

The Effectiveness of S.Coups, Wonwoo, and Vernon Seventeen as Brand Ambassadors in Chitato's Lead The Wave Campaign on Chitato's Instagram Followers

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ABSTRACT

Generally, a brand chooses brand ambassadors who are either an individual or simultaneously partners with all members of a group. In the Lead The Wave campaign, Chitato first partnered with brand ambassadors not as a single member or all members, but rather engaged 3 members: S.Coups, Wonwoo, and Vernon from Seventeen. This study aims to analyze the effectiveness of S.Coups, Wonwoo, and Vernon from Seventeen as brand ambassadors in the "Lead The Wave" Chitato campaign targeting Instagram followers of @mychitato. This research employs a quantitative approach using an online survey method in the form of a questionnaire distributed via social media to 100 Instagram followers of Chitato to measure effectiveness using the VisCAP model (Visibility, Credibility, Attraction, and Power) to determine how these four indicators influence the effectiveness of the brand ambassadors. The results show that S.Coups, Wonwoo, and Vernon from Seventeen are effective as brand ambassadors for Chitato, with an overall average indicator score of 4.67. The VisCAP indicator with the highest average score is Visibility, with a value of 4.73.

Keywords: *brand ambassador; public relations; potato chips; marketing public relations; marketing communication.*

INTRODUCTION

Communication is one of the essential keys to success in various aspects of life. It is a process of delivering and receiving messages between individuals or groups with the aim of informing, persuading, or building relationships (Griffin, 2019). In this era of rising digital media has fundamentally changed the landscape of marketing communication. Brands are continuously seeking innovative ways to attract audience attention and foster meaningful engagement. This pursuit has led to the growing importance of choosing the right brand ambassador, particularly within the dynamic realm of social media.

A brand ambassador is a figure used to deliver messages and represent the identity of a brand to the public. The effectiveness of brand ambassadors extends beyond mere product promotion but their ability to shape perceptions, drive consumer behavior, and build brand loyalty through authentic or perceived connections with their audience. The alignment between the ambassador's image and the brand's values is crucial to prevent potential image miscommunication that may harm brand credibility (Chung & Kim, 2020). Celebrities are often engaged as brand ambassadors due to their capacity to augment the message's credibility, generate consumer trust, and solidify positive brand perceptions (Greenwood, 2012)

The Indonesian snack industry has increasingly embraced K-Pop idols as brand ambassadors to represent their products. Among its competitors, Chitato stands out as the most recognized snack brand in Indonesia with 86.4% public awareness (KIC, 2023). Recently, Chitato launched the "Lead The Wave" campaign by appointing three members of the South Korean boy group Seventeen which are S.Coups, Wonwoo, and Vernon as brand ambassadors. The selection of S.Coups, Wonwoo, and Vernon Seventeen, each represents leadership, authenticity, and creativity that aligns with Chitato's mission to inspire youth through the "Lead The Wave" campaign by embracing boldness and authenticity in life.

This study aims to explore the effectiveness of brand ambassadors specifically within the context of the K-Pop phenomenon. K-pop idols have massive global fanbases and influential presence across various digital platforms which leads them to have emerged as powerful brand ambassadors. This study specifically investigates the "Lead The Wave" campaign by Chitato, a prominent snack brand from Indonesia, featuring S.Coups, Wonwoo, and Vernon from the acclaimed K-pop group Seventeen. The objective is to analyze the effectiveness of these chosen individuals based on the VisCAP model, evaluating their Visibility, Credibility, Attraction, and Power in influencing Chitato's Instagram followers.

LITERATURE REVIEW

Traditional media is losing its dominance and digital platforms are starting to expand. This leads to new approaches in marketing communication. Brand ambassadors have become much more important in this new environment, extending beyond mere product promotion to their ability to shape perceptions, drive consumer behavior, and build brand loyalty through authentic or perceived connections with their audience. This section reviews the key literature, explores theoretical bases, and identifies the gaps in current research.

S-O-R Theory

The S-O-R theory stands for Stimulus - Organism - Response. According to McQuail, this theory is applied to communication studies because both disciplines study human behavior involving components such as attitudes, opinions, cognition, emotion, and behavior (Durhan & Tahir, 2021). Furthermore, Effendy states that the S-O-R emphasizes how the

communicator can trigger enthusiasm in the message recipient so that the message is quickly accepted and results in attitude change (Valensia, 2022).

This theory has three main components :

1. Stimulus (Message) :
Composed of ideas, thoughts, and information from the communicator.
2. Organism (Communicant) :
The individual who receives and processes the message.
3. Response (Effect) :
The behavior exhibited by the communicant after receiving the stimulus.

