

The Effectiveness of Chelsea Islan as a Brand Ambassador in the #LadyBossPower Campaign of Bio Beauty Lab on Indonesian Society

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ABSTRACT

This research measures the effectiveness of using Chelsea Islan as a brand ambassador in the Marketing Public Relations strategy in the #LadyBossPower campaign by Bio Beauty Lab on Indonesian society. In this case, Bio Beauty Lab collaborated with Chelsea Islan as a brand ambassador for their #LadyBossPower campaign. This research employs an online survey method, distributing questionnaires to 400 respondents using a Likert scale via Google Forms. The result of this study shows that Chelsea Islan as the brand ambassador in the #LadyBossPower campaign by Bio Beauty Lab is effective, as measured using the VisCAP method. The highest VisCAP indicator in evaluating Chelsea Islan as a brand ambassador in the #LadyBossPower campaign by Bio Beauty Lab is the Visibility indicator, with a mean score of 4.39. Overall, the average score of all VisCAP indicators for Chelsea Islan as the brand ambassador of Bio Beauty Lab is 4.31, indicating that Chelsea Islan has proven to be an effective brand ambassador for the #LadyBossPower campaign by Bio Beauty Lab.

Keywords: *brand ambassador, Chelsea Islan, effectiveness, marketing public relations, VisCAP theory*

INTRODUCTION

According to marketing scholars, Marketing Public Relations involves strategically designing, executing, and assessing communication initiatives to stimulate consumer buying behavior and enhance satisfaction by sharing trustworthy information and creating favorable brand impressions (Ruslan, 2010). The primary goals include raising brand awareness, establishing trust, and supporting sales teams and distributors while minimizing advertising expenses (Kotler, 1998). A key component in executing effective communication strategies is Marketing Public Relations, which plays a vital role in shaping consumer perceptions and behaviour through credible and persuasive messaging.

Marketing communication serves as a fundamental business strategy component, encompassing activities designed to inform, sway, convince, and keep brands top-of-mind for consumers, ultimately driving acceptance, purchases, and loyalty (Tjiptono, 1997). The marketing communication toolkit includes five key elements: advertising, sales promotions, public relations, direct sales, and targeted marketing approaches (Kotler & Armstrong, 2008). As digital marketing evolved, celebrity endorsements emerged as a powerful communication strategy. Brand ambassadors are influential personalities who represent and promote brands, with research showing that appealing and popular celebrities can boost brand recognition among engaged consumers (Shimp & Andrews, 2014; Kahle & Homer, 1985). Celebrity partnerships serve to communicate product benefits, build audience trust, and create memorable brand associations (Larasari, Lutfi, & Mumtazah, 2018).

Brand ambassador impact can be evaluated through the VisCAP framework, which examines four key areas (Rossiter, Percy, & Bergkvist, 2018). Visibility indicator measures how well-known a celebrity is, while credibility assesses their ability to capture attention and build acceptance for brand messages. Attraction factors include the celebrity's charm, intelligence, lifestyle, and personal traits that resonate with consumers. Power refers to the celebrity's persuasive power in convincing audiences of their expertise and brand representation capabilities. As the cosmetics market grows more competitive, choosing an appropriate brand ambassador has become a strategy to strengthen brand image and build consumer confidence.

The Indonesian cosmetics sector has expanded substantially, now reaching 1,039 registered companies according to regulatory and industry association to BPOM and the Association of Indonesian Cosmetics Companies (Directorate General of Small, Medium and Miscellaneous Industries, Ministry of Industry, 2024). Bio Beauty Lab is one of the local beauty brands produced by PT Bintang Berlian Laboratoria, has officially certified and committed to eco-friendly formulations with BPOM since 2017. The company specializes in natural and organic skincare solutions targeting prevalent Indonesian skin concerns like dullness and acne. Based on the market research from FMCG E-commerce report 2022, Bio Beauty Lab successfully ranked 5th among the top 10 local serum brands, capturing a market share of 3.73% in September 2022 with notable month-over-month growth.

Instagram dominates digital marketing strategies within the beauty sector, with Indonesian usage ranking second globally at over 85% penetration (We Are Social, 2024). This makes it an optimal channel for celebrity endorsement campaigns. The platform serves dual purposes as both entertainment and commercial space, facilitating direct celebrity-audience connections through compelling visual content including short videos and curated posts.

