

The Effectiveness Of Hansen Vendi Agus As Celebrity Endorser Of Honor Of Kings Game On Honor Of Kings Player In Indonesia

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ABSTRACT

Marketing Communication has been applied by the companies nowadays to communicate with the audience through the message and media. Utilization of celebrity endorser become a strategy that company use to increase the effectiveness of product or services that the company provided. Hansen Vendi Agus is a celebrity endorser that represents a mobile game called Honor Of Kings. Hansen has a duty to communicate effectively in order to attract the audience to play Honor Of Kings. This research aims for the effectiveness of Hansen Vendi Agus as celebrity endorser of Honor Of Kings game on Honor Of Kings player in Indonesia. The author use TEARS model to measure the effectiveness of Hansen as a celebrity endorser. TEARS model is consisted by five elements, trustworthiness, expertise, attractiveness, respect, similarity. This research is a quantitative research and uses descriptive approach. The method in this research is descriptive online survey. The result of this research shows that Hansen Vendi Agus is effective as celebrity endorser of Honor Of Kings game on Honor Of Kings player in Indonesia. Attractiveness got the highest score from respondents.

Keywords: *effectiveness; celebrity endorser; hansen vendi agus; honor of kings; marketing communication.*

INTRODUCTION

Communication is an important aspect in the humans existence. Everything that humans do will correlate with communication. Humans have to send messages in order to fulfill their needs. According to Laswell, communication is a process of portrating about who, conveying what, to whom, and what the effect (Suprpto, 2009). Effective communication is essential when conveying messages that related to the product from a company. One of the strategy that companies use to convey messages about their product is marketing

communication. Marketing communication aims to communicate with their target market through processing messages and related media (Shimp, 2003). Some companies use celebrity endorser services to applicate the effective marketing communication.

Celebrity endorsement according to Mulyo (2016) is part of marketing communication strategy to utilize famous person in social media. The purpose of utilizing celebrity to promote products or services from a company is to increase the effectivity of the promotion itself (Sari & Saraswati, 2022). A Celebrity endorser is a person who uses its fame to be part of an advertisement (McCrackens, 1989).

Companies use celebrity endorser services to increase the interest of their target audience on their products or services. Therefore, companies need effective celebrity endorser to attract audiences. The influence of celebrity endorser according to Royan (2005) can increase the value of a product. Consumers can be influenced by messages conveyed by someone they trust. Celebrity endorsers has a role in conveying messages that can arouse the interest of the target audience.

The video game “Honor Of Kings,” often abbreviated as HOK, is a Multiplayer Online Battle Arena (MOBA) game that allows players to compete in teams of five players each. Each player can control a character with unique abilities. HOK was developed by Tencent Games, the largest technology and game development company in China. HOK was released worldwide on June 20, 2024 in mobile platforms. The game has gained significant popularity among gamers worldwide. HOK has some similarities with other MOBA games like League of Legends: Wild Rift (LoL:WR) and also with a game that has far greater popularity in Indonesia than HOK, Mobile Legends Bang Bang (MLBB). However, interest in HOK itself is still relatively low in Indonesia compared to its competitors, LoL:WR and MLBB. This is due to its late entry into the Indonesian market, which is already highly saturated with MLBB, and also because HOK itself does not have a strong brand image like League of Legends. Players who are already loyal to MLBB are more reluctant to try HOK. There is also Arena of Valor (AOV), which was released earlier by Tencent Games and was originally the international version of HOK. This has led players who have already tried AOV to feel bored and less interested in trying HOK (Basiri, 2024).

HOK selects various celebrity endorsers from Indonesia to collaborate with. Some of the celebrity endorsers who collaborate with HOK have backgrounds as gaming content creators or gamers. However, there are also some celebrity endorsers who don't have backgrounds as gaming content creators or gamers. Celebrity endorsers who do not have backgrounds as gamers or gaming content creators include Coach Justin, Daniel Alvin, and Hansen Vendi Agus. Coach Justin is known to the public for his soccer knowledge and his content related to anything about soccer. Meanwhile, Hansen Vendi Agus and Daniel Alvin are known for their comedy-themed content. This shows that the application of celebrity endorsement nowadays is accompanied by a mismatch between the message and the endorser's background (Ramadhan et al., 2020).