This theory shows that mass media can have immediate and direct effects on the communicant. The communication process involves a stimulus-response including verbal, nonverbal cues, and symbols can evoke a specific response. In this study, the stimulus is represented by S.Coups, Wonwoo, and Vernon Seventeen as the brand ambassadors who communicate messages about Chitato brand. The response measures the audience's increased knowledge and trust in the brand.

Marketing Public Relations

According to Ruslan (2010), Marketing Public Relations is a process of planning, implementing, and evaluating programs that influence consumer purchasing decisions and satisfaction. This is accomplished through communication using credible information related to the company and its products. Marketing Public Relations has a primary objective that extends beyond selling, focusing more on providing information, education, and enhancing understanding of a product, service, or company.

Marketing Public Relations was first introduced by Thomas L. Harris, who defined MPR as a process of planning and evaluating programs to encourage consumer purchasing and satisfaction. Initially, public relations and marketing were two separate activities with different expected outcomes. Marketing aimed for increased sales, while public relations focused on providing education and knowledge about positive corporate image.

Marketing Communication

According to Shimp, communication is the process of conveying messages from one person to another with the purpose of providing information or changing attitudes, perspectives, and behaviors, either directly or indirectly (Mardiyanto & Giarti, 2019). Meanwhile, Kotler defines marketing as a social process that enables individuals and groups to fulfill their needs and desires through the creation, offering, and exchange of valuable products with other parties (Lestari, 2015). Kotler & Keller also explain that marketing communication is a tool used by companies to inform, influence, and remind consumers—both directly and indirectly—about products or brands offered by the company or organization (Lestari, 2015).

According to Melati in her book "Marketing Management" (2020), marketing communication is an activity of disseminating information to influence and persuade potential consumers or existing consumers to accept, purchase, and become loyal customers of products offered by companies (Putri, December 08, 2021, para 5).

Through marketing communication, sellers can interact with buyers and provide information regarding their products. Effective marketing communication occurs when companies successfully convey product information in ways that encourage consumers to take purchasing actions. The primary objective of marketing communication is to provide information, influence, persuade, and remind consumers about the existence of offered products (Shatria & Hermawati, 2016).

Brand Ambassador

A Brand Ambassador is an individual who serves as a representative of a company's product or service, working to build brand image, increase brand awareness, and influence consumer behavior (Tendai, M., & Ncube, M., 2021). Typically, a Brand Ambassador is a well-known individual such as a celebrity or public figure. By selecting an appropriate brand ambassador whose image aligns with the company, organizations can effectively build and communicate brand messages to their audiences.

Brand ambassadors are usually involved in marketing campaigns including advertisements, social media promotions, public appearances, and content creation related to the brand. According to Keller (2021), there are several guidelines for selecting public figures as brand ambassadors to ensure messages are well-received and aligned with targets. First, choose public figures who are famous and possess positive images that correspond with the brand they will represent. Second, ensure alignment between the public figure and the company to avoid misunderstandings. Third, advertisements and communication programs involving public figures must be designed as attractively as possible to create impressions consistent with the product being promoted. Finally, marketing research is necessary to identify suitable candidates and evaluate the effectiveness of marketing programs to be implemented.

VisCAP

According to Greenwood, a Brand Ambassador is an individual selected as a tool used by companies to convey desired messages to the public. A brand ambassador is someone who becomes a representation or representative of a brand's face. There must be a significant contribution to determine whether the selection of a brand ambassador is effective. The following are indicators that align with the theory proposed by Percy & Rossiter's (1985) VisCAP Model to determine the effectiveness of brand ambassador usage:

1. Popularity (Visibility) This indicator examines the visibility characteristics possessed by a brand ambassador to attract audience attention. Generally, brand ambassadors chosen are individuals with extensive influence in society.

2. Credibility Perception regarding the advantages possessed by brand ambassadors so they can be accepted and followed by audiences. This plays a major role because the character possessed by a brand ambassador determines the level of credibility they hold.
3. Attraction A brand ambassador must possess unique characteristics to attract consumers to the brand being represented. There are two components of Attraction: likeability (the brand ambassador's appearance must have physical likeability or non-physical likeability) and similarity (commonalities).
4. Power The greater the reputation possessed by a brand ambassador, the greater their influence as a communicator or brand representative.

METHODOLOGY

The researcher employed a quantitative research approach to measure the effectiveness of S.Coups, Wonwoo, and Vernon of Seventeen as brand ambassadors for Chitato’s “Lead The Wave: campaign. The method used was an online survey of 100 followers of @mychitato on Instagram. Respondents were selected based on purposive sampling, targeting users aged 16-30 who had seen Chitato’s posts featuring S.Coups, Wonwoo, and Vernon from Seventeen as their brand ambassadors at least three times. The instrument used was a Likert-scale questionnaire developed based on the VisCAP (Visibility, Credibility, Attraction, and Power) dimensions.

