

The Effectiveness of Monica Amadea as a Celebrity Endorser and Owner Endorser for Monomolly on Instagram

Vania Pratama, Jandy Luik, Felicia Goenawan

Communication Science Department, Petra Christian University
vaniaangelmp@gmail.com

ABSTRACT

The use of celebrity endorsers has become one of the Marketing Public Relations strategies to convince, persuade, and influence consumers by leveraging the popularity of public figures. An owner endorser refers to a brand owner who is also widely recognized as the endorser of their own brand. This study aims to measure the effectiveness of Monica Amadea as both a celebrity endorser and an owner endorser for her own fashion brand called Monomolly, on the social media platform Instagram. This research employs a descriptive quantitative method by distributing an online survey to 100 respondents. To assess the celebrity endorser role, the study adopts the TEARS model (Trustworthiness, Expertise, Attractiveness, Respect, Similarity), while the owner endorser role is evaluated through three indicators: Credibility, Expertise, and Congruence. The results indicate that Monica Amadea is proven to be effective in carrying out both roles, with similarity and credibility emerging as the most significant indicators. This proves that the dual role of a public figure as both celebrity and brand owner offers a complementary strategy that effectively strengthens brand trust and loyalty

Keywords: *Celebrity Endorser; Owner Endorser; TEARS Model; Monica Amadea; Instagram*

INTRODUCTION

Communication is a fundamental human activity. As social beings, humans engage in interaction with one another through communication. People communicate to express and support self-identity, build social contact with others, and influence those around them (Mulyana, 2013:4). This statement aligns with the Stimulus-Organism-Response (SOR) theory, which consists of three components: Stimulus (message), Organism (communicant),

and Response (effect). In this study, the use of Monica Amadea as both a celebrity endorser and owner endorser of Monomolly functions as a stimulus to Instagram users (organism), which in turn may generate a response or effect.

One aspect of public relations is Marketing Public Relations (MPR), which focuses on providing information, education, and building consumer understanding through messages that enhance knowledge and awareness about a brand, thereby improving brand recall and strengthening the company's market position (Floor & Raaij, 2011). Beyond providing information, MPR also serves to stimulate action by encouraging target consumers to take specific steps due to message penetration. This stimulation can take the form of advertising promotions and other related efforts (Kasali, 2008).

Celebrity endorser is considered an effective option for delivering product information (Anas & Sudarwanto, 2020). The term refers to the practice of using public figures, well-known for their expertise in specific fields, to speak about and promote products or services in a way that can influence public attitudes (Shrimp, 2014). However, the selection of celebrity endorsers requires careful consideration, including their popularity level and whether the chosen celebrity aligns with the brand's character (Royan, 2005:7). Through celebrity endorsement, companies can distinguish their products from competitors, a key factor consumers use in making purchasing decisions.

The rapid growth of the fashion industry, along with the emergence of numerous local fashion brands in Indonesia, has intensified market competition, requiring brands to develop creative and innovative products to maintain relevance (Kadafi, 2023). In parallel, digital technology development has opened new opportunities for local fashion businesses to thrive (Simatupang, 2024). In this modern era, many fashion entrepreneurs in Indonesia leverage Instagram as a primary promotional platform (Hillary, 2023). Given the highly saturated market, it is essential for fashion brands to implement specific promotional strategies to capture consumer attention one of which is through the use of celebrity endorsers. Celebrity endorsement is one of the most popular promotional methods globally, as it relies on attractive and trusted public figures to enhance the visibility and recognition of promoted products (Feiz, 2018).

One local fashion brand that utilizes celebrity endorsement is Monomolly, founded by Monica Amadea in 2016 while she was still a university student in Bandung. Initially, she started the brand as a small-scale business reselling trendy women's clothing. By 2017, Monica began producing her own designs and selling them through e-commerce platforms. A distinctive characteristic of Monomolly lies in its commitment to body inclusivity, offering products that accommodate women weighing up to 100 kilograms. This inclusivity is visually represented through the use of models with diverse body types, providing accessible reference points for consumers. Monomolly also consistently emphasizes the hashtag #BeYourOwnMuse in each of its Instagram posts, encouraging followers to confidently express themselves through fashion. This brand does not target a specific generation, allowing the brand to appeal to a wide and diverse audience. For this reason, Instagram was

selected as the focus of this study, as it effectively reaches a broad demographic. According to We Are Social (2024), Instagram is a social media platform used by various age groups, with users in Indonesia ranging from teenagers to adults.

