try Ultra Mimi Kids because of the milk drinking actions of Abe "Cekut" who is the brand ambassador.	4,33
Total Mean		4,33

Source : Researcher's Analysis, 2025

Of the two statements given, the first statement, "The message delivered by Abe "Cekut" made me interested in giving Ultra Mimi Kids to my children because it is 100% real fresh milk" has a slightly higher score of 4.34. Abe usually conveys the message that Ultra Mimi Kids is 100% fresh milk in the video content uploaded on Ultra Mimi Kids' social media. The strategy used by Ultra Mimi Kids is to include the role of a child to convince the audience of the quality of its products. According to Rossiter & Percy (1997), power is the ability to influence and follow what is displayed by the communicator. So the power of Abe as BA will be proven if the audience can be influenced by the message conveyed.

In addition, the researcher found many comments stating that people became interested in trying or buying Ultra Mimi Kids. In fact, many of the comments revealed that even though they are not in the children's age category, they were still influenced to try Ultra Mimi Kids simply because Abe is the brand ambassador. This shows that Abe has the power to persuade and influence the audience. This also aligns with the Three Ways Strategy theory presented by Thomas L. Harris, which states that in addition to attracting, MPR activities must also be able to encourage and influence. Attracting and encouraging here means not just

getting people interested, but also prompting them to take action by using or purchasing the promoted product.

The researcher also found posts documenting moments where people deliberately made time to see and hear Abe’s voice from the shelf banner. From this, it can be seen that Abe holds power not just on social media, but also directly through print promotional media.

Table 1.5 (Crosstab of Additional Question with Power Indicator)

Answer Choices	Number of Responses	Mean: "I want to try Ultra Mimi Kids because of Abe 'Cekut's' action of drinking milk as the brand ambassador."	Mean: "The message delivered by Abe 'Cekut' makes me interested in giving Ultra Mimi Kids to children because it's 100% fresh milk."
Children aged 2–6 (child, younger sibling, cousin, or other relatives)	217	4,38	4,41
Children aged 2–6 (child, younger sibling, cousin, or other relatives), Myself	156	4,26	4,26
Myself	27	4,41	4,26
Grand total	400	4,34	4,34

Source : Researcher’s Analysis, 2025

In the questionnaire, the researcher also included an additional statement, one of which was: “Who would you buy Ultra Mimi Kids for?” The answer choices provided were: for yourself, for children (aged 2–6 years), and both yourself and children. It can be seen from the responses that 217 respondents, equivalent to 54.2%, chose to buy Ultra Mimi Kids for children aged 2–6 years. This supports the notion that Abe is able to persuade respondents effectively, as the primary target market of Ultra Mimi Kids is indeed children within that age range. When the researcher conducted a crosstab analysis between responses to this question and the two Power indicators, it was found that respondents who selected this answer were influenced by the message conveyed by Abe that Ultra Mimi Kids is fresh milk. This message is frequently featured in the content (photos or videos) uploaded on the Ultra Mimi Kids social media accounts. In addition to the "fresh milk" message, another common message is “Mimi Susungguhnya” which means 100% real milk.

Meanwhile, 156 respondents (equivalent to 39%) selected the option to buy Ultra Mimi Kids for both children aged 2-6 and for themselves. From the crosstab analysis, the results showed a balanced influence across both Power indicators. For the third answer choice buying Ultra Mimi Kids for oneself 27 respondents (equal to 6.7%) selected this option. Based on the crosstab results, those who chose this were more influenced by the desire to try

Ultra Mimi Kids because Abe “Cekut” is the brand ambassador. These are Onty and Angkel who may not have felt the need to try or consume Ultra Mimi Kids previously but were persuaded to do so due to Abe’s role as the brand ambassador. From the responses, it can be concluded that Abe not only influences respondents to buy Ultra Mimi Kids for children but also for themselves. Thus, it can be inferred that Abe effectively reaches not only the primary target market but also the secondary target audience of Ultra Mimi Kids.

Table 1.6 (Total Mean of VisCAP Indicators)

Indicator	Mean
Visibility	4,46
Credibility	4,32
Attraction	4,40
Power	4,33
<i>Total Mean</i>	4,33 (Effective)

Source : Researcher’s Analysis, 2025

Table 1.6 shows the results of respondents' answers in the study to measure the effectiveness level of Abe “Cekut” as a brand ambassador for Ultra Mimi Kids among the Indonesian public using the VisCAP indicators (visibility, credibility, attraction, and power). Based on the data findings from 400 respondents obtained by the researcher, it can be seen that Abe “Cekut” can be considered effective as a brand ambassador for Ultra Mimi Kids. Among the four indicators, the overall mean of the VisCAP indicators is 4.37, which falls into the effective category. The highest mean score is in the Visibility indicator, which is 4.46.

If marketing focuses only on customers and sales, Marketing Public Relations focuses on building relationships and managing reputation to create a positive image of the organization among the public (Rajković et al., 2020). As a part of marketing communication, PR focuses on marketing materials, especially publicity that will be delivered to the public (Pelsmacker et al., 2001). To achieve this goal, a brand can use a brand ambassador who also serves as the representative or face of the brand. Considering that the goal of MPR is to build relationships, reputation, and publicity, this will be easier to achieve if it is delivered by someone who already has publicity. Therefore, one of the characteristics that a brand ambassador must have is visibility.

