

# The Effectiveness of JKT48 as Chatime Indonesia's Brand Ambassador on Instagram Followers of @chatimeindo

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## ABSTRACT

This study aims to determine the effectiveness of using JKT48 as Chatime Indonesia's brand ambassador on the Instagram followers of @chatimeindo. The research adopts a descriptive quantitative approach by distributing online questionnaires to 100 respondents who are active followers of the @chatimeindo Instagram account and fall within the age range of 18 to 34 years. To assess the effectiveness of the brand ambassador, the study applies the VisCAP model, which consists of four key indicators: Visibility, Credibility, Attraction, and Power. The findings indicate that JKT48 is perceived as an effective brand ambassador for Chatime Indonesia, with the highest effectiveness score found in the Visibility indicator. This suggests that JKT48's popularity and presence significantly influence brand recognition and engagement among Chatime's Instagram followers. Overall, the study concludes that JKT48 significantly contributes to Chatime Indonesia's brand image, particularly by increasing exposure and drawing attention through social media, reinforcing the strategic value of celebrity endorsements in digital marketing.

**Keywords:** *effectiveness, brand ambassador, marketing public relations, VisCAP, Chatime*

## INTRODUCTION

Communication serves as the foundation for the formation and development of every human civilization. According to Mittal (2022), communication is a complex act involving the transmission and reception of messages, both verbal and nonverbal, with the purpose of sharing meaning. Similarly, Grandgeorge (2020) emphasizes that communication is a highly intricate phenomenon that involves not only spoken words but also various forms of non-verbal expression and contextual factors. Effective communication facilitates a better understanding of ideas and is a crucial component in the application of Marketing Public Relations (MPR). In MPR, building strong relationships with consumers, investors, and stakeholders is essential and this relies heavily on effective communication.

Marketing Public Relations plays a vital role in corporate strategy. According to Rahmat (2022), MPR refers to marketing efforts aimed at building a strong and positive brand image. Unlike direct selling, MPR focuses on delivering information, educating the public, and enhancing understanding of a product or service through communication (Abdillah, 2017). Alifahmi (2008) adds that the objectives of MPR include generating brand awareness, supporting sales, facilitating communication between companies and consumers, and strengthening brand relationships. These goals are achieved through public oriented messaging that reinforces trust and emotional connection between the brand and its audience.

In this context, brand becomes a critical asset. As defined by Kotler and Keller (in Vanessa & Arifin, 2017), a brand is a product or service whose characteristics differentiate it from others designed to meet the same needs. A brand is more than just a name; it represents a unique and valuable identity that sets a product or service apart. According to Dharmayana and Rahanatha (2017), branding involves the use of names, logos, trademarks, or slogans to distinguish one entity from its competitors. Bilson Simamora (2001) further states that brands are essential for any product, offering both symbolic strength and strategic business benefits.

One prominent promotional strategy within MPR is the use of a brand ambassador. Bounche (2024) defines a brand ambassador as a professional officially recognized by a company's brand to represent and disseminate information about the brand. A brand ambassador acts as the "face" of the brand, helping to enhance consumer trust and brand identity. Rosyadi (2021) explains that a brand ambassador is not only a marketing persona representing the commercialization of a product but also a reflection of personal fame. Typically, brand ambassadors are selected from celebrities or influencers with substantial public influence (Guntoro & Saputri, 2023). Their public persona and alignment with brand values can motivate consumer engagement and purchasing behavior.

To evaluate the effectiveness of a brand ambassador, Campbell J.P. (1970) defines effectiveness as the ability to achieve goals by using appropriate means efficiently and successfully. He outlines several general indicators of effectiveness: program success, target achievement, satisfaction, input output efficiency, and overall goal attainment. In this study, effectiveness is measured using the VisCAP model proposed by Rossiter and Percy (2018). The VisCAP model evaluates brand ambassador effectiveness through four key dimensions: Visibility, Credibility, Attraction, and Power.

