

---

# The Effectiveness of Chris Putra as Evolene Brand Ambassador on Instagram Followers of @Chris\_Putraa

**Jonathan Sanjaya, Lady Joanne Tjahyana, Astri Yogatama**

Communication Science Department, Petra Christian University

## ABSTRACT

This study investigates the effectiveness of Chris Putra as a brand ambassador for Evolene, a sports supplement brand, through the lens of Marketing Public Relations (MPR). Chris Putra, a world-class bodybuilder and social media influencer, is known for his strong public image and wide-reaching influence. The research adopts a descriptive quantitative approach, employing a survey method by distributing questionnaires to 100 of Chris Putra's Instagram followers. The Likert scale and VisCAP model—comprising Visibility, Credibility, Attraction, and Power—are utilized to assess his effectiveness. The findings reveal that Chris Putra plays an effective role as a brand ambassador, with the “attraction” component scoring the highest among the indicators. His appeal significantly contributes to positive brand perception and engagement with Evolene. These results highlight the strategic value of selecting the right brand ambassador in MPR campaigns. This study offers meaningful insights for marketing and communication professionals in optimizing brand ambassador strategies to achieve targeted communication and marketing objectives.

**Keywords:** Effectiveness, brand ambassador, sports supplements, VisCAP, marketing public relations.

## INTRODUCTION

Ruslan (2018) defines Marketing Public Relations (MPR) as the process of designing, executing, and assessing programs that aim to stimulate and satisfy consumers through trustworthy communication. The Stimulus-Organism-Response (SOR) theory can be applied to understand how a target audience reacts to messages communicated by a brand or company.

MPR is essentially a blend of marketing and public relations strategies. According to Kotler and Keller (2016), MPR involves the use of various public relations communication tools to support marketing efforts. They highlight that the effectiveness of MPR lies in the synergy between PR and marketing strategies, which can produce a stronger impact on the

target audience. Smith (2017) also describes MPR as a strategy that facilitates engagement between a company and its target communities — those that possess specific characteristics aligned with the company's goals. This approach is intended to build long-lasting and positive relationships with consumers, enhancing both brand awareness and product sales.

In today's digital landscape, brands have employed numerous strategies, one of which includes the use of brand ambassadors. Brand ambassadors enable brands to interact more personally with their audiences. Through this interaction, brand messages can be conveyed more effectively. Greenwood (2012) describes a brand ambassador as someone chosen by a brand to engage with the public and communicate a specific message. This individual is trusted by the company to boost both product sales and brand visibility. A brand ambassador should genuinely support and embody the brand. According to Firmansyah (2019), alignment between the ambassador's background and the brand's values is essential. For that reason, brands must carefully select public figures who closely represent the identity of their products.

Once a brand ambassador has been selected, brands can evaluate their effectiveness. Rossiter and Percy (2018) suggest using the VisCAP model to assess brand ambassadors. This includes Visibility (the ambassador's public recognition), Credibility (their expertise and the level of trust they command), Attraction (their appeal or charisma), and Power (their influence in persuading the audience toward the brand's goals).

Based on data from the Kemenpora (2024), Indonesia's Sports Development Index (IPO) showed a slight increase in 2024, rising by 0.007 points from 0.327 in 2023 to 0.334. While the improvement may appear minor, it signals a promising outlook for the future of sports development in the country. According to Qoni (2023), Diza Anindita, Head of Marketing at FIT HUB, observed that fitness center visitor numbers and memberships grew throughout 2023. People engage in fitness or gym workouts for various purposes, such as enhancing cardiovascular health, strengthening muscles, improving flexibility, and achieving specific goals like competing in sports events, losing weight, or gaining muscle mass (hellosehat, 2021). Alodokter (2024) notes that individuals who are physically active require a higher intake of protein.

This is essential for supporting muscle growth and maintenance, as protein is a key nutrient that muscles need to develop. Those who exercise regularly are advised to consume around 1.2 to 2 grams of protein per kilogram of body weight. For instance, an active individual weighing 55 kilograms would need between 66 to 110 grams of protein daily. Alodokter (2024) also highlights that chicken breast is a popular choice among individuals on a diet or those aiming to build muscle mass, as 100 grams of chicken breast contain approximately 23 grams of protein. Therefore, a person weighing 55 kilograms would need to consume about 300 grams of chicken breast per day to meet their protein goals.

Naturally, the daily protein requirement can vary depending on a person's weight and level of activity. Dr. Fadli (2022) points out that protein supplements, such as shakes, can be beneficial for those who struggle to meet their daily protein targets through food alone.

Protein plays a crucial role in repairing cells and tissues that are damaged during physical activity. Additionally, it aids in muscle recovery, helping to reduce soreness. As a result, individuals may be able to train the same muscle groups again more quickly and effectively.