According to Rossiter & Percy (1997), visibility refers to the extent to which a brand ambassador is known by the public through various media. A brand ambassador with a high level of visibility can more easily influence others to follow and believe in the message being

delivered. In Marketing Public Relations, using a popular figure can immediately increase the visibility of a campaign and create a strong emotional impact on the audience (Harris, 1991). In the collaboration between Ultra Mimi Kids and Abe “Cekut,” the message being conveyed is that Ultra Mimi Kids is 100% real and fresh milk for children.

The popularity and image of a well-known celebrity can serve as an effective channel to transfer certain values into the brand they represent (McCracken, 1989). Based on the findings obtained by the researcher, respondents relatively agreed with the statement that Abe “Cekut” is a popular child on Indonesian social media. This popularity is due to many people liking Abe’s visual appearance, which is considered cute in the videos uploaded to his account. Evidence of Abe’s popularity can be clearly seen from the number of followers he has on various social media platforms, with both Instagram and TikTok exceeding one million followers. In addition, Abe is frequently featured in the news, both on television and digital newspaper platforms, because of his viral charm on social media.

Not to mention the many fanbase accounts that upload compilation videos of Abe, documentations of Abe when featured on TV, or when doing live streams on TikTok. These numerous uploads, it surely help increase Abe’s visibility. From this, it can be seen that the popularity Abe already had even before becoming a brand ambassador can be a strong supporting factor in attracting respondents’ attention, increasing awareness, and creating a positive image of Ultra Mimi Kids. This aligns with the statement by Kitchen & Moss (1995), that MPR through brand ambassadors supports brand positioning and conveys brand values in ways that cannot be achieved by advertising alone.

In carrying out MPR activities, it is necessary to have marketing communication tools that can be used to encourage and support the level of success. Ultra Mimi Kids utilized the Media Promotion Mix, where promotional efforts through advertising in conducting MPR activities are carried out across various media, both print and social media. The media used includes social media platforms such as Instagram, TikTok, and Facebook, while for print media there are billboards and shelf banners. According to Harris (1998), the use of various media platforms to integrate MPR can enhance message dissemination and strengthen brand recall in consumers' minds. With exposure through various media, can drive increased visibility for both the brand and the ambassador.

There is also a previous study titled “The Effectiveness of Using Stray Kids as Brand Ambassador for Ultra Milk on Instagram @ultra_mym” by Marcella Geraldine Prasetio in 2024, where the highest result was also on the Visibility indicator, with a score of 4.56. The study concluded that the popularity and positive appearance of a brand ambassador can enhance the positive impression or image of a brand, making the target market more interested in giving their feedback on the collaboration (Prasetio, 2024).

Meanwhile, the indicator with the lowest mean score is credibility, with a value of 4.32. Although this indicator has the lowest score compared to the other three indicators, it is still categorized as effective because it falls within the range of $3 \leq x \leq 5$. Credibility is divided into two characteristics: expertise, which refers to knowledge, experience, and ability,

and trustworthiness, which refers to honesty and the ability to be trusted by the targeted market (Rossiter et al., 2018). The result in the credibility indicator can still be considered effective because respondents felt that Abe “Cekut” was able to deliver the message and convince them to trust it. This can be seen from various video content uploaded both on Abe’s social media and on Ultra Mimi Kids’ platforms related to the fresh taste of Ultra Mimi Kids milk.

In addition, respondents could also trust Abe through his experience of drinking Ultra Mimi Kids. It was found that Abe himself was already a consumer of Ultra Mimi Kids even before he became its brand ambassador. This aligns with the statement by Spry, Pappu & Cornwell (2011), which states that the congruence between a celebrity and the actual use of the product significantly influences brand attitude and purchase intention.

However, this indicator received the lowest mean score. One possible reason is that Abe, as a brand ambassador, is still a child who does not yet have the speaking ability of an adult. This is supported by the statement from Hurlock (2017), which explains that children’s thinking differs from adults because their cognitive structures are not yet mature and are still developing. Meanwhile, effective message delivery requires strong cognitive abilities. Communication effectiveness is closely related to the communicator’s ability to understand and manage both verbal and nonverbal cues (Mehrabian, 1971). With underdeveloped cognitive abilities, Abe has limitations in conveying messages verbally to deliver and convince respondents. Moreover, considering that Abe is still a child, it is understandable that he does not yet have sufficient knowledge and experience compared to adults.

Choosing the right celebrity to become a brand ambassador can strengthen the bond between the brand and its audience and enrich the brand’s narrative (Liang, 2023). In selecting a brand ambassador, it is important to consider their reputation and image to make it easier to reach the intended target audience. One of the scopes of MPR, according to Harris & Whalen (2006), is to build a target market. Although Ultra Mimi Kids targets children aged 2–6 years old, the focus of the promotion is on the decision-makers. There is an alignment with the category of Abe’s fans, who are referred to as “Onty” and “Angkel,” which indicates that they are older than Abe. This study also found that the promotion carried out through various media not only succeeded in attracting the primary target market (children) but also showed that Abe could influence the secondary target market.