In addition to VisCAP, two supporting theories are also considered relevant. First, Social Identification theory suggests that individuals psychologically connect themselves to certain social groups, fostering a sense of belonging and shared identity (Muallif, 2024). This connection can significantly influence consumer behavior and emotional alignment with a brand when the brand ambassador is perceived as part of that group.

Second, the Source Credibility Theory, introduced by Hovland, Janis, and Kelley in *Communication and Persuasion* (1953), posits that persuasion is more effective when the communicator is perceived as credible. People tend to believe and accept messages more readily from those they trust and who are perceived as knowledgeable. High source

credibility, therefore, has a stronger impact on audience attitudes and is more likely to result in behavioral change compared to sources with low credibility.

The rapid development of digital media has significantly transformed marketing communication strategies, particularly through social media platforms. One of the most widely adopted promotional tactics today is the use of brand ambassadors and public figures who officially represent a brand to convey its values, identity, and messages to the public. This approach is especially relevant in industries with strong youth engagement, such as the food and beverage sector.

Chatime, a Taiwanese tea beverage brand that has been operating in Indonesia since 2011, has become one of the leading bubble tea chains in the country. According to GoodStats (2021), Indonesia had the largest number of bubble tea consumers in Southeast Asia, with approximately 268 million individuals. In a 2022 survey, Chatime ranked as the most popular bubble tea brand in Indonesia, capturing 39.3% of consumer preference.

To maintain its market dominance and strengthen engagement with younger audiences, Chatime appointed the Indonesian idol group JKT48 as its official brand ambassador in October 2024 under the campaign "Agent of Joy." JKT48, known for its strong fanbase among Gen Z and millennials, offers a unique value proposition through its "idols you can meet" concept, which fosters emotional connection and direct interaction with fans. Over the years, JKT48 has represented various major brands, making them a familiar and influential presence in Indonesian pop culture.

The primary platform for this campaign is Instagram, where Chatime's official account (@chatimeindo) had over 901,000 followers as of January 2025. Instagram was chosen not only for its large and active user base, but also for its superior storytelling capabilities and more stable engagement metrics compared to other platforms like TikTok. Unlike traditional media such as TV or billboards, Instagram allows for more accurate measurement of audience response through metrics such as likes, comments, and shares.

Despite the prevalence of celebrity endorsements, the effectiveness of JKT48 as a brand ambassador for Chatime on Instagram has not been thoroughly studied. There is limited empirical research that evaluates consumer perceptions of such collaborations using validated theoretical frameworks. Therefore, this study aims to assess the effectiveness of JKT48's role using the VisCAP model, which includes four dimensions: Visibility, Credibility, Attraction, and Power.

Given the increasing reliance on digital influencers and social media in marketing strategies, it is essential to examine how well brand ambassadors like JKT48 influence audience engagement and brand perception. The findings are expected to contribute to both academic discussions in marketing public relations and practical applications for brands seeking to optimize their ambassador-based campaigns.

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## LITERATURE REVIEW

### *Marketing Public Relations*

Harris, one of the pioneers of Marketing Public Relations (MPR), defines it as "the process of planning, implementing, and evaluating programs that stimulate consumer purchase and satisfaction through the communication of accurate information and perceptions related to the company and its products, in accordance with the needs, desires, interests, and concerns of the customers" (Hidayat, 2015, p. 104).

The emphasis of Marketing Public Relations is not on direct selling, but rather on delivering information, educating the public, and increasing societal understanding of a brand, product, or service (Abdillah, 2017, p. 2). The objectives of MPR include generating brand awareness, supporting sales, facilitating communication, and building relationships between consumers and the brand, as well as between consumers and the company itself (Alifahmi, 2008, p. 44).

### *Brand Ambassador*

A brand ambassador is a professional who is officially recognized by a company's brand to act as a representative and assist in disseminating information about the brand (Bouche, 2024). According to Greenwood (2012), a brand ambassador is a tool that can be utilized by companies or organizations to interact with the general public or a wider population to communicate pre-existing messages, with the primary goal of increasing product sales. Shimp and Andrews (2014) define a brand ambassador as a well-known figure who supports a brand; however, individuals from the general public can also be selected for this role and are commonly referred to as endorsers. Similarly, Larasari et al. (2018) highlight the use of celebrities to convey product information, persuade audiences, and enhance customer recall of the product.

