

# Effectiveness of Using Lamine Yamal as Oppo's Brand Ambassador in Indonesian Society

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## ABSTRACT

The gadget industry in Indonesia is experiencing rapid growth. In today's era, humans live side by side with technology and gadgets. According to data from Wearesocial (2024), there are 353.3 million active cellphones in Indonesia, which exceeds the total population of 278.7 million with a total smartphone ownership of 99.3%. In the tight competition between brands, various brands use brand ambassadors to become brand communicators. Lamine Yamal was chosen as Oppo's brand ambassador.

This study aims to assess the effectiveness of Lamine Yamal as Oppo's brand ambassador for the Indonesian people. This study uses a descriptive quantitative method. The study was distributed through questionnaires distributed to 100 respondents who met the criteria, including the Indonesian people, aged 16-30 years, and knew Lamine Yamal. The measurement of brand ambassador effectiveness was carried out using the VisCAP model (visibility, credibility, attraction, and power). The results of the study showed that Lamine Yamal was effective as Oppo's brand ambassador. The indicator that got the highest score was the visibility indicator with a mean value of 4.16.

**Keywords:** *Effectiveness, Brand Ambassador, Oppo, Lamine Yamal, VisCAP*

## INTRODUCTION

Communication plays a vital role in human life and social interactions. It serves as a process where ideas are transferred from a sender to a receiver with the aim of influencing behavior (Rogers, 1983). Mortensen (2020) defines communication as the process of message delivery and reception between individuals or groups using commonly understood symbols. The ultimate goal of communication is to foster mutual understanding and achieve a specific objective. This process often triggers a response, consistent with the Stimulus-Organism-Response (SOR) theory, which asserts that specific stimuli cause predictable responses based on message quality and its alignment with the audience (Effendy, 2003; Yasir, 2009).

This theoretical foundation is essential for understanding marketing communication, where brands act as the stimulus, audiences are the organism, and the resulting perceptions

and behaviors form the response. In this dynamic, the ability of a message, especially one carried by a human figure like a brand ambassador, to resonate with the target audience is critical for driving brand engagement and product adoption.

Marketing Public Relations (MPR) functions as a strategic effort to raise awareness, build brand image, and establish meaningful relationships with the public through communication (Kotler & Keller, 2016). Harris, in Ruslan (2016), expands on this by emphasizing that MPR is a planned process of influencing consumer decisions and satisfaction through strategic communication tailored to consumer needs. The aim of MPR extends beyond sales, prioritizing education, brand understanding, and image development. MPR acts as a bridge between the brand and the public, especially when delivering brand messages. Marketing communication itself is a broader approach that integrates tools such as advertising, public relations, sales promotions, direct and personal selling, digital media, sponsorships, and event marketing (Kotler & Keller, 2009).

In today's technology-driven era, gadgets especially smartphones have become essential tools. According to WeAreSocial (2024), Indonesia has over 353.3 million active mobile phones, exceeding its population of 278.7 million, with smartphone ownership at 99.3%. This growth up 0.7% or 2.5 million units from the previous year is fueled by expanded internet access and increasingly affordable device pricing (Aberth, 2024). Moreover, Indonesia holds the world's highest average screen time, with users spending an average of 6.05 hours per day on their devices (Zulfikar, 2024).

This high digital engagement suggests that marketing strategies must evolve to cater to audiences who are not only well-informed but also highly active across digital channels. Consumers in this context are more responsive to visually driven content, real-time communication, and authentic representation especially through figures they admire or relate to. In such a dynamic environment, the alignment between brand values and public perception becomes a cornerstone of competitive marketing advantage.

Competition within Indonesia's gadget industry is intense, with over 40 local and international brands vying for consumer attention (Stekom, n.d). The International Data Corporation (IDC) reported that Oppo, Vivo, Xiaomi, and Realme (all Chinese brands) held 69.5% of the national smartphone market as of Q3 2023 (Kure & Muslim, 2023). This dominance is largely attributed to competitive pricing and feature-rich offerings (Laksono, 2024). Among these, Oppo has emerged as a key player.

Founded in 2004 under BBK Electronics, Oppo operates in Indonesia through PT. Bright Mobile Telecommunication (BMT) entered the market in 2013. Its slogan "Inspiration Ahead" reflects the brand's forward-thinking ethos rooted in the principle of "Benfen," which encourages doing the right thing with an open mind. Oppo has secured multiple international awards and has long-standing partnerships with major sporting events such as the UEFA Champions League, Wimbledon, and Roland Garros. It also serves as a sponsor of the Indonesian national football team. Previously, Oppo appointed retired footballer Ricardo

Kaka as its global brand ambassador. This sporting affiliation underscores Oppo's strategy to attract sports enthusiasts and, more broadly, young audiences (Oppo, 2025).

In 2024, Oppo introduced new AI-driven innovations and explicitly targeted the youth demographic, recognizing their increased access to information and greater purchasing power (Femme, 2023). Oppo's brand narrative positions its smartphones not merely as technological tools, but as extensions of personality and lifestyle (Karthikeyan & Bajj, 2023). The integration of AI further personalised user experiences and reflects a shift toward more intelligent, user-centric products.

Despite leading Indonesia's smartphone market in 2021 with 8.5 million shipments (20.8% market share), Oppo's market presence has since declined (Annur, 2022). As of Q2 2024, Oppo was the second-largest smartphone brand in Indonesia, with shipments of 17.9 million units just behind Xiaomi (18.1 million) and slightly ahead of Vivo (17.7 million) (Muhammad, 2025). The close competition presents both challenges and opportunities for Oppo to reclaim leadership through innovation and refined marketing.