Bio Beauty Lab partnered with actress Chelsea Islan for their November 2024 #LadyBossPower initiative, creating a notable alliance between a celebrated performer and a local beauty company. Chelsea, a New York-born actress and model with multiple accolades including consecutive Indonesian Choice Awards recognition from 2015 until 2018 and box

office honors, brings significant credibility to endorsement partnerships. Her diverse achievements span acting excellence, leadership recognition from educational institutions, and international representation at regional events. Her endorsement portfolio with major brands like Garnier, Magnum, OPPO, and Head & Shoulders establishes her industry authority.

On this occasion, Chelsea Islan presents a different side of herself as a brand ambassador in Bio Beauty Lab's #LadyBossPower campaign. While she was previously known more as an environmental activist through her involvement in Garnier campaigns and various environmental initiatives such as serving as an advocate for ISF 2024, this #LadyBossPower campaign by Bio Beauty Lab highlights a different focus compared to her past campaigns. It has been 10 years since Chelsea Islan first became a brand ambassador for a skincare product, namely Garnier. This time, Bio Beauty Lab showcases Chelsea as a woman who boldly takes on leadership roles, voices her opinions, inspires others, and embodies grace. Anne Dhealif, a representative from Bio Beauty Lab, stated that Chelsea carries the spirit of portraying women who are confident, resilient, and capable of leading their lives with elegance (Cantika, 2024). The #LadyBossPower campaign was created to challenge the stigma that female leaders must be arrogant or dominant. On the contrary, Bio Beauty Lab aims to redefine leadership as the ability to pursue dreams while maintaining a balanced life between career and self-care.

The #LadyBossPower campaign on social media demonstrates an effective communication strategy through content that successfully captures public attention. The campaign began with a video reel featuring a mysterious woman whose face was not revealed. Yet it immediately sparked public interest, with many people guessing that the woman with the "Lady Boss" aura was Chelsea Islan. Once it was revealed that Chelsea Islan was the brand ambassador for the #LadyBossPower campaign, the announcement received a wave of positive responses from the public, as seen in the comments on social media. Following this, additional posts featured Chelsea Islan promoting Bio Beauty Lab products. Chelsea Islan shared campaign-related content on her personal Instagram account, collaborating with Bio Beauty Lab's official account.

Several previous studies support the research on the effectiveness of using brand ambassadors. The first research is by Vincentius Reynardo Chandra in 2023, titled "The Effectiveness of ITZY as a Brand Ambassador in the 'Don't Stop Your Move' Campaign of Ultra Milk According to Ultra Milk's Instagram Followers." This research employed the VisCAP theory using an online survey method with a quantitative approach, and the results showed that ITZY was an effective brand ambassador in Ultra Milk's campaign. Another relevant study was conducted by Sarah Trisilka Angelina Tobing in 2023, titled "The Effectiveness of Brisia Jodie as a Brand Ambassador in the #GenerasiKulitSehat Campaign on N'Pure's Instagram Followers," which also yielded effective results. This study similarly used an online survey method.

This research on Chelsea Islan's effectiveness as a brand ambassador for Bio Beauty Lab contributes meaningfully to enhancing the understanding of marketing public relations strategies in Indonesia's local beauty sector. This research offers a broader view on the impact a brand ambassador has on brand awareness and consumer interest. The #LadyBossPower campaign not only aims to promote and sell products but also emphasizes a socially inspiring message that empowers women. The findings of this study are expected to provide valuable insights for companies on how effective a brand ambassador can be in representing a brand's image to the public.

LITERATURE REVIEW

Marketing Public Relations

Harris and Whalen (2006) elaborate that MPR emerges when public relations tools and strategies are integrated into marketing efforts to achieve promotional objectives. According to Harris (1991), as cited in Yazid and Asfarina (2017), Marketing Public Relations (MPR) is defined as a systematic process that involves the design, execution, and assessment of various programs aimed at influencing consumer purchasing behavior and satisfaction. This process is carried out through the communication of trustworthy information and the development of brand impressions that align with the audience's needs, desires, interests, and attention. In this context, MPR enables businesses to deliver brand messages effectively to the public in a way that is credible and persuasive.

As a communication-based marketing function, MPR focuses on shaping a favorable public image and reputation for a brand or company. Harris (1991) emphasizes that the main goal of MPR is to foster customer trust and drive purchase behavior by providing reliable information and strengthening brand perception. This process is grounded in a clear understanding of the target audience's expectations and consumer behavior patterns.