### *VisCAP Theory*

The VisCAP model, developed by Rossiter and Percy (2018), serves as a conceptual framework for evaluating the effectiveness of a brand ambassador in marketing communication. This model is widely used in studies involving celebrity endorsements and influencer marketing, as it provides a comprehensive perspective on the psychological and communicative traits that contribute to an ambassador's success in promoting a brand.

According to the VisCAP model developed by Rossiter and Percy (2018), the effectiveness of a brand ambassador is determined by four key dimensions: visibility, credibility, attraction, and power. Visibility refers to how well-known and recognizable the ambassador is to the public, with highly visible figures enhancing brand awareness simply through association. Credibility involves the ambassador's perceived trustworthiness and expertise, both of which contribute to the audience's confidence in the message being delivered. When consumers believe an ambassador is knowledgeable and sincere, they are more likely to be persuaded by the endorsement.

The model also includes attraction, which encompasses the ambassador's physical appearance, personality, and emotional appeal. A charismatic and appealing figure can strengthen the audience's emotional connection to the brand. Lastly, power refers to the ambassador's ability to influence consumer behavior whether by encouraging product trials, shaping attitudes, or boosting brand engagement. Taken together, these dimensions illustrate that ambassador effectiveness relies not only on popularity, but also on the ability to gain trust, connect emotionally, and persuade action. The VisCAP model is thus a valuable tool for evaluating how spokesperson characteristics affect consumer responses, particularly in the realm of digital and social media marketing.

## **METHODOLOGY**

This study adopts a descriptive quantitative research design, grounded in the positivist paradigm, which seeks to describe and quantify public perceptions through measurable data. This approach is suitable for research that aims to capture audience responses objectively using numerical and statistical analysis without exploring causal relationships between variables (Kriyantono, 2014; Sugiyono, 2019).

The data collection method employed in this research was an online survey, where a structured questionnaire was distributed digitally using Google Forms. This technique was selected due to its efficiency in reaching a broad and specific population, particularly active Instagram users who follow the official account of Chatime Indonesia. The questionnaire consisted of closed-ended questions designed to gather relevant information regarding respondents' perceptions and experiences related to the brand ambassador campaign. By utilizing an online distribution method, the study ensured accessibility, timely responses, and consistency in data collection.

The population of this study consisted of followers of the official Instagram account @chatimeindo, which had approximately 902,000 followers as of January 2025. The sampling technique used was non probability purposive sampling, selecting respondents who fulfilled specific criteria: aged 18–34, active Instagram users, and followers who had seen JKT48-related content posted by @chatimeindo in the past two months. Based on Slovin's formula with a 10% margin of error, the sample size was determined to be 100 respondents, deemed sufficient to represent the targeted demographic for analysis.

This study employed a Likert scale to measure respondents' perceptions regarding the effectiveness of JKT48 as a brand ambassador among followers of the Instagram account @chatimeindo. The Likert scale was chosen for its ability to systematically capture attitudes, opinions, and perceptions of individuals or groups toward a particular phenomenon (Sugiyono, 2018). Through this approach, the researcher could assess the degree of agreement or disagreement expressed by respondents in response to each item in the questionnaire.

Each item was measured using a five-point Likert scale ranging from “Strongly Disagree” (assigned a score of 1), “Disagree” (2), “Neutral” (3), “Agree” (4), to “Strongly Agree” (5). This scale allowed for a structured quantitative analysis of the responses. To interpret the results, the study applied a class interval categorization. Scores ranging from 1.00 to 3.00 were classified as indicating “ineffective,” while scores from 3.01 to 5.00 were interpreted as indicating “effective.” This classification helped determine the extent to which JKT48 was perceived as an effective brand ambassador on Instagram.

