

# The Effectiveness of Laura Moane as a Brand Ambassador of Y.O.U Beauty in Launching New Products Cloud Touch Series on the Instagram Followers of @youbeauty\_idn

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## ABSTRACT

This study aims to measure the effectiveness of Laura Moane as a brand ambassador for Y.O.U Beauty in the launch of the new Cloud Touch Series product on Instagram followers @youbeauty\_idn. Y.O.U Beauty is a local Indonesian beauty product brand. The importance of measuring the effectiveness of using Laura Moane as a Y.O.U Beauty brand ambassador in the launching of the new Cloud Touch Series product on Instagram followers @Youbeauty\_idn is to determine the effectiveness of Laura Moane as a brand ambassador for Y.O.U Beauty. Y.O.U Beauty is a brand that is still trying to increase its awareness. This study measures the effectiveness of a brand ambassador using the VisCAP theory (Visibility, Credibility, Attraction, Power) by Rossiter and Percy (1987). This study uses a descriptive quantitative approach and uses a survey method. The data collection technique uses an online questionnaire with Google Forms to 100 respondents. The results of this study indicate that Laura Moane as a Y.O.U Beauty brand ambassador in the launch of the new Cloud Touch Series product is declared effective with the highest Attraction Indicator and the lowest indicator is Visibility.

**Keywords:** *brand ambassador; effectiveness; viscap; laura moane; you beauty*

## INTRODUCTION

Nowadays, social media plays a significant role in communication, including marketing strategies. SOR theory is a basic communication theory that explains the connection between stimulus and response given by the recipient (Mulyana, 2018). Stimulus-response can be negative-negative or positive-positive. Humans behave because of external influences. Marketing public relations is a marketing strategy to connect marketers

with their consumers to build a good image. Marketing public relations is used to increase awareness, and credibility, of the reputation of the company. MPR plays an important role for a company in achieving its objectives.

According to Shimp (2003), promotion is a persuasive communication built to inform and influence consumer's decisions. Promotion can be done in various ways, but many companies use promotion especially online because it is fast, easy, and cost-effective. According to Firmansyah (2019), a brand is a name, symbol, sign, design, or combination used as the identity of a company, organization, or service. The usage of a brand ambassador is to enhance brand awareness, and brand image, build trust, and create good connections with consumers. Marketers usually select celebrities or well-known figures who have a positive image and credibility that resonate with the target audience (Suleman, Suyoto, Sjarief, et al, 2023).

Muse is a person who represents brands and the brand's value. A muse can also be called a brand ambassador because a muse also represents a brand and has the same characteristics as brand ambassadors (Barron, 2019). Especially in this digital era, companies are competing to choose the best brand ambassador so that a brand can be widely known by the public and increase the marketing effectiveness of a company. According to Statista, 2022, the beauty and personal care industry recorded a fantastic revenue of Rp111.83 trillion. The beauty industry is projected to continue growing with an average growth of 5.81% until 2027.

Y.O.U Beauty is a local Indonesian beauty brand that started in 2018 and is still not included in the top 10 most popular local beauty brands in Indonesia (Mulya, 2024). On November 30, 2024, Y.O.U Beauty officially announced Laura Moane as a brand ambassador of the Cloud Touch Series. Cloud Touch Series also launched new products such as setting spray, two-way cake, cloud paint lip cream, and gel primer since the beginning of December 2024. Y.O.U Beauty chose Laura Moane as a new brand ambassador in November 2024 to appeal to a young audience and boost brand awareness and product interest in consumers.

In this research, the researcher chose Instagram followers of @youbeauty\_idn as the population because the researcher wants to know the effectiveness of using Laura Moane as a Y.O.U Beauty brand ambassador in launching new products Cloud Touch Series. The researcher chose respondents in the range age of 18-30 because Teenagers start to have an interest and are allowed to use makeup starting from the age of 18 (Alodokter, 2017). Meanwhile, according to the Ciputra Hospital medical content team, in the mid-30s, most men or women will start to experience aging lines. So in their 30s, men or women must focus on skincare and makeup that solve the aging problems.

To evaluate the effectiveness of Laura Moane, researchers use the VisCAP model (Visibility, Credibility, Attraction, Power) by Rossiter and Percy (1987). The researcher chose Y.O.U Beauty because this brand is still trying to increase their brand awareness and increase its brand so that they can compete more highly with other local Indonesian brands, as well as Laura Moane has been a new actress since 2019 (Kumparan, 2024). Laura Moane is an

actress and a content creator who likes to share some content about beauty, fashion, and lifestyle on several social media platforms.