Monica Amadea, the founder of Monomolly, also plays the role of an influencer on Instagram. Her content includes daily life updates, fashion and beauty product recommendations, lifestyle insights, and business ventures. As of now, she has amassed a following of 107,000 on Instagram. Since the beginning of her career, Monica has collaborated with numerous well-known brands in Indonesia. Her credibility among followers has even led to the creation of the hashtag “#RacunCiMon,” signifying that any product personally tested and endorsed by Monica is marked with this tag and is likely to drive substantial consumer interest and sales.

In running her business, Monica Amadea serves not only as the owner of Monomolly but also as the endorser of her own products. This dual role aligns with the concept of “Owner Endorsement,” which refers to brand owners who are also widely recognized as influencers for their own brands. One key advantage of this strategy is that brand owners do not need to allocate a separate budget to hire external celebrities for product or service promotion, while also enhancing brand image more effectively (Sihombing et al., 2022). However, this does not imply that credibility automatically increases when an owner promotes their own products. In fact, owner-endorsers face limitations in making exaggerated claims; once a statement is made, the owner must remain consistent and committed to it in order to maintain credibility (Prasad, 2021). The effectiveness of a brand owner acting as an endorser can be assessed through indicators such as *credibility*, *expertise*, and *congruence*.

As a celebrity endorser, Monica is frequently featured as a model on Monomolly’s Instagram and e-commerce platforms, both in stories and feed posts. These promotional contents typically showcase Monica’s OOTD (Outfit of the Day) using Monomolly products, accompanied by descriptions highlighting the products’ strengths—such as the use of premium fabrics, imported accessories, and other quality features. In each post, Monica Amadea also demonstrates her creativity in mixing and matching Monomolly items, providing fashion inspiration for audiences seeking a stylish and effortless look.

The rapid growth of the fashion industry in Indonesia has intensified competition among brands, pushing them to establish credibility and a strong brand image in the eyes of consumers. To achieve this, many brands have adopted communication strategies that involve the use of celebrity endorsers, as celebrities are believed to represent brand identity and enhance the appeal of the endorsed brand. Moreover, this phenomenon highlights how TEARS Model such as *trustworthiness*, *expertise*, *attractiveness*, *respect*, and *similarity* between the celebrity and the brand contribute to the effectiveness of celebrity endorsements. This study specifically examines the case of Monica, the owner of Monomolly, who not only acts as a celebrity endorser for her own products but simultaneously applies the concept of owner endorsement.

LITERATURE REVIEW

S-O-R (Stimulus-Organism-Response) Theory

The S-O-R theory, or Stimulus-Organism-Response, was introduced by Hovland in 1953. This communication model consists of three main components: the message as the stimulus (S), the communicant as the organism (O), and the effect as the response (R). The fundamental idea behind this theory is that a person's behavioral change depends on the quality of the stimulus received by the organism during the communication process (Yasir, 2009). The S-O-R model describes communication as an action-reaction process, in which words, nonverbal gestures, or specific symbols can trigger a response from the other party. This response may be either positive or negative. For example, a smile that is returned with another smile indicates a positive response, whereas a smile that is ignored or met with a cold reaction indicates a negative one (Yasir, 2009). According to Effendy (2003), the S-O-R communication model emphasizes that the message delivered must be capable of generating enthusiasm in the communicant in order to influence behavioral change. Furthermore, to achieve this, the stimulus must fulfill three essential elements: attention, comprehension, and acceptance.

Marketing Public Relations

According to Thomas L. Harris, Marketing Public Relations (MPR) is the process of planning and evaluating programs that stimulate consumer decisions through communication of accurate information that links a company with its products, in accordance with the needs, desires, concerns, and interests of consumers (Ruslan, 2007). MPR also plays a crucial role in the process of launching new products as well as repositioning mature ones. In carrying out its role, MPR builds interest in a product category, influences specific target groups, sustains products facing public issues, and enhances the corporate image in a way that reflects the company's products or services (Kotler, 2003).