Oppo's communication strategy integrates digital and conventional media. The brand actively engages audiences through platforms like Instagram, TikTok, YouTube, Facebook, and X, where it maintains a stylish, aspirational image. Simultaneously, Oppo participates in sponsorships and event-based marketing to increase visibility and emotional connection with its audience. These platforms also allow Oppo to gather real-time feedback, monitor audience sentiment, and fine-tune campaigns in a more agile and responsive manner. Oppo's growing investment in community-driven campaigns and user-generated content also plays a role in solidifying its presence among digital natives.

One of Oppo's unique marketing strategies is its choice of brand ambassador. A brand ambassador serves as a brand spokesperson whose image aligns with the values of the brand (Kotler & Keller, 2016). According to Anggraeni (2020), brand ambassadors play a crucial role in influencing consumer perceptions and encouraging product adoption. Oppo employs the VisCAP model (Rossiter & Percy, 2018) to evaluate ambassador effectiveness based on visibility, credibility, attractiveness, and power.

While most tech brands employ celebrities, actors, and musicians as ambassadors, Oppo has taken a distinctive route by partnering with professional footballer Lamine Yamal. Selected in January 2025, Yamal, a 17-year-old Spanish prodigy and Adidas signature athlete became the youngest ambassador ever appointed by Oppo. The campaign, titled "Make Your Moment," emphasizes Yamal's discipline, authenticity, and youth appeal as values that align with Oppo's vision.

Simultaneously, Oppo launched its flagship smartphones the Reno 13 Series and Find X8 Pro featuring advanced photography tools and AI capabilities, including a photo feature with Yamal. The sleek, durable design of these devices targets young audiences, especially those aged 16–30, consistent with Indonesia's legal definition of youth (MKRI, 2014). These products are not only technologically advanced but are also marketed as lifestyle accessories that reflect the aesthetic and functional desires of their users.

Oppo's decision to choose an athlete rather than a typical celebrity stands out in the Indonesian market. Competitors like Xiaomi use multiple ambassadors such as Rich Brian, Angga Yunanda, and Shenina Cinnamon, all actors or musicians in the 24–26 age range. By contrast, Oppo's use of a globally trending athlete targets football's massive fanbase, estimated at 3.5 billion worldwide (Sheptiany, 2023). Football's popularity in Indonesia, second only to badminton (Kumparan, 2023), makes Yamal a strategic choice. Furthermore, Alvara Research Center notes that Indonesian football fans are generally between the ages of 20 and 35 aligning well with Oppo's youth-centric approach (Pratiwi et al., 2021).

Yamal's appointment not only gives Oppo access to a broader and younger audience but also introduces a fresh narrative in brand representation. Unlike Kaka, who had a mature, legacy-driven appeal, Yamal represents aspiration, novelty, and a digital-native identity. Despite these strengths, Oppo's execution in maximizing Yamal's visibility appears limited. As of April 2025, only five posts on @oppoindonesia's Instagram featured Yamal, suggesting an underutilization of the ambassador in local campaigns. This disconnect may hinder the full potential of the partnership and reduce message resonance among Indonesian youth. If fully leveraged, however, Yamal could serve as a unifying symbol of tech-savviness, youth empowerment, and global relevance.

The researcher's interest in examining the effectiveness of Lamine Yamal as a brand ambassador stems from this unique positioning. Unlike other ambassadors in the gadget sector, Yamal is the youngest athlete to serve as an ambassador for a tech brand. This study aims to measure the effectiveness of his role using the VisCAP model.

Previous studies offer comparative context. Kalla (2024) analyzed the effectiveness of Tzuyu as Pond's ambassador using source credibility indicators, finding attractiveness the highest-rated factor. Irzani et al. (2022) assessed NCT Dream's influence on consumer trust in the brand Somethinc, confirming strong ambassador effectiveness. Wijoyo et al. (2025) used a qualitative approach to examine Lifebuoy's ambassador impact, revealing that trustworthiness and product quality were more influential than mere ambassador presence.

In contrast, this study focuses solely on measuring ambassador effectiveness using the VisCAP model through a quantitative lens. It involves respondents aged 16–30 who are familiar with Yamal, allowing for targeted analysis of ambassador impact based on visibility, credibility, attraction, and power. The findings will provide valuable insights for future brand ambassador strategies, particularly in Indonesia's competitive tech market, and contribute to academic understanding of marketing communication effectiveness in the digital age.

## LITERATURE REVIEW

### *S-O-R (Stimulus, Organism, Response)*

This study is grounded in the Stimulus-Organism-Response (S-O-R) theory, which simplifies communication into three components: stimulus (message), organism (audience), and response (reaction) (Effendy, 2003). In this model, mass media is seen as a powerful influence, with the organism responding based on the relevance and strength of the stimulus.

If the stimulus is accepted, it may lead to behavioral or attitudinal change signifying effective communication.

In this research, Oppo's use of Lamine Yamal in the "Make Your Moment" campaign serves as the stimulus. The organism is the Indonesian society aged 16–30 who are familiar with both Oppo and Yamal. The response is the perceived effectiveness of Yamal as a brand ambassador, measured using the VisCAP model (visibility, credibility, attractiveness, and power).

The S-O-R model supports this study by explaining how a well-aligned message can influence audience perception and engagement. Paired with VisCAP, it provides a comprehensive framework for evaluating the impact of brand ambassadors in digital marketing.

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

Marketing Public Relations (MPR) is the strategic process of planning, executing, and evaluating programs that build consumer trust and satisfaction through credible communication aligning brand identity with consumer needs (Kriyantono, 2008). According to Kotler (1998), MPR aims to build awareness, establish credibility, support sales, and reduce promotional costs focusing more on informing and educating the public than on direct sales.

