

The Effectiveness of Maudy Ayunda as Brand Ambassador Tomoro Coffee on Instagram Followers of @maudyayunda

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ABSTRACT

A brand ambassador is someone who represents a company to help increase brand awareness. With the rise of social media, marketing communication activities have become faster and more effective in spreading information. Tomoro Coffee is an Indonesian coffee brand that applies marketing public relations strategies to reach its target audience and build consumer awareness, making the brand easier to remember. In 2024, Tomoro Coffee appointed Maudy Ayunda as its brand ambassador, believing that she could help achieve the company's goals and that her vision aligns with the brand. This research is a quantitative study using the VISCAP model to measure the effectiveness of Maudy Ayunda as Tomoro Coffee's brand ambassador among the followers of her Instagram account @maudyayunda. The study used an online questionnaire distributed to 100 of her Instagram followers and applied a Likert scale. The results show that Maudy Ayunda is proven to be an effective brand ambassador, with an average score of 4.44. The highest indicator was visibility, which received a score of 4.62.

Keywords: *brand ambassador, marketing public relations, effectiveness, tomoro coffee, viscap.*

INTRODUCTION

Communication is an essential part of human life as social beings. Through communication, people can build relationships and share information with others around them. According to Mulyana (2015), communication is the process of sharing meaning, either verbally or non-verbally, between two or more people. This means that communication is an exchange of information between individuals that also influences one another.

In the book *The Marketer's Guide to Public Relations* by Harris (1991), marketing public relations is defined as the process of planning, implementing, and evaluating programs

aimed at increasing consumer interest and satisfaction by delivering persuasive information, showing that the company and its products match the needs and interests of consumers. In today's competitive market, many companies are striving to make their brands or products more visible to a broader audience. Understanding the role of marketing public relations is essential, as it significantly contributes to building a strong corporate image. Rather than simply promoting products, marketing public relations focuses on educating consumers and raising brand awareness making the brand more memorable and giving the company a competitive edge (Floor & Raaij, 2011).

According to Kotler and Keller (2009), Integrated Marketing Communication refers to how a company combines and coordinates different communication channels to deliver a message that is clear, consistent, and persuasive about the business. Many companies use Integrated Marketing Communication (IMC) to strengthen consumer loyalty by delivering clear and consistent messages. IMC focuses on reaching the right audience at the right time, through the right media, and with the right message to ensure effective communication (Juska, 2018).

Today, many companies face the challenge of finding the best way to promote their products or services while also struggling to retain customers. To overcome this, they often rely on brand ambassadors to deliver product messages to the public. A brand ambassador is someone who represents and acts on behalf of a product (Greenwood, 2012). Companies often partner with public figures, influencers, or content creators to serve as their brand ambassadors. Brand ambassadors help build an indirect connection between the company and consumers, which can have a significant impact on the product's image and consumers' purchasing decisions (Royan, 2004).

Wilbur Schramm stated that communication effectiveness depends on the field of experience and frame of reference (Syafira, 2018). According to Kotler and Keller (2009) add that effective messages are those that attract attention and spark curiosity. A message is effective when it is clearly understood without misinterpretation. This study measures brand ambassador effectiveness using the VISCAP model by Rossiter & Percy. The indicators include visibility, credibility, attraction, and power. According to Sari & Rinawati (2014:147), visibility refers to the level of fame or public recognition of the selected celebrity brands usually choose figures with strong influence. Credibility reflects the celebrity's honesty and trustworthiness in delivering advertisements. Attraction refers to both physical appearance and personal charm that make the ambassador appealing in promoting the product. Lastly, Power is the celebrity's ability to persuade consumers to purchase the advertised product.

The presence of social media has influenced changes in social structures. On the positive side, it allows people to access information more easily and provides economic benefits. However, on the negative side, it also leads to the emergence of groups that deviate

from social norms and spread misinformation. According to Brogan (2010), social media is a new set of communication and collaboration tools that enable many types of interactions that were previously not available to the common person.

Based on data We Are Social (2024), Indonesia has a population of 276.4 million, with approximately 167 million active social media users accounting for 60.4% of the total population. Instagram users in Indonesia relevant to this study's media focus rank second, accounting for 85.3% of the population. This indicates that Instagram remains highly popular among Indonesians today. Instagram is a social media platform that allows users to easily share photos and videos online, as well as to disseminate information to a wider audience (Evelina & Handayani, 2018). In a 2023 report by Invinyx, a digital marketing agency and survey platform Jakpat, Instagram stood out as the top social media platform among Gen Z users. The platform attracted strong engagement through content like entertainment 88%, food-related posts 84%, and fashion 65%, showing clear preferences among younger audiences. (Salma, 2024).