Evolene is an Indonesian fitness supplement brand founded on January 16, 2019, by Christian Dicky. With a vision to become a pioneer in the Indonesian fitness supplement industry, Evolene began its journey by offering high-quality products specifically formulated to meet the needs of the Indonesian people in supporting a healthy lifestyle and fitness. As a brand that prioritizes consumer trust, Evolene has ensured from the beginning that all its products have obtained certifications from BPOM, Halal, HACCP, and ISO 22000 (Top brand-award, 2022).

Evolene has a brand ambassador who is a bodybuilder and also active in creating content on social media. Chrisna Purnama Putra, often referred to as Chris Putra, is one of the brand ambassadors for Evolene. The type of content uploaded by Chris Putra when promoting products from Evolene is to provide education first, whether in exercise movement programs, food preparation, or finding protein sources to aid in the muscle mass formation process. After this education is conveyed at the beginning of the content, he then presents the products from Evolene. Not only does Chris Putra showcase the product, but he also explains the function and how the supplement he promotes works.

This research was conducted because the researcher wants to examine how effective someone is when their passion aligns with a brand and they also become a public figure in society. Therefore, the researcher conducted a study on Chris Putra as a bodybuilder athlete who has brought honor to Indonesia and is also active as a public figure serving as a brand ambassador for the sports supplement Evolene. In addition, the promotional content for Evolene created by Chris Putra on his Instagram account is also interesting. Chris Putra always provides education at the beginning of the content before promoting and explaining the product at the end of the content. Therefore, the researcher wants to study the effectiveness of Chris Putra as a brand ambassador on his personal Instagram account.

## **LITERATURE REVIEW**

### ***Marketing Public Relations***

According to Kotler and Keller (2016), Marketing Public Relations (MPR) can be explained as the use of various communication tools in public relations to support marketing activities. They emphasize that the success of MPR heavily relies on the synergy between public relations and marketing strategies, thereby creating a greater impact on the target audience. This approach not only helps in supporting marketing activities but also plays a crucial role in strengthening the brand image in the eyes of the public. Smith (2017) describes MPR as a strategy in public relations focused on achieving specific marketing objectives. This includes various activities, such as product launches, brand reputation management, and crisis control. This strategy is designed to maintain a positive and sustainable relationship between the brand and its audience.

Luttrell (2020) provides the view that the evolution of digital technology has brought MPR to a higher level. In his view, MPR now utilizes various digital platforms, including social media and online content, to create more personal and interactive relationships with the audience. This approach makes communication between the brand and consumers more dynamic and relevant. There are also goals outlined by Smith (2017) regarding Marketing Public Relations; Increasing Brand Awareness, Building Credibility and Trust, Managing Reputation, and Encouraging Customer Loyalty

### ***Brand Ambassador***

According to Greenwood (2012), a brand ambassador is someone who can be utilized by a brand to engage with the general public or a larger population in order to deliver a pre-established message and is relied upon to increase the brand's product sales. Firmansyah (2019) states that a brand ambassador is someone who has a passion for the brand, can introduce the brand to the public, and also provide information about it. When selecting a brand ambassador, companies must also consider the characteristics of the public figure. These characteristics will influence the effectiveness of the promotional activities carried out by the company (Lawu et al., 2021).

Keller (2021) outlines several factors in determining which public figure should be chosen as a brand ambassador:

- Conducting research to identify the alignment between the brand ambassador candidate and the marketing program to be implemented.
- Choosing a public figure who is well-known and has a positive image, which can support and enhance the image of the brand being represented.
- Ensuring compatibility between the public figure's background and the company. Selecting someone whose profile aligns with the brand's products.
- Creating advertisements that are attractive and leave an impression that reflects the product being marketed.

### ***VisCAP***

The characteristics of a good brand ambassador can be assessed using the VisCAP model (Rossiter & Percy, 2018): Visibility, This component evaluates how well-known the brand ambassador is. The next one is Credibility, which can be divided into two elements: expertise and trustworthiness. Expertise is relevant when the advertisement contains credential-based information and requires qualifications or experience from experts. Trustworthiness refers to the ambassador's reputation and how much the public believes in them.

Attraction, attraction includes two aspects: likability and similarity. Likability refers to the brand's appeal and how pleasant it appears in the eyes of the audience. Similarity refers to how closely the ambassador's life mirrors that of the target audience, aiming to create an

emotional connection. Power measures how influential the brand ambassador is in persuading and motivating their audience to align with the brand's goals.