Blakeman (2018) identifies three key roles of MPR:

1. Reinforcement: Promotes two-way communication between brands and audiences
2. Defense: Manages brand image proactively and responds to negative publicity
3. Rebuilding: Restores public trust through transparent communication

MPR enhances customer interest and brand loyalty using persuasive techniques (Kitchen, 2005). Wasesa (2011) outlines six MPR functions, including consumer education, brand launches, event building, public service, media support, and transparency through public engagement. Overall, public relations serves to maintain positive, mutually beneficial relationships through strategic communication and feedback (Ayuba et al., 2024; Luhukay, 2018).

### ***Marketing Communication***

Marketing communication is an interdisciplinary approach combining communication and marketing to influence consumer behavior and build brand relationships. Communication involves delivering messages to create impact (McQuail, 2010), while marketing focuses on satisfying consumer needs for profit (Kotler, 2004). Thus, marketing communication is the strategic process by which companies inform, persuade, and connect with their target audiences.

According to Shimp (2010), marketing communication coordinates various messages to shape brand image, boost awareness, and drive engagement not just sales. Its key objectives include:

1. Stimulating product interest over competitors
2. Building brand awareness
3. Encouraging positive attitudes and purchase intent
4. Facilitating purchase decisions by addressing product concerns creatively.

In essence, marketing communication blends informative and persuasive tactics to shape perceptions, strengthen emotional ties, and foster consumer loyalty.

### ***Brand Ambassador***

A brand ambassador is a figure who serves as a representative or spokesperson for a brand or product. According to Lea-Greenwood (2021), a brand ambassador is someone employed by a company or business to communicate with audiences and demonstrate how a celebrity or public figure can enhance consumer interest. Firmansyah (2019) defines a brand ambassador as an individual who is attracted to a brand and has the ability to captivate audiences, ultimately influencing them to choose or purchase a product.

The selection of a brand ambassador is not done arbitrarily. Companies carefully consider their choices, as brand ambassadors are used strategically to influence or persuade audiences, often by leveraging the ambassador's public image and popularity (Royan, 2004). Keller (2021) outlines several guidelines for selecting public figures to serve as brand ambassadors to ensure the brand message is effectively delivered and reaches the intended target audience:

1. Choose a well-known public figure with a positive image that aligns with the brand values to ensure relevance and credibility.
2. Ensure logical compatibility between the public figure and the company to minimize the risk of miscommunication or message distortion.
3. Develop advertisements and communication programs that creatively utilize the public figure in a way that resonates with the product's identity and appeal.
4. Conduct marketing research to identify the most effective candidates and evaluate the overall success of the brand ambassador program.

Overall, a brand ambassador plays a crucial role in shaping consumer perception, increasing brand visibility, and enhancing consumer trust. Their influence can extend across multiple communication channels, especially in the age of digital media, where personal branding and relatability are key factors in engaging target audiences.

### ***Social Media***

One key development of New Media is the emergence of social networking platforms, which define the interactive landscape of social media. Unlike traditional one-way communication, social media powered by advances in Information and Communication Technology (ICT) facilitates two-way interactions between users and content providers, as well as among users themselves (Kotler & Keller, 2016).

Social media are online platforms where users can share text, images, videos, and audio content, making them powerful tools for communication, promotion, and information dissemination. They possess several defining characteristics (Tamburaka, 2013):

1. Network: Social media form digitally mediated social structures through user connections.
2. Information: Users generate and consume content that shapes identity and interaction.
3. Archive: Uploaded content can be permanently stored and accessed.
4. Interactivity: Real-time user interaction blurs online and offline experiences.
5. Simulation of Society: Social media simulate real-life interactions, allowing identity manipulation and curated realities.
6. User-Generated Content (UGC): Content is created by users, empowering participation and redefining media influence.

In essence, social media transforms users from passive audiences into active participants. Its networked and user-driven nature makes it a critical channel for modern marketing communication enabling mass personalization, community engagement, and peer influence that are vital for brand strategy in the digital era.

### ***Brand Ambassadors Effectiveness VisCAP Model***

A brand ambassador is an individual considered capable of introducing a product to potential audiences in a way that influences their purchasing decisions. According to Lea-Greenwood (2012), a brand ambassador is a tool used by companies to communicate and connect with the public, ultimately aimed at boosting sales performance. To determine how effective a brand ambassador is, an appropriate evaluation tool is needed. One such measurement model is VisCAP, which consists of four key dimensions: Visibility, Credibility, Attraction, and Power (Rossiter & Percy, 1997).

The VisCAP model evaluates a brand ambassador's quality and effectiveness based on these four characteristics within communication strategies:

1. Visibility  
This refers to the popularity and recognizability of the brand ambassador. It includes how well-known they are (popularity) and how frequently they appear in media (appearance). High visibility can have a stronger impact on consumer perception and brand awareness.
2. Credibility  
Credibility relates to the ambassador's perceived expertise, trustworthiness, and objectivity. A credible figure is someone the audience considers knowledgeable and sincere, which strengthens the audience's confidence in the brand.
3. Attraction  
This characteristic involves the physical appeal or the personal values that the public figure represents. Attraction is divided into two subdimensions:
  - Likeability, referring to how much the audience likes the ambassador.

- Similarity, which reflects how much the audience relates or sees themselves in the ambassador.

#### 4. Power

Power indicates the ambassador's influence in encouraging consumer behavior, especially purchasing decisions. It requires alignment between the public figure and the brand's target audience to ensure the message resonates effectively.