The analysis technique employed was descriptive to determine the relationships between the VisCAP dimensions and the overall perceived effectiveness of the brand ambassadors. This technique was used to summarize the characteristics of the sample and the responses to individual questionnaire items, providing a comprehensive overview of the data.

The specific characteristics of the sample were the followers of Chitato’s official Instagram account (@mychitato) because they are directly exposed to the “Lead The Wave” campaign content featuring S.Coups, Wonwoo, and Vernon of Seventeen. The author collected the data by distributing the questionnaire online via platforms such as Google Forms, directly to identified target audience.

RESULTS AND DISCUSSION

Table 1. Indicator Visibility

Indicator	Statement	Score
Visibility	S.Coups Seventeen known as an idol with strong leadership	4.82
	Wonwoo Seventeen known as an idol with a unique and authentic character	4.66
	Vernon Seventeen is known as an idol involved as a songwriter and lyricist.	4.72

Indicator	Statement	Score
Average		4.73

Source: Researcher Analysis, 2025

The visibility indicator is the first indicator in the VisCAP model to measure the effectiveness of using Chitato's brand ambassador. In the visibility indicator, the researcher wants to see the respondents' opinions regarding the popularity associated with the brand ambassador representing the brand.

Based on the table above, the results of data collected conducted by the author regarding the visibility indicator. The first statement, "S.Coups Seventeen is known as an idol with strong leadership.", has a mean of 4.82. The second statement, "Wonwoo Seventeen is known as an idol with a unique and authentic character," has a mean of 4.66. Lastly, the third statement, "Vernon Seventeen is known as an idol involved as a songwriter and lyricist," has a mean of 4.72.

Rossiter & Percy (1985) stated that visibility is an indicator to assess the popularity associated with a brand ambassador. Choosing the right brand ambassador for a company or product is crucial and has a significant impact on the company's image (Suryadi, D., & Haryanto, A., 2023). The company has to pay attention to the alignment between the brand ambassador and the company's values and character. This principle is applied by Chitato by selecting S.Coups, Wonwoo, and Vernon for the "Lead The Wave" campaign, which is evident from the majority of respondents who strongly agree with the three statements or know that "S.Coups from Seventeen is recognized as an idol with strong leadership," "Wonwoo from Seventeen is known for his unique and authentic character," and "Vernon from Seventeen is known as an idol involved in songwriting and lyric writing." This aligns with the objectives of the Lead The Wave campaign, which aims to inspire the younger generation to express themselves and build personal leadership, as well as to create a strong emotional connection between the brand and the audience (Kompas, 2024).

S.Coups is the leader of the K-pop idol group named Seventeen, which debuted in 2015 under Pledis Entertainment. His role as the leader of the 13-member group is well-established, making him known as a figure of leadership. According to Seventeen Wiki (2020), he is recognized for his leadership qualities, charisma, and deep voice when representing the group during interviews, speeches, or communication through the group official social media. In media coverage, as reported by Kumparan (2025), S.Coups is known for his high dedication to his group, earning him the titles "Alpha Leader" or "Charismatic Leader," referring to a leader who is firm, charismatic, yet attentive and contributes to the group's development (Kumparan, 2025).



Figure 1. Compilation picture of S.Coups as representative of Seventeen in award show
Source : X, Threads

As a leader of Seventeen, he leads the group greetings on many occasions. In 10 years of experience as a leader, S.Coups has shown consistency in that role. According to Wow Keren, S.Coups took a hiatus due to an ACL injury before the MAMA Awards 2023, where Seventeen won Best Dance Performance Male Group. His absence led to a shift in the group's greeting style, with Mingyu stepping in to lead. However, as reported by Kpop Chart, Mingyu struggled and bowed in a way that deviated from the typical Korean greeting, instead tilting his body to avoid hitting the microphone. This difference highlighted S.Coups's central role in leading the group and drew attention from fans and netizens.



Figure 2. Mingyu led group greeting in MAMA 2023 compared to S.Coups leading

Meanwhile, Wonwoo is a member of Seventeen and is known for his quiet and shy personality, especially around strangers (Tempo, 2024). In the YouTube video "Wonwoo's Mindset Collection" by Dive Studio, we get insight into his character. The series showcases his thoughts and experiences. The series showcases his reflections on various topics,

highlighting his journey and the mindset that drives him both as an artist and an individual. This gives fans a unique glimpse into his personality beyond the stage, illustrating the complexities behind his reserved exterior.

As a public figure, idols are often seen as having perfect, glamorous lives with no shortcomings. However, through his series, Wonwoo’s Mindset Collection, he shares his perspective on his journey in dealing with the pressure to be perfect. Wonwoo emphasizes the importance of accepting imperfections and valuing authenticity as part of the growth journey.