Referring to Table 1.5, the mean results from both statements under the Power indicator show that Abe can influence respondents not only to give Ultra Mimi Kids to children but also to consume it themselves. Power, according to Rossiter & Percy in Dyan (2017), is the ability to exert influence and lead others to follow what the communicator demonstrates. Although the mean score for the Power indicator is lower than that of Visibility, it is still categorized as effective, with a score of 4.33. This is further supported by Table 4.11, which shows that respondents were influenced to try and give Ultra Mimi Kids.

These respondents, aged 17–44, are not the brand’s primary target market, yet the findings show that Abe’s Power as a brand ambassador is effective. Even though “Onty

Angkel" (adult fans) are not the intended audience and initially had no reason to consume Ultra Mimi Kids, Abe's presence as a brand ambassador sparked their interest. Onty Angkel developed a desire to try and consume Ultra Mimi Kids because Abe is the brand ambassador. In addition, the shelf banner helps attract the attention of Onty Angkel and Abe's friends. This can be seen from the number of Onty Angkel who actively hunt for Abe's shelf banners just to see and hear Abe's adorable voice. This is further evidence supporting the high score of the Attraction indicator, which received the second-highest mean in this study.

Attraction refers to both physical and emotional appeal, which can help generate identification and likability toward the target audience (Rossiter & Percy, 1997). This Attraction indicator consists of likability and similarity (lifestyle similarity). With the presence of a brand ambassador who has strong appeal in the eyes of the audience, it becomes easier to persuade the public to view the brand in a positive light. In this way, it can support the implementation of one of the strategies in the MPR concept by Thomas L. Harris, namely the Pass Strategy, which aims to persuade the public to have a positive opinion of the company through various activities. According to Jensen (2020), likability can be a powerful persuasion tool, the more someone is liked, the more they are able to persuade others. With a mean score of 4.40, it can be concluded that the Attraction indicator for Abe "Cekut" as the brand ambassador for Ultra Mimi Kids falls into the effective category. This shows that respondents perceive Abe as having strong appeal and the ability to capture the audience's attention effectively.

The use of Abe's shelf banner in supermarkets is not focused on delivering product information, but rather on attracting the attention of Onty, Angkel, and Abe's Friends so that they are encouraged to recognize and remember the Ultra Mimi Kids product. As a result, Onty, Angkel, or Abe's Friends who see and hear Abe's voice from the shelf banner will recall the Ultra Mimi Kids product. The presence of the shelf banner also promotes brand recognition. According to Tjiptono in Lestari and Imam (2020), brand recognition is an individual's ability to recall a brand with the help of a prompt.

Looking at the overall VisCAP score of 4.37, which is categorized as effective, it can be concluded that Abe is the right and effective choice as a brand ambassador for Ultra Mimi Kids. With Abe as the BA, Ultra Mimi Kids can become more widely known by the public and can influence both the primary and secondary target markets.

CONCLUSION

This research aims to determine the effectiveness of using Abe "Cekut" as a brand ambassador for Ultra Mimi Kids by using the VisCAP model (Visibility, Credibility, Attraction, Power). The researcher conducted this study with 400 respondents who met the criteria of being male or female, aged between 17–44 years, and aware of the collaboration between Abe "Cekut" and Ultra Mimi Kids as brand ambassador. The researcher obtained results showing that each of the brand ambassador indicators had a mean value that falls into

the effective category. Therefore, this result proves that Abe “Cekut” is the right and effective brand ambassador for Ultra Mimi Kids.

The indicator with the highest mean value is Visibility, with a result of 4.46. This shows that the popularity of Abe “Cekut” has a positive impact by attracting the audience’s attention, not only making them aware but also influencing them with the message delivered by Abe. With such high popularity, Abe’s and Ultra Mimi Kids’ content has the potential to gain more attention compared to other Ultra Mimi Kids content. Abe’s popularity stems from the fact that many people find his adorable physical appearance appealing. The selection of a brand ambassador is often based on the image of a well-known celebrity, with the hope that customers will be attracted to using the product (Putra & Abdillah, 2016).

This aligns with the second-highest result found in the Attraction indicator, which is 4.40, where respondents agree that Abe is a child with an adorable physical appearance and shares a similar lifestyle to children in general. There is also evidence showing that Abe himself consumes Ultra Mimi Kids. As a child, it is undeniable that Abe does not yet have the same cognitive abilities as adults in delivering messages to convince the audience, this explains why the Credibility indicator has the lowest mean value. Although it is lower compared to other indicators, it still falls into the effective category as it is within the range of 3.01–5.00. This effectiveness is further supported by the Power indicator, which also falls into the effective category with a score of 4.33. This means that although Abe is still a child, as a brand ambassador he is still able to influence or persuade respondents through both visual and verbal messages in the existing content.

The overall VisCAP indicators in this research received a mean score of 4.37, which is categorized as effective. In conclusion, the selection of Abe “Cekut” as a brand ambassador for the Ultra Mimi Kids brand can be considered appropriate and effective.

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