The research utilizes a quantitative descriptive research method by distributing online surveys to 100 respondents aged 18-30 who follow @youbeauty\_idn on Instagram and have seen Laura Moane’s content as a brand ambassador on Instagram. From this research, the researcher wants to know how effective Laura Moane is as a Brand Ambassador of Y.O.U Beauty in Launching New Products Cloud Touch Series on the Instagram Followers of @youbeauty\_idn.

## LITERATURE REVIEW

### *SOR Theory*

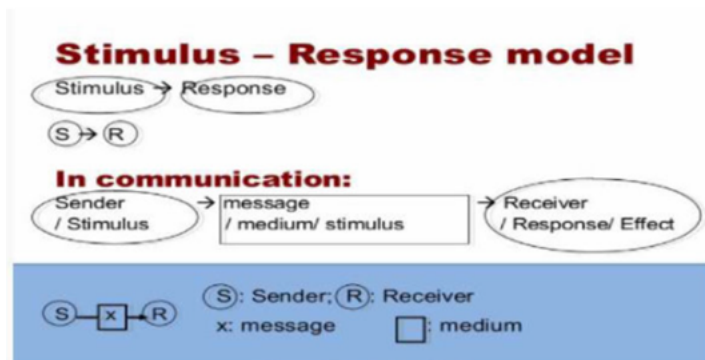


Figure 1. S-R Communication Model

Source: Hariyanto, D. (2021). *Introduction to communication science textbook*. Umsida press.

According to Mulyana (2018), SOR theory states that external stimuli (S) are processed internally by individuals, Organism (O) is the individual that processes the stimuli that are accepted by the external. Response (R) is leading to specific behavioral responses. This theory says that changes in behavior depend on how strong the stimulus is. In this study, promotional content is the stimulus, followers process the stimulus from the external factors, and their reactions are the response (the response can be buying or trying the products). This theory is also related to psychology communication which is cognitive, affective, and conative to see the internal individual process. This aspect influences the individual in processing stimuli and generating positive responses.

### *Marketing Public Relations*

According to Daud, Umiyati, et al (2023), Marketing Public Relations is a communication process to increase customer satisfaction and drive purchase through information disseminated about a company or a product. Dewi, Ambulance, Wibowo, et al (2024) Marketing Public Relations plays an important role in a company by building strong relationships between the company and its consumers. There are 7 benefits of using Marketing Public Relations for a company according to Dewi, Ambulance, Wibowo, et al

(2024) such as improving brand image, brand awareness, credibility, customer satisfaction, public trust, company value, and profits. This theory has an important role in using brand ambassador as a medium to connect companies with their consumers.

### ***Promotion***

Promotion is a communication strategy to convince consumers to have interest and trust in a product or service that is offered by the company. According to Suprihartini (2023), promotion is an effort to attract customer attention through active communication activities to encourage customers to buy and use the products or services offered. Promotion serves as a form of communication designed to convince prospective consumers to develop interest and trust in the products or services presented (Audina & Murtani, 2020). There are several promotional purposes such as to inform, influence, persuade, and remind target customers about the company (Tjiptono, 2018). Promotional strategies include advertising, sales promotions, influencer or brand ambassador usage. Promotion can be an effective tool for assisting companies in achieving their marketing goals and facilitating the introduction of products or services to consumers. Internet-based promotional media has become one of the most widely used forms today due to its broad reach and relatively low promotional costs (Suprihartini, 2023).

### ***Brand***

According to the American Marketing Association (2020), brand is defined as a name, term, sign, symbol, or design intended to identify and differentiate a product or brand. A brand is not just a name, it is used by consumers to express their self-identity, social needs, and the desire for external recognition. The brand creates associations in the minds of consumers. Each brand has its own meaning and narrative behind its logo or symbol.

### ***Brand Ambassador***

A brand ambassador is defined as an individual, often a public figure, celebrity, or influencer who represents and communicates a brand to increase brand awareness. The higher the credibility, attractiveness, expertise, and self-confidence, the better their influence on the image of a brand and its product (Windyastari & Sulistyawati, 2018). Therefore, muses can also be said to be brand ambassadors because they have the same task, namely displaying, promoting, and introducing products to consumers over a longer period (Barron, 2019). Companies must be very careful in selecting brand ambassadors to ensure that the information about the brand is effectively communicated to consumers. There are 4 functions of using brand ambassadors according to Royan (2005) such as providing testimonials, providing encouragement and reinforcement, acting as an actor in the topic (advertisement) he represents, and acting as a company spokesperson.