The VisCAP model is a strategic tool for selecting and evaluating the effectiveness of a brand ambassador. An ambassador is considered effective if they significantly contribute to achieving the brand's communication and marketing goals. In this study, the researcher applies the VisCAP framework to measure the effectiveness of Lamine Yamal as Oppo's brand ambassador.

## METHODOLOGY

This study employs a descriptive research method with a quantitative approach. Descriptive research is a method used to provide a detailed description or overview of the object being studied by analyzing collected samples or data. Meanwhile, a quantitative approach involves the use of numerical data and statistical tools to measure variables and draw conclusions (Sugiyono, 2018). This study aims to assess the effectiveness of Lamine Yamal as Oppo's brand ambassador among the Indonesian society

The research method used in this study is the survey method, utilizing a questionnaire as the primary tool for data collection. The questionnaire was distributed via a Google Form link, allowing the researcher to gather the necessary data efficiently. Questionnaires can be administered directly or sent via mail or email (Sugiyono, 2018). Questionnaire will be directed to the Indonesian society who meets the criteria. This instrument was used to gather comprehensive information from respondents regarding their opinions about Lamine Yamal as Oppo's brand ambassador.

The subjects of this research are Indonesian people aged between 16-30 that recognize Lamine Yamal. While the object of this study is the effectiveness of using Lamine Yamal as Oppo's brand ambassador. The population in this study consists of Indonesian citizens aged 16 to 30 years, totaling approximately 65.82 million people (based on the latest data from 2022). This age range was selected by the researcher to align with Oppo's primary target market, which focuses on the youth demographic.

This study employs a non-probability sampling technique using purposive sampling. Non-probability sampling refers to a sampling method in which not all members of the population have an equal chance of being selected as part of the sample. Purposive sampling, in particular, involves selecting respondents based on specific characteristics or information relevant to the research (Bungin, 2011). The criteria for sample selection in this study are as follows:

- Respondents must be Indonesian residents
- Respondents must aged between 16 and 30 years old

- Respondents must recognize Lamine Yamal.

To determine the number of respondents to be used in this study, the researcher applied Slovin's formula. According to Hermawan (2019), the closer the sample size is to the total population, the smaller the margin of error in generalization. The formula used is as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{65.820.000}{1 + 65.820.000(0,01)^2}$$

$$n = 99,99 \approx 100$$

Where :

n = Sample size

N = Population

E = Margin of error (10%)

Based on the calculation above, the sample used in this study is 100 respondents, selected according to the previously mentioned criteria.

This study used a web-based online survey with a structured questionnaire as the primary data collection tool (Andrews, 2003). The questionnaire was created using Google Forms and distributed through digital platforms such as Instagram, WhatsApp, and Telegram. Respondents were first screened to ensure they met the research criteria (Indonesians aged 16–30 who are familiar with Lamine Yamal and Oppo). The questionnaire consisted of demographic questions and items designed to measure the effectiveness of Lamine Yamal as Oppo's brand ambassador, based on the VisCAP model (Visibility, Credibility, Attraction, and Power). Responses were measured using a Likert scale, which is effective for assessing attitudes, perceptions, and opinions (Sugiyono, 2018; Bungin, 2006).

The data collection technique employed in this study is the online distribution of a questionnaire. A questionnaire is a data collection technique in which a set of written questions or statements is given to respondents to be answered (Sugiyono, 2014). The purpose of the questionnaire is to obtain complete and accurate information from the respondents regarding their perceptions of Sophia Latjuba as the brand ambassador for Hotto, without concern for dishonest or inaccurate answers during the response process.

## RESULTS AND DISCUSSION

### *Validity Test*

Table 1 Validity Test

Indicator	Sub Indicator	r table value	r calculated value	Notes
Visibility	1	0,361	0,539	<b>Valid</b>
	2	0,361	0,535	<b>Valid</b>

Indicator	Sub Indicator	r table value	r calculated value	Notes
Credibility	1	0,361	0,608	<b>Valid</b>
	2	0,361	0,614	<b>Valid</b>
Attraction	1	0,361	0,526	<b>Valid</b>
	2	0,361	0,560	<b>Valid</b>
Power	1	0,361	0,669	<b>Valid</b>
	2	0,361	0,839	<b>Valid</b>

Source : Researcher's Processing. (2025).

A validity test is used to assess whether the questionnaire accurately measures what it is intended to measure. According to Ghozali (2009), an instrument is considered valid if the questions can effectively capture the variables being studied. Before distributing the final survey, the researcher conducted a pre-test with 30 respondents to evaluate the validity of each item. With 8 statements in the questionnaire, the critical r-value (r-table) was set at 0.361. This step ensured that all items aligned with the intended variables. Based on the table above, all statements have calculated r values greater than the r table value, indicating that all items in the study on Lamine Yamal as Oppo's brand ambassador are valid.

### ***Reliability Test***

Table 2 Reliability Test

Statement Item	Cronbach Alpha	Notes
Lamine Yamal	0,766	<b>Reliable</b>

Source : Researcher's Processing. (2025).

A reliability test is used to determine whether an instrument consistently produces the same results when used repeatedly to measure the same object. According to Ghozali (2009), reliability refers to the consistency of a questionnaire as an indicator of a variable or construct. In this study, reliability was tested using Cronbach's Alpha method. An instrument is considered reliable if the Cronbach's Alpha value is greater than 0.6; otherwise, it is deemed unreliable. Based on the table above, the Cronbach's Alpha value for all items related to Lamine Yamal as a brand ambassador exceeds 0.6, indicating that all statements in the questionnaire are reliable.

### *Data Analysis*

In this chapter, the researcher describes the respondents' responses to each questionnaire statement item, which consists of the four indicators of the VisCAP model: Visibility, Credibility, Attraction, and Power. The study involved 100 respondents who are Indonesian residents aged 18–34 years, and recognize Lamine Yamal.