“Come to think of it, I didn’t try to find loopholes, and, true to my personality, I worked hard in an honest way.” - Wonwoo

The comments from viewers of the video expressed many thanks for Wonwoo's words, as he shared insights about imperfection in life.

Next, Vernon is a member of Seventeen who is known for his dual citizenship, which includes South Korea and America. He is an active member in writing and creating Seventeen's songs. Vernon is the second member with the most copyrights to his name and is also one of the youngest idols in the K-pop industry with such achievements (Genius, 2025). Vernon is also recognized for his creativity in freestyle dancing, notably during performances of the song "Clap" at concerts and music shows. His creativity has sparked discussions across various social media platforms, showcasing compilations of his freestyle dance during "Clap." The videos shared on social media received numerous likes, comments, and shares. As a brand ambassador, this creativity aligns with one of the criteria necessary for representing a company, according to Keller, which states that a brand ambassador should resonate with the company’s image to prevent misunderstandings (Keller, 2021).

In summary, S.Coups, Wonwoo, and Vernon have captured public attention through their unique characteristics: S.Coups with his leadership, Wonwoo with his authenticity, and Vernon with his creativity. This aligns with Rossiter's visibility theory, which suggests that visibility is how individuals or groups are recognized by the public for their strengths.

Table 2. Indicator Credibility

Indicator	Statement	Score
Credibility	S.Coups Seventeen demonstrates credible self-leadership in representing the quality of Chitato’s products.	4.64
	Wonwoo Seventeen demonstrates convincing personal authenticity in representing Chitato product quality	4.62
	Vernon Seventeen demonstrates convincing creativity in representing the quality of Chitato’s products	4.61
Average		4.62

Source: Researcher Analysis, 2025

According to Percy and Rossiter (1985), credibility refers to the perceived expertise and trustworthiness of an endorser in delivering brand messages, as well as the honesty demonstrated by a brand ambassador in communicating brand messaging. The credibility of S.Coups, Wonwoo, and Vernon in the Chitato "Lead The Wave" campaign can be analyzed through their respective roles and public image within the group Seventeen. The table above presents the data collection results conducted by the author for the credibility indicator. The first statement regarding "S.Coups Seventeen demonstrates credible self-leadership in representing the quality of Chitato's products." obtained a mean score of 4.64. The second statement "Wonwoo of Seventeen demonstrates convincing personal authenticity in representing Chitato product quality" achieved a mean value of 4.62. Finally, the third statement "Vernon Seventeen demonstrates convincing creativity in representing the quality of Chitato's products" recorded a mean score of 4.61.

The credibility of a brand ambassador encompasses two fundamental dimensions: expertise and trustworthiness. Expertise encompasses the brand ambassador's knowledge, experience, and capabilities, while trustworthiness refers to the ambassador's ability to establish consumer confidence in the endorsed product among the target market. As the leader of the K-pop idol group Seventeen, S.Coups has demonstrated his credibility through a decade of leadership experience. Over this 10-year period, S.Coups has fulfilled multiple roles beyond being a spokesperson, including serving as the group's representative and ceremonial leader. In a revealing interview with Dispatch, S.Coups articulated the most challenging aspects of his leadership role: "Of course, it's also hard. Often times, I have to spare my thoughts. It's a role where you have to listen to others, consider, and reflect. The members and I disagree on some things. But if the majority agrees on one idea, I need to work it out with the company. It wasn't easy at first" (Dipe, 2022). S.Coups further elaborated: "I don't feel the pressure when we're in front of cameras, because Seungkwan is excellent at variety shows and more. Woozi, Hoshi, and the others are great when performing. The responsibility is usually needed when the cameras aren't around. That's because I need to hear the perspectives of all the thirteen members. It's important to lead the group through the thoughts of the others rather than mine. Isn't that responsibility?"

In this interview, S.Coups illustrated that his leadership responsibilities extend beyond camera appearances, emphasizing that his primary duty involves leading himself in listening to all members' opinions rather than prioritizing his personal views. This perspective aligns with the "Lead The Wave" campaign's objective of encouraging young people to develop self-leadership. This sentiment was echoed by S.Coups during the Chitato press conference: "Before leading others, the first and most important step is actually leading yourself first" (Alessandrina, 2024). According to Marketeers' reporting, S.Coups' statement reflects the understanding that leadership encompasses not only directing others but also maintaining self-control, including emotional management, wise decision-making, and consistency with objectives. S.Coups' experience and role as Seventeen's leader over 10 years demonstrates his leadership expertise. His capabilities and experience have been recognized by fans on various

occasions, notably in Going Seventeen episode 108 titled "Class President Election #2." In this episode, Seventeen members participated in a Class President election to lead Going Seventeen, their variety show. The Class President election showcased several members' responses as candidates, including S.Coups, in addressing crisis scenarios during Going Seventeen filming. This content attracted significant attention from viewers and fans, as through this entertainment-focused content, audiences and fans experienced the substantial influence and role S.Coups has played as Seventeen's leader.