### *Effectiveness*

In the context of marketing communication activities, effectiveness is the achievement of previously determined targets or objectives of a company. Effective communication will result in changes in behavior and influence the recipient of the message (Putri, 2021). Communication can be deemed effective if the recipient receives both the message and its intended meaning as conveyed by the sender.

### *Effectiveness of brand ambassador*

Effectiveness of a brand ambassador can be measured using the VisCAP model by Rossiter & Percy (1987). In contrast, brand ambassador are celebrities engaged to promote a product over an extended period. Visibility explains about how popular the brand ambassador is among the general public, credibility referring to which a brand ambassador is trusted by public. Credibility has 2 components such as expertise and trustworthiness. Attraction explains about physical appeal of a brand ambassador and similarity to the target audience. Physical appeal relates to the attractiveness of appearance and personality, while similarity involves emotional resonance with the target audience. Attraction has 2 components such as likability and ideal similarity. Power explains about the ability of celebrities to command the target audience to purchase the products or to try the products.

### *Instagram*

James (2023) describes Instagram as a social media platform that used by the public to spread message through photos and videos to friends and followers. Instagram become a public's social media favorite. There are several features on Instagram such as

1. Feeds, which is the section viewed by users upon initially opening the application, people can also engage with the contents by leaving comments, and share posts with their followers.
2. Stories, is a content shared in the form of photos or short videos that will disappear after 24 hours of being uploaded. Stories have more advantages, people usually more engage in stories because the content is in a short duration.
3. Reels, allows users to upload longer videos that can be longer than 60 seconds. People can also add music, text, stickers, and other features.
4. Live, enabling users to broadcast live online sessions and interact with followers in real time and sometimes can do collaboration live.
5. Direct messages. facilitate private interactions between Instagram users and their followers through sharing photos, videos, text.

So that people can communicate with other people from different times and places.

## **METHODOLOGY**

This study uses a quantitative descriptive approach to measure how effective the use of Laura Moane as a brand ambassador for Y.O.U Beauty in launching new Cloud Touch

Series products on Instagram followers @youbeauty\_idn. This study uses a survey method with the help of Google Forms to collect data online from 100 respondents. The subjects of this study are Instagram followers @youbeauty\_idn and the object is the Effectiveness of Laura Moane as a brand ambassador for the Cloud Touch Series Y.O.U Beauty.

The total population of Instagram followers @youbeauty\_idn is 790k followers. Using the Slovin formula with a margin of error of 10% the sample is 100 respondents. Sampling uses a purposive sampling technique with several criteria including:

1. Respondents are Instagram followers @youbeauty\_idn
2. Respondents are in the age range of 18-30 years.
3. Respondents have seen Instagram content @youbeauty\_idn featuring Laura Moane as a brand ambassador for the Y.O.U Beauty Cloud Touch Series.

The data collection technique uses an online questionnaire via Google Forms because the cost is relatively low and can collect large amounts of quantitative data. Several questions and statements use the VisCAP model from Rossiter and Percy (1987) and the answers are divided into 5 according to Sugiyono (2020):

**Table 1.1 Likert Scale**

Description	Scale
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Source : The researchers, 2025

Researchers collect data through primary and secondary data. Primary data was obtained from the questionnaire and secondary data was collected from literature, journals, online sources, and previous studies. Researchers use descriptive statistics to analyze the data via SPSS. Mean scores were calculated and the effectiveness is classified into two categories: 1.00-3.00 not effective and 3.01-5.00 is effective. Researchers also used validity using Pearson Product Coefficient Correlation and reliability tests using Cronbach's Alpha to ensure that the results were consistent and stable.

## RESULTS AND DISCUSSION

According to Sugiyono (2020), explains that the validity test is used to see the degree of accuracy between the data on the research object and the data reported by the researcher. This validity test is assisted by using the SPSS application with 30 respondents. This test will be said to be valid if  $r_{count} > r_{table}$ . The  $r_{table}$  value is 0.3061 for 30 respondents where each indicator uses the VisCAP model (Visibility, Credibility, Attraction, Power).