According to Riadi (2020), the goal of Marketing Public Relations (MPR) is to generate awareness, stimulate sales, facilitate communication, and build relationships between consumers, companies, and their product brands. Floor and Raaij (2011) explain that there are several main benefits of MPR. It helps companies introduce the products and services they offer through positive reviews and media coverage. It also helps refine and enhance consumer knowledge of the products or services through high-quality advertising messages. Furthermore, MPR expands awareness of products or services through promotional activities, strengthens relationships with consumers through trust-building and consumer interest, and assists companies in establishing a good image related to their products or services.

Effectiveness

According to Robbins and Coulter (2010), effectiveness refers to doing the right things and assisting an organization in achieving its goals. Effectiveness implies success, which is demonstrated when an effort or action taken to achieve a goal has proven to be effective (as cited in Haman et al., 2021). From the definitions provided by the experts above, it can be concluded that an outcome is considered effective only when the intended goals have been achieved. This aligns with the opinion of H. Emerson, who stated that “Effectiveness is the measurement in terms of the achievement of predetermined objectives”.

Celebrity Endorser

Shimp (2010) defines a celebrity endorser as a public figure—such as an actor, artist, or athlete—who is admired for their achievements in a particular field and employed to deliver advertising messages aimed at capturing attention and influencing the target audience. Generally, celebrity endorsers have a large following, allowing them to reach a broad audience. They are often perceived by their followers as credible sources of information across various topics, including product promotion (Syafitri, 2022). Shimp also states that in order to make a celebrity effective as a product endorser in an advertisement, there must be a meaningful relationship or a match-up between the celebrity and the advertised product. The use of celebrity endorsers certainly has many benefits, such as convincing, persuading, and influencing consumers to make purchases by leveraging their popularity and fame.

TEARS Model

According to Shimp in Setiawaty (2015), the effectiveness of a celebrity endorser consists of five indicators known as TEARS:

1. **Trustworthiness:** It reflects how much a celebrity is perceived as honest, has integrity, and is trusted by the audience. Trustworthiness refers to the extent to which an endorser is perceived as honest, having integrity, and being believable by the audience.
2. **Expertise:** The knowledge, experience, or skills an endorser has related to the endorsed brand. Endorsers with relevant expertise are more persuasive in shaping audience perception.
3. **Attractiveness:** Celebrity attractiveness includes not just physical appeal, but also intellectual and lifestyle appeal.
4. **Respect:** Refers to how much a celebrity is admired and appreciated by the audience. People who are respected for their talents and personal achievements can enhance brand value.

5. Similarity: The extent to which the endorser shares characteristics with the target audience. Similarity includes aspects like age, character, interests, and lifestyle, which help align the endorser with the brand's personality.

Owner Endorsement

Owner Endorsement refers to a brand owner who is also widely recognized as an influencer of their own brand. The main advantage of this strategy lies in the owner's ability to promote their products or services without allocating a specific budget for hiring other celebrity endorsers, while simultaneously strengthening the brand image more effectively (Sihombing et al., 2022). No brand owner can credibly promote their products without first genuinely using them. This fact makes owner endorsement appear more authentic (Rahman, 2022). According to Rahman et al. (2018), there are three indicators for measuring owner endorsement:

1. Credibility: Refers to the positive evaluation given by consumers toward the communicator's characteristics, which enhances the perceived value of the information or message conveyed (Rusdiana et al., 2019).
2. Expertise: Refers to the knowledge, skills, and experience possessed by the owner in the industry or related to the product being promoted. Individuals with greater expertise are considered more persuasive than those with less experience (McGuire, 1989).
3. Congruence: Endorser congruence refers to the level of homogeneity between the endorser's image and the product or brand. When endorsers are proportionally aligned with the product they promote, such alignment can enhance their credibility (Putri & Patria, 2018; Marselina & Siregar, 2017).

Social Media

According to Boyd in Nasrullah (2015), social media refers to a collection of software tools that allow individuals and communities to gather, share, communicate, and, in certain cases, collaborate or engage in recreational activities. Social media enables two-way interactions in various forms such as exchanges, collaboration, and networking through written, visual, or audiovisual content. This allows users to create and share self-produced content, commonly known as User-Generated Content (UGC) (Rifka, 2020).