There is also a previous study entitled Impact of Celebrity Endorsement on Consumer Buying Behavior and Brand Building by Gupta (2007) which found that in the world of marketing, the use of celebrity endorsers can influence consumer purchasing behavior and also build brands. Although the credibility and mass appeal of celebrities are important factors to consider, these alone will not be sufficient to influence consumer purchasing behavior toward a product if the audience does not perceive a fit or compatibility between the personality and image of the celebrity used and the endorsed product. This is also supported by a previous study titled The effectiveness of celebrity endorsements: a meta-analysis by Knoll & Matthes (2016), which examined the effectiveness of celebrity endorser strategies through a meta-analysis of more than 40 studies on the use of celebrity endorsers. The study found that the use of celebrities who are considered suitable for the products they support implicitly tends to generate positive acceptance. Conversely, celebrities deemed inappropriate for the product tend to have a negative impact (Knoll & Matthes, 2016).

Hansen has more followers on social media platforms such as Instagram, TikTok, and YouTube compared to Coach Justin and Daniel Alvin. The advertisements created by HOK are disseminated through social media platforms such as YouTube, TikTok, and Instagram. Hansen Vendi Agus is a more relevant research subject compared to Coach Justin and Daniel Alvin. Additionally, Hansen is the only celebrity endorser to star in three HOK advertisements. These advertisements received a total of 4.8 million views, over 6,000 comments, and over 200,000 likes on TikTok. The advertisement content uploaded on Instagram received a total of over 4 million views, 37,000 likes, and over 1,000 comments on Instagram. Meanwhile, the ad content uploaded on YouTube garnered over 23,000 views, 255 comments, and over 1,000 likes. Hansen first appeared in a photo uploaded by the Instagram account @honorofkings.indonesia on July 25, 2024, and last appeared in a photo uploaded on February 6, 2025.

Hansen Vendi Agus is a 27-year-old Chinese-Indonesian influencer from Pontianak who is active in creating comedy content on social media platforms. Hansen gained his fame from the social media platform TikTok, as evidenced by his 7.9 million followers. Meanwhile, he has 1.1 million followers on Instagram and 283,000 subscribers on his YouTube channel. Hansen's popularity increase drastically when he created comedy content featuring the character "Koh Aliong". "Koh Aliong" is a fictional character portrayed by Hansen using a TikTok filter that makes him appear bald with a beard. The character is often depicted as an constantly angry and unsatisfied father toward his son which is Hansen himself. "Koh Aliong" is also an Indonesian character of Chinese descent who has financial broke. Hansen added a dialect and comedic dialogue to emphasize that "Koh Aliong" is an Indonesian of Chinese descent. Later, Hansen created a new character called "Shifu." "Shifu" is a martial arts teacher character also portrayed by Hansen. This "Shifu" character was later portrayed by Hansen in the HOK advertisement.

HOK's marketing communication activities used the services of celebrity endorser Hansen, known for his comedy content, to introduce the HOK game to a wider audience.

Considering Knoll and Matthes' research, which states that celebrities who are deemed unsuitable for a product tend to have a negative impact, HOK's advertisement starring Hansen was able to reach a significant audience on various social media platforms despite Hansen's non-gaming background. This raises questions about the effectiveness of Hansen as a celebrity endorser for HOK's game. The purpose of this study is to provide deeper insights into the effectiveness of Hansen as a celebrity endorser for HOK.

Hansen's effectiveness as a celebrity endorser for HOK will be measured using the TEARS model. The TEARS model consists of Trustworthiness, Expertise, Attractiveness, and Similarity (Valendia et al., 2022). This study uses the TEARS model because it can measure the personal aspects of a celebrity endorser. The use of the TEARS model allows the study to obtain information about Hansen Vendi Agus' credibility as an individual who is a celebrity endorser.