This study also employed a 5-point Likert scale, where a score of 1 indicates the lowest level of agreement (Strongly Disagree), 2 indicates D (Disagree), 3 indicates N (Neutral), 4 indicates A (Agree) and a score of 5 indicates the highest level of agreement (Strongly Agree). The data obtained from the questionnaire are presented in tables and accompanied by descriptive explanations to facilitate the interpretation of research findings. All responses are described using mean calculations and categorized based on class intervals, which are calculated using the following formula:

$$I = \frac{m-n}{b}$$

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

$$I = 2$$

Where :

I : Interval

m : Maximum value

n : Minimum value

b : Number of classes

With a class interval of 2, the criteria for the average respondent answers are organized and presented in the following table :

Table 3 Response Category Interval

Interval	Response Category
$1 \leq x \leq 3$	Ineffective
$3,01 \leq x \leq 5$	Effective

Source : Researcher's Processing. (2025).

### *Analysis & Interpretation*

#### *Visibility*

Table 4 Frequency Distribution of the Visibility Indicator

Indicator	Statements	SD	D	N	A	SA	Mean	Total Mean
Visibility	Lamine Yamal is one of the most	2	3	7	44	44	4,25	4,16

Indicator	Statements	SD	D	N	A	SA	Mean	Total Mean
	entertaining young football talents (wonderkid) and has received numerous awards. ( <b>Popularity</b> )							
	Lamine Yamal is a figure with a positive and optimistic image, and he can be an inspiration for me in the future. ( <b>Appearance</b> )	3	3	13	45	36	4,08	

Source : Researcher’s Processing. (2025).

The first item, “*Lamine Yamal is one of the most entertaining young football talents (wonderkid) and has received numerous awards,*” received strong agreement: 44 respondents strongly agreed, 44 agreed, 7 were neutral, 3 disagreed, and 2 strongly disagreed. The mean score for this item was 4.25. The second statement, “*Lamine Yamal has a positive and optimistic image and can inspire me in the future,*” also gained high support: 36 respondents strongly agreed, 45 agreed, 13 were neutral, and 3 respondents each disagreed and strongly disagreed. The mean score for this item was 4.08. The overall average for the visibility indicator was 4.16.

According to Firmansyah (2019), a brand ambassador (BA) is a figure capable of influencing consumer choices and behavior. Brand ambassadors are typically selected based on their popularity and alignment with the brand's values (Samosir, 2016; Royan, 2004). Most BAs are public figures, actors, musicians, or athletes who are widely recognized and admired. Their function is not only to represent the brand but also to appear in various brand-related activities including advertisements, content creation, and public events.

Lamine Yamal's selection as Oppo’s brand ambassador reflects this strategy. He is widely regarded as one of the best young football talents. In 2024, he won the Kopa Trophy (Golden Boy award) at the Ballon d’Or and became the youngest recipient in history at 17 years and 107 days (Salusi, 2024). Prior to this, he played a key role in Spain’s EURO 2024 victory, where he was awarded Best Young Player. In 2025, he helped FC Barcelona win La Liga and the Spanish Super Cup (Kris, 2025). These achievements have elevated his visibility, especially among young audiences and football fans worldwide.

Public perception further validates his status. Former footballer Agbonlahor praised Yamal, stating that he “made football feel alive again” (Strange, 2025). According to Sacnilk (2025), Yamal is the second most-followed under-21 footballer on Instagram, with 33 million followers, trailing only Jude Bellingham. He was also the third most searched athlete globally and the most searched footballer on Google in 2024 (Google Trends, 2024; Beinsports, 2024). This level of visibility confirms his effectiveness in raising public awareness for brands like Oppo.

From a Marketing Public Relations (MPR) perspective, visibility and credibility are crucial elements in building emotional connections and brand reputation (Jefkins, 2004). Oppo introduced Lamine Yamal as its brand ambassador during the launch of the Oppo Reno 13 Series across various digital platforms and events. His immense popularity has positively impacted public awareness of Oppo’s brand presence.

The second item under the visibility indicator focuses on appearance, which reflects not only physical presence but also public behavior and personal values. According to Timpal (2022), visibility includes how well a celebrity’s image aligns with the product being promoted. Thomas L. Harris (1998) emphasizes that appearance also includes morality, behavior, and the ambassador’s overall public image.

Yamal’s online presence supports his image as both professional and inspirational. On his Instagram (@lamineyamal), he consistently posts about his football training and matches, while also highlighting his social contributions, such as a collaborative campaign with UNICEF. His TikTok account (@lamine.yamal), on the other hand, showcases a more playful, youthful side of his personality, often participating in viral trends with friends and family.

Moreover, Yamal’s life story resonates with youth audiences. He comes from a modest immigrant background, having experienced early family separation. Despite these challenges, he rose through Barcelona’s youth academy to become a first-team regular. His humility and maturity are widely recognized; for example, he used his first professional salary to buy a house for his grandmother and parents (Virantika, 2024). This level of integrity and family prioritization enhances his image as a relatable and aspirational public figure. Media outlets such as Kompas, IDX, and Okezone have shared his inspiring journey, portraying Yamal as a symbol of perseverance and grounded success. This strengthens his alignment with Oppo’s brand philosophy of “*Make Your Moment*,” aimed at connecting with young audience.

This indicates that Yamal has successfully fulfilled a key role as a brand ambassador serving as a figure whose image aligns with the values of the brand he represents. Through his inspirational persona and impactful moments, Oppo is able to strengthen its connection with audiences, particularly the younger generation, and build a brand image that is both positive and relevant. High visibility, in this context, becomes a crucial Marketing Public Relations (MPR) strategy to ensure brand ambassador effectiveness.