Instagram

According to Wifalin (2016), Instagram is a social media application that allows users to exchange information, take and edit photos or videos with digital filters, and share them across various platforms. It serves as a space for interaction, self-expression, and idea-sharing. Since its launch in 2010, Instagram has continued to evolve with features like

Feed, Explore, Notifications, Likes and Comments, and Posting, all designed to enhance communication and content sharing. These features not only enhance user experience but also make Instagram a powerful tool for digital marketing and brand engagement.

METHODOLOGY

This research uses a quantitative descriptive approach, which aims to describe the presence of independent variables either one or more without making comparisons or examining relationships between variables (Sugiyono, 2014). The research method employed is a survey method, conducted online using a questionnaire via Google Forms as the data collection tool. This method is considered time-efficient, allowing researchers to distribute surveys quickly and conveniently while receiving responses in real time (Buchanan & Hvizdak, 2009).

The study involved a total of 100 respondents, selected based on specific criteria to ensure that participants had sufficient knowledge about Monica Amadea and her brand Monomolly. These criteria included:

1. Female.
2. Being a follower of the Monomolly Instagram account.

The population for this research consists of Monomolly’s Instagram followers, totaling 436,000 peoples. To determine the sample size, the study used Slovin’s formula, and employed a non-probability purposive sampling technique. The research utilized a Likert scale in the questionnaire, where each statement was assigned a score ranging from 1 to 5. These individual scores were then totaled to generate an overall score (Singarimbun & Effendi, 2006, p.110–111).

RESULTS AND DISCUSSION

Data Findings

Monica Amadea as Celebrity Endorser of Monomolly on Instagram

Table 1.1 The Effectiveness of Using Monica Amadea as a Celebrity Endorser Based on the TEARS Model

Indicator	Mean	Effectiveness
Trustworthiness	4.39	Effective
Expertise	4.39	Effective
Attractiveness	4.36	Effective
Respect	4.34	Effective

Indicator	Mean	Effectiveness
Similarity	4.46	Effective
Total	4.39	Effective

Source: The Researcher. (2025)

In this research, the effectiveness of Monica Amadea as a celebrity endorser is measured using the TEARS model, which consists of the indicators of Trustworthiness, Expertise, Attractiveness, Respect, and Similarity. Based on Table 4.18, the total mean of all TEARS indicators reached 4.39, which falls within the interval class of $3 < x < 5$. Therefore, the use of Monica Amadea as a celebrity endorser for Monomolly on Instagram is proven to be effective. According to Giannini (2010), Marketing Public Relations is a program or effort created to increase and maintain product sales and brand image by using intermediaries, one of which is an individual who shares messages related to the product with customers. In this case, Monomolly uses Monica Amadea as a celebrity endorser to realize this effort. A celebrity endorser is not just a marketing strategy but also an investment in building consumer trust (Syafitri, 2022).

The highest mean score in the TEARS model was found in the similarity indicator, which was 4.46. This shows that the audience feels a strong sense of similarity with Monica, especially in terms of fashion style and body size. Monica often displays a fashion style that is classy, elegant, yet still casual, which aligns with the characteristics of Monomolly's products. Additionally, the audience also feels a resemblance in body shape, which makes it easier for them to imagine themselves wearing Monomolly products as Monica does. This similarity creates a deep sense of personal connection, thereby strengthening Monica's role as a relatable figure. Shimp (2010) states that similarity between the endorser and the target audience is very important, as it tends to have a greater influence on attitudes and decisions. When there is congruence between a celebrity endorser and the brand, there is a greater likelihood that the audience will have a more positive attitude towards the brand, which can ultimately generate profit (Kamins, 1990). This makes similarity an important aspect in selecting a celebrity endorser.

The trustworthiness indicator scored a mean of 4.39, which also falls within the effective interval, indicating that the audience sees Monica as an honest, trustworthy individual with integrity in delivering Monomolly's #BeYourOwnMuse advertisement message. Monica does not just deliver the message as a form of promotion, but she also demonstrates it authentically through posts on her personal Instagram, where she confidently showcases her body shape, which doesn't always conform to ideal body standards. This attitude received a positive response from the audience through supportive comments, showing that the message delivered is considered convincing. This aligns with the statement of Audrezet et al. (2018), "Audiences tend to trust influencers who present themselves authentically, even when that means revealing imperfections." The honesty and authenticity

shown by Monica are also in line with MPR principles that emphasize the importance of building goodwill and mutual understanding between the brand and the public (Ardianto, 2009).