The subjects of this study are HOK gamers in Indonesia who are students. The selection of Honor Of Kings gamers in Indonesia as research subjects is because this study requires an assessment from people who have played HOK in Indonesia regarding Hansen's credibility as a celebrity endorser of HOK. In addition, there are requirements for HOK gamers to become research respondents. The requirement is that they must already be familiar with the HOK advertisement starring Hansen Vendi Agus. This is because they can then assess Hansen's effectiveness through the TEARS indicators that have been established. The research will focus on using the Honor Of Kings Indonesia Discord server as a channel to reach HOK players in Indonesia. This is because the link to join the Honor Of Kings Indonesia Discord server can be obtained when playing the HOK game. Therefore, the server is certainly a member of the HOK player community in Indonesia. The object of this study is effectiveness. Based background, the problem statement for this study is: How effective is Hansen Vendi Agus as a celebrity endorser of Honor Of Kings game among Honor Of Kings players in Indonesia?

The main purpose of this study is to find out how effective is Hansen Vendi Agus as a celebrity endorser of Honor Of Kings game among Honor Of Kings player in Indonesia. Through this study, Honor Of Kings can determine the effectiveness of celebrity endorsers who have a background as non-gaming content creators. Honor Of Kings can also evaluate which celebrity endorsers are effective and which are ineffective in promoting its products. On the other hand, this study can also serve as an evaluation for Hansen Vendi Agus regarding his effectiveness as a celebrity endorser and how he can improve his effectiveness in promoting games in the future. Meanwhile, this study also gives benefit for future study and academic research. This study can gives additional literature about effectiveness of celebrity endorsers in communication science. Moreover, this study examines the effectiveness of a comedy content creator who becomes a celebrity endorser for a game product. In addition, this study can also provide insight into what kind of celebrity endorser is suitable for promoting a video game. This study can also gives information about what

aspects of celebrity endorser that is effective in increasing the interest of audience to the game.

LITERATURE REVIEW

The S-O-R Theory

The S-O-R (Stimulus, Organism, Response) communication model explains that the communication process is about how to change the attitude of the communicant. Therefore, the communication carried out by the communicator must provide motivational stimulus to the communicant so that there is a change in attitude. Communication can be considered successful when the message conveyed by the communicator is understood by the recipient and the recipient experiences a change in attitude consistent with the communicator's intentions (Gunawan, 2015). The elements in this model are the message (stimulus), the recipient (organism), and the effect (response).

Marketing Communication

Marketing communication is a company's effort to convey information, influence, persuade, or remind its target market about the company and its products. The aim of these efforts is to attract the target market to accept, purchase, and remain loyal to the products that the the company has provided (Saladin, 2001).

Marketing communication can increase brand equity by building brand impressions in consumers' memories and shaping brand image. There are several ways in which marketing communication activities can enhance brand equity. The first method is to build brand awareness among the audience. The second method is to incorporate the precise information into the brand image that will be remembered by the audience. The third method is to create situations where the company receives positive brand judgments. The final method is to establish strong connections with customers (Kotler & Keller, 2006).

Advertisement

Advertising is part of marketing communication. However, advertising is generally not interactive with the audience. This is because most advertisements rely on mass media, which is indirect and complex. Advertising itself can convey information about a product. Advertising can also serve as a bridge between sellers and buyers. Advertising can act as a tool to represent the facts about a product, thereby helping to build a positive brand image in the eyes of the audience (Moriarty, Mitchells, Wells, 2009).

The power of advertising can be seen in its ability to reach a wide audience. Reaching a wide audience is also an important aspect of building a brand image. The information

conveyed in advertisements can serve as a reference for the audience when considering product selection. It can be concluded that effective advertisement is an advertisement that can increase product knowledge, create a positive impression, and influence the audiences' response to the product (Moriarty, Mitchells, Wells, 2009).

Advertisement In Social Media

Advertisements are not always delivered through mass media, but can also be delivered through social media. Companies can create greater opportunities to advertise on social media. This is because audiences can access information about companies without time and space boundaries. Therefore, social media can be used as a platform for advertising. Communication in social media advertising must provide explanations and convince audiences about the product. This is an important aspect because the communication aims to capture attention, educate, and convince the audience about a brand's product (Infante & Mardikaningsih, 2022).