## RESULTS AND DISCUSSION

The results of this study address the effectiveness of JKT48 as the brand ambassador appointed by Chatime Indonesia. The effectiveness of JKT48 in this role was measured using the VisCAP model. This study employed a Likert scale to measure respondents' reactions to statements related to the effectiveness of JKT48 as a brand ambassador on the Instagram account @chatimeindo. The questionnaire was designed based on the VisCAP model, which evaluates brand ambassador effectiveness through four dimensions: visibility, credibility, attraction, and power.

Table 1.1 Validity Statistic

Indicator	Code	R Count	R Table	Result
<i>Visibility</i>	X1	0,539	0,3061	VALID
	X2	0,652	0,3061	VALID
	X3	0,573	0,3061	VALID
<i>Credibility</i>	X4	0,432	0,3061	VALID
	X5	0,449	0,3061	VALID
	X6	0,381	0,3061	VALID
<i>Attraction</i>	X7	0,543	0,3061	VALID
	X8	0,680	0,3061	VALID
	X9	0,655	0,3061	VALID
<i>Power</i>	X10	0,406	0,3061	VALID
	X11	0,577	0,3061	VALID
	X12	0,398	0,3061	VALID

Source: Research Report, 2025

In this study, a validity test was conducted to determine whether the measurement instrument could be considered appropriate for use. The validity test was performed using the SPSS (Statistical Product and Service Solution) software to analyze the correlation value ( $r$ ) of each item. If the correlation value exceeds the critical value of  $r$ -table, the item is considered valid. Conversely, if the correlation value is lower than the  $r$ -table, the item is deemed invalid. At this initial stage, the number of respondents was limited to 30, and the level of significance used was 10%, resulting in an  $r$ -table value of 0.3061. Therefore, it is expected that the  $r$ -calculated value for each item exceeds 0.3061 to be considered valid. Based on the results in Table 1.1, it is evident that all  $r$ -calculated values are higher than the  $r$ -table value of 0.3061. Therefore, all statements within the indicators are declared valid.

**Tabel 1.2 Reliability Statistic**

Cronbach's Alpha	N of items	Result
0,761	0,6	Reliabel

Source: Research Report, 2025

The next step after conducting the validity test is the reliability test. Reliability testing is conducted to measure the consistency of an instrument over time. According to Ghozali (2009), reliability refers to the extent to which an instrument can produce consistent results when used repeatedly under the same conditions. In this study, the reliability test was performed using SPSS (Statistical Product and Service Solution) software. The test employed the Cronbach's Alpha coefficient, where an instrument is considered to have good reliability if the Cronbach's Alpha value exceeds 0.6. Based on the results of the reliability test conducted on the collected data, the Cronbach's Alpha value obtained was 0.761. Since this value exceeds 0.6, the instrument is considered reliable and appropriate for use in this research.

**Table 1.3 Total Mean Score of Visibility Indicator**

Visibility Indicator	
Statement	Mean Score
JKT48 is the current brand ambassador of Chatime Indonesia	4,27
JKT48 is a popular idol group in Indonesia	4,37
JKT48 is a vocal group consisting of several members	4,28
Total Mean	4,306

Source: Research Report, 2025

The results of the study show that within the visibility indicator, the statement with the highest mean score was “*JKT48 is a popular idol group in Indonesia*”, with a score of 4.37. This reflects the strong public recognition of JKT48 as a well established entertainment group. From a Marketing Public Relations (MPR) perspective, high visibility is crucial because a widely recognized public figure helps amplify brand awareness simply through association. On the other hand, the lowest mean score under this indicator was 4.27, for the statement “*JKT48 is the current brand ambassador of Chatime Indonesia*”. Although still within the effective range, this slightly lower score indicates that not all respondents were fully aware of JKT48’s role in Chatime’s campaign highlighting a key challenge in MPR: ensuring message dissemination is broad, consistent, and clearly linked to the brand ambassador.

JKT48 is one of the most popular idol groups in Indonesia, with a large and active fanbase across social media platforms. Their high visibility makes them a strategic choice as brand ambassadors for various brands, including Chatime. According to the VisCAP model, visibility refers to how well known an endorser is, which directly influences consumer perception and behavior. The collaboration between Chatime and JKT48 leverages this visibility to enhance brand exposure.