In the expertise indicator, Monica Amadea is considered effective because the audience views her as someone with skills and knowledge about the Monomolly products she promotes. Monica not only demonstrates her ability to mix and match outfits through posts on her personal Instagram but also explicitly shares information about the fabric quality and comfort of Monomolly’s products. She also explains how a product is suitable for various occasions, from formal events to everyday activities. Her ability to give recommendations reinforces the impression that she understands the product’s characteristics well, thus also receiving a positive response from the audience. The expertise of a celebrity endorser cannot be determined solely by the celebrity’s self-claims, but rather by how the audience perceives the celebrity’s competence in promoting the relevant product (Setiawan, 2023). Monica’s expertise also aligns with one of the MPR functions, which is to increase audience awareness of newly launched products (Ruslan, 2005).

The attractiveness indicator received an effective mean score, indicating that the audience agrees that Monica Amadea has an attractive face and a stylish way of dressing. Monica often receives compliments for her beauty, both on her personal Instagram and on Monomolly’s Instagram account. Monica’s appearance always represents Monomolly’s signature style. This is consistent with the findings of Nakamura and Watanabe (2020), which state that facial attractiveness can influence perceptions of the clothing worn. When a celebrity endorser possesses their own charm, then the advertisement or promotional activity becomes more appealing and captures public attention (Ha & Lam, 2016).

The respect indicator received the lowest mean among the other TEARS indicators, although it still falls within the effective interval. Statements within this indicator relate to the admiration and appreciation of the audience towards Monica’s consistency in sharing thoughts and content about fashion. The lower result compared to the other indicators can be interpreted to mean that although the audience appreciates Monica as a relevant and consistent figure, they do not fully place her in a position of someone who is highly admired or exceptionally respected. This may be influenced by Monica’s image as more of a digital friend (a familiar figure on social media) rather than a professional figure in the fashion field. Nevertheless, Monica’s consistency is still appreciated by the audience through positive responses.

Monica Amadea as Owner Endorser of Monomolly on Instagram

Table 1.2 The Effectiveness of Using Monica Amadea as a Owner Endorser

Indicator	Mean	Effectiveness
Credibility	4.43	Effective

Indicator	Mean	Effectiveness
Expertise	4.42	Effective
Congruence	4.36	Effective
Total	4.44	Effective

Source: The Researcher. (2025)

In this research, the effectiveness of Monica Amadea as an owner endorser was measured using the indicators of Credibility, Expertise, and Congruence. Based on Table 4.19, the total mean of all indicators reached a score of 4.44, which falls within the interval class of $3 < x < 5$. Therefore, the use of Monica Amadea as the owner endorser of Monomolly on Instagram is proven to be effective. Owner endorsement refers to brand owners who are also widely recognized as influencers for their own brands. The support from owner endorsement also serves as a guarantee for the brand and reduces the risk of purchase cancellations.

The credibility indicator received the highest mean among the other indicators, which was 4.43. This shows that the audience agrees that Monica Amadea demonstrates her credibility as the owner of Monomolly through integrity and honesty in conveying Monomolly's values. She is not just a brand owner, but also actively advocates messages that align with Monomolly, such as body positivity and diversity in body shapes. Moreover, she provides tangible proof of Monomolly's product quality and shows openness to customer feedback. In one of her posts, she responded to criticism regarding product quality with an apology and an explanation that Monomolly had improved its materials and production process, even though this resulted in higher prices. This action demonstrates honest and transparent two-way communication, strengthening the perception that Monica is a trustworthy brand owner. Credibility is crucial, and as an owner, one must express authenticity and expertise in their statements (Amos et al., 2008). Trust will eventually encourage collaboration and interaction in maintaining long-term relationships with customers (Agyei et.al, 2020).

Furthermore, the expertise indicator also falls within the effective interval, indicating that the audience considers Monica to have expertise as the owner of Monomolly through her deep knowledge and ability to appropriately and attractively style Monomolly products. Her experience as a fashion influencer has shaped her taste and aesthetic skills, which are directly applied in the development of Monomolly. This is consistent with Yilmazdogan's (2021) statement that experience is gained by doing or undergoing something over a period of time. This expertise is evident in the way she directs fashion styles that align with Monomolly's character and provides mix-and-match references for the audience. In addition, Monica also demonstrates understanding of technical details such as material selection and cuts that make each Monomolly product not only visually appealing but also comfortable and suitable for

consumer needs. This strengthens the perception that Monica is not merely the owner of Monomolly, but also an expert who comprehensively understands the product.