The comments describe the admiration and trust that viewers and fans have toward S.Coups' capabilities and role as Seventeen's leader, demonstrating trustworthiness regarding his leadership. According to Percy and Rossiter (1985) in the VisCAP theory, credibility encompasses expertise or skills and abilities, as well as trustworthiness, which represents confidence in the brand ambassador. Brand ambassadors who possess trustworthiness tend to receive audience trust and maintain good, reliable reputations.

Meanwhile, Wonwoo demonstrates his credibility through Seventeen's YouTube content, particularly "HIT THE ROAD." In Hit The Road episode 2, Wonwoo expressed his feelings about being part of Seventeen. Despite his naturally reserved personality, through this content, Wonwoo's honesty and openness in sharing personal experiences strengthened his credibility as a trustworthy individual. Short-form content shared by fans on TikTok demonstrates public trust in Wonwoo. One such TikTok video features Wonwoo's voice saying: "You can't be good at everything but that doesn't mean that you can't do anything. We're not perfect and that's okay." This content successfully generated comments from viewers that reflect their trust.

Regarding credibility, Vernon has proven his creativity through songwriting, composition, rap lyrics, and freestyle dance across various performances. His experience, knowledge, and abilities are clearly evidenced through his 10-year career with Seventeen. Concerning trustworthiness, Vernon, alongside Seventeen, demonstrates high credibility through participation in social and educational activities with broad impact. In November 2023, Seventeen became the first K-pop group to participate in the 13th UNESCO Youth Forum in Paris, France. On this occasion, Vernon delivered a speech quoting lyrics from Seventeen's songs to convey messages of solidarity and hope to young people.

Vernon concluded his speech by saying: "Let's open a new future together" and "If we are together, you and I are never losing our walk, you and I, we will be walking straight" (Korea Net, 2023). This speech reflected values of unity and empathy, strengthening public perception of his honesty and integrity. In June 2024, Seventeen was officially appointed as Goodwill Ambassador For Youth. Through the UNESCO website's Global Youth Grand Scheme "Going Together - For Youth Creativity and Well-Being," Seventeen committed to donating \$1 million to support creative projects and youth welfare worldwide.

Table 3. Indicator Attraction

Indicator	Statement	Score
Attraction	S.Coups of Seventeen is an individual capable of demonstrating self-leadership to young people	4.82
	Wonwoo Seventeen has a positive image and authentic character that resonates with young people.	4.71
	Vernon Seventeen has an active and creative character that reflects the spirit of young people.	4.61
Average		4.71

Source: Researcher Analysis, 2025

Attraction in brand ambassadors requires unique characteristics that can captivate consumers. Attraction comprises two components: likeability (how a brand ambassador's appearance possesses physical or non-physical appeal) and similarity (commonalities with the target audience). The attraction of S.Coups, Wonwoo, and Vernon in the Chitato "Lead The Wave" campaign can be analyzed through the following statements.

The table above presents the data collection results conducted by the author for the attraction indicator. Data processing results show the mean scores of each statement will be calculated to determine the overall attraction indicator mean. The first statement regarding "S.Coups of Seventeen is an individual capable of demonstrating self-leadership to young people" achieved a mean score of 4.82. The second statement "Wonwoo Seventeen has a positive image and authentic character that resonates with young people" obtained a mean value of 4.71. The third statement "Vernon Seventeen has an active and creative character that reflects the spirit of young people." recorded a mean score of 4.61.

Attraction focuses on the appeal of a brand ambassador as a brand representative. Attraction encompasses two components: likeability and similarity. According to Rossiter, likeability refers to the appeal possessed by brand ambassadors, including physical attributes, personality traits, and other characteristics. Meanwhile, similarity represents the commonalities between brand ambassadors and the target market. S.Coups, Wonwoo, and Vernon serve as brand ambassadors functioning as communication intermediaries between the Chitato brand and its target market. As stated: "A brand ambassador's effectiveness depends on the match between the ambassador's image and the product's positioning, a concept known as the match-up hypothesis" (Schiffman et al., 2007). This indicates that brand ambassador effectiveness is influenced by the alignment and compatibility between the ambassador's reputation and the target brand.

As mentioned by Hary Susanto Wibowo, Head of Marketing Snack Food IFM, in Kompas reporting, through the "Lead The Wave" campaign, Chitato aims to inspire young people in self-expression and self-leadership development while creating strong connections between the brand and its audience. With young people as the target market, Chitato selected

three brand ambassadors with distinct attractions: S.Coups with his leadership qualities, Wonwoo with his authenticity, and Vernon with his creativity.