Social media also allows brands to interact with their audience. The interactions that occur can strengthen the relationship between the audience and the brand. Social media has several features that can be used to promote products or services. One of the features available on social media is paid advertising. Therefore, social media can be an effective channel for brands to promote their products or services (Chaffey, 2019).

Advertisements delivered through social media allow audiences to interact. Companies can also create advertisements that contain messages related to social context (Lee & Kim, 2022). Therefore, social media can be an effective channel for brands to promote their products or services.

Effectiveness

Mardiasmo (2017) states that effectiveness is a measurement of an organization's success in achieving its goals. An effective organization is one that achieves its goals. The more outputs that align with the goals, the more effective the organization is. According to Ravianto (2014), effectiveness indicates how well performance aligns with targets and objectives. Thus, effectiveness in communication can be interpreted as the success achieved in conveying a message to the audience (Syabrina, 2018). According to Julianto and Agnanditiya Carnarez (2021), there are several principles that govern effective communication and the delivery of messages to the audience. These principles include Respect, Empathy, Audible, Clarity, and Humble.

Respect refers to the principle of communication that values each individual so that communication can be effective and messages can be conveyed. Empathy is the principle of understanding and considering the situation and conditions of the other party. Audible emphasizes messages that can be clearly understood by the recipient. Clarity emphasizes the clarity of the message itself so that the recipient does not interpret it differently. Humble

emphasizes humility in communication to respect the other party and create effective communication.

Celebrity Endorser

Celebrity is a term used to describe a person who stand out in the eyes of the public, whether in their private or professional lives (McCrackens, 1989). Meanwhile, a celebrity endorser is someone who has gained fame due to their achievements or accomplishments and uses their fame to become a symbol in advertisement. Celebrity Endorsers have the influence to enhance the value of a product. This is because consumers are more easily influenced by messages from someone they trust (Royan, 2005). Therefore, to enhance the positive image of a brand, a company must utilize the services of a celebrity endorser who is trusted and idolized by the target audience.

The Role Of Celebrity Endorser

According to Schiffman and Kanuk (2006), companies can use celebrity endorsers in the following roles:

1. Testimonials, where celebrities who personally use the product can provide testimonials regarding the quality and superiority of the advertised product or brand.
2. Endorsement or support, where the celebrity provides support for the advertised product or brand.
3. Actor or performer, where the celebrity is asked to promote the product or brand in the role they are currently portraying.
4. Spokesperson or representative, where the celebrity represents or is associated with the product, brand, or company in question for a specific period of time that has been established.

The Effectiveness of Celebrity Endorsers Using the TEARS Model

The TEARS model is an indicator for measuring the effectiveness of celebrity endorsers. TEARS consists of Trustworthiness, Expertise, Attractiveness, Respect, and Similarity (Valendia et al, 2022). The following are the five components of TEARS according to Shimp (2010):

1. Trustworthiness

A celebrity endorser must have integrity when providing information related to a brand's products or services. This ensures that all messages conveyed are trustworthy to the audience. Additionally, a celebrity endorser must be a reliable individual to promote a brand's products or services. This is necessary so that a company can rely on celebrity endorsers to convey messages to the audience and the audience can trust them.

2. Expertise

A celebrity endorser must have in-depth knowledge about the products or services of the brand they represent. Additionally, expertise and skills are needed to convince consumers to use the products or services offered by a brand.

3. Attractiveness

A celebrity endorser must have appeal that can be seen as a positive value by the public. Appeal can be seen from the physical characteristics of a celebrity endorser, such as a handsome face, beautiful face, ideal body, attractive clothing, and so on.

4. Respect

This component encompasses how a celebrity endorser is liked, admired, and respected by the target audience. These aspects are obtained by a celebrity endorser through the achievements they have attained.

5. Similarity

Similarity refers to the resemblance or connection between the celebrity endorser and the audience.

Game

Game is a form of entertainment with specific rules to determine the winner and loser. Games are played with the aim of providing a refreshing experience. According to Junus (2021), a game consists of several elements that can be packaged to enhance the experience of each game. These elements include features, gameplay, interface, rules, and level design.