Although Monica Amadea as the owner of Monomolly demonstrates value alignment with the brand, the congruence indicator actually received the lowest mean among the other indicators. This shows that some members of the audience have not fully perceived or felt a strong connection between Monica’s personal character and Monomolly’s brand identity. One possible reason is the limited information about Monica’s role as the owner on Monomolly’s official account. In fact, as can be seen from her personal style and content on her personal account, Monica has actually consistently reflected Monomolly’s values.

Monica Amadea as Celebrity Endorser and Owner Endorser of Monomolly on Instagram

Table 1.3 The Effectiveness of Monica Amadea as a Celebrity Endorser and Owner Endorser for Monomolly on Instagram

Variable	Indicator	Mean	Variable	Indicator	Mean
<i>Celebrity Endorser</i>	Trustworthiness	4.39	<i>Owner Endorsement</i>	Credibility	4.43
	Expertise	4.39		Expertise	4.42
	Attractiveness	4.36		Congruence	4.36
	Respect	4.34			
	Similarity	4.46			
TOTAL		4.39			4.4
Effectiveness		Effective			Effective

Source: The Researcher. (2025)

Table 1.3 shows the mean calculation results regarding the use of Monica Amadea as a celebrity endorser and owner endorser of Monomolly on Instagram. To measure celebrity endorsement, the TEARS model was used, which consists of five indicators: trustworthiness, expertise, attractiveness, respect, and similarity. Among the five TEARS indicators, the similarity indicator received the highest mean score of 4.46. Meanwhile, the Owner Endorsement variable was measured using the indicators of credibility, expertise, and congruence. Of these three, credibility received the highest mean score, which was 4.43. The mean scores of each variable, both celebrity endorsement and owner endorsement show that Monica Amadea has proven to be effective in fulfilling both roles.

The data findings show that Monica Amadea’s credibility as the owner of Monomolly is higher than her trustworthiness as a celebrity endorser. This can be explained through her emotional involvement and direct responsibility toward the brand. Trustworthiness in the TEARS model refers to the extent to which a source or endorser is considered honest, has

integrity, and is trustworthy by the audience (Shimp, 2007:304). In the context of celebrity endorsement, audiences may question whether Monica genuinely uses Monomolly products or is merely playing a promotional role. Silvera and Austad (1995) explained that consumers tend to evaluate whether an endorser recommends a product due to a personal desire to share something they truly believe in and like, or due to external motivations related to personal gain something that can influence their attitude toward both the celebrity and the brand being advertised.

On the other hand, when Monica is positioned as the brand owner, perceptions of her honesty increase because her involvement is seen as more authentic. Friedman and Friedman (1979) stated that compared to celebrities or ordinary consumers, brand owners as endorsers are better at conveying a sense of professionalism. Owners are seen as internal endorsers of the company and are more capable of communicating messages about the company than external endorsers, such as corporate vision to all stakeholders including customers (Bendisch, Larsen, and Trueman, 2013). Consumers who have a positive perception of the owner also tend to evaluate the overall brand including its products and services more positively (Agnihotri and Bhattacharya, 2019). Examples of brand owners who act as endorsers include Tasya Farasya with her brand Mother of Pearl. Consumer trust in Tasya's credibility is reinforced by her direct involvement in promoting her own brand's products. This is reflected in the use of the hashtag #TasyaFarasyaApproved, which indicates that every product has been personally curated and approved by her. Another example is Elon Musk, who is well known for promoting his own brand, Tesla.

Another finding shows that Monica's expertise as an owner also received a higher mean score (4.42) than her expertise as a celebrity endorser, which only scored 4.39. Expertise refers to the level of knowledge, experience, or skill that an endorser possesses in relation to the brand they are endorsing. When Monica is seen as a celebrity endorser, her perceived expertise is limited to how she wears the product. However, as the owner, audiences tend to perceive that Monica is directly involved in the design, collection curation, and creative direction of the brand. This broadens Monica's perceived expertise as an owner to include fashion, business strategy, and market understanding. Monomolly's fashion style, which closely mirrors Monica's personal style, also indicates her active involvement not just as a promotional face but as a key figure who influences the brand identity.