In his book *The Marketer's Guide to Public Relations in the 21st Century*, Thomas L. Harris outlines the evolution of MPR as a response to the overlapping roles of marketing and public relations. He highlights several essential components of MPR activities, including enhancing brand recognition and communicating clear, relevant messages; building credibility, establishing extensive stakeholder networks, and informing the public; conducting thorough audience research to develop well-informed marketing and PR strategies; and strategically planning and implementing campaigns to strengthen brand awareness within broader consumer segments.

Brand Ambassador

According to Greenwood (2012), brand ambassadors serve as a medium through which companies or organizations engage the wider public to deliver predetermined

messages while also functioning as a strategic asset to enhance product sales. Shimp and Andrews (2014) define brand ambassadors as either public figures or individuals from the general population—often referred to as endorsers—who are responsible for upholding and representing a brand. The work of Kahle and Homer (1985) suggests that the appeal of a celebrity has the potential to draw consumer attention and foster stronger brand interaction. In line with this, Larasari, Lutfi, and Mumtazah (2018) assert that involving celebrities in brand communication enables companies to utilize their influence for effective message delivery, strengthen consumer trust in product quality, and create a lasting, impactful brand image.

VisCAP Theory

According to Rossiter, Percy, and Bergkvist (2018), a brand ambassador's effectiveness can be evaluated using the VisCAP model, which includes four indicators: visibility, credibility, attraction, and power.

Visibility measures how well-known a person is among the general public, indicated by their popularity and frequency of public exposure. High visibility enables a brand ambassador to influence consumers easily, as people tend to choose products promoted by familiar figures. Credibility reflects the ambassador's expertise, experience, and knowledge about the brand, which builds consumer confidence in the product.

Attraction refers to the ambassador's attractiveness based on physical appearance, personality, and similarities with the audience, such as age, hobbies, or lifestyle, which can encourage consumers to engage with the brand. Power signifies the ability of the ambassador to motivate consumers to make purchases by prompting action, even when their attitudes toward the brand do not change.

METHODOLOGY

This study adopts a descriptive quantitative approach, which is rooted in the positivist paradigm and focuses on examining specific populations or samples using structured research instruments. The data collected are analyzed using statistical methods to evaluate predetermined hypotheses (Sugiyono, 2019). Descriptive research is particularly useful in illustrating the characteristics of a population and presenting observable phenomena without aiming to establish causal relationships between variables (Kriyantono, 2014). In this context, the researcher utilized a descriptive method to systematically present the outcomes of the data analysis.

The data collection method employed in this research was an online survey, wherein questionnaires were distributed digitally to respondents. This approach was selected to efficiently gather relevant data from a sample that represents the target population. To ensure the validity of the findings, a sufficient number of responses was required. The questionnaire was disseminated using the Google Forms platform.

The target population for this study consisted of Indonesian women aged 17 years and above. The sampling technique used was non-probability sampling, which does not involve random selection and may, therefore, limit the generalizability of the results. Specifically, the study employed convenience sampling, a non-systematic recruitment method that allows individuals to voluntarily participate in the study based on availability and willingness (Sue & Ritter, 2017).

RESULTS AND DISCUSSION

The results of this study relate to measuring the effectiveness of the brand ambassador used by Bio Beauty Lab, namely Chelsea Islan, using the VisCAP model. Theoretically, the effectiveness of a brand ambassador refers to the extent to which a brand ambassador can achieve the marketing objectives set by the brand. According to Rossiter, Percy, & Bergkvist (2018), the evaluation and measurement of a brand ambassador can be described in four main indicators, known as VisCAP, which consist of visibility, credibility, attraction, and power. In becoming a brand ambassador, an individual or group must be able to represent the image of a brand. In this research, the data gathered from the distributed questionnaires were reprocessed by the researchers. The questionnaire by Google Form will utilize a Likert scale. The Likert scale consist of five response levels, ranging from positive to negative. Scale 1 with a score of 5, is labeled “Strongly Agree”; Scale 2 with a score of 4 is labeled “Agree”; Scale 3 with a score of 3 is labeled “Neutral”; Scale 4 with a score of 2 is labeled “Disagree”; and scale 5 with a score of 1 is labeled “Strongly Disagree”. The class interval used to categorized the respondents’ answers is $1.00 \leq a \leq 3.00$ means ineffective and $3.01 \leq a \leq 5.00$ means effective.