Features are the elements that give a game its form and make it accessible to players. Gameplay is the collection of features that determine how a game functions. Interface refers to the visual presentation of a game. Rules are the guidelines established for playing a game. Level design pertains to the difficulty levels that players encounter as the story progresses.

METHODOLOGY

This study is a descriptive research with quantitative approach. The research method used in this study was an online descriptive survey. According to Sugiyono (2013), a survey is a research technique that uses questionnaires as the main tool for collecting data. The population in this study is the members of Honor Of Kings Indonesia Discord server. As of March 25, 2025, the Honor Of Kings Indonesia Discord server has 43,392 members. The sample quantity will be 100 people from the total number of HOK game players in Indonesia, which is 43,392 accounts as of March 25, 2025.

This study uses non-probability sampling techniques and the sampling of respondents uses purposive sampling. Non-probability sampling techniques are applied in this study because elements in the population have different chances of being selected as research samples. Purposive sampling is the selection of samples based on certain considerations (Sugiono, 2013). The researcher used purposive sampling because this study required certain

criteria to be met by the sample in order to become research respondents. The author will filter respondents using filtering questions. Filtering questions are used to ensure that respondents who complete the questionnaire are still students, live in Indonesia, actively play HOK games, and have watched the Honor Of Kings advertisement starring Hansen Vendi Agus.

The author use Google Form to find the necessary data. Google Form allows author to collect data through online surveys in the form of statements. The questionnaire will be distributed through the social media platform Discord on the Honor Of Kings Indonesia server.

RESULTS AND DISCUSSION

The Effectiveness Of Hansen Vendi Agus As Celebrity Endorser Of Honor Of Kings Game On Honor Of Kings Player In Indonesia

The calculation of the mean interval of respondents' answers to measure effectiveness will be categorized as follows:

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

1.00-3.00 = Ineffective

3.01-5.00 = Effective

Table 1.1 The Effectiveness Of Hansen Vendi Agus As Celebrity Endorser Of Honor Of Kings Game On Honor Of Kings Player In Indonesia

Indicator	Total Mean	Category
Trustworthiness	4.32	Effective
Expertise	4.25	
Attractiveness	4.35	
Respect	4.2	
Similarity	4.19	

Source : Author's own work (2025)

The total mean score of trustworthiness indicator is 4.32. This total mean score of trustworthiness indicates that most of the audience sees Hansen as a figure with integrity, reliability, and trustworthiness as a celebrity endorser for HOK. This demonstrates Hansen's

quality as a celebrity endorser who can enhance the value of a product, in this context the HOK game, as well as the free Shifu voice pack, limited skins, and other attractive prizes in HOK. In line with Royan's (2005) statement that celebrity endorsers have the influence to enhance a product's value because audiences are more easily influenced by someone they trust. Ohenian's (1990) study titled "Endorser Credibility Model" also emphasizes that honesty and integrity are key to building the influence of marketing communication.

The total mean score obtained from the expertise indicator is 4.25. Based on the interval calculation, the expertise indicator falls into the effective category. The statement that received the highest score from the expertise indicator was the statement discussing Hansen's skill in persuading the audience to play HOK and use the free Shifu voice pack, limited snake year skin, and other prizes in HOK. Meanwhile, the statement about Hansen's adequate knowledge of the game Honor Of Kings received the lowest score in the expertise indicator. This statement still received a score that was considered effective.

Although it was considered effective, this lower mean score was due to 18 respondents who gave neutral responses to this statement. This is due to the limited information provided by Hansen in the HOK advertisement video. Hansen only uttered a few words at the end of the video to convey information about the HOK game. This limitation made it difficult for respondents to assess whether Hansen's knowledge was adequate or not. Overall, Hansen has sufficient knowledge about the product and possesses the skill to convince respondents to use the product.

Although Hansen did not come from a gaming background, the audience still considered him to be an effective persuader. This supports Kamins' (1990) statement in the Match-Up Hypothesis that although the suitability of the endorser's background is important, persuasiveness can still be effective if the message is well constructed and related to aspects that are relevant to the audience.