The researcher chose Instagram as the focus of this study because it is one of the most frequently used platforms by Gen Z and Millennials, particularly those aged 18–24 and 25–34. Data from November 2024 shows that male users accounted for approximately 18.7% and 20.8%, while female users made up 14% and 19.1%. Based on data The Indonesia Millennial and Gen Z Report 2025, online media is the primary source of news and information for both generations (Namira, 2024).

According to a GoodStats survey released in October 2024, 40% of respondents consume two cups of coffee per day, 29% consume one cup, 23% drink three cups, and 8% consume more than three cups daily (Yonatan, 2024). These figures reflect how coffee consumption has become an integral part of daily lifestyle in society. Tomoro Coffee is a coffee shop brand established in 2022 by Xing Wei Yuan, a Business Administration graduate from the National University of Singapore. With a vision to become a modern coffee shop accessible to all Indonesians, Tomoro Coffee aims to bring quality coffee to the broader community. The name "Tomoro," meaning "tomorrow," reflects a message of hope, positivity, and looking forward to a better day.

Tomoro Coffee started by using 100% Arabica beans selected with high quality. The brand wants to keep expanding its stores to show more people the quality of its products. Tomoro plans to grow not only in Indonesia but also in other countries like the Philippines, China, and Singapore. The brand uses orange as its main color to attract people aged 18–35, as it gives a fun and positive vibe. Based on the data collected by the researcher, Tomoro Coffee has certain advantages over other brands in the same price range. One of its competitors is Fore Coffee. By the end of 2024, Tomoro has 600 outlets, while Fore had 217 outlets across 43 cities in Indonesia (Setiawan, 2025). However, in terms of digital presence

especially on Instagram Tomoro still falls behind. Fore has 286,000 followers, while Tomoro has 216,000.

In addition, Tomoro Coffee rarely uses brand ambassadors to represent its products. This is different from Fore Coffee, which consistently used brand ambassadors as part of its communication strategy in 2024. In October 2024, Tomoro Coffee introduced Maudy Ayunda as its new brand ambassador. She was also named Tomoro Empowering Officer, as her vision aligns with the brand's values. The campaign encourages young people to chase their dreams and break boundaries. Maudy Ayunda's advocacy in education and women's empowerment makes this collaboration with Tomoro Coffee a meaningful platform to inspire broader audiences.

While Maudy Ayunda frequently represents beauty brands, her appearance in the food and beverage industry is limited. With her strong presence across various endorsements, this study aims to explore the effectiveness of Maudy Ayunda as a brand ambassador for Tomoro Coffee, based on the perception of her Instagram followers. Maudy Ayunda's role as a brand ambassador introduces a new image to the coffee industry in Indonesia. Despite not having a professional background in coffee, this is her first involvement with a coffee brand and her second within the food and beverage sector. Previously, Maudy predominantly represented brands aligned with women's identity and empowerment, making this partnership a noteworthy development for further analysis.

A previous study by Silvia Gunawan, a Communication student at Petra Christian University, 2019. Her research, titled "The Effectiveness of Fadil Jaidi as a Celebrity Endorser on Head & Shoulders YouTube Content," used a quantitative method with the TEARS model. The results showed high effectiveness, with 'respect' as the strongest indicator. Unlike this study, which focuses on Instagram users, her study focused on YouTube. However, assess brand ambassador effectiveness.

A previous study by JesziECA Rimaintan Budi Utomo, a 2020 Communication student at Petra Christian University, was titled "The Effectiveness of Using Nicholas Saputra as a Brand Ambassador for Skintific Among the People of East Java". The study employed a descriptive quantitative method using the VISCAP model. The results showed that *visibility* and *attractiveness* were the most effective indicators. The main difference lies in the research subjects and objects, JesziECA's study focused on the East Java community and a beauty brand, while this study focuses on the Instagram followers of @tomorocoffee.id and a coffee brand.

A previous study by Zidni Ayu Muflihah from APMD Yogyakarta 2023, titled "The Influence of BTS as Brand Ambassador on Purchase Intention on Tokopedia among Korean Fans," focused on the Korean fan community in Yogyakarta and Tokopedia as the platform.

In contrast, this study examines the effectiveness of Maudy Ayunda as a brand ambassador on Instagram (@tomorocoffee.id). Both studies use a descriptive quantitative method and VISCAP indicators.