## METHODOLOGY

The type of research used in this study is quantitative descriptive. This study aims to explain the characteristics or nature of a phenomenon to be studied. According to Sugiyono (2019) quantitative descriptive research is research that focuses on actual problems and presents research results in the form of numerical data. The method used in this research to collect data is the survey method through questionnaires. The survey method is a quantitative research method that can be used to obtain data from what has happened in the past or present, whether it be beliefs, opinions, or characteristics (Sugiyono 2019). The purpose of the survey through questionnaires is to obtain information about a number of respondents who are considered to represent a certain population (Kriyantono, 2006, p.59). By using an online survey, the researcher will later distribute it in the form of a Google Form that includes reviews to measure the effectiveness of using Chris Putra as a brand ambassador for the followers of Instagram @chris\_putraa. The population in this study is the followers of Instagram @chris\_putraa.

The followers of Instagram @chris\_putraa themselves number around 365,000 (accessed on January 4, 2025). While the sample consists of 100 respondents. The researcher will distribute the questionnaire in the form of a Google Form, using an online survey method. Respondents for the questionnaire will be sought from the followers of Instagram @chris\_putraa. The researcher can look for followers who have commented on the content created by Chris Putra. The researcher will distribute the questionnaire via direct message (DM), which will later be filled out by the respondents. The sample to be taken is determined according to knowledge about the population and the purpose of the research (Babbie in Hidayat, 2024). The researchers' considerations are: (1) Followers of the Instagram account @chris\_putraa, both male and female, (2) Those who know that Chris Putra is one of the brand ambassadors for Evolene, (3) Aged 18-34 years, regardless of gender. That age range is the most common among Instagram account users (Upgraded.id, 2024).

## RESULTS AND DISCUSSION

This study will describe the answers of the respondents to each questionnaire statement consisting of 4 indicators, namely visibility, credibility, attraction, and power. In addition, the researcher will also calculate the 4 indicators using the mean value of each indicator. The mean value is the average value of each questionnaire statement which will be divided by the total number of sample sizes determined by the researcher (Ghozali, 2016). Furthermore, the mean value of all respondents' answers will be categorized based on the class interval calculated using the following formula:

$$Interval = \frac{\text{nilai maksimal} - \text{nilai minimal}}{n \text{ (jumlah kriteria pernyataan)}}$$

$$Interval = \frac{5 - 1}{2}$$

$$Interval = 2$$

**Table 1 Class Interval**

Interval	Result
1.00 < a < 3.00	Not Effective
3.01 < a < 5.00	Effective

Source: Research Report, 2025

Before the researcher distributed the online questionnaire to 100 respondents, the researcher first distributed the questionnaire to the first 30 respondents to test the validity and reliability of the statements in the questionnaire. The validity test is conducted to correlate the item scores with the total score (Sugiyono, 2019). In this study, the questionnaire responses were statistically tested using the product moment correlation formula from Karl Pearson through the IBM SPSS 25 application. The validity test results are declared valid if the corrected item total correlation or r-count value is greater than the r-table value, the r-table value for 30 respondents is 0.361 (Kamilah, 2015). The results of the validity test for each statement item in the VisCAP indicator are as follows:

**Table 2 Validity Static**

Indicator	Code	R Tabel	R Count	Result
Visibility	V1	0.361	0.552	Valid
	V2	0.361	0.757	Valid
	V3	0.361	0.744	Valid
Credibility	C1	0.361	0.740	Valid
	C2	0.361	0.709	Valid
	C3	0.361	0.774	Valid
Attraction	A1	0.361	0.621	Valid
	A2	0.361	0.672	Valid

Indicator	Code	R Tabel	R Count	Result
	A3	0.361	0.509	Valid
Power	P1	0.361	0.739	Valid
	P2	0.361	0.621	Valid
	P3	0.361	0.671	Valid

Source: Research Report, 2025

Shows that each statement item from the researcher's questionnaire gets a Pearson correlation value above 0.361. Therefore, each statement item in the questionnaire can be declared valid.

In addition to the validity test, the reliability test was also conducted by the researcher on all questionnaire statement instruments. In this study, the reliability test was conducted by calculating the Cronbach Alpha coefficient on the indicators stated as Valid. According to Taherdoost (2018), if the Cronbach's alpha value is  $>0.6$  then the instrument is reliable. If the Cronbach's alpha value is  $<0.6$  then the instrument is said to be unreliable. The results of the reliability test of the VisCAP indicator of the PATER model can be seen in the following table:

**Table 3 Reliability Static**

Variabel	Cronbach's Alpha	Nilai Kritis	Keterangan
Brand Ambassador	0,887	0.600	Reliabel

Source: Research Report, 2025

This shows that the Cronbach alpha value obtained is 0.887, therefore the 12 statements in the questionnaire can be said to be reliable to determine the effectiveness of Chris Putra as Evolene's brand ambassador for Chris Putra's Instagram followers.