**Table 1.2 Validity test**

Indicators		<b>rhitung</b>	<b>rtabel</b>	<b>Result</b>
<b>Visibility</b>	<b>Visibility 1</b>	0.738	0.3061	VALID
	<b>Visibility 2</b>	0.650	0.3061	VALID
	<b>Visibility 3</b>	0.536	0.3061	VALID
	<b>Visibility 4</b>	0.600	0.3061	VALID
<b>Credibility</b>	<b>Credibility 1</b>	0.867	0.3061	VALID
	<b>Credibility 2</b>	0.854	0.3061	VALID
	<b>Credibility 3</b>	0.846	0.3061	VALID
	<b>Credibility 4</b>	0.776	0.3061	VALID
<b>Attraction</b>	<b>Attraction 1</b>	0.718	0.3061	VALID
	<b>Attraction 2</b>	0.706	0.3061	VALID
	<b>Attraction 3</b>	0.853	0.3061	VALID
	<b>Attraction 4</b>	0.686	0.3061	VALID
<b>Power</b>	<b>Power 1</b>	0.806	0.3061	VALID
	<b>Power 2</b>	0.776	0.3061	VALID
	<b>Power 3</b>	0.795	0.3061	VALID
	<b>Power 4</b>	0.842	0.3061	VALID

Source : The researchers, 2025

According to Sugiyono (2017), Reliability test is an instrument that is used several times to measure the same object to produce the same data. A variable is said to be reliable if the Cronbach Alpha value  $>$   $r_{table}$  or Cronbach's alpha  $>$  0.6.

➔ **Reliability**

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.944	16

Figure 2. Reliability test  
Source : The researchers, 2025

**Table 1.3 Visibility Indicator**

Statement	Score
I agree that Laura Moane is a famous actress in Indonesia.	3.77
I agree that Laura Moane is a popular model in the beauty industry.	3.94
I agree that I know Laura Moane as the brand ambassador for Y.O.U Beauty Cloud Touch Series.	4.17
I agree that I often see Laura Moane's content on Instagram @youbeauty_idn	3.97
<b>Average</b>	<b>3.97</b>

Source : The researchers, 2025

The visibility indicator according to Rossiter and Percy (2014) in Royan (2005) refers to how well-known someone is in the public eye. In analyzing data from 100 respondents, it was found that the average score for the Visibility indicator was 3.97, indicating general agreement among respondents with the statements provided in the survey. Notably, the statement regarding Laura Moane's fame in Indonesia had the lowest average score which is 3.77, possibly due to her relatively recent entry into the entertainment industry in 2019 (Zallianty, 7 May 2019). Many respondents chose a neutral response because respondents showed uncertainty about their feelings and avoided commitments on matters that were slightly socially sensitive (Thomas, Siegel, et al., 2020)

While Laura Moane's face is widely recognized, her name is not easily recalled by the public, impacting brand awareness for Y.O.U Beauty. This disparity between face recognition and name recall suggests a need for more active communication strategies, such as utilizing Instagram Stories to engage with the audience effectively. The importance of selecting a brand ambassador with significant social media engagement and public recognition is highlighted, emphasizing the role of celebrity familiarity in consumer perceptions and brand loyalty.

The survey revealed that respondents were more familiar with Laura Moane as the brand ambassador for Y.O.U Beauty Cloud Touch Series, indicating a higher level of recognition in this role and reaching the effective category. Laura Moane's transition from an actress to a brand ambassador has facilitated her association with Y.O.U Beauty, contributing to brand image and awareness. This shows that the exposure of information about Laura Moane as a brand ambassador is quite a lot through Instagram. According to Sawyer, 1981 in Tellis (1997), consumers pay attention to advertisements selectively and advertisements for known brands will usually be noticed more than advertisements for unknown brands. The human brain tends to filter information based on what is considered familiar or personally interesting and brands that are already known to the public will be noticed more than brands that are less known to the public.

Laura Moane's expanding role as a brand ambassador aligns with consumer behavior patterns and the impact of celebrity endorsements on brand perception and consumer engagement. Ultimately, her evolving presence in the beauty industry highlights the interconnectedness between celebrity representation, brand recognition, and consumer attitudes toward products and endorsements.

Based on the analysis with the S-O-R theory, the stimulus is a message or information conveyed through Y.O.U Beauty content featuring Laura Moane as a brand ambassador. Organism is an internal process that occurs in Instagram followers @youbeauty\_idn and response is a real action taken by Instagram followers @youbeauty\_idn. The response given by Instagram followers @youbeauty\_idn based on the visibility data above explains that @youbeauty\_idn followers are quite aware of Laura Moane as a Y.O.U Beauty brand ambassador. The public only knows that Laura Moane is a Y.O.U Beauty brand ambassador, but does not know Laura Moane's popularity as an actress because there are still many neutral responses to the first statement.