Based on the background, the research question is: “How effective is Maudy Ayunda as the Brand Ambassador of Tomoro Coffee among her Instagram followers (@maudyayunda)?”

LITERATURE REVIEW

Marketing Public Relations

According to Ruslan (2017), marketing public relations (MPR) is a communication planning strategy aimed at encouraging purchases and customer satisfaction by providing accurate information, building a positive corporate image, and offering products that meet consumer needs. An MPR practitioner doesn't only focus on sales, but also on creating emotional engagement with the audience. In this study, Tomoro Coffee uses a brand ambassador as a new face to enhance brand awareness. MPR plays a crucial role in delivering messages transparently and strategically, ensuring the chosen media effectively reaches and impresses a diverse audience.

Marketing public relations (MPR) does not focus on direct selling but rather on distributing information to increase brand awareness and consumer recall. According to Kotler and Keller (2016), MPR serves several functions generating interest, influencing target groups, supporting product visibility, and building a positive corporate image. According to Ruslan (2014), there are three tactics to achieve the objectives of marketing public relations:

- Pull Strategy : Public relations practitioners aim to attract public attention through various means, with the goal of enhancing the company's objectives.
- Push Strategy : An MPR can increase sales by applying strategies that boost purchase frequency. This includes promotional efforts through print media publications.
- Pass Strategy : An MPR can influence public opinion by organizing activities such as social programs and participating in community events.

Brand Ambassador

According to Sigar (2021), a brand ambassador is an individual who serves as a marketing and commercialization tool for a product. A brand ambassador is someone appointed by a company to promote its brand and build relationships with consumers. According to Doucett (2008), an ideal brand ambassador is someone who willingly introduces a brand and voluntarily shares information about it with consumers. A brand

ambassador helps strengthen the emotional connection between the brand and its consumers. A brand ambassador should be able to enhance brand image to increase consumer purchase decisions. Their appeal in delivering advertisements must foster a positive attitude toward the brand.

According to Royan (2005), a brand ambassador must fulfill several key roles in representing a product. First, providing testimonials it means the ambassador should personally try the product and share genuine experiences regarding its benefits. Second, offering endorsement it means they must have the skills to effectively promote the product. Third, acting as a performer it means a celebrity can align their role in promoting the product with characters they portray in specific shows. Lastly, serving as a company spokesperson it means brand ambassadors act as spokespersons who represent the company in public communications.

Brand Ambassadors Effectiveness

The effectiveness of a brand ambassador, according to Rossiter & Percy, can be measured using the Viscap model, which includes: visibility, credibility, attraction, and power (Sari & Rinawati, 2014).

- Visibility (Popularity)
Visibility refers to how well-known a person is among the public. A celebrity chosen by a company is expected to have significant influence due to their popularity. This influence can increase consumers' purchase intention toward a product.
- Credibility (Trustworthiness & Expertise)
A brand ambassador must possess credibility, which includes both trustworthiness and expertise. Their expertise is built through experience and subject mastery, while trustworthiness is shown through honesty in delivering the advertisement message.
- Attraction (Likeability & Similarity)
A brand ambassador's attraction is determined by their likeability and similarity to the target audience. Likeability includes physical appearance and personal charm that resonate with the public.
- Power (Influence)
Power refers to the ambassador's ability to influence consumer behavior and persuade them to purchase the advertised product.

METHODOLOGY

This study adopts a positivist paradigm using a descriptive quantitative approach. According to Sugiyono (in Krisandi, 2023), quantitative research is based on concrete data

measurable in numerical form and analyzed using statistical tools to address specific research problems and draw conclusions. The research method employed is a survey directed at Maudy Ayunda's active Instagram followers. This survey was conducted online using a questionnaire distributed via Google Forms as the data collection tool.

The subject of this study is the followers, while the object is the use of Maudy Ayunda as the brand ambassador for Tomoro Coffee. A non-probability sampling technique was applied, specifically purposive sampling. According to Sugiyono (2017), non-probability sampling does not give each population member an equal chance of being selected as a sample. In this study, the sample was selected based on several criteria determined by the researcher to ensure that the research objectives were accurately targeted. These criteria include:

- Respondents must be followers of the Instagram account @maudyayunda.
- Respondents are male or female, aged between 18–34 years old, categorized as Gen Z or Millennials.
- Respondents are aware that Maudy Ayunda is the brand ambassador for Tomoro Coffee and follow the @maudyayunda Instagram account.