**Table 4 Visibility**

<i>Visibility</i>							
Statements	STS	TS	N	S	SS	Mean	Mean Total
Chris Putra as a popular bodybuilder athlete from Indonesia	0	0	1	78	21	4.2	4.26
Chris Putra appeared on my social media	0	0	9	42	49	4.4	

<i>Visibility</i>							
Statements	STS	TS	N	S	SS	Mean	Mean Total
I often see Chris Putra wearing attributes and products from Evolene	0	1	5	69	25	4.18	

Source: Research Report, 2025

Rossiter & Percy (2018) explained that visibility is seeing how well known a brand ambassador is to the public. This popularity will later help a brand ambassador to increase brand awareness of the brand he represents. According to George E. Belch (2017) a brand ambassador who has high visibility can help a brand gain greater exposure on digital media. The second statement, "Chris Putra appears on my social media," received the highest mean score of 4.4.

This indicates that Chris Putra's presence on social media is very noticeable to the respondents. As many as 49 respondents strongly agreed and 42 agreed, which means almost all respondents have seen or are aware of Chris Putra's presence through their social media platforms. These findings indicate that Chris Putra's digital presence strategy is effective in reaching the audience. This aligns with what Smith (2017) said about the function of public relations marketing, which is to increase brand awareness so that it becomes more recognized by other audiences. The use of Brand Ambassador Chris Putra can certainly help with this because, in addition to being a bodybuilder athlete, he is also active in creating content on his personal social media.

Based on previous research in the form of a journal titled "The Role of Brand Ambassadors in Increasing Brand Awareness for Pantene Shampoo Products" conducted in 2023, it concludes that the popularity of brand ambassadors significantly influences the increase in brand awareness for that brand. If we look at table 1.5, it can be seen that Chris Putra is the most popular brand ambassador because he has the most Instagram followers among the other Evolene brand ambassadors.

In the third statement, "I often see Chris Putra wearing attributes or products from Evolene," it is the statement with the lowest average score in the visibility indicator. Although it is the lowest, the statement is still effective and has a score above 4. There were 25 respondents who strongly agreed, 69 agreed, 5 were neutral, and 1 respondent disagreed with the statement about frequently seeing Chris Putra wearing attributes or products from Evolene. Schivinski & Dabrowski (2016) explain that there will be an increase in brand engagement when the audience is involved in UGC (user-generated content). There are strategies that can be implemented by Evolene or Chris Putra, such as a campaign where Chris Putra and Evolene do a challenge to imitate Chris Putra's workout style while using Evolene's products. Chris Putra can act as a judge or host in the campaign. There is also the

option of using hashtags that can be implemented for optimizing tagging on Instagram social media. Godey et al. (2016) in their research explain that the use of hashtags and tagging official accounts increases brand recall by up to 35%, especially on visual platforms like Instagram and TikTok.

Overall, the average total of the three statements is 4.26, which falls into the high category on a 1–5 Likert scale. This shows that Chris Putra's visibility, both as a public figure and as a brand ambassador, has been successfully built. The high visibility of Chris Putra (mean total 4.26) indicates that the MPR strategy implemented by Evolene has successfully increased exposure and awareness of the Evolene brand through social media and its association with public figures in the form of brand ambassadors.

**Table 5 Credibility**

<b>Credibility</b>							
<b>Statement</b>	<b>ST</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>	<b>Mean</b>	<b>Mean Total</b>
Chris Putra is able to explain Evolene products well	0	0	2	42	56	4.54	4.27
Chris Putra explains the taste and quality of Evolene products honestly	0	1	9	59	31	4.2	
Chris Putra conveys information about Evolene products in the right and not excessive amounts.	0	1	19	51	29	4.08	

Source: Research Report, 2025

Smith (2017) states that the goal of Marketing Public Relations is to build credibility and trust with the public. According to Firmansyah (2019), a brand ambassador is someone who has a passion for the brand and is certainly capable of influencing the audience to use the product. This aligns with the indicators used by the researcher, which involve assessing the credibility value of a brand ambassador, Chris Putra, for Evolene. Chris Putra himself is a bodybuilder who has brought honor to Indonesia at the Mr. Olympia 2024 event. This event is the highest-level competition in the world for bodybuilders.

There is a study titled "Influencer Marketing Effectiveness: A Meta-Analytic Review" by Pan et al. (2024) published in the Journal of the Academy of Marketing Science. In the study, it is evident that consumer perception is more strongly formed when influenced by communicators with trustworthy experience or background. Additionally, there is a finding that even though the audience is aware that an influencer is paid or collaborating with a brand, an influencer with a credible reputation can still convince the audience, making the message conveyed remain persuasively effective.