**Table 1.4 Credibility Indicator**

Statement	Score
I agree that Laura Moane is a trustworthy figure to represent the Y.O.U Beauty Cloud Touch Series	4.12

Statement	Score
I agree that Laura Moane provides honest information about the Y.O.U Beauty Cloud Touch Series products.	4.09
I agree that the information provided by Laura Moane regarding the “feel the touch of the cloud” message of Y.O.U Beauty is trustworthy.	4.11
I agree that Laura Moane is an expert in conveying the message about the Y.O.U Beauty Cloud Touch Series.	4.15
<b>Average</b>	<b>4.12</b>

Source : The researchers, 2025

The credibility indicator according to Rossiter and Percy (2014) in Royan (2005) refers to the extent to which a celebrity or actress can be trusted by the public. There are two main elements in the credibility component which are expertise and trustworthiness. A study based on data from 100 respondents examined Laura Moane's credibility as the brand ambassador for Y.O.U Beauty Cloud Touch Series, with an average credibility score of 4.12 falling within the effective range. The specific statement about providing honest information gave a lower average of 4.09, but still effective, with many respondents remaining neutral due to caution about manipulative advertisements common in the industry (Touati & Bouchrara, 2016). There are manipulations in advertising that are used to attract consumer attention (Penzina, Reshetnikova, Umarova, 2021). This technique was created so that consumers are more easily influenced to buy a product.

Trust in brand ambassadors plays a crucial role in consumer attitudes toward products, emphasizing the importance of consistent and honest messaging, Laura Moane appears to achieve in her product promotion efforts. Laura Moane's expertise in conveying messages about the Y.O.U Beauty Cloud Touch Series received the highest average score of 4.15, aligning with consumer perception that she is skilled in this aspect. Viewers appreciate her experience using Y.O.U Beauty products, contributing to her credibility as an expert in the beauty industry. However, some skepticism arises from the lack of clear demonstration of product benefits in her content, particularly in showcasing before and after effects, which led to doubts among certain individuals regarding the efficacy of the discussed benefits.

Furthermore, Laura Moane's efforts on Instagram as a brand ambassador showcase her use of the Y.O.U Beauty Cloud Touch Series products, aiming to build public trust in her endorsement. While her glowing skin may raise questions about the products' effectiveness, her reputation and experience in the beauty field contribute to her credibility. The role of a brand ambassador extends beyond mere endorsement to actively cultivating trust and conveying product information effectively, both of which Laura Moane seems to excel at according to the study's findings.

This indicator align with the SOR theory and explains that this communication process is a process of exchanging or transferring information (Mulyana, 2018). Laura Moane as a brand ambassador transfers information to the public through Instagram social media. From here, Laura Moane is used to build public trust regarding Y.O.U Beauty Cloud Touch Series information based on Laura Moane's credibility. And the response given by the public is to trust Laura Moane as the Y.O.U Beauty brand ambassador.

**Table 1. 5 Attraction Indicator**

Statement	Score
I agree that Laura Moane has an attractive physical appearance.	4.52
I agree that Laura Moane has similarities with the youth style.	4.31
I agree that Laura Moane has a personality that reflects the Y.O.U Beauty Cloud Touch Series brand.	4.26
I agree that Laura Moane has an interesting way of presenting the Y.O.U Beauty Cloud Touch Series content.	4.19
<b>Average</b>	<b>4.32</b>

Source : The researchers, 2025

The Attraction indicator focuses more on a celebrity's appeal, personality, and the level of public affection for that celebrity, as well as their similarity to the target user. This indicator is divided into two elements: Likability (attractive personality) and Ideal Similarity (similarity to the target user). These two elements are inseparable and must go hand in hand.

The text discusses the effectiveness of Laura Moane as the brand ambassador for Y.O.U Beauty based on a survey of 100 respondents. The average score of 4.32 for the Attraction indicator indicates that Laura Moane is well-liked by the public, meeting the criteria set by Royan (2004) that a celebrity must reflect the brand's desired personality and be liked by the target audience. It emphasizes the importance of understanding consumers' perception of the celebrity and ensuring high likability for effective brand promotion.

The analysis highlights the respondents' perception of Laura Moane's engaging delivery style in the Y.O.U Beauty Cloud Touch Series content, with an average score of 4.19 on the attraction indicator. The positive response indicates that Laura Moane's confident verbal delivery and friendly demeanor, coupled with non-verbal cues like facial expressions and body language, contribute to engaging the audience effectively. The application of the SOR theory in brand ambassador attraction emphasizes the impact of the brand ambassador's appeal on the public's feelings and evaluations, ultimately influencing their response, such as purchasing decisions.