### **Credibility**

Table 5 Frequency Distribution of the Credibility Indicator

Indicator	Statements	SD	D	N	A	SA	Mean	Mean Total
Credibility	Lamine Yamal is a figure who possesses knowledge and	3	12	25	43	17	3,59	3,68

Indicator	Statements	SD	D	N	A	SA	Mean	Mean Total
	experience related to gadget products that combine art and technology to meet public needs. <b>(Expertise)</b>							
	Lamine Yamal is a trustworthy figure in delivering messages related to gadgets that prioritize users and quality service. <b>(Trustworthiness)</b>	3	9	15	53	20	3,78	

Source : Researcher’s Processing. (2025).

This section analyzes the effectiveness of Lamine Yamal based on the credibility indicator, which includes two components: expertise and trustworthiness, as outlined in the VisCAP model (Rossiter et al., 2018). Credibility assesses whether a brand ambassador is seen as knowledgeable and trustworthy in delivering brand messages.

The first statement “*Lamine Yamal is a figure who possesses knowledge and experience in gadget products that combine art and technology to meet public needs*” yielded a mean score of 3.59, with the majority of respondents agreeing or strongly agreeing, though some expressed neutrality or disagreement. This reflects a moderate perception of Yamal’s expertise in the tech domain. The second statement “*Lamine Yamal is a trustworthy figure in delivering messages about gadgets that prioritize users and quality service*” had a slightly higher mean of 3.78, indicating higher perceived trustworthiness. The total mean for the credibility indicator was 3.68, making it the lowest among all VisCAP indicators, though still within the "effective" range.

According to Gaofu et al. (2021), a brand ambassador's credibility and reputation have a direct and positive effect on consumer attitudes. While Lamine Yamal is not known as a technology expert, Oppo’s decision to appoint him was based on his alignment with the brand’s values and his ability to influence youth. Thomas L. Harris (1998) stated that credibility in marketing public relations is not solely about expertise but also belief trust in the ambassador can enhance brand credibility even beyond their field of expertise. This explains why respondents still viewed Yamal positively despite his primary identity as a football player.

Yamal’s reputation as a rising football star adds to his credibility. He is widely recognized for his achievements, such as winning the Kopa Trophy (Golden Boy) and performing exceptionally in EURO 2024 and La Liga. While his expertise in gadgets is limited, his authentic personality, humility, and positive image help build trust. On social media, for example, his collaboration with UNICEF received praise, showing his caring and

socially responsible side. Rana (2024) emphasizes that repeated positive impressions over time help build trust and credibility.

Additionally, Yamal's lifestyle as a digital-savvy youth enhances his relatability to Oppo's target market. His inclusion of gadgets such as an iPad and headphones in his "10 Essentials" list with GQ Sports (2024) supports the idea that he uses technology regularly, which adds some perceived relevance. According to Papasolomou et al. (2014), brand ambassador credibility can be shaped through strategic communication, not only by product knowledge. Kapitan & Silvera (2016) further argue that people trust ambassadors endorsed by others they follow, even if they aren't domain experts.

Oppo leverages this by featuring Yamal in campaigns that highlight key product features, such as the AI camera on the Reno 13 Series. This fulfills the marketing public relations (MPR) role of educating audiences and launching new products (Wasesa, 2011). Even if Yamal isn't a tech expert, his use of the product in promotional content gives the impression of familiarity and reinforces trust in the brand. According to Wood & Burkhalter (2014), the credibility of the message source influences consumer attitudes toward the information being conveyed.

Public comments on Oppo's promotional posts featuring Yamal demonstrate positive reception and excitement. This reflects what Radhi et al. (2021) describe as the impact of high credibility on consumer behavior greater trust leads to more favorable perceptions of product quality and value, encouraging positive consumer actions.

Moreover, Garrett (2020) suggests that credible ambassadors shape consumer behavior and ultimately benefit their brand partners. Yamal's credible presence online, especially through interactive platforms like Instagram and TikTok, supports Van Dijk's (2015) notion of social media as a collaborative space for building relationships. These platforms offer interactivity, cost efficiency, and wide reach (Moorhead et al., 2013), allowing ambassadors like Yamal to connect with younger audiences effectively.

Finally, the statement on trustworthiness received stronger agreement than the one on expertise. This aligns with Oppo's core values, such as a focus on users and delivering high-quality service, part of their "Benfen" philosophy. Yamal's involvement in Oppo content showcasing product features reflects both message consistency and brand alignment. Public feedback on these collaborations has been largely positive, suggesting Yamal's credibility,

Garrett (2020) states that "Brand ambassadors are able to establish their credibility online and to affect consumer behavior that in turn allows their brand partners to enjoy the benefits." Similarly, Luhukay (2018) emphasizes that MPR builds positive relationships through strategic communication. In this case, the positive audience response to the Oppo and Yamal collaboration reflects a success in strengthening brand-audience ties. Yamal's trustworthy image enhances brand perception and drives audience interest in Oppo products.

### ***Attraction***

Table 6 Frequency Distribution of the Attraction Indicator

Indicator	Statements	SD	D	N	A	SA	Mean	Total Mean
<i>Attraction</i>	Lamine Yamal has an attractive and charismatic physical appearance. ( <b>Likability</b> )	3	3	9	56	29	4,05	4,04
	Lamine Yamal shares similarities with me, such as an energetic and enthusiastic lifestyle. ( <b>Similarity</b> )	4	3	16	39	38	4,04	

Source : Researcher’s Processing. (2025).