In the first statement of the credibility indicator, which is that Chris Putra is able to explain the Evolene product well, there is an average score of 4.54. There are 2 respondents who answered neutral, 42 answered agree, and 56 respondents answered strongly agree that Chris Putra, as a brand ambassador, is able to explain the Evolene product well. This statement has the highest average score compared to the other statements. This is certainly in line with the previous research mentioned above titled Influencer Marketing Effectiveness: A Meta-Analytic Review. Although the respondents know that Chris Putra is the brand ambassador for Evolene, they still trust Chris Putra's experience and background. Considering that Chris Putra is one of the first athletes to successfully enter the Mr. Olympia competition, which is the highest competition for bodybuilders on a global scale.

In the last statement, Chris Putra conveyed information about the Evolene product in an appropriate and not excessive manner, receiving the lowest average score of 4.08. There were 29 respondents who strongly agreed, 51 respondents who agreed, but there were 19 respondents who answered neutrally and 1 respondent who disagreed. In the last statement, it is the statement with the highest number of neutral responses from the Credibility indicator and even from all the statements given to the respondents. However, the statement can still be considered effective because the value it holds is still above 3.01.

Khan, S.K. et al. (2020) conducted a study titled How Consumers' Skepticism is Derived from Deceptive Advertisements. In that study, Lellis found that advertisements or promotions that make excessive promises or over-promising lead to emotional decline. This causes consumers to be more skeptical and cautious towards the product or brand. The greater the claims made by the product, the more likely doubts and distrust will arise among the audience.

There are several strategies that can be implemented by Chris Putra and Evolene to enhance the information that Evolene's products have the right amount and are not excessive. Research conducted by Puspitasari, M. K., & Manalu, M. R. (2025) explains that companies must ensure information transparency and product quality management to build consumer trust and satisfaction. Evolene itself has been conducting various lab tests regularly to check the authenticity of the contents in its products. Chris Putra, as a brand ambassador, can highlight these advantages by explaining the uses of each component in the lab tests.

**Table 6 Attraction**

Attraction							
Statement	ST	TS	N	S	SS	Mean	Mean Total
Chris Putra has an attractive physical appearance when he became the Evolene brand ambassador	0	0	0	55	45	4.45	4.46

Chris Putra appeared energetic when explaining the Evolene product	0	0	7	43	50	4.43
Chris Putra has the same body goal as me, which is to have a healthy and attractive body.	0	0	9	32	59	4.5

Source: Research Report, 2025

Attraction is an indicator that measures the appeal of a brand ambassador. There are likability and similarity if we want to see how great the appeal of the brand ambassador is. Likability refers to observing the demeanor and personality of a brand ambassador. Meanwhile, similarity refers to seeing how similar the life of the brand ambassador is to the target audience (Rossiter and Percy, 2018). The indicator of attraction itself has an average score of 4.46, where the attraction indicator has the highest average score among the other indicators.

Kim & Park (2023) in their research show that the physical attractiveness of influencers can affect mimetic desire or the desire to imitate and brand attachment. The effectiveness of using influencers is also influenced by the fit between the product and the endorser. The study conducted by Lu et al. (2024) using the S-O-R model explains how the attractive appearance of an influencer serves as a stimulus that affects the emotions and behavior of the consumer, including their purchase intention towards the observed product.

In the last statement of the attraction indicator, namely Chris Putra having a body goal like mine, which is to have a healthy and attractive body, received an average score of 4.5. This score is the highest in the attraction indicator, with 59 respondents strongly agreeing, 32 respondents agreeing, and 9 respondents remaining neutral. From the data, we can conclude that more than 90% of respondents want to have a healthy and attractive body and consider Chris Putra as their body goal.

There is a study by Kim, J., & Kim, M. (2023) titled "Virtual influencers' attractiveness effect on purchase intention: A moderated mediation model of the Product-Endorser fit with the brand." The research discusses the human tendency to often imitate what they see. People desire something because others have or want it too. The implementation in the research is to observe how the audience or followers of an influencer desire the products, lifestyle, or image that the influencer possesses. There is a finding that the appeal of an influencer directly increases the desire to imitate their lifestyle. This desire then boosts purchase intention. The effect will be stronger if the influencer's image aligns with the brand they are advertising, making the audience feel more emotionally involved with the brand being described by the influencer.

Based on the previous research, this certainly explains why the third statement in attraction has the highest average score. Evolene, as a brand, has appointed bodybuilder and content creator Chris Putra as its brand ambassador. Chris Putra has successfully become a

distinguished brand ambassador in championships and has also succeeded as a content creator for the Evolene brand.