Tabel 1.1 Validity Statistic

Variable	Indicator	Code	R Count	R Table	Result
<i>Brand Ambassador</i>	Visibility	A1	0.736	0.361	Valid
		A2	0.434	0.361	Valid
		A3	0.738	0.361	Valid
	Credibility	B1	0.482	0.361	Valid
		B2	0.559	0.361	Valid
		B3	0.482	0.361	Valid
	Attraction	C1	0.549	0.361	Valid
		C2	0.441	0.361	Valid

Variable	Indicator	Code	R Count	R Table	Result
	Power	C3	0.676	0.361	Valid
		D1	0.696	0.361	Valid
		D2	0.553	0.361	Valid
		D3	0.659	0.361	Valid

Tabel 1.2 Reliability Statistic

Variable	Cronbach's Alpha	N of items	Result
<i>Brand Ambassador</i>	0.822	0.6	Reliable

Table 1.3 (Total Mean Score of Visibility Indicator)

Indicator	Statement	Mean Score
Visibility	Chelsea Islan is a well-known Indonesian celebrity	4.41
	Chelsea Islan has received various awards in recognition of her achievements as an actress	4.31
	Chelsea Islan is one of the Indonesian celebrities that I know	4.45
Total Mean		4.39

Results show that the statement receiving the highest mean score demonstrates respondents' strong consensus that "Chelsea Islan is one of the Indonesian celebrities that I know" Giannini (2010) emphasizes that Marketing Public Relations serves to boost organizational and product visibility, deliver crucial information to stakeholders, cultivate positive organizational image among the public, and inspire people to experiment with and utilize the products.

Among the functions of Marketing Public Relations in communicating brand information and messaging is employing brand ambassadors to boost campaign visibility, as demonstrated by Bio Beauty Lab's #LadyBossPower initiative. Chelsea Islan, serving as the brand ambassador, executes Marketing Public Relations strategies by sharing credible information with audiences, leveraging her well-established positive reputation that the public recognizes and trusts. Her Marketing Public Relations efforts are evident through her Instagram content featuring Bio Beauty Lab products.

Visibility serves as a metric for assessing how well-known a celebrity endorser is within their representative product category. The visibility level of a brand ambassador can be

evaluated through their promotional engagement and brand marketing efforts, which directly impacts consumer awareness and brand recognition.

The statement "Chelsea Islan has received various awards in recognition of her achievements as an actress" received a slightly lower average rating than the other two statements. Despite this, its mean score of 4.31 remains well within the effective range, demonstrating that respondents widely acknowledge Chelsea Islan as an accomplished public figure.

Table 1.4 (Total Mean Score of Credibility Indicator)

Indicator	Statement	Mean Score
Credibility	Chelsea Islan is an Indonesian celebrity who has knowledge about women who dare to take on leadership roles, voice their opinions, and inspire many people.	4.31
	Chelsea Islan is an Indonesian celebrity who has experience with women who dare to take on leadership roles, voice their opinions, and inspire many people.	4.26
	Chelsea Islan is an Indonesian celebrity who is trustworthy and honest in delivering messages about Indonesian women who dare to take on leadership roles, inspires me to voice my opinion, and inspires many people.	4.28
Total Mean		4.28

Among the credibility indicator statements, the highest-rated statement with a mean score of 4.31 was "Chelsea Islan is an Indonesian celebrity who has knowledge about women who dare to take on leadership roles, voice their opinions, and inspire many people." Conversely, the lowest-scoring statement with a mean score of 4.26 was "Chelsea Islan is an Indonesian celebrity who has experience with women who dare to take on leadership roles, voice their opinions, and inspire many people."

Rossiter, Percy, and Bergkvist (2018) define credibility as the audience's trust in a message source, which is primarily assessed through a brand ambassador's demonstrated expertise and authenticity. The survey results reveal particularly strong agreement with the statement regarding Chelsea Islan's comprehensive understanding of women who confidently exercise leadership, articulate their views, and serve as inspirational figures. These findings substantiate her credibility as an effective brand ambassador for Bio Beauty Lab's #LadyBossPower initiative.