To evaluate Maudy Ayunda's effectiveness as a brand ambassador, this study uses the VisCAP model. According to Royan (2005), the VisCAP model helps determine how well a brand ambassador fulfills their role. This research focuses on measuring Maudy Ayunda's impact as the brand ambassador for Tomoro Coffee. The data collection involved creating a Google Form based on VisCAP indicators, distributing it to @maudyayunda followers who met the criteria, collecting and verifying responses, and analyzing the data once the sample size was sufficient. The researcher also used Maudy Ayunda's Instagram posts to support the analysis.

RESULTS AND DISCUSSION

Data Analysis

In this research, the data obtained from the distributed questionnaires were reprocessed using the Likert Scale to measure Maudy Ayunda's effectiveness as a Brand Ambassador for Tomoro Coffee. A total of 100 respondents participated in the survey. The analysis focused on the VisCAP indicators: visibility, credibility, attraction, and power. Respondents' answers were presented through average scores. The Likert scale ranged from 1 to 5, where 1 = *strongly disagree*, 2 = *disagree*, 3 = *neutral*, 4 = *agree*, and 5 = *strongly agree*. The classification used for interpretation was $1 \leq x \leq 3 =$ ineffective or $3.01 \leq x \leq 5 =$ effective.

Data Findings

Table 1.1 Validity Statics

Indikator	Sub Indikator	R Tabel	R Correlation	Keterangan
Visibility	A1	0,361	0,490	Valid
	A2	0,361	0,451	Valid
Credibility	B1	0,361	0,479	Valid
	B2	0,361	0,671	Valid
Attraction	C1	0,361	0,627	Valid
	C2	0,361	0,499	Valid
Power	D1	0,361	0,614	Valid
	D2	0,361	0,447	Valid

Source : research report, 2025

Table 1.2 Reliability Statistic

Variable	Cronbach Alpha	Keterangan
Brand Ambassador (Maudy Ayunda)	0,609	Reliabel

Source : research report, 2025

Table 1.3 Table of Mean Viscap Indicators

Indikator	Nilai Mean
Visibility	4,62
Credibility	4,32
Attraction	4,485
Power	4,34
Total	4,44

Source : research report, 2025

Analysis and Interpretation

This study focuses on assessing the effectiveness of Maudy Ayunda as a brand ambassador for Tomoro Coffee among the followers of the Instagram account @maudyayunda. Using the VisCAP model as a measurement tool, it can be concluded that Maudy Ayunda has proven to be an effective brand ambassador. The data analysis shows an average score of 4.44. Additionally, each indicator within the VisCAP model also demonstrates an average score within the range of 4, indicating that each individual indicator is effective.

Visibility

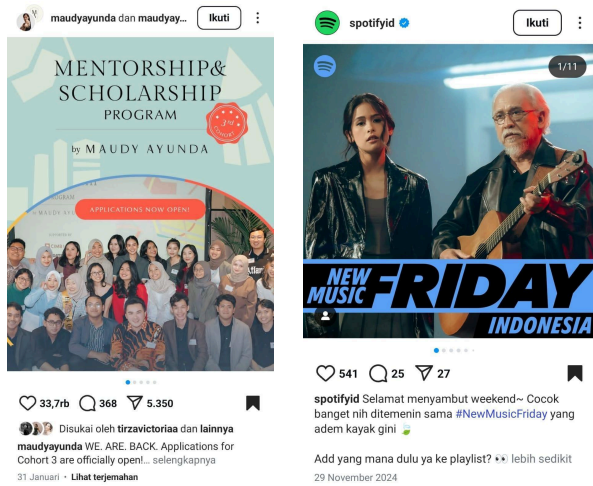


Figure 1 Maudy Ayunda Foundation & Collaboration Maudy with Iwan Fals
Source : [Instagram.com/@maudyayunda](https://www.instagram.com/@maudyayunda)



Figure 2 Maudy Ayunda as a speaker in webinar
Source : [Instagram.com/@maudyayunda](https://www.instagram.com/@maudyayunda)

According to Rossiter and Percy in Saputro (2018), visibility refers to the popularity possessed by a brand ambassador to represent a promoted product. A well-known brand ambassador with achievements in their field can easily capture public attention, enabling them to effectively serve as the face of the company (Arrisya, 2024). As a representative of a company or brand, a brand ambassador is typically involved in various promotional events. For this reason, Tomoro Coffee selected Maudy Ayunda known for her positive image and inspirational influence on younger generations to serve as their brand ambassador.