In the second statement of the attraction indicator, Chris Putra appeared energetic while explaining the Evolene product, receiving an average score of 4.43. This statement was the lowest among the attraction indicators, but it was still considered effective because the score was above 3.01. There were 50 respondents who strongly agreed, 43 respondents who agreed, and 7 respondents who answered neutrally to the statement.

Stephen E. Lucas (2009) states that the energy in delivering a message is one of the main differentiators between an ordinary speaker and a captivating speaker. Stephen explains that there is a delivery process in conveying a message that must be considered, such as voice (intonation, volume, tempo, pauses). There are also other elements such as body language (facial expressions, hand movements, and eye contact). Lastly, there are elements of physical activity such as an upright and open posture and dynamic movements by the communicator.

In Chris Putra's Instagram content, he, as a content creator, has incorporated the elements of delivery according to Stephen E. Lucas. Although statement number 2 in the attraction indicator is the lowest, when we compare it with the overall indicator score, it is still higher than several other indicator statements.

**Table 7 Power**

Power							
Statement	ST	TS	N	S	SS	Mean	Mean Total
Chris Putra made me want to know more about Evolene products	0	0	0	52	48	4.48	4.45
Chris Putra reminds me of Evolene products	0	0	4	46	50	4.46	
Chris Putra as Evolene's brand ambassador was able to make me interested in consuming Evolene products.	0	0	15	28	57	4.42	

Source: Research Report, 2025

The last indicator used in this study is power. Rossiter & Percy (2018) explain that power is the extent to which a brand ambassador can influence and control the audience to follow what they say. The power indicator has a very strong relevance to the three indicators that have already been discussed, namely visibility, credibility, and attractions. Ratih (2021) in her research mentions that the selection of public figures for a brand is very important. They, as representatives of the brand, must have an influence on opinions, perceptions, and

purchasing decisions. The role of a brand ambassador is not just about promotion but also as a communication agent who can persuade their audience.

In the influencer endorsement theory (Lou & Yuan, 2019), the power of influence of an influencer or brand ambassador is derived from four factors. There is a parasocial relationship, which is a fictitious relationship felt by the audience towards an influencer. Next, there is perceived credibility, where high credibility will certainly strengthen public trust in the advertised product. The third factor is perceived attractiveness; influencers with high attractiveness will find it easier to inspire and persuade their audience. The final factor is perceived authenticity, where the audience assesses the honesty and consistency of the influencer.

Three out of four factors, such as parasocial relationship, perceived credibility, and perceived attractiveness, have been explained by the researcher in the previous discussion. Meanwhile, the factor of authenticity discusses the honesty and consistency of Chris Putra himself. Chris Putra's honesty in explaining the Evolene product has been discussed in section 4.4.2 and received an effective score. As for consistency, Chris Putra has been consistent in being the brand ambassador for the Evolene product since 2021 until now. Referring to the influencer endorsement theory, Chris Putra has performed the key factors important in that theory. We can see from the results of the power indicator, the average score of this indicator is 4.45 and is certainly considered effective.

In the first statement of the power indicator, namely Chris Putra makes me want to get to know the Evolene product better, it received an average score of 4.48. There are 48 respondents who strongly agree and 52 respondents who agree with that statement. From that statement, we can interpret that out of 100 respondents who follow Chris Putra on Instagram, they want to get to know the brand and products of Evolene through Chris Putra. This statement is also the highest among the power indicator statements.

For the statement from the power indicator that is the lowest, it is Chris Putra as the brand ambassador of Evolene who is able to make me interested in consuming Evolene products. The average score of that statement is 4.42, with 57 respondents strongly agreeing, 28 agreeing, and 15 respondents choosing to remain neutral. Although the statement has the lowest score on the power indicator, it remains effective considering the score is still above 3.01.

In the previous study titled "The Effectiveness of Using Brand Ambassador Maudy Ayunda in the Outside Milk Brand Among the Indonesian Community," the same finding was observed regarding the power indicator. In that study, the statement to persuade the consumption of Outside milk had the lowest score compared to other statements on the power indicator

The researchers examined the effectiveness of Chris Putra as a brand ambassador for Evolene by calculating the overall mean value for each indicator. Here are the mean results for all VisCAP indicators:

**Table 8 Mean Overall Variabel Brand Ambassador**

<b>Indicator</b>	<i>Mean</i>	<b>Effectiveness</b>
<i>Visibility</i>	4.26	Effective
<i>Credibility</i>	4.27	Effective
<i>Attraction</i>	4.46	Effective
<i>Power</i>	4.45	Effective
Total	4.36	Effective

Source: Research Report, 2025

Kotler and Keller (2016) explain that the function of marketing public relations is the use of various communication tools in the relationship between the public and the brand for all marketing activities. Luttrell (2020) provides his perspective that the evolution of technology has brought MPR to the next level. There are various digital platforms that can be used to interact more with the general public. Greenwood (2012) mentioned that brands can use a brand ambassador to increase their product sales. The use of Chris Putra as a brand ambassador is a step and effort by Evolene in implementing an MPR strategy to create a positive impact for Evolene itself. By using the VisCAP model (Rossiter & Percy, 2018), we can observe and analyze the use of the brand ambassador.