Moreover, the text delves into the cognitive, affective, and conative aspects of media influence on public perception. It discusses how Laura Moane's visual appeal triggers interest, emotions, and attitudes among viewers, ultimately influencing their intentions and behavior. Storytelling skills play a significant role in customer engagement strategies, with Laura Moane's personal storytelling contributing to increased audience engagement through digital content distribution. The importance of customer engagement in social media communication and public relations marketing strategies is highlighted for building strong relationships between marketers and consumers.

Overall, the text underlines the significance of physical appearance, storytelling skills, and customer engagement in enhancing a brand ambassador's effectiveness in promoting a brand. According to Wahyuni & Djunaedi (2020) in Billah (2024), personality or physical appearance is something that forms the public's first impression and influences people's perceptions. It emphasizes the Halo Effect, where the public's first impression of a person's physical appearance can influence their judgments, reinforcing the idea that Laura Moane's attractive physical appearance positively impacts her brand ambassadorship (Thorndike, 1920). The text suggests that attraction can be effective when utilizing various strategies, including storytelling and customer engagement, to create a lasting impression on the public.

**Table 1. 6 Power Indicator**

Statement	Score
I agree that Laura Moane influenced me to become interested in the Cloud Touch Series products.	4
I agree that Laura Moane inspired me to try the Y.O.U Beauty Cloud Touch Series products.	3.95
I agree that Laura Moane reminded me of the Y.O.U Beauty Cloud Touch Series brand.	4.12
I agree that Laura Moane persuaded me to recommend the Y.O.U Beauty Cloud Touch Series products to others.	4.02
<b>Average</b>	<b>4</b>

Source : The researchers, 2025

The Power Indicator is the ability of celebrities to attract consumers or potential customers to take action on a product sold by a brand (Royan, 2005). Celebrities used in advertisements must have the power to “command” the target audience to buy (Royan, 2005). The study focused on assessing the effectiveness and impact of brand ambassador Laura Moane in promoting the Y.O.U Beauty Cloud Touch Series products. The research revealed that while the power indicator assessing the effectiveness of celebrities like Laura Moane in

influencing potential consumers received an average score of 4 from 100 respondents, indicating relative effectiveness, the statement regarding Laura Moane inspiring respondents to try the products scored lower but still showed agreement among most respondents. This suggests that the association with a celebrity like Laura Moane can influence consumer behavior in trying new products. This can also be a consideration for respondents to be careful in choosing products because it is related to skin type compatibility and many people have sensitive skin problems (Brenaut, Nezet, Misery et al, 2021). Competition between the cosmetic world has also increased significantly until now, making the public confused about choosing a brand and not being quick in making decisions (Rachmawati, 2023). As in terms of power, there are still some respondents who have not made a decision to try Y.O.U Beauty products because there are still several considerations regarding product compatibility and competition in the beauty industry.

It was emphasized that brand ambassadors must possess not only popularity and credibility but also strong persuasive abilities to effectively drive brand success. The attractiveness and adoration level of a celebrity play a crucial role in creating a strong urge among the target audience to make a purchase decision. The analysis also highlighted that the association of Laura Moane with the Y.O.U Beauty Cloud Touch Series brand has positively influenced consumer perceptions, as evident from the high average score received for the statement correlating Laura Moane with the brand.

Brand ambassadors must have the ability to shift brand positioning to a higher level. The higher the position of a brand ambassador, the greater the role in driving its success in carrying the brand image (Hayati & Damanik, 2022). The higher the power number of the brand ambassador, the higher the brand image of a brand. Power is the ability of a brand ambassador to persuade target audiences to act in accordance with the goals of the brand (Rossiter & Percy, 1985). A brand ambassador must have the charisma to convince and influence consumers to buy products (Mustikawati, 2022).

The discussion further delved into the significance of brand ambassador power scores in enhancing brand image and persuading consumers to align with the brand's objectives. The SOR theory was referenced to explain how Laura Moane's communication as a brand ambassador influences potential consumers' perceptions and subsequent actions, such as trying the Y.O.U Beauty Cloud Touch Series products. However, the research also identified areas where Laura Moane's messaging may not have resonated effectively with some respondents, emphasizing the need for comprehensive communication strategies that address cognitive, affective, and conative aspects to improve consumer engagement.

Overall, the study underscored the importance of consistent brand messaging and building a positive brand image to increase consumer interest in Y.O.U Beauty products. It pointed out instances where the brand ambassador might have fallen short in providing detailed and consistent information, thereby highlighting opportunities for improvement in marketing and public relations strategies to enhance brand visibility and consumer engagement.