JKT48’s popularity positions them as an ideal figure to serve as a brand ambassador for various products or services, including Chatime Indonesia. Chatime’s decision to appoint JKT48 as its brand ambassador reflects a strategic use of the group’s strong personal branding. This collaboration aligns with the principles of marketing public relations (MPR), which aims to build a positive brand image by fostering strong relationships with the public through newsworthy communication activities that enhance credibility and audience engagement (Harris & Whalen, 2006).

**Table 1.4 Total Mean Score of Credibility Indicator**

<b>Credibility Indicator</b>	
<b>Statement</b>	<b>Mean Score</b>
JKT48 is a competent idol group to introduce the Chatime Indonesia brand	<b>4,14</b>
JKT48 is capable of conveying messages about the quality of Chatime Indonesia	<b>4,17</b>
JKT48 can deliver information accurately about the Chatime brand through Instagram @chatimeindo	<b>4,3</b>
Total Mean	<b>4,203</b>

Source: Research Report, 2025

In the credibility indicator, the highest mean score of 4.30 was recorded for the statement “*JKT48 is able to deliver accurate information about the Chatime brand through Instagram @chatimeindo*”. This suggests that the audience perceives JKT48 as capable and

trustworthy in delivering brand messages, especially through digital platforms. According to MPR principles, credibility is essential, as audiences are more likely to accept and internalize information delivered by a source they trust. The lowest score in this category was 4.14, for the statement “*JKT48 is a competent idol group to introduce the Chatime brand*”. Although it received the lowest mean score, the result is still considered effective, and overall, respondents perceive JKT48 as competent in introducing the Chatime brand to the public.

A brand ambassador’s credibility plays a vital role in effectively delivering brand messages and shaping a positive corporate image. When their personal image aligns with brand values, the message appears more authentic, convincing, and impactful making it easier for consumers to trust the brand and influencing their purchase decisions. As noted by Fisher-Buttinger & Vallaster (2008), ambassadors help increase brand awareness, build and maintain customer relationships, and consistently communicate brand identity and values.

Through this MPR approach, JKT48’s credibility not only reinforces trust in the Chatime brand but also helps position it closer to a youthful, trendy, and creative lifestyle. This proves that collaborations with credible public figures can enhance communication effectiveness and consumer loyalty. As noted by Shimp and Andrews (2013), a credible brand ambassador can strengthen marketing communication through the positive associations they bring.

**Table 1.5 Total Mean Score of Attraction Indicator**

Attraction Indicator	
Statement	Mean Score
JKT48 has an attractive physical appearance as Chatime Indonesia’s brand ambassador	<b>3,96</b>
JKT48 is a group with a visual appeal that matches the characteristics of the Chatime brand	<b>4,19</b>
JKT48 displays a personality that aligns with Chatime’s cheerful and customer-friendly character	<b>4,23</b>
Total Mean	<b>4,12</b>

Source: Research Report, 2025

For the attraction indicator, the highest mean score was 4.23, in response to the statement “*JKT48 displays a personality that aligns with Chatime’s joyful character*”. This suggests that the group’s cheerful and youthful image matches the brand’s identity well, an essential element in MPR, where brand ambassador alignment enhances message resonance. The lowest score in this category was 3.96, on the statement “*JKT48 has an attractive physical appearance as Chatime’s brand ambassador*”. Although this statement received the lowest mean score compared to other indicators, the score still remains above the minimum

threshold. This is because physical appearance is a highly subjective aspect, influenced by personal perceptions and individual standards of beauty.

In marketing communication and consumer behavior theory, similarity between a brand ambassador and the audience or the brand itself is considered a key factor in building effective and credible relationships. According to Similarity Theory (Shin & Kim, 2010), brand ambassadors are more effective when they share similar values, personalities, or lifestyles with the target audience. JKT48, composed mainly of teenagers and young adults, aligns demographically with Chatime’s primary market Gen Z and young millennials. Beyond age, JKT48’s energetic, cheerful, and socially active lifestyle closely mirrors that of their audience. This psychological closeness fosters emotional connections between the audience and the brand they represent.