The first statement “Maudy Ayunda is an artist who inspires me as a young generation to have a positive impact on others” received a high mean score of 4.61, indicating strong effectiveness. This is supported by her initiative in founding the Maudy Ayunda Foundation, which focuses on empowering underprivileged youth in Indonesia. The foundation stemmed from her social outreach, where she discovered a lack of access to discussions and reading programs among young people. Her work has been recognized by the Indonesia Scholarship Center (ISC), a nonprofit promoting scholarship access, which praised Maudy as an inspiring Indonesian figure for her tangible efforts to drive social change. A brand ambassador is typically a public figure with strong societal influence (Khoirunnisa, 2024). Companies must carefully select ambassadors, as they represent the brand and help build meaningful consumer connections. This concept strongly reflects Maudy Ayunda’s persona and aligns with the first questionnaire item, resulting in a high mean score, with most respondents selecting “strongly agree.”

According to Timpal (2022), “When connected to popularity, it can be determined by how many fans a celebrity brand ambassador has popularity and how often they appear in public appearances.” It means a celebrity’s popularity is defined by the number of fans they have and the frequency of their public appearances. In the case of Maudy Ayunda, her appearances are reflected in her active involvement in producing music and her advocacy in the field of education. This aligns with the second statement under the visibility indicator: “Maudy Ayunda is a multitalented artist who excels in music and advocates for education.”

The second item received the highest mean score for the *visibility* indicator at 4.63. Maudy Ayunda’s popularity is reflected through her involvement in notable projects, such as singing the soundtrack “Perahu Kertas” and being featured by international media during her role as Tomoro Coffee’s brand ambassador. She was also entrusted to sing the brand’s jingle “See You Tomoro,” which encourages youth to dream big and push boundaries. A brand ambassador’s visibility is reflected in their public recognition and frequency of appearances (Lestari, 2023).

Credibility

The presence of a brand ambassador who is credible and relevant in the public eye can enhance a brand’s positive image, thereby encouraging consumers to choose the product offered (Yusrin, 2024). Credibility consists of two key aspects *trustworthiness* and *expertise* in their respective fields. From the perspective of marketing public relations, the focus is not on sales like advertising but rather on disseminating information, educating, and increasing public understanding of a brand (Susila, 2023). Based on this statement from the MPR point of view, a brand ambassador with strong credibility can build trust among the target audience. It is not only about generating consumer interest in purchasing a product, but also about providing them with information and understanding of the product itself.

Tomoro Coffee's Instagram features a post where Maudy Ayunda gives an honest review of one of the brand's newest products, launched after she became its brand ambassador. She describes Tomoro coffee as premium quality, recognized with an IAC award in 2023, and suitable for daily consumption to boost motivation. This supports the first statement under the credibility indicator: "Maudy Ayunda is an artist with knowledge and experience in premium coffee, and credibility in presenting its innovative taste." This item reflects the expertise factor. Although the indicator in this statement is relatively low at 4.06, it still falls within the effective category.

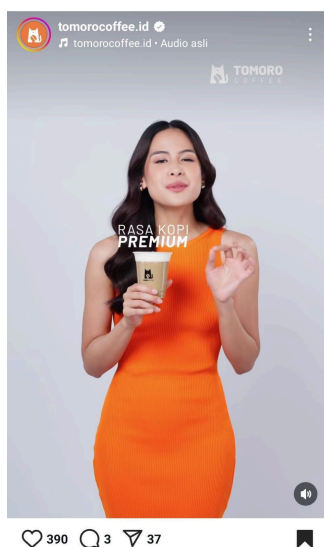


Figure 3 Honest review Maudy Ayunda about Tomoro Coffee
Source : [Instagram.com/@maudyayunda](https://www.instagram.com/@maudyayunda)

In addition to the expertise factor in the credibility indicator, trustworthiness also plays a key role. Trustworthiness is formed through consumers' perceptions of the brand ambassador's ability, integrity, and honesty (Japrianto, 2020). A trustworthy ambassador enhances the credibility of product messaging and influences consumer purchase preferences (Ferdinand, 2023). Tomoro Coffee chose Maudy Ayunda as its brand ambassador because she shares the brand's vision of empowering young people to dream big. The message in the brand's jingle was personally expressed by Maudy and aligns with her current passion for motivating the younger generation.