One interesting finding in this study is that Monica's similarity as a celebrity endorser obtained the highest mean score among all indicators in the TEARS model. On the other hand, her congruence as an owner received the lowest mean score. The high similarity score can be explained through the visual consistency between Monica's personal fashion style on Instagram and the Monomolly brand character. Monica's classy, elegant, yet casual style reinforces the perception of identity closeness with the brand. The audience feels that Monica is a real-life representation of the lifestyle offered by Monomolly, creating a sense of personal connection. Meanwhile, the low congruence score as the owner may be influenced by the low exposure of Monica's role as the owner, especially because this information is not clearly

visible on Monomolly's official Instagram. Followers who discovered Monomolly before knowing Monica may not be aware that she is the brand's owner. As a result, the perception of value alignment between the owner and the brand is not optimally formed. This low congruence indicator shows that although alignment exists, it doesn't guarantee effective reach to the audience through the brand's channel.

When a brand owner chooses to also appear as an endorser, there are several important things to emphasize and certain things to avoid. The owner should emphasize credibility, demonstrating a deep understanding of the product so that consumers see the endorsement as authentic, not just promotional. Additionally, the owner can show active involvement in consistently voicing brand values to build long-term trust. However, one thing to avoid is placing too much focus on personal image or overly "celebrity-like" content, as this can dilute the brand message and make consumers question the purpose of the endorsement. Therefore, owners can optimize their dual roles as both the brand owner and endorser.

Although there are differences in scores among the TEARS and owner endorsement indicators, these findings emphasize that a person can fulfill two complementary roles. Differences in mean scores do not necessarily indicate conflict but can instead highlight the strengths of each role that complement each other simultaneously. Monica as a celebrity endorser offers personal experience and style similarity, while as the owner, she strengthens trust by showing her credibility and expertise in building Monomolly. This combination of roles shows that a brand can reach audiences from multiple angles strengthening identity while building consumer loyalty. Thus, in the context of Monomolly, Monica's dual role is a synergistic MPR strength that supports one another.

CONCLUSION

Based on the research findings, it was found that the use of Monica Amadea as a celebrity endorser was considered effective with a total mean score of 4.39. The highest mean score among the TEARS model indicators was obtained by the similarity indicator. The high score on the similarity indicator in the TEARS model indicates that respondents perceive a similarity between Monica Amadea and Monomolly's audience, particularly in the context of fashion style and body shape. Monica becomes a relatable figure not only because she appears as a fashionable public figure but also because she openly shares her experiences in dealing with body image issues. This value alignment makes consumers feel "similar" to or psychologically connected with Monica, which in turn strengthens their trust in the Monomolly brand. Audiences tend to prefer celebrity endorsers who have similarities with them, and when such congruence is present, it can form a positive attitude in the audience that has the potential to increase profits.

In the owner endorsement variable, the credibility indicator achieved the highest mean score of 4.43, indicating that Monica Amadea is perceived as highly credible as the owner of

Monomolly. This high score shows that consumers give positive assessments of the characteristics shown by Monica in building and conveying Monomolly's brand values. One form of Monica's credibility is reflected in her consistent stance in promoting body size inclusivity. Moreover, Monica demonstrates her credibility through openness in responding to customer feedback. Furthermore, Monica's involvement in various public platforms reinforces consumers' perception of her credibility. The congruence indicator received the lowest mean score in the owner endorsement variable. This low score may be due to the lack of exposure to the fact that Monica is the owner of Monomolly, particularly on the brand's official Instagram account. As a result, audiences who do not follow Monica's personal account may only see her as a celebrity figure, not as someone who has a direct role in Monomolly.

Overall, the research results show that both roles celebrity endorser and owner endorser have their own strengths and weaknesses that complement each other. Monica as a celebrity endorser excels in building emotional closeness with her followers through similarity, while as an owner endorser, she provides deeper credibility and expertise to Monomolly's audience. Although there are differences in mean scores among the indicators, the combination of these roles can actually be an effective communication strategy to strengthen the brand from multiple perspectives. In other words, a public figure who also serves as a brand owner is capable of playing two roles that do not contradict each other but rather reinforce one another in building consumer trust and loyalty.

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