With these attractions and their experience as a K-pop group spanning 10 years, all three have made significant impact in Indonesia. This can be observed through Chitato's Instagram presence. Data analysis from Social Blade website demonstrates significant increases in Chitato's Instagram followers occurring in June 2024 and November 2024.

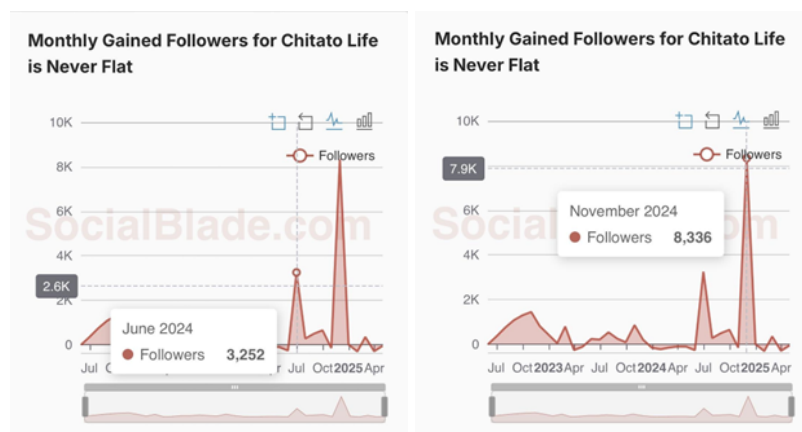


Figure 3. Social Blade- Based Analysis of @mychitato Instagram Follower Growth
 Source : Social Blade

The graph illustrates highly significant increases, particularly in June 2024 and November 2024, coinciding with periods of posts related to the announcement of S.Coups, Wonwoo, and Vernon of Seventeen as Chitato brand ambassadors in June 2024, and the announcement regarding meet & greet events with the three brand ambassadors in Jakarta posted in November 2024.

The follower increases on @mychitato Instagram during June and November 2024, coinciding with the timeline of announcements regarding S.Coups, Wonwoo, and Vernon as Chitato brand ambassadors, demonstrates the strong attraction of these three ambassadors. This data reflects the powerful appeal of the three brand ambassadors in capturing audience attention, further reinforced by comments on @mychitato Instagram regarding the three ambassadors.

In other posts, S.Coups, Wonwoo, and Vernon of Seventeen also greeted audiences using regional Indonesian greetings such as "Horas," "Kulo Nuwun," and "Sampurasun." Through these three different posts, they successfully attracted attention and gained exposure significantly higher than other posts. By using characteristic regional greetings from various Indonesian areas, they also successfully made Chitato's Instagram followers feel a sense of commonality or similarity.

This attraction relates to Marketing Public Relations (MPR), which emphasizes not only promotion but also the creation of positive image and emotional connections between

brands and audiences. As explained by Mikáčová and Gavlaková (2014), effective public relations in branding utilizes various elements including image, personality, and values championed by brand ambassadors to create positive impressions in audiences' minds. Therefore, brand ambassador attraction that aligns with the image a brand wishes to establish becomes crucial in selecting appropriate brand ambassadors.

Table 4. Indicator Power

Indicator	Statement	Score
Power	As a brand ambassador, S.Coups Seventeen can encourage me to try Chitato's products.	4.7
	As a brand ambassador, Wonwoo Seventeen can encourage me to try Chitato's products.	4.66
	As a brand ambassador, Vernon Seventeen can encourage me to try Chitato's products.	4.56
Average		4.64

Source: Researcher Analysis, 2025

The power indicator in this study examines respondents' perceptions regarding brand ambassadors' ability to influence consumers to take action. The table above presents the data collection results conducted by the author for the power indicator. Data processing results show that the mean scores of each statement will be calculated to determine the overall power indicator mean. The first statement "As a brand ambassador, S.Coups Seventeen can encourage me to try Chitato's products" achieved a mean score of 4.7. The second statement "As a brand ambassador, Wonwoo Seventeen can encourage me to try Chitato's products" obtained a mean value of 4.66. The third statement "As a brand ambassador, Vernon Seventeen can encourage me to try Chitato's products" recorded a mean score of 4.56.

A brand ambassador must possess the ability to persuade or attract consumers effectively. In the VisCAP theory according to Percy and Rossiter (1985), power is an indicator that describes a brand ambassador's ability to influence audiences persuasively, driving changes in consumer attitudes or behaviors. In marketing communication, the power indicator serves as a strong stimulus in the S-O-R (Stimulus-Organism-Response) communication process. With stimuli possessing high power, it becomes easier to capture audience attention (organism) and trigger desired responses, such as attitude changes, purchase intentions, or brand loyalty (Effendy, 2003). This persuasive power ultimately determines the success of marketing campaigns and brand positioning strategies.