The attraction indicator in the VisCAP model evaluates how appealing a brand ambassador is to the audience, both visually and personally. It comprises two sub-indicators, likability and similarity (Rossiter et al., 2018). Likability refers to a brand ambassador’s physical attractiveness and personal charm, while similarity focuses on shared values, lifestyles, or characteristics between the ambassador and the target audience.

In this study, the attraction indicator was measured using two questionnaire items. The first item “Lamine Yamal has an attractive and charismatic appearance” received a mean score of 4.05, with the majority of respondents answering “Strongly Agree” or “Agree.” This affirms that Yamal’s physical appearance and charisma are widely appealing. The second item “Lamine Yamal has a similar energetic and enthusiastic lifestyle as mine” scored 4.04, indicating strong perceived similarity between the ambassador and the audience. The overall mean score for attraction was 4.04, categorizing it as highly effective.

Yamal’s physical appeal is a key factor in his effectiveness as a brand ambassador. According to Pui Yi (2012), the physical appearance of an ambassador can significantly influence consumer attention and engagement. Beyond his football skills, Yamal is seen as stylish and charismatic. He has become a fashion figure on social media, with dedicated accounts like @styleofyamal showcasing his clothing. Media outlets like IDN Times have praised his fashion sense in articles such as “7 Referensi Outfit Kece ala Lamine Yamal” (Mulik, 2024), and he has appeared on the covers of fashion magazines such as GQ Spain and Highsnobiety.

His charisma extends beyond appearance. Coaches and brand executives alike, including Barcelona’s Hansi Flick and Oppo’s Billy Zhang, have praised Yamal for his maturity, sense of responsibility, and inspirational demeanor traits that align with Oppo’s brand philosophy “Make Your Moment.” This combination of style and personality enhances his likability, making him an ideal figure for representing a lifestyle-oriented tech brand.

The second attraction sub-indicator, similarity, also showed strong results. Respondents resonated with Yamal’s energetic and spirited persona, which mirrors their own lifestyles. This sense of shared identity strengthens the audience’s psychological connection to the brand. As supported by Ahmad et al. (2021), youth aged 16–30 Oppo’s primary target

demographic tend to be energetic and adaptive, traits that Yamal embodies both on and off the field. His participation in viral TikTok trends and commitment to his football training, even during fasting in Ramadan, illustrates his dynamic and relatable character.

Similarity in lifestyle is crucial for audience engagement. According to Deepalakshmi & Baskaran (2022), celebrity ambassadors generate greater appeal and recall when their image aligns with the audience’s characteristics. Clow & Baack (2018) also highlight that ambassadors who mirror their target market foster greater brand identification and loyalty. In this case, Yamal’s youthful energy, social media presence, and lifestyle compatibility with Indonesian youth significantly contribute to his effectiveness as a brand ambassador.

In marketing public relations (MPR), attraction plays a vital role in building emotional bonds between brands and audiences. Cutlip et al. (2006) emphasize that MPR not only spreads information but also strengthens relationships. A well-liked ambassador serves as the human embodiment of the brand, enhancing both reach and relatability.

The high score of the attraction indicator reflects that Lamine Yamal successfully appeals to Oppo’s youthful market. His combination of visual appeal, charisma, and lifestyle alignment supports Oppo’s communication strategy and amplifies brand relevance among Indonesia’s young audiences. This effectiveness underscores the importance of choosing ambassadors who are not only famous but also relatable and aspirational for the target demographic.

### **Power**

Table 7 Frequency Distribution of the Power Indicator

Indicator	Statements	SD	D	N	A	SA	Mean	Total Mean
<i>Power</i>	The message conveyed by Lamine Yamal motivates me to live in the moment, be innovative, and pursue my dreams.	4	5	14	45	32	3,96	3,75
	I am interested in using Oppo products because Lamine Yamal is the brand ambassador.	6	15	19	38	22	3,55	

Source : Researcher’s Processing. (2025).

The Power indicator within the VisCAP framework refers to a brand ambassador’s ability to persuade or influence audiences to move from awareness to action specifically, influencing purchase intent or behavioral change. Based on the data collected from 100 respondents, two statements were used to assess this indicator. The first statement "Lamine Yamal’s message motivates me to live in the moment, create innovation, and pursue my dreams” achieved a mean score of 3.96, while the second "I want to use Oppo products because Lamine Yamal is the brand ambassador” scored 3.55, resulting in an average mean of

3.75. This suggests that while the emotional appeal of Yamal's message resonates well, its impact on actual purchase decisions is somewhat moderate.

Power, as defined by Isnan et al. (2021), is the extent to which a celebrity can persuade audiences to consider and choose a product. According to Suleman et al. (2022), selecting the right brand ambassador helps position a product as a preferred option even in a competitive market. Thus, an ambassador's ability to move audiences toward action is a key determinant of their effectiveness in marketing public relations (MPR). Patel (2020) also emphasizes that influential brand ambassadors enhance brand presence, expand MPR outreach, and drive consumer engagement.

The first statement received high agreement, with most respondents strongly aligning with the motivational aspect of the message. This indicates that Yamal's persona and the "Make Your Moment" campaign slogan from Oppo resonate with the emotional and aspirational values of the youth audience. The synergy between Yamal's personal story and Oppo's message reinforces emotional branding, as also stated by Papasolomou et al. (2014), who emphasize that MPR helps build brand awareness and understanding through consistent brand identity and value communication.

Emotional connection is a major contributor to power. Suhud et al. (2024) found that emotional bonds with public figures foster trust and influence consumer action. Cutlip et al. (2006) similarly note that public relations, including MPR, should focus on building mutual relationships. Yamal's values, public persona, and achievements allow Oppo to foster such relationships. As Larasita (2025) notes, ambassadors who form emotional connections can build lasting brand loyalty.