Maudy Ayunda's credibility is also reflected in her active involvement in government initiatives. She was appointed as the G20 spokesperson to inspire youth participation in supporting the G20 summit, which aimed to advance Indonesia's progress in sectors such as the economy and digital literacy. Her background highlights her trustworthiness and expertise, positioning her as a credible role model for impactful young generations. This supports the second statement item "Maudy Ayunda is a trustworthy public figure in

delivering messages that inspire young people to chase their dreams and push boundaries.” This indicator received the highest mean score of 4.58, indicating a high level of effectiveness.

Attraction



Figure 4 Feminine and Elegant Outfit by Maudy Ayunda
Source : [Instagram.com/@maudyayunda](https://www.instagram.com/@maudyayunda)

The first statement, “Maudy Ayunda is known for her feminine and elegant appearance,” received a mean score of 4.54 and indicating it falls into the effective category. The attraction indicator is based on two characteristics likability and similarity. Likability refers to the charm or appeal of a brand ambassador, both physically and in terms of personality (Lestari, 2023), while similarity refers to the emotional or personality traits that align with consumer expectations. From a Marketing Public Relations perspective, Kotler and Keller (2016) state that one of MPR key functions is to build attraction. This is important because, someone with strong attractiveness is perceived to reflect more positively on a brand and its products.

Throughout her career in the industry, Maudy Ayunda has consistently maintained an elegant appearance, often wearing outfits that give off a luxurious impression. According to an article from *ParaPuan*, Maudy is known for her feminine and elegant style, frequently opting for simple yet eye-catching outfit designs (Putri, 2024). This demonstrates that even though her clothing choices are simple, they remain trendy and suitable for everyday wear. Additionally, Maudy often mixes and matches her outfits in a minimalist style to ensure comfort, especially considering her busy schedule.

One notable example is Harper's Bazaar, a renowned fashion, beauty, and lifestyle magazine originally published in the United States. In April 2025, Maudy Ayunda was featured in Harper's Bazaar Indonesia, where she shared her experiences in the creative industry and her journey as an entrepreneur. On the cover, Maudy wore an elegant and feminine outfit designed by Dior, further reinforcing her refined public image. Second example, during the launch event of Tomoro Coffee Cloud Series, Maudy Ayunda wore an outfit that matched the brand's color orange and white. Her elegant appearance, especially the vibrant orange, reflected a fresh and youthful look. The color orange, which represents Tomoro Coffee's spirit of enthusiasm, particularly among the younger generation, strongly aligns with Maudy's image.

The characteristic of likability serves as a key tactic for a brand ambassador to capture the audience's attention and become a distinctive figure for the brand. As stated by Noviana (2024), "The likability indicator refers to the extent to which consumers like and feel positive towards the brand ambassador." This means that likability reflects how much consumers are fond of and respond positively to the brand ambassador. That's why the researcher believes that Maudy Ayunda attractive sense of style is one of the key factors in her selection as the brand ambassador for Tomoro Coffee.

The second aspect is similarity, as stated in the second item: "Maudy Ayunda shares a similar ambitious and persistent lifestyle, just like me as part of the younger generation." This statement reflects Maudy Ayunda determination, as shown through her achievement of completing both undergraduate and graduate studies abroad. She represents a young generation that is persistent and ambitious, particularly in pursuing academic excellence. Maudy's background in education has also shaped the public's positive perception.

Educational challenges in the digital era have emerged since the pandemic, as students have become increasingly dependent on gadgets for gaming or social media. Nevertheless, Generation Z should not be underestimated, as they possess strong ambition to achieve their goals. This ambition often stems from the influence of role models they admire (Syahputra, 2024). According to an article on Kompas.com quoting an interview with a Principal Advisory at Korn Ferry, Generation Z is considered more optimistic as they are just entering the professional workforce (Ulya, 2019). The similarity in having a persistent and ambitious lifestyle has become one of Maudy Ayunda's key attractions in capturing the attention of the target audience. This aligns with the statement, "Communicators who have attractiveness (familiarity, similarity, and likability) will be easier to like and more persuasive in influencing audiences" (Noviana, 2024), which means that communicators who possess traits such as familiarity, similarity, and likability are more likely to be liked and can more effectively persuade their audience.