**Table 1.7 Mean VisCAP**

VisCAP Indicator	Total Mean	Result
Visibility	3.97	EFFECTIVE
Credibility	4.12	EFFECTIVE
Attraction	4.32	EFFECTIVE
Power	4	EFFECTIVE
<b>Total</b>	4.10	EFFECTIVE

Source : The researchers, 2025

Based on the following table, the VisCAP indicator for Laura Moane as the brand ambassador for Y.O.U Beauty Cloud Touch Series shows an effective average value of 4.10 from data collected from 100 respondents, followers of the Instagram account @youbeautyidn. This indicates that the followers agree that using Laura Moane as a brand ambassador is effective and successful because the mean value falls within the range of 3.00 <a< 5.00, fulfilling all VisCAP indicators: Visibility, Credibility, Attraction, and Power. Laura Moane is considered highly successful as a brand ambassador for Y.O.U Beauty Cloud Touch Series, effectively representing the Y.O.U Beauty brand, particularly through the Attraction and Credibility indicators.

The highest indicator in the VisCAP theory is Attraction, with an average value of 4.32. Respondents agreed that Laura Moane possesses attractive physical features (likability) and shares similarities (similarity) with the respondents, exhibiting a youthful style. This highlights the higher likability component within attraction, as many admire Laura Moane's physical appearance, which is considered more prominent than other components and indicators. Laura Moane reflects Y.O.U Beauty's values of being youthful, outstanding, and unique. Laura Moane's visual appeal aligns with the target market characteristics of teenagers and young adults aged 18-30. As per the first impression theory, the public notices Laura Moane's visual appeal before other indicators. Therefore, the attraction indicator with the likability component is higher than the similarity component.

The Visibility indicator is the lowest in the VisCAP theory, with an average value of 3.97. Respondents felt that Laura Moane is quite popular and easily recognizable, although her average score is lower than other indicators. Laura Moane's visibility as a brand ambassador for Y.O.U Beauty is not as high as other indicators; however, the average value of 3.97 is still considered effective, and most respondents are aware of Laura Moane's popularity as a brand ambassador in the beauty industry. According to Royan (2004), brand ambassador selection is based on celebrity image, making it easier to attract public attention and consumer trust. The more famous a celebrity, the greater the potential for increased brand

awareness among consumers. The Visibility indicator is not as prominent as other indicators because Laura Moane is a relatively new actress in the entertainment world. Her image has shifted from being primarily known as an actress to being recognized as a brand ambassador for Y.O.U Beauty Cloud Touch Series. This explains the lower score for visibility in the initial question.

The Credibility indicator reflects a positive image in the eyes of respondents, encompassing Laura Moane's expertise, experience, and honesty in conveying messages. This indicator is relatively high because respondents trust Laura Moane's recommendations and opinions on the new Y.O.U Beauty Cloud Touch Series product. The high Credibility indicator stems from Laura Moane's positive image and alignment with the Y.O.U Beauty brand. Laura Moane is honest in conveying messages about the Y.O.U Beauty Cloud Touch Series, even providing short videos demonstrating the product's use on her own face. Laura Moane's credibility can be further enhanced by how the brand builds upon her already high credibility.

The Power indicator suggests that Laura Moane, as a brand ambassador, has a strong influence on public opinion and actions regarding purchasing or trying the product. Although the average value of this indicator is lower than the Attraction and Credibility indicators, Laura Moane needs to be more consistent and provide more exposure to information about the new Y.O.U Beauty Cloud Touch Series product.

The S-O-R theory explains that environmental stimuli are processed by an organism, resulting in a public response (Mulyana, 2018). The stimulus is the message conveyed by Laura Moane as a brand ambassador, processed by the organism, creating a respondent perception that Laura Moane is expert, trustworthy, and attractive. The resulting response is a willingness to try the Y.O.U Beauty Cloud Touch Series product.

Visibility and credibility reflect cognitive processes, as the audience assesses the trustworthiness of the information conveyed by Laura Moane. Attraction relates to affective processes, evoking feelings of liking and admiration for Laura Moane. The Power indicator reflects conative processes, driving interest in trying the Y.O.U Beauty Cloud Touch Series product (Lavidge & Steiner, 1961).

The image above illustrates the public's response to Laura Moane as a brand ambassador and their desire to try the Y.O.U Beauty Cloud Touch Series product. According to Dewi, Ambulance, Wibowo, et al. (2024), Marketing Public Relations is a strategy used by companies to build a positive image, expand market reach, and increase product trust in a brand. This is supported by Laura Moane, as a brand ambassador with high credibility and visual appeal, strengthening the emotional connection between the brand and consumers.