JKT48 serves as an effective brand ambassador for Chatime due to their positive, active image and strong connection with teenagers and young adults traits that align with Chatime’s brand identity. Their attractiveness is a key element in Chatime’s marketing public relations strategy, which aims to build a positive brand image and strengthen audience relationships through credible and engaging communication (Ruslan, 2010). JKT48 not only enhances Chatime’s appeal but also helps shape its image as a fun, trendy, and youth-oriented brand.

As brand ambassadors, JKT48 represent the values Chatime wishes to highlight. Their appeal goes beyond physical appearance, stemming from their active engagement with fans, cheerful lifestyle, and consistent media presence especially on Instagram. This attractiveness fosters trust among their followers and contributes to building emotional connections between consumers and the brand.

**Table 1.6 Total Mean Score of Power Indicator**

Power Indicator	
Statement	Mean Score
JKT48 as a brand ambassador influences me to remember the collaborative product between Chatime and JKT48	<b>3,96</b>
JKT48 as a brand ambassador encourages me to purchase Chatime products	<b>4,09</b>
JKT48 as a brand ambassador makes me want to recommend Chatime to others	<b>4,08</b>
Total Mean	<b>4,04</b>

Source: Research Report, 2025

In the power indicator, the highest mean score was 4.09, for the statement “*JKT48 as a brand ambassador encourages me to purchase Chatime products*”. This indicates that the presence of JKT48 contributes to purchasing intention, fulfilling a central goal of MPR campaigns: moving audiences from awareness to action. The lowest mean score in this

dimension was 3.96, for the statement “*JKT48 as a brand ambassador influences me to remember the collaborative product between Chatime and JKT48*”. Although this statement had the lowest mean score, it still exceeds the minimum threshold set in this study. This indicates that JKT48, as a brand ambassador, is still able to influence the audience to remember the collaborative product between Chatime and JKT48.

As influential public figures, JKT48 effectively deliver Chatime’s brand message, fostering closeness with the audience. Consumers are more easily persuaded by personalities they admire, and messages from JKT48 are not only received but also positively accepted. According to Ogami (2016), “*Persuasion is a key mechanism through which brand ambassadors influence attitudes,*” highlighting how persuasion enables ambassadors to shift consumer perception. JKT48 builds trust and emotional bonds with fans, facilitating an attitude shift from product awareness to interest, consideration, and ultimately, purchase. Thus, JKT48’s role as brand ambassador goes beyond awareness, serving as a strategic bridge that motivates audiences to choose and buy Chatime products.

**Table 1.7 VisCAP Indicator’s Total Mean Score**

Indicator	Mean Score
<i>Visibility</i>	4,3
<i>Credibility</i>	4,2
<i>Attraction</i>	4,12
<i>Power</i>	4,04
<b>Total</b>	<b>4,16</b>

Source: Research Report, 2025

According to Percy and Rossiter, the persuasive power of a celebrity can influence audiences to receive and follow the message being communicated. In this context, JKT48 has proven capable of influencing the audience through their personality, attractiveness, and credibility particularly among Chatime Indonesia’s Instagram followers. This indicates that Chatime Indonesia successfully selected a brand ambassador whose image and values align with the brand's identity.

The results of this study demonstrate that the total mean score reached 4.16, which falls within the “effective” category based on the interpretation range of  $3.01 < x < 5.00$ . This finding indicates that the majority of respondents agree that JKT48 fulfills the essential qualities of a brand ambassador for Chatime Indonesia. Through their popularity, distinctive personality traits, visual appeal, and social influence, JKT48 effectively captures audience attention and fosters brand recall and emotional connection with Chatime's image and products.