However, the second statement showed a more moderate level of agreement, indicating that despite the positive image and emotional appeal, the conversion into purchasing intent remains limited. This could be due to the lack of consistent content featuring Yamal across Oppo's media. For example, @oppoindonesia has only 6 posts with Yamal as of June 2025, while his personal Instagram shows just 2 related posts. This limited engagement reduces the ambassador's visibility and influence.

Edelman (2021) stresses that trust and conversion are driven by consistent, authentic engagement. Without frequent exposure, the power of an ambassador may diminish. Belch & Belch (2018) also support that integrated messaging and active brand involvement are key to maximizing impact. Therefore, while Yamal's emotional appeal is strong, Oppo must enhance the ambassador's visibility in its marketing content to fully leverage his persuasive potential and increase conversions.

***Effectiveness Analysis of Lamine Yamal as Oppo’s Brand Ambassador***

Table 8 Total Mean Score of All VisCAP Indicators

<b>Indicator</b>	<b>Mean</b>	<b>Effectiveness</b>
Visibility	4,16	Effective
Credibility	3,68	Effective
Attraction	4,04	Effective
Power	3,75	Effective
<b>Total</b>	<b>3,90</b>	<b>Effective</b>

Source : Researcher’s Processing. (2025).

This study evaluates the effectiveness of Lamine Yamal as Oppo’s brand ambassador in Indonesia using the VisCAP model, which includes four key indicators: visibility, credibility, attraction, and power. Based on survey results from 100 respondents aged 16–30 who are familiar with Yamal, the average score across all VisCAP indicators was 3.90, placing the effectiveness level in the "effective" category, according to the predetermined scale range of 3.01–5.00. This indicates that the majority of respondents perceived Yamal as an effective representative for Oppo, capable of increasing public interest through his popularity, image, and personal traits.

Among all four indicators, visibility received the highest mean score at 4.16, highlighting Yamal's popularity and public image as his strongest assets. This suggests that the audience acknowledges his status as a young, widely recognized football talent. His achievements, records, and media exposure have significantly contributed to his visibility, making him a valuable figure in attracting attention to the brand. According to Anas & Sudarwanto (2020), a brand ambassador’s success and recognition are vital in increasing memorability and audience interest. Most respondents stated that they became aware of Yamal through social media platforms like Instagram, TikTok, and YouTube, where his presence is frequent and engaging.

Yamal’s visibility is supported by extensive media coverage of his accomplishments, including winning the Golden Boy (Kopa Trophy) and playing a key role in major football tournaments such as EURO 2024 and La Liga. According to Google Trends (2024), he was the third most searched athlete globally and the top searched footballer that year. These achievements, combined with his humble personality and maturity at a young age, have helped build a positive image in the public eye. This aligns with the core objectives of Marketing Public Relations (MPR), which focus on building a strong, positive brand image (Blakeman, 2018).

On the other hand, credibility scored the lowest mean at 3.68, although it still falls within the "effective" category. Credibility in the VisCAP model consists of two elements: expertise and trustworthiness. The lower score was primarily driven by respondents' perceptions that Yamal lacks technological expertise, which is understandable given his background as a professional athlete rather than a tech expert. According to Greenwood (2012), an effective brand ambassador should ideally be knowledgeable in the product domain. The lowest mean score within this indicator came from the statement: "Lamine Yamal has knowledge and experience about gadgets that combine art and technology," which averaged 3.59.

Although he is not known for his technological insights, Yamal's trustworthiness remains strong due to his positive reputation and responsible character. His public appearances, both in sports and philanthropic contexts (e.g., his collaboration with UNICEF), have strengthened his credibility. Research supports that trust can compensate for a lack of expertise if the public perceives the ambassador as sincere and aligned with brand values (Kapitan & Silvera, 2016).

Overall, the attraction indicator also scored highly, driven by Yamal's likability and energetic lifestyle, which resonates with Oppo's youth-oriented target market. His stylish appearance, social media engagement, and professional conduct contribute positively to his public perception, supporting brand identification.

However, the power indicator related to the ambassador's ability to influence consumer decisions was also relatively lower. This is likely due to the limited frequency and consistency of Yamal's appearances in Oppo's promotional content. According to Belch & Belch (2018), the persuasiveness of a brand ambassador depends on repeated exposure and message reinforcement. The lack of consistent promotion through various channels may hinder Yamal's influence on actual consumer behavior.

In conclusion, Lamine Yamal is considered an effective brand ambassador for Oppo in Indonesia, especially in terms of visibility and attraction. However, to maximize impact, Oppo must strengthen messaging frequency and better integrate Yamal in product-related content to enhance credibility and persuasive power.

## CONCLUSION

This study examined the effectiveness of Lamine Yamal as a brand ambassador for Oppo among Indonesian youth aged 16–30. A total of 100 respondents were surveyed, and the VisCAP model comprising visibility, credibility, attraction, and power was used to assess effectiveness. The overall mean score across all indicators was 3.90, indicating that Yamal is perceived as an effective brand ambassador. The highest mean score was on the visibility indicator (4.16), suggesting that Yamal's popularity and appearance are key strengths in driving brand awareness. Crosstab analysis also showed that visibility ranked highest across all age groups and among male respondents, while attraction was highest among females highlighting the influence of gender in ambassador perception. The credibility indicator

received the lowest mean score (3.68) but remained within the effective range. This may be due to Yamal's limited association with technology, as he is primarily known as a football athlete. Credibility was also the lowest-rated indicator across both age and gender groups, suggesting that domain expertise may influence perceived brand fit.

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