Table 1.5 (Total Mean Score of Attraction Indicator)

Indicator	Statement	Mean Score
Attraction	Chelsea Islan has an attractive, elegant, and fashionable appearance that I like.	4.41
	Chelsea Islan is an Indonesian celebrity who shares a similar tough lifestyle like mine.	4.08

Indicator	Statement	Mean Score
	Chelsea Islan has a positive image, especially from her intelligent and inspirational personality.	4.48
Total Mean		4.32

The attraction indicator achieved an overall mean score of 4.32 across its three statements. Among these, the third statement "Chelsea Islan has a positive image, especially from her intelligent and inspirational personality" received the highest mean score of 4.48. In contrast, the second statement "Chelsea Islan has a positive image, especially from her intelligent and inspirational personality" recorded the lowest mean score of 4.08 among the three items.

A brand ambassador plays a crucial role in establishing and maintaining a company's positive brand image. Therefore, selecting an ambassador requires careful consideration of their personal image to enhance the reputation of the brand or product they represent. This ensures optimal effectiveness in the selection process (Mustikawati, Khoiruddin, & Muslim, 2020). The attraction indicator refers not only to a brand ambassador's physical appeal but also to their non-physical attractiveness, such as charisma and relatability, which significantly influence product or advertising success (Greenwood, 2012). Promotions or advertisements featuring celebrity ambassadors with strong attraction and high public attention are more likely to be memorable among consumers (Mustikawati, Khoiruddin, & Muslim, 2020).

Table 1.6 (Total Mean Score of Power Indicator)

Indicator	Statement	Mean Score
Power	The message conveyed by Chelsea Islan can motivate me to become a woman who is brave enough to take leadership roles, able to voice opinions, and inspire many people.	4.36
	I am interested in trying Bio Beauty Lab skincare products after seeing the campaign message delivered by Chelsea Islan.	4.23
	I will spread the #LadyBossPower campaign like Chelsea Islan.	4.09
Total Mean		4.22

The first statement of attraction indicator which is "The message conveyed by Chelsea Islan can motivate me to become a woman who is brave enough to take leadership roles, able to voice opinions, and inspire many people." received a mean score of 4.36 which was the highest score on the power indicator. While, the third statement "I will spread the #LadyBossPower campaign like Chelsea Islan" received a mean score of 4.09 which was the lowest score among the three statements.

The effectiveness of brand ambassadors stems from multiple sources of influence that can be strategically utilized across various contexts, particularly in representing brands and

disseminating corporate content through social media platforms (Smith et al., 2018 as cited in Prasetio, 2024). To be impactful, ambassadors must possess both substantial influence and reliable credibility to effectively shape target market perceptions through diverse engagement strategies. This makes their persuasive ability particularly valuable for marketing success. In Chelsea Islan's case, her strong influence as an ambassador significantly enhances her capacity to engage and persuade target audiences. These dynamics align with Marketing Public Relations (MPR) principles (Kurbani, 2019), which demonstrate how strategic corporate communication can effectively convey brand messages while fostering positive brand perception. Through MPR frameworks, companies can leverage influential ambassadors to enhance message reception, build consumer trust, and strengthen brand-public relationships by creating meaningful connections with their target audience.

Table 1.7 (VisCAP Indicator's Total Mean Score)

Indicator	<i>Mean Score</i>
Visibility	4.39
Credibility	4.28
Attraction	4.32
Power	4.22
Total	4.31

Based on table 1.7, the average score or mean score for the VisCAP indicator is 4.31, which can be considered effective. Therefore, it can be concluded that the response of female respondents in Indonesia regarding Chelsea Islan as a brand ambassador in the #LadyBossPower campaign by Bio Beauty Lab is effective. Thus, Chelsea Islan meets the criteria to serve as a brand ambassador for Bio Beauty Lab. Among the 400 respondents who filled out the questionnaire, the highest average score was on the visibility indicator, which was 4.39. This indicator refers to popularity, which can be interpreted as a person's ability to be recognized by a broader public.

In the Marketing Public Relations strategy, when a company or brand uses a brand ambassador, the goal is to encourage purchasing decisions and increase customer satisfaction through credible and reliable information, while forming a positive image of the company and its products according to the consumer needs, wants, interests, and preferences (Harris, 1991). Marketing Public Relations plays an important role in creating a brand image in front of the public through product promotion to raise brand awareness, reminding consumers of the product's existence, and ultimately encouraging the target audience to take action aligned with the brand's objectives (Prasetio, 2024). In this case, Bio Beauty Lab uses Chelsea Islan as a brand ambassador to achieve its goals through this strategy.