In the Chitato "Lead The Wave" campaign, S.Coups, Wonwoo, and Vernon of Seventeen play crucial roles in driving consumer engagement. First, they possess extensive global fandoms, including in Indonesia, where they wield significant influence over purchasing decisions and brand preferences. This can be observed through Chitato's

Instagram content regarding Chitato purchases that include merchandise featuring the brand ambassadors S.Coups, Wonwoo, and Vernon of Seventeen. Their collective influence stems from years of building authentic relationships with fans through consistent public engagement and authentic persona development.

In these posts, Chitato shared photo strips of their three brand ambassadors while incorporating call-to-action (CTA) elements encouraging Chitato purchases. The comments on these posts demonstrate the enthusiasm of Chitato's Instagram followers, with many having purchased Chitato products to obtain the merchandise. These comments illustrate the power possessed by the three brand ambassadors—S.Coups, Wonwoo, and Vernon of Seventeen—in capturing audience attention and enhancing brand loyalty through strategic merchandise integration and fan engagement tactics.

As popular idol group members with a decade-long career, Seventeen members often serve as trendsetters in various aspects of lifestyle and consumption patterns. Items they use or recommend tend to be followed by their fans, creating a ripple effect of influence across their fanbase. In the K-Pop industry, idols frequently become style and consumption preferences influencers, leveraging their cultural capital to drive market trends. Fans tend to adopt or imitate their idols' behaviors, as evidenced by comments on Chitato posts where several fans express such sentiments. This phenomenon demonstrates the profound psychological connection between idols and their audiences, extending beyond entertainment into lifestyle choices.

The power of idols as brand ambassadors extends beyond merely showcasing products to creating strong emotional bonds with consumers through shared experiences and cultural identification. This aligns with the statement: "Brand ambassadors are chosen by companies to persuade audience and achieve their vision and mission" (Sotirofski, 2023). This means companies utilize brand ambassadors to achieve strategically designed objectives, particularly in increasing brand awareness, strengthening image, and building stronger relationships between brands and their target markets. The emotional investment fans have in their idols translates directly into brand loyalty and purchasing behavior, making K-pop idols particularly effective brand ambassadors in the contemporary marketing landscape.

Table 5. Average Score of VisCAP

Indicator	Score
Visibility	4.73
Credibility	4.62
Attraction	4.71
Power	4.64
Average	4.67

Source: Researcher Analysis, 2025

The table above demonstrates the mean scores for the VisCAP indicators—Visibility, Credibility, Attraction, and Power—achieving an overall average of 4.67, which can be classified as effective. The comprehensive mean value of all VisCAP indicators falls within the range of $3 \leq x \leq 5$, indicating that the responses from Instagram @mychitato followers regarding S.Coups, Wonwoo, and Vernon of Seventeen as brand ambassadors for the Lead The Wave campaign are highly effective. The table reveals that the visibility indicator achieved the highest average score of 4.73, primarily attributed to the widespread popularity of S.Coups, Wonwoo, and Vernon as members of the renowned South Korean K-pop idol group Seventeen.

The visibility indicator results demonstrate that respondents clearly recognize S.Coups as an idol with strong leadership qualities, Wonwoo as an idol with unique and authentic characteristics, and Vernon as an idol actively involved in songwriting and lyric composition. Based on the visibility indicator findings, S.Coups maintains high visibility across various social media platforms, supporting Marketing Public Relations (MPR) objectives in creating brand awareness. According to Percy and Rossiter (1985), consistent exposure can enhance and strengthen brand recall while facilitating brand image formation. This aligns with Marketing Public Relations strategies that leverage public figure popularity to support branding campaigns more effectively (Mikáčová & Gavlaková, 2014).

The second-highest average score belongs to the attraction indicator with a value of 4.71. The attraction indicator results show that respondents agree with the appeal of each brand ambassador as presented by Chitato. This is also evident from the significant increase in Chitato's Instagram followers during the period of posts related to brand ambassador announcements and events involving the brand ambassadors.

The power indicator ranks second lowest with a mean value of 4.64. According to Percy and Rossiter (1985), the power indicator demonstrates the extent of a brand ambassador's ability to influence audience attitudes and behaviors. As members of a K-pop idol group with a decade-long career, all three possess the capability to make fans inclined to follow their style and consumption preferences. Their strength lies not only in their ability to showcase products but also in living up to expectations and creating strong emotional bonds with consumers.