Power

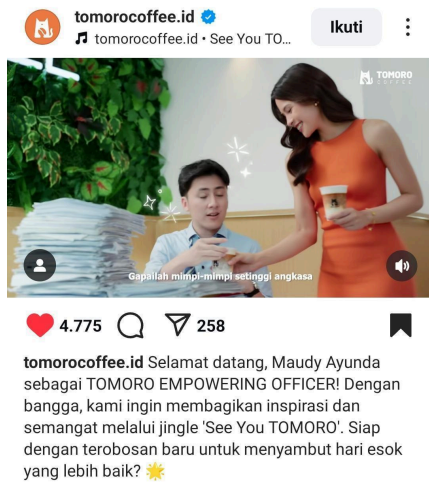


Figure 5 Maudy Ayunda Advertisement

Source : [Instagram.com/@maudyayunda](https://www.instagram.com/@maudyayunda)

The first statement item received a mean score of 4.38, indicating effectiveness as it falls within the 3–5 range. The *power* indicator refers to a celebrity's ability to persuade consumers and influence their consideration of the advertised product (Bimasyita, 2023). A brand ambassador's persuasive power plays a crucial role in driving purchase decisions. According to brand ambassador theory, the appeal of a brand ambassador in delivering advertisements should be able to create a positive attitude. If Maudy Ayunda demonstrates strong persuasive power, it indicates her ability to understand and respond to the needs and desires of her audience in purchasing a product.

The message conveyed in the Maudy Ayunda x Tomoro Coffee advertisement effectively inspires the audience to have the courage to pursue their goals and aspirations. This aligns with Royan (2004:8) view that a brand ambassador helps build a stronger emotional connection between a brand or company and its consumers. Therefore, the message conveyed in the advertisement is clear encouraging people to boldly pursue their dreams and its meaning is easily understood by the audience. Many members of Gen Z today face a dilemma between chasing their dreams and fulfilling expectations. This inner conflict often arises from a gap between a young person's desire to follow their passion and the pressure to conform to rules or norms, typically shaped by parental expectations (Dirgantari, 2024).

One way Gen Z can address this dilemma is by seeking support from positive communities or groups that share similar interests. This is also reflected in Maudy Ayunda's actions, as she established a foundation not only to support youth education but also to help them develop their potential through community engagement. As a tech-savvy generation,

Gen Z can also leverage social media platforms to build careers and share their personal journeys. Since the advertisement was posted on social media, it aligns with one of the characteristics of Integrated Marketing Communications as stated by Shimp (2004), which is influencing behavior. The implementation of marketing communication should go beyond merely raising brand awareness, it should aim to instill a positive perception of the brand in the minds of consumers.

In addition to the jingle advertisement, there is a video titled ‘A Sip Of My Day’ which shows that drinking a cup of Tomoro Coffee can boost daily motivation. At the end of the video and in the caption, a call to action appears: “Don’t forget to try Tomoro Coffee, available in every store.” According to Noviana (2024), brand ambassadors act as spokespersons who are responsible for delivering advertising messages with the goal of influencing consumer purchasing decisions. This is evident not only in one post, but also in other content on Maudy Ayunda’s Instagram, where captions often include promotional calls to action related to Tomoro.

Total Mean VisCAP Indicators

This study examines the effectiveness of Maudy Ayunda as the brand ambassador for Tomoro Coffee using the VISCAP model. A brand ambassador serves as the face of a brand, representing its identity and values. Therefore, the selection of Maudy Ayunda aligns with Tomoro Coffee’s vision to inspire younger generations to boldly pursue their dreams and push beyond limits. The effectiveness of a celebrity or public figure as a brand ambassador can be assessed using the VISCAP model by Rossiter and Percy, which includes Visibility, Credibility, Attraction, and Power. Based on the analysis, Maudy Ayunda is considered effective in representing Tomoro Coffee and delivering its core message.

Marketing Public Relations (MPR) plays a key role in building brand awareness by serving as a bridge between the company and the public (Nuryanto, 2024). MPR focuses on informing, educating, and fostering consumer understanding of a brand, making it more memorable and helping companies gain a competitive advantage (Floor & Raaij, 2011). Tomoro Coffee has successfully applied this strategy by collaborating with Maudy Ayunda as its brand ambassador. Selecting a brand ambassador who aligns with the brand’s goals and image enhances the effectiveness of message delivery and captures audience attention. This study shows that the image of a brand ambassador is a key factor in increasing consumer interest and engagement with the product.

Based on the research findings, using Maudy Ayunda as Tomoro Coffee’s brand ambassador is considered highly effective, with an overall mean score of 4.44. The *Visibility* indicator received the highest score of 4.62, showing that Maudy successfully built strong brand awareness among the target audience. Her popularity and background as a

multitalented celebrity with achievements in music and educational advocacy were key factors highlighted by respondents.