The total mean score obtained from the attractiveness indicator is 4.35. Based on the interval calculation, the attractiveness indicator falls into the effective category. The statement that received the highest mean score in the attractiveness indicator was the statement about Hansen's engaging speaking style. This statement not only received the highest mean score in the attractiveness indicator, but also the highest score compared to other statements in all indicators. Hansen's speaking style in the commercial was the most frequently mentioned aspect in the comments section, so it is not surprising that the mean score for this statement received the highest score. Meanwhile, the statement from the attractiveness indicator that received the lowest mean score was the statement containing respondents' assessments of Hansen's face. An attractive face for men is not always associated with handsomeness. Some comments from the audience mentioned Hansen's cute face. However, some comments regarding the aesthetics of Hansen's face were not entirely positive. Hansen himself is often considered to resemble a Korean actor named Rain. Some people think that Hansen has a handsome face because he resembles Rain. There are also comments suggesting that Hansen's face is a "cheap copy" of Rain.

However, the attractiveness indicator received the highest mean score compared to other indicators. This score confirms the concepts of Shimp (2010) and Ohanian (1990), which state that the physical attractiveness and communication style of celebrity endorsers play an important role in attracting the audience's attention and increasing the effectiveness of advertisements.

The total mean score obtained from the respect indicator is 4.2. Based on the interval calculation, the respect indicator falls into the effective category. The statement in the respect indicator that received the highest mean score was the statement regarding Hansen's good personal qualities. Personal qualities are an important aspect for a celebrity endorser to be respected. In the HOK commercial, Hansen does appear as a character who is friendly to others and helpful. However, in reality, Hansen has been involved in controversy, namely when he was accused of being a fraud. Hansen made a video clarification regarding this case, which was uploaded to his TikTok account. Hansen explained that it was true that in 2019, he was an employee of BPF and worked in marketing. He was invited by a school friend to work at BPF. Hansen's school friend offered Hansen's mother and sister to become customers of BPF. The school friend told Hansen's mother and sister that if they became BPF customers and Hansen worked at BPF, Hansen would receive a commission of around 5 million rupiah per month. Hansen's mother and sister eventually urged Hansen to work at BPF.

While working at BPF, Hansen always tried his best and followed his manager's instructions. All decisions regarding closings were made solely by the manager. Hansen quit his job in 2021 because he felt the job was too risky for him. It turned out that Hansen's mother and sister also suffered losses of around 260 million rupiah during this case. This case had also been brought to court, and Hansen presented evidence in a video that resulted in a decision finding BPF not at fault. Hansen himself had also gone through the legal process and was willing to assist if needed. At the end of the video, Hansen apologized to those who were harmed and hoped that through this case, he could become a better person. Even though Hansen had been involved in a fraud case, the audience continued to show their support for him. Hansen's clarification video also showed that he took responsibility for his actions before the law and towards those he had harmed. Despite being involved in a fraud case, the audience continues to support Hansen. Hansen's clarification video also demonstrates his sense of responsibility toward the law and toward those who were harmed by his actions.

Statement about Hansen is respected for his achievements, receiving a lower mean score than other statements on the respect indicator. This is because Hansen does not have any significant achievements on record. The mean score is still considered effective because Hansen's content successfully entertains and is well-received by the audience in his guitar-playing content.

Based on the TEARS theory, respect arises when the audience appreciates the achievements and personality of the celebrity endorser. This value shows that even though Hansen has a background that is not related to the product, namely games, his reputation as a successful content creator brings a positive influence on advertising.

The total mean score obtained from the similarity indicator is 4.19. The similarity indicator has the lowest mean score compared to other indicators. Statement about Hansen Vendi Agus, who represents the younger generation in the advertisement, received the highest mean score on the similarity indicator. This is because the humor in the HOK advertisement video is the kind of humor that is currently popular among young people at the time the advertisement was released.

Conversely, even though the humor used was that of the younger generation, the statement in similarity indicator about Hansen's age range did not differ much from the audience, which actually received the lowest mean score. Hansen often parodies parents' conversations through one of his characters named "Aliong." Meanwhile, in the commercial, Hansen plays the character "Shifu," who wears traditional Chinese clothing. Hansen wore traditional Chinese clothing and interacted with several people who were not young. This may have influenced the respondents' perception of Hansen's appearance, which did not seem to match the age range of the respondents. However, the mean value remained above 3, which means that Hansen still appeared to be close to the age of the respondents.