According to Rossiter & Percy (1987), a brand ambassador can be measured using the Visibility, Credibility, Attraction, and Power indicators. All VisCAP indicators demonstrate the effectiveness of Laura Moane as a Y.O.U Beauty brand ambassador. Based on these results, Laura Moane is most effective in the Attraction indicator and can further improve her effectiveness in the Visibility indicator.

The VisCAP model is used to evaluate the suitability of a celebrity to be a brand ambassador representing a brand. According to Royan (2005), if the evaluation score is high, the brand can continue using that celebrity as a brand ambassador; however, if the indicator values are low, it is recommended to find another celebrity, as the choice of brand ambassador significantly impacts a brand's image.

**Table 1.8 Crosstab income with VisCAP**

Income per month	Visibility	Credibility	Attraction	Power
1,2 - 3,5 million/ month	4.02	4.10	4.30	4
3,5 - 7 million/ month	3.92	4.20	4.36	4.05
7 - 15 million/ month	3.33	3.42	4.25	4.17

Source : The researchers, 2025

The text discusses the analysis of a cross-tabulation of respondents' monthly income with the VisCAP indicator, derived from data collected from 100 Instagram followers of @youbeauty\_idn who belong to the lower-middle class with monthly incomes ranging from 3.5 million to 7 million IDR. The study found that Laura Moane effectively positioned as a brand ambassador for the lower-middle class, with respondents expressing interest and high attraction value towards her. Respondents within this income bracket have sufficient purchasing power, supported by the affordability of Y.O.U Beauty products, making them accessible to this group.

The study concluded that respondents across low-income, lower-middle-income, and middle-income levels exhibited the highest average scores on the Attraction indicator due to Laura Moane's high visual appeal. The text highlights the importance of personal appearance in forming public impressions and influencing perceptions. Interestingly, respondents in the upper-middle class income bracket, earning 7-15 million IDR per month, showed the lowest visibility score towards Laura Moane as a brand ambassador, indicating that higher income levels correlate with lower visibility.

Furthermore, the text delves into the credibility and persuasive communication indicators of brand ambassadors among different income groups. It suggests that lower-income and lower-middle-income groups value honesty in brand ambassadors, while the upper-middle-income group requires more persuasive communication. The role of brand ambassadors in Marketing Public Relations (MPR) is emphasized in shaping positive public perception, with Laura Moane effectively fulfilling this role for Y.O.U Beauty through her positive image and understanding of the brand.

Overall, the text highlights Laura Moane's effectiveness as a brand ambassador in influencing consumer behavior, particularly among lower-income and lower-middle-income groups. It underscores the importance of aligning a brand ambassador's qualities with the target audience's preferences and needs, as demonstrated by the positive reception towards Laura Moane and the Y.O.U Beauty brand.

## CONCLUSION

This study aims to determine the effectiveness of using Laura Moane as the brand ambassador for Y.O.U Beauty in the launch of the new Cloud Touch Series product on the Instagram followers of @youbeauty\_idn. Based on the results of the analysis in Chapter 4, it can be concluded that the use of Laura Moane as the brand ambassador for Y.O.U Beauty is effective.

This effectiveness was measured using the VisCAP Theory developed by Rossiter & Percy (1987). The results of this study indicate that Laura Moane has the highest attraction in the VisCAP Theory. The Attraction indicator ranks highest in terms of effectiveness, and Laura Moane successfully attracts the audience's attention and demonstrates her visual appeal as a brand ambassador.

The Visibility and Credibility indicators also show high average values, indicating that Laura Moane is widely recognized among the target audience. The Power indicator is also effective but not as strong as Laura Moane's appeal and still has a positive influence in encouraging the audience to get to know the Y.O.U Beauty Cloud Touch Series products.

These research findings align with the SOR (Stimulus-Organism-Response) theory, where Laura Moane serves as the stimulus triggering psychological processes in the Instagram followers of @youbeauty\_idn, namely interest and trust, leading to the response of wanting to try the Y.O.U Beauty product.

From a Marketing Public Relations perspective, the use of Laura Moane as a brand ambassador has proven effective, and MPR has fulfilled its role well, as Laura Moane not only serves as the face of Y.O.U Beauty but also builds good relationships between the company and consumers, particularly through communication strategies.

Based on the results from 100 respondents who are Instagram followers of @youbeauty\_idn aged 18-30 years, the overall average score for the VisCAP indicator is 4.10, which is considered effective and can be said to be successful and effective in using Laura Moane as a brand ambassador. Overall, Laura Moane has also been able to fulfill her role as a brand ambassador effectively, particularly in terms of attraction—specifically, Laura Moane's appeal in increasing awareness of Y.O.U Beauty and building positive relationships with the audience.

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