In the final position, the credibility indicator achieved the lowest mean value of 4.62. The credibility indicator reflects a brand ambassador's abilities related to expertise and trustworthiness. Expertise means brand ambassadors possess knowledge, experience, and capabilities, while trustworthiness represents a brand ambassador's ability to convince the target market's trust in the product. S.Coups, Wonwoo, and Vernon are K-pop idol group members with positive images, particularly in characteristics that Chitato wishes to emphasize: leadership, authenticity, and creativity. However, the credibility indicator received the lowest results, possibly because none of them are experts in the snack food industry. All three have built their careers over one decade as K-pop idols and have been trusted by many

brands to serve as company representatives. Nevertheless, Chitato represents the first snack food product represented by Seventeen members.

Based on the results above, the visibility indicator achieved the highest mean value, while credibility recorded the lowest. Across all indicators, S.Coups consistently received the highest mean scores. This occurs because, during their 10-year career as Seventeen members, S.Coups has received higher exposure in terms of leadership roles. Meanwhile, Wonwoo's authenticity and Vernon's creativity are not highlighted as frequently as S.Coups' leadership qualities. In every group activity, S.Coups emerges as the representative, spokesperson, and problem solver within the group. This establishes a very strong leadership image for S.Coups that resonates with respondents. Therefore, this aligns with S-O-R (Stimulus-Organism-Response) theory, which emphasizes that strong and relevant stimuli can influence audience attitudes and behaviors (Hovland et al., 1953).

CONCLUSION

This comprehensive study was meticulously designed to thoroughly analyze the effectiveness of S.Coups, Wonwoo, and Vernon from the globally renowned K-pop group Seventeen as brand ambassadors for Chitato's strategically crafted "Lead The Wave" campaign among Chitato's Instagram followers. The research methodology employed a systematic approach, targeting 100 carefully selected respondents who met specific demographic and engagement criteria, including both males and females within the age range of 16-30 years who actively follow Instagram @mychitato. This demographic selection was strategically chosen to align with Chitato's primary target market and the typical fanbase of Seventeen, ensuring the research findings accurately reflect the intended audience's perceptions and responses.

The research methodology utilized Percy and Rossiter's (1985) VisCAP Model as the theoretical framework, which comprehensively evaluates brand ambassador effectiveness through four critical dimensions: Visibility, Credibility, Attraction, and Power. The quantitative analysis revealed remarkably positive results, with the overall mean of VisCAP indicators yielding an impressive value of 4.67 on a five-point Likert scale, definitively indicating high effectiveness in the brand ambassador selection and campaign execution.

Based on the comprehensive data analysis results, S.Coups, Wonwoo, and Vernon of Seventeen demonstrate significant and measurable effectiveness as brand ambassadors in the Chitato "Lead The Wave" campaign across multiple performance indicators. All three members possess exceptionally high visibility levels among Chitato's Instagram followers, leveraging their established global recognition and substantial social media presence to capture and maintain audience attention. Their international popularity, cultivated through years of successful musical careers and consistent public engagement, has successfully enhanced the positive impression and brand image of Chitato, creating a synergistic relationship between the celebrity endorsers and the snack food brand.

The effectiveness of these brand ambassadors extends beyond mere recognition metrics. Their individual characteristics align strategically with the campaign's core message of self-leadership and youth empowerment. S.Coups, as the group's leader, embodies the leadership qualities that resonate with the "Lead The Wave" concept, while Wonwoo's authentic personality and Vernon's creative expression provide diverse touchpoints for different segments of the target audience. This multi-faceted approach ensures broader appeal and deeper connection with various consumer personas within the target demographic.

The research findings strongly support Schmidt and Baumgart's theoretical perspective regarding brand ambassadors as individuals or groups who act strategically on behalf of a brand, serving as crucial intermediaries between corporate messaging and consumer perception. The data demonstrates that when brand ambassadors possess genuine credibility, substantial visibility, natural attraction, and influential power, they can effectively bridge the gap between brand values and consumer understanding, creating authentic connections that translate into measurable business outcomes.

Furthermore, as Rossiter's theoretical framework emphasizes, the research validates that it is crucial to select brand ambassadors very carefully and in strategic alignment with the specific message or image that the brand wishes to establish in the marketplace. The success of S.Coups, Wonwoo, and Vernon as Chitato brand ambassadors exemplifies this principle, as their personal brands, values, and public personas align seamlessly with Chitato's positioning as a snack that empowers young people to lead and express themselves confidently.

Consequently, this research conclusively demonstrates that brand ambassador selection must be precise, strategic, and thoroughly researched to successfully realize the various brand images that companies intend to build in competitive markets. The optimal alignment achieved in this campaign ensures that the message delivery process between the Chitato brand and its target market can be established effectively, efficiently, and according to predetermined marketing objectives, ultimately contributing to enhanced brand recognition, improved consumer perception, and stronger market positioning in the competitive snack food industry.

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