Table 8. is the overall average result of the brand ambassador indicators, namely VisCAP (visibility, credibility, attraction, and power). From the results of this study, it shows that Chris Putra's Instagram followers approve of Chris Putra as a brand ambassador for Evolene. From the four indicators above, the overall average score of all indicators is 4.36. This score is considered effective because it is above 3.01. Among the VisCAP indicators, attraction has the highest score compared to the others, which is 4.46.

Attraction according to Rossiter & Percy (2018), is a physical appeal and inherent value of a public figure. There is likability and similarity in attraction; likability refers to observing Chris Putra's demeanor and personality. Meanwhile, similarity refers to how similar Chris Putra's life is to that of the audience, and the emotional portrayal that will help provide a positive influence from the content created. There are various positive comments in the content created by Chris Putra. There are compliments such as "his back looks like butterfly wings," "bro's back (fire emoji)," and there are also accounts praising Chris Putra's back by mentioning "Demon back from the baki series." Additionally, there are comments encouraging and urging Chris Putra to keep shaping his demon back.

In addition, Chris Putra also interacted with accounts that commented on his content when Chris Putra explained one of Evolene's products. There is a study titled "Role of Parasocial Interaction and Credibility in Beauty Influencer to Improve Purchase Intention."

This research conducted in 2023 found that an influencer who interacts with their followers will influence the increase in consumer purchase intention.

Visibility is an indicator that measures the extent of the popularity of the brand ambassador. The popularity of the brand ambassador will greatly help to increase brand awareness among their audience (Rossiter & Percy, 2018). The Visibility indicator is the indicator with the lowest score in this research, with an average result of 4.26. The statement "I often see Chris Putra wearing attributes or products from Evolene" also received the lowest score in terms of visibility. This can happen because Chris Putra himself will explain the products from Evolene at the end of the video after he has provided education or explanations in his content.

The existence of the All In Kasih Keras brand owned by Chris Putra also causes attributes like the Evolene merchandise to be divided among the content created by Chris Putra. Moreover, when Chris Putra promotes his own brand, he does not discuss the Evolene brand itself. Although visibility has a low score, the score achieved is still considered effective because it is above 3.01.

## CONCLUSION

The research conducted by the researchers involved 100 respondents who are followers of Chris Putra's Instagram social media. The purpose of this research is to determine the effectiveness of using Chris Putra as a brand ambassador for the sports supplement brand Evolene. This research uses the VisCAP indicators (visibility, credibility, attraction, and power) to see the influence that Chris Putra has on his followers. From the researchers' survey results, it shows that each indicator has an effective average value. All the average scores of these indicators are above 4. This certainly proves that Chris Putra is capable and suitable to be the brand ambassador for Evolene.

The visibility indicator has an overall average score of 4.26. This indicates that Chris Putra is a well-known bodybuilder athlete and also an influencer who is active on his personal social media. Chris Putra also meets the effective criteria on the credibility indicator, where the overall average score is 4.27. This certainly shows that Chris Putra is an athlete and influencer with a good reputation, making his followers trust the information he provides. There is the attraction indicator, which has the highest average score compared to the other indicators. Attraction received an average score of 4.46, indicating that Chris Putra has a high level of appeal to his Instagram followers. The last indicator in VisCAP is power, where this indicator received an average score of 4.45. The score is quite high considering it only differs by 0.01 from the average attraction score. This allows us to conclude that Chris Putra is effective and can influence his Instagram followers.

All indicators received an average score of 4.36, which is considered quite high and certainly falls within the effective score range. The conclusion of this research is that Chris Putra as the brand ambassador of Evolene is effective.