This aligns with the concept of *Marketing Public Relations (MPR)*, which emphasizes building emotional connections with the audience. Tomoro Coffee strategically selected Maudy to engage with the 18–35 age group. According to Rossiter and Percy, a celebrity’s popularity can strongly influence public perception (Sari & Rinawati, 2014). Instagram also played a significant role in disseminating information and strengthening Maudy’s image as a credible and widely recognized brand ambassador.

The indicator with the lowest mean score was Credibility, with a value of 4.32. Although this is relatively lower compared to other indicators, it still falls within the effective range ($3 < x < 5$). It is considered effective because respondents still perceived Maudy Ayunda as capable of sincerely conveying information about Tomoro Coffee’s taste to the public. While Maudy is not an expert in coffee, her credibility is supported by her *honest review* shared via Tomoro Coffee’s Instagram. This aligns with the principle of Marketing Public Relations, which emphasizes spreading brand information rather than focusing solely on sales (Hidayat, 2021).

Crosstab

Table 1.4 Crosstab VisCAP Indicators with Gender

Jenis Kelamin	Visibility	Credibility	Attraction	Power
Pria	4,49	4,36	4,48	4,38
Wanita	4,71	4,29	4,49	4,32

Source : research report, 2025

Based on table all indicators Visibility, Credibility, Attraction, and Power are considered effective for both male and female respondents, as the mean scores fall within the effective range of $3 < x < 5$. Among male respondents, Visibility had the highest mean score (4.49), only 0.01 points higher than Attraction. Similarly, among female respondents, Visibility also recorded the highest mean score.

According to Royan (2014), Visibility refers to the popularity of a brand ambassador in promoting a brand or product to consumers. Rossiter and Percy (2018) suggest that a highly visible brand ambassador is more likely to capture public attention and motivate the audience. Interestingly, the highest Visibility score was recorded by female respondents, even though the coffee market is typically dominated by men. According to NapoleonCat, Indonesia ranks among the highest countries for Instagram users, with 90.2 million users as of 2025. Of these, 54.2% are female and 45.8% male (Nurhayati, 2025). These figures may

explain why female respondents rated Maudy Ayunda's visibility higher. Additionally, a follow-up question under the visibility indicator "Through which media did you learn that Maudy Ayunda is an inspiring and multitalented artist?". Revealed that all respondents cited Instagram as their primary source.

CONCLUSION

This study aims to examine the effectiveness of Maudy Ayunda as Tomoro Coffee's brand ambassador using the VISCAP model (Visibility, Credibility, Attraction, and Power). The research involved 100 respondents, both male and female, aged 18–35, who follow @tomorocoffee on Instagram. Results indicate that all VISCAP indicators fall within the effective range, affirming Maudy Ayunda as an effective brand ambassador for the brand.

Visibility recorded the highest mean score (4.62), indicating that Maudy's popularity and positive image significantly enhance the brand's perception. This also generated positive feedback from the target audience. Crosstab analysis by gender revealed Visibility as the top-rated indicator, followed by Attraction. Maudy Ayunda's background as a multitalented and accomplished figure appears to capture audience interest, including male consumers challenging the assumption that men are less influenced by celebrity popularity in coffee marketing. These findings support the theory that brand ambassador selection must be strategic, as ambassadors serve as symbolic connectors between brand and audience (Sabardini, 2023). A positive public image is essential in shaping consumer perception. From a marketing public relations perspective, this aligns with Ruslan's (2014) Pass Strategy, where public figures influence opinion through socially driven initiatives.

Although Credibility received the lowest mean score among the VISCAP indicators, it still falls within the effective range. The relatively lower score is likely due to the perception that Maudy Ayunda lacks expertise in the coffee industry. Despite this, she conveyed the message through an honest review, sharing her personal enjoyment of the product. The overall VisCAP indicators in this research received a mean score of 4.44, which is categorized as effective. In conclusion, the selection of Maudy Ayunda as a brand ambassador for the Tomoro Coffee brand can be considered appropriate and effective.

Based on the findings of this study, it is recommended that Tomoro Coffee consider placing greater emphasis on the factors of credibility and power when selecting future brand ambassadors. This would help ensure that the messages conveyed through advertising are clear and accurate, and ideally, lead to an increase in consumer purchase behavior. This study has several limitations. First, the criteria for respondents were limited to Instagram users only. Second, the research focused solely on one variable brand ambassador effectiveness without exploring other relevant aspects or variables related to brand ambassadors.

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