Larasari, Lutfi, & Mumtazah (2018) explain that by involving a celebrity, companies can leverage the influence of celebrities to convey brand messages effectively, by convincing consumers about the quality of the products and creating a deep impression on consumers. Brand ambassadors act as a promotional medium expected to attract public interest in purchases and strengthen the emotional connection between the brands or companies and the consumers so that it indirectly contributes to forming a positive product image that influences consumer decisions in purchasing and using products (Yolanda & Soesanto, 2017). Choosing the right celebrity as the brand ambassador can strengthen the brand representation and enrich the brand narrative (Liang, 2023) dalam Prasetio (2024). In selecting a brand ambassador, Terence (2003) said that choosing a brand ambassador needs to consider the credibility of the brand ambassador, the compatibility of the brand ambassador with the audience and also the brand, the attractiveness of the brand ambassador, and other relevant factors.

The visibility indicator results as the highest-scoring indicator in this study, the selection of the brand ambassador can be considered appropriate because of the high level of popularity that Chelsea Islan has. According to Royan (2004), in his theory related to the effectiveness of brand ambassadors using the VisCAP model, a brand ambassador with high visibility can speed up the dissemination of the campaign messages. With a high level of popularity from the celebrity, the public is more likely to recognize a brand if that celebrity is the brand ambassador of the brand. This can be seen from the respondents' answers who agree with the statements that Chelsea Islan is a popular Indonesian celebrity, Chelsea Islan has received various awards as an actress, and respondents recognize Chelsea Islan as one of Indonesia's celebrities. With the Marketing Public Relations concept explained above, the selection of Chelsea Islan as a brand ambassador can be said to be appropriate for creating an impression and brand image. According to Rossiter & Percy (2012), visibility can increase brand awareness, particularly by reminding consumers of the brand names. Usually, a company or brand chooses brand ambassadors that are already well-known and influential among the public, which helps direct public attention toward the brand's product (Hayati & Damanik, 2022). The researcher found that respondents mostly recognized Chelsea Islan as one of the celebrities that they know, with Instagram being the most frequently selected social media platform in the additional visibility questions.

This is proven by the fact that Chelsea Islan has almost reached 16 million followers on Instagram. Chelsea Islan also has become a brand ambassador for several well-known brands, such as Head & Shoulders, Garnier, OPPO, Magnum, and others. Not only becoming a brand ambassador, Chelsea Islan is also recognized as a celebrity who has starred in several popular Indonesian films. Some of the movies she played a role, including *Sebelum Iblis Menjemput*, *Rudy Habibie*, *3 Srikandi*, *Merry Riana: Mimpi Sejuta Dolar*, and many others. With the achievements that Chelsea Islan has achieved such as awards in the entertainment industry and also her contributions to social and environmental fields, Chelsea Islan has become increasingly well-known to the public. Chelsea Islan's awards that she achieved include Actress of the Year at the Indonesian Choice Awards consecutively from 2015 to

2018, Best Supporting Actress at the Piala Maya 2016, Best Leading Actress at the 2016 Bandung Film Festival, and Creative and Innovative Person of the Year at the 2017 Indonesian Choice Awards for her contributions in creativity and innovation in the entertainment industry. Chelsea Islan has also represented Indonesia as the Ambassador in 2017 and as the Ambassador for the Indonesia International Sustainability Forum in 2024. Chelsea Islan's appearances in various kinds of films, the awards she has received, her role as a brand ambassador of various brands, and her activities and achievements in social and environmental fields that are frequently covered in the media and on social media platforms, all those contribute to increasing Chelsea Islan's visibility in the eyes of the public who see it. According to Royan (2004) in the VisCAP concept, a public figure who has high visibility must have a strong level of awareness and maintain a stable public presence. Blakeman (2018) also states that marketing public relations activities focus on forming a positive image of a product or brand in the eyes of the target public. Based on the research, the researcher found that Chelsea Islan, as a brand ambassador, holds a positive image for the public, which can attract public attention and also enhance the positive image of the Bio Beauty Lab brand.