Although the similarity indicator has the lowest score, it remains in the effective category. This supports the idea that similarity between endorsers and audiences can increase the persuasive effect (Shimp, 2010; Ohanian, 1990). However, the lower mean score compared to other indicators indicates a lack of "match-up" because the audience may not feel very close to Hansen in terms of character or experience.

Based on the table 1.1, Hansen Vendi Agus as a celebrity endorser of the Honor Of Kings game for Honor Of Kings players in Indonesia has proven to be effective. The results of the study show the mean value of each TEARS indicator. The indicator with the highest mean value was found in attractiveness with a value of 4.35. The highest mean value in the attractiveness indicator shows that the audience is interested in Hansen's appearance. The attractiveness indicator in this study consists of three statements. The most appealing statement from the audience's perspective is Hansen's speaking style. This means that respondents feel that Hansen has an appealing speaking style in the Honor Of Kings advertisement featuring Hansen Vendi Agus.

Meanwhile, the lowest mean score in the TEARS indicator is similarity. The mean value for similarity is 4.19, which is still considered effective. However, there is one statement from the similarity indicator that is relatively low compared to the statements of the entire indicator. This statement relates to Hansen's age, which is not significantly different from the respondents'. This statement received a mean value of 3.93, indicating that the audience feels Hansen does not fully represent the age similarity of HOK players.

CONCLUSION

This study examines the effectiveness of Hansen Vendi Agus as a celebrity endorser for the game Honor Of Kings among Honor Of Kings players in Indonesia using the TEARS

indicator. Through this study, Hansen Vendi Agus has been proven to be effective in fulfilling his role as a celebrity endorser for the game Honor Of Kings in Indonesia. The trustworthiness indicator received a mean score of 4.32, indicating that Hansen Vendi Agus is sufficiently trustworthy, reliable, and credible in promoting HOK. The expertise indicator received a mean score of 4.25, indicating that Hansen is a celebrity endorser with knowledge about Honor Of Kings and the skills to convey information about Honor Of Kings.

The attractiveness indicator received a mean score of 4.35, indicating that Hansen is a celebrity endorser with appeal that can be leveraged as a positive value by the public. The respect indicator received a mean score of 4.2, indicating that Hansen is a celebrity endorser respected by Honor Of Kings players in Indonesia. The similarity indicator received a mean score of 4.19, indicating that Hansen is a celebrity endorser who shares similarities with Honor Of Kings players in Indonesia. The highest mean value is in the attractiveness indicator, and the indicator with the lowest mean value is similarity. This indicates that Hansen has high appeal in the eyes of Honor Of Kings players, while Hansen is not fully considered similar to Honor Of Kings players, although the mean value falls within the effective category.

The results of this study are expected to serve as a reference for future research investigating the effectiveness of celebrity endorsers promoting gaming products. Furthermore, this study focuses on the effectiveness of celebrity endorsers with a background in comedy content creation. This research contributes to the field of communication studies regarding the effectiveness of celebrity endorsers. Additionally, this study examines the effectiveness of comedy content creators as celebrity endorsers for gaming products. Additionally, this study can provide insights into what kind of celebrity endorser is suitable for promoting a video game. It can also enhance knowledge about which aspects of a celebrity endorser are effective in increasing the appeal of a game. Another suggestion for future research is to expand the respondent's identity and conduct a more comprehensive analysis of the crosstab.

The results of this research also expected so the developers of Honor Of Kings can choose a more effective celebrity endorser, especially in terms of improving the similarity indicator. Although Hansen is still considered effective, his similarity score is relatively low compared to other indicators. Therefore, Honor Of Kings can select celebrity endorsers who share a similar age with the target audience. For Hansen Vendi Agus himself, the recommendation is to strengthen his image as a celebrity endorser for Honor Of Kings who shares similarities with the audience. Continue to maintain the speaking style that is the highest point of attractiveness in the eyes of the audience.

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