**REFERENCES**

- Alodokter. (2024, November 1). *Dada Ayam, Nutrisi dan Manfaatnya bagi Kesehatan*. Retrieved from <https://www.alodokter.com/kandungan-nutrisi-dada-ayam-dan-manfaatnya-bagi-kesehatan>
- Deputi3.kemempora.go.id. (2024, Desember 29). *Peningkatan Indeks Pembangunan Olahraga (IPO) Indonesia Tahun 2024: Optimisme bagi Kemajuan Sektor Olahraga*. Retrieved from <https://deputi3.kemempora.go.id/detail/862/peningkatan-indeks-pembangunan-olahraga-ipo-indonesia-tahun-2024-optimisme-bagi-kemajuan-sektor-olahraga>
- Dr. Fadli. R (2022, September 8). 4 Manfaat Protein Shake untuk Tubuh. Retrieved from <https://www.halodoc.com/artikel/4-manfaat-protein-shake-untuk-tubuh>
- Firmansyah, A. (2019). *Buku pemasaran produk dan merek*. Pasuruan: CV. Penerbit Qiara Media.
- George E. Belch, M.A. (2017). *Advertising and promotion: An integrated marketing communication perspective*. Mcgraw-Hill Education.
- Ghozali,I. (2016). *Aplikasi analisis multivariate dengan program IBM SPSS 23. Edisi 8*. Semarang: Badan penerbit Universitas Diponegoro.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Hellosehat. (2021, Mei 31). *5 Manfaat Latihan Kekuatan Otot yang Bikin Tubuh Bugar dan Pikiran* <https://doi.org/10.2139/ssrn.3205040>
- Kamilah, E. N. (2015). Pengaruh keterampilan mengajar guru terhadap hasil belajar siswa pada mata pelajaran akuntansi. Universitas Pendidikan Indonesia. [http://repository.upi.edu/14867/16/S\\_PEA\\_1005771\\_Appendix7.pdf](http://repository.upi.edu/14867/16/S_PEA_1005771_Appendix7.pdf)
- Khan, S.K. et al.(2020). How consumers' skepticism is derived from deceptive advertisements. *International Journal of Experiential Learning & Case Studies*. Retrieved from <https://www.researchgate.net>
- Kim, J., & Kim, M. (2023). Virtual influencers' attractiveness effect on purchase intention: A moderated mediation model of the Product–Endorser fit with the brand. *Computers in Human Behavior*, 139, 107521. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S0747563223000547>
- Kim, S., & Park, H. (2023). Virtual influencers' attractiveness effect on purchase intention: A moderated mediation model of the product–endorser fit with the brand. *Computers in Human Behavior*, 139, 107502. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S0747563223000547>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

- Kotler, P., & Keller, K. L. (2021). *Manajemen pemasaran edisi 13 jilid 2*.
- Lawu, S. H. & Andriani, R. & Febriana, R. Dampak Brand Ambassador Terhadap Keputusan Pembelian. *Jurnal Administrasi Kantor, [S.l.]*. 9, (2), 183-192.
- Lea-Greenwood, G. (2012). *Fashion Marketing Communications E-book*. USA: Wiley.
- Lucas, S. E. (2009). *The art of public speaking (11th ed.)*. McGraw-Hill.
- M. K., & Manalu, M. R. (2025). Strategi Komunikasi Korporasi PT Mayora Indah Tbk Dalam Upaya Membangun Citra Positif. *ALADALAH: Jurnal Politik, Sosial, Hukum dan Humaniora*, 3(2), 83–91. <https://doi.org/10.59246/aladalah.v3i2.1236>
- Pan, M., Blut, M., Ghiassaleh, A., Lee, Z.W.Y. (2024). *Influencer marketing effectiveness: A meta-analytic review*. *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-024-01052-7>
- Qoni. M. (2023, Agustus 17). *BUKAN LAGI CUMA KEJAR 'BODY GOAL', NGEGYM KINI JADI GAYA HIDUP*. Retrieved from <https://www.froyonion.com/news/sports/bukan-lagi-cuma-kejar-body-goal-ngegym-kini-jadi-gaya-hidup>
- Ratih, G. K. (2021). Pengaruh Celebrity Brand Ambassador, Brand Image, Brand Trust, dan Brand Awareness terhadap Keputusan Pembelian di Tokopedia (Skripsi, Universitas Atma Jaya Yogyakarta). Retrieved from <https://e-journal.uajy.ac.id/25759/>
- Rossiter, J.R., Percy, L., & Bergkvist, L. (2018). *Marketing Communications Objectives Strategy*,
- Ruslan, R. (2018). *Manajemen Public Relation & Media Komunikasi*. Jakarta: Raja Grafindo.
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189–214. <https://doi.org/10.1080/13527266.2013.871323>
- Smith, R. D. (2017). *Strategic planning for public relations (5th ed.)*. Routledge.
- Sugiyono. (2019). *Metodologi penelitian kuantitatif dan kualitatif dan R&D*. Bandung: ALFABETA. *Tactics*.
- Taherdoost, H. (2018). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. *SSRN Electronic Journal*, September.
- Top Brand-award.com. (2022, September 27). *Brand Suplemen Fitness Evolene Raih Top Brand Award 2022*. Retrieved from <https://www.topbrand-award.com/article/detail/brand-suplemen-fitness-evolene-raih-top-brand-award-2022>