Table 1.8 (CrossTab of Visibility's Additional Question and Visibility Indicator)

Through which social media platform did you know about Chelsea Islan?	Visibility Indicator's Total Mean
Instagram	4.46
TikTok	4.22
YouTube	4.2

The results show that respondents who recognized Chelsea Islan through Instagram had the highest visibility score, with an average score of 4.46. This aligns with the respondents' answers to the additional visibility indicator questions that most respondents knew Chelsea Islan from Instagram. Therefore, it can be concluded that Bio Beauty Lab made the right decision to choose Instagram as one of the social media platforms for implementing its Marketing Public Relations strategy. The visibility of a brand ambassador can also be supported by the type of social media platform used in Marketing Public Relations. According to the research by Qausya & Bernadette (2023), Instagram is the most effective social media platform for beauty brands, as demonstrated in their study of Jacqueline Beaute's campaign, which successfully increased product knowledge and brand awareness.

Furthermore, it can be seen in table 1.6, that the lowest average score is in the power indicator with a total mean of 4.22. Compared to the other three indicators which are visibility, credibility, and attraction, the power indicator has the lowest mean score in the VisCAP analysis of the #LadyBossPower campaign by Bio Beauty Lab, which uses Chelsea Islan as the brand ambassador. Despite having the lowest mean score, the power indicator is

still categorized as effective, because it has an average score above 3.00 and below 5.00, indicating that Chelsea Islan is still considered to have the power to influence the target audience, even though her influence is not as strong as in the other indicators. According to Rossiter & Percy (1997), power refers to the ability of a public figure to influence public behavior, perceptions, or decisions regarding the product or brand they represent as the brand ambassador. In this case, the relatively lower power score shows that Chelsea Islan is perceived as less persuasive in encouraging people to make a purchase or spread the campaign message. However, Chelsea Islan is still viewed as an inspirational figure and relevant to the campaign's message. So, she remains effective in conveying the brand's message.

In the #LadyBossPower campaign, the power indicator is not the only benchmark for evaluating the success of a brand ambassador, as can be seen from the other indicators. This is because the research does not focus on sales but rather focuses on spreading values of the empowerment of women and shifting social perceptions. In this campaign, Chelsea Islan was chosen by Bio Beauty Lab because of her values that align with the campaign spirit, such as being a strong woman, daring to take leadership roles, voicing opinions, and inspiring many people, as reported by Sindonews (2024), that "Chelsea represents that spirit, and we hope this collaboration can inspire women across Indonesia." Chelsea Islan is known for her positive image in public and for being actively involved in environmental and social activities that inspire people and support women's empowerment. These align with the Marketing Public Relations theory, which emphasizes the importance of building trust, establishing broad relationships, and providing education to the public (Harris & Whalen, 2006). When a company or brand selects a brand ambassador whose values align with its goals, it can build public trust and foster stronger relationships with the public, and brand ambassadors who have a positive help educate the wider public.

Although the power indicator received the lowest average score, Chelsea Islan has successfully conveyed the campaign's core message because she is a representation of the values that Bio Beauty Lab wants to convey. Respondents perceive her as an inspirational figure and a positive role model, which strengthens the emotional impact of the campaign which is an important part of Marketing Public Relations, which emphasizes fostering meaningful communication, shaping public perception, and building long-term emotional connections with audiences (Harris & Whalen, 2006). Therefore, even with a lower score in the power indicator, Chelsea Islan's performance as a brand ambassador remains impactful, particularly in promoting the #LadyBossPower campaign and reinforcing a positive image of women's empowerment, in alignment with Bio Beauty Lab's mission. This also supports the Bio Beauty Lab's goal in creating this campaign, which aims to increase public admiration for Chelsea Islan, so that the public also likes the brand that she represents. So in this case, Bio Beauty Lab's made the right decision to appoint Chelsea Islan as a brand ambassador because she significantly contributes to raising brand awareness. However, the campaign alone may not be enough to achieve broad influence, it should be complemented by other marketing

tactics to deepen public engagement with the brand beyond the campaign's social message. Still, Chelsea Islan remains effective in generating interest in Bio Beauty Lab's products and conveying the #LadyBossPower message through her public presence and credibility.

In addition to the highest and lowest scoring indicators, there are two indicators that are between the highest and lowest scores, which are credibility and attraction. In this study, credibility is identified as an effective indicator, with a mean score of 4.28. As explained by Rossiter, Percy, and Bergkvist (2018), credibility represents the extent to which the audience places trust in the source of the message, which is influenced by the perceived expertise and integrity of the brand ambassador. In this context, Chelsea Islan is widely seen by the public as a public figure who has high credibility in conveying the campaign message. Chelsea Islan's image as a confident woman who dares to take the lead, speaks out, and inspires many other people aligns well with the values carried by Bio Beauty Lab in its #LadyBossPower campaign (Kontan, 2024). This is supported by the opinion of Hovland and Weiss (1951), as cited in Chandra (2023), that the credibility of a brand ambassador plays an important role in the effectiveness of marketing communication. The more credible the public figure, the greater the message will be accepted and trusted by the public, which in turn enhances the campaign's reach and visibility. Furthermore, Chelsea Islan's credibility also reflects the activities of Marketing Public Relations (MPR), as described by Thomas L. Harris in *The Marketer's Guide to Public Relations in the 21st Century*, which emphasizes the importance of fostering trust, building strong public relationships, and educating audiences. Thus, Chelsea Islan's credibility not only reinforces the effectiveness of the campaign messages but also contributes to strengthening a lasting and positive connection between the brand and its audience.

The attraction indicator also has an effective mean score of 4.32, indicating that Chelsea Islan is effective in delivering the campaign's message through her appeal in terms of attraction. According to Harris (1991), one of the activities of Marketing Public Relations is to convey information that can be trusted by the consumers. This is further supported by the research of Nurhuwaida & Sholahuddin (2024), which states that the attractiveness of a brand ambassador greatly impacts the delivery of an effective brand's message and helps build a relationship with the audience. Attraction is a characteristic that brand ambassadors have, which include their physical charm and personality, as well as the degree of relatability between the ambassador and the consumers (Rossiter, Percy, & Bergkvist, 2018). A brand ambassador with strong attraction tends to draw positive attention and interest from consumers.

Based on the explanation above, it can be concluded that all VisCAP indicators are effective, with visibility standing out as the most significant. According to Royan (as cited in Chandra, 2023), having high visibility is essential for a brand ambassador to attract public attention. Since consumers interpret messages from brand ambassadors in varying ways, they will have different perceptions of receiving the messages.

CONCLUSION

This study was conducted to determine the effectiveness of using Chelsea Islan as a brand ambassador in the #LadyBossPower Bio Beauty Lab campaign in Indonesian society. This research involved 400 respondents who can represent the Indonesian population to find out whether Chelsea Islan can be considered effective as a brand ambassador in delivering the #LadyBossPower campaign message using the VisCAP indicator which consists of visibility, credibility, attraction, and power. Based on the results of the analysis and discussion, it can be concluded that the use of Chelsea Islan as a brand ambassador in the #LadyBossPower Campaign by Bio Beauty Lab among the Indonesian society is effective, with a total score of 4.31.

The mean score of the visibility indicator is 4.39, indicating that Chelsea Islan as a brand ambassador is an individual who is widely recognized by the wider community as a celebrity. Then, the mean score of the credibility indicator is 4.28, which shows that Chelsea Islan as a brand ambassador can be trusted by the consumers in conveying the #LadyBossPower campaign message by Bio Beauty Lab. The mean score of the attraction indicator is 4.32, showing that Chelsea Islan as a brand ambassador can attract the public through the attractiveness of her physical appearance and personality, as well as Chelsea Islan's relatability with the public. Power, which is the last indicator, has a mean score of 4.22 indicating that Chelsea Islan is a brand ambassador capable of persuading the public regarding the #LadyBossPower campaign by Bio Beauty Lab.

Among the four VisCAP indicators, visibility is the indicator with the highest mean score compared to the other indicators. This is because Chelsea Islan is a celebrity who has high popularity, indicating that her popularity can increase the positive image of the Bio Beauty Lab brand. When Bio Beauty Lab campaigns #LadyBossPower, Chelsea Islan as the brand ambassador can create brand awareness for the brand.

Based on the discussion above, a conclusion can be drawn that is in line with the opinion of Greenwood (2012), that a brand ambassador is used as a tool to interact with the public to convey messages and can be relied on to increase sales. In order to convey the message, a brand ambassador must have high popularity in order to have a strong influence on the public. The popularity of a brand ambassador can affect the level of brand awareness of a brand that is being represented (Tobing, 2023). This is in line with the activities of Marketing Public Relations according to Harris & Whalen (2006), that is spreading brand awareness and providing education to the wider society.

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