Marketing Public Relations (MPR) is a strategic communication approach designed to support marketing activities by building positive relationships between a brand and its public (PRSA, 2023). Chris Fill (2013) emphasized the significance of MPR in creating positive associations with the brand through consistent, strategic communication activities such as press releases, events, sponsorships, community engagement, and the use of public figures or brand ambassadors. These efforts help to build trust and strengthen the emotional bond between consumers and the brand. In this context, Chatime's use of JKT48 as a brand ambassador represents a well aligned MPR strategy.

According to Shimp and Andrews (2014), a brand ambassador is a widely recognized individual who plays a role in endorsing a brand. They are crucial in MPR strategy because they offer *earned credibility* trust that arises from the relationship the figure already holds with their audience (Cision, 2023). Similarly, Kotler and Keller (2016) highlight that using popular public figures can foster emotional connections between the brand and its target audience. This is possible when the ambassador is trusted and resonates with consumer values, ultimately influencing attitudes, opinions, and even purchase intentions.

Among the four VisCAP indicators, visibility received the highest mean score at 4.30, signifying that JKT48 is highly recognized by the public. According to the VisCAP model, visibility refers to how well known and present an endorser is in the public eye. The greater the visibility, the higher the likelihood that the endorser can shape consumer perceptions and behaviors. JKT48's strong visibility is supported by their status as one of Indonesia's most popular idol groups and their consistent engagement on social media, especially Instagram, an essential platform for Gen Z and millennial audiences, who represent Chatime's target market. This is supported by respondent agreement on key statements, such as: "JKT48 is the current brand ambassador of Chatime Indonesia," "JKT48 is a popular idol group in Indonesia," and "JKT48 is a vocal group consisting of several members." From an MPR standpoint, the selection of JKT48 aligns well with the brand's goal of creating a positive brand image. Moreover, additional findings indicate that JKT48 is most widely recognized through Instagram, highlighting the platform's strategic value for digital public relations.

JKT48's popularity is further evidenced by their numerous awards, such as "Best Girl Band" at the 100% Ampuh Awards and "Best Newcomer" at the Anugerah Musik Indonesia in 2013. More recently, they received "Favorite Music Group or Artist" at the 2024 Amazing Kids Favorite Awards, and "Most Subscriber Gained Official Artist" at the 2024 YouTube Music Academy. These accolades reinforce their public influence and digital engagement. Their past partnerships as brand ambassadors for Pocari Sweat (2017), Axioo, Wafer Tango, and other leading brands also demonstrate their broad appeal and proven marketing value. According to Kim, Lee, and Prideaux (2018), the high visibility of public figures significantly increases brand awareness and consumer engagement.

The second highest score was in the credibility indicator, with a mean of 4.20, which also falls within the effective category. A brand ambassador is considered credible when perceived as both trustworthy and competent. High credibility increases the likelihood that

the audience will accept and be influenced by the ambassador’s message. As suggested by Belch & Belch (2018), credibility plays a critical role in marketing communications by shaping favorable brand attitudes and influencing purchase intentions. In this case, JKT48 is perceived as a credible source, especially when delivering messages on Instagram. According to Ohanian (1990), credibility consists of three components: expertise, trustworthiness, and attractiveness. These elements are crucial when selecting brand ambassadors, as consumer perception of their credibility directly impacts message reception and brand image.

The attraction indicator yielded a mean of 4.12, indicating that JKT48’s appearance and personality effectively convey brand messages. A brand ambassador’s attractiveness can enhance attention and message acceptance, especially for brands with emotional or lifestyle appeal (Rossiter & Percy, 1997). JKT48’s charm is a key asset in Chatime’s MPR strategy. Their appeal goes beyond physical appearance to include their vibrant image, active fan engagement, and consistent branding across social and mass media. These traits enable JKT48 to represent Chatime’s fun and youthful values. Bergkvist and Zhou (2016) argue that celebrity endorsements can boost consumer attention, interest, and awareness driven by their ability to attract and positively influence perceptions.

The power indicator, with the lowest mean score of 4.04, is still categorized as effective. This indicator reflects an ambassador’s persuasive ability to prompt consumer behavior. While power scored lower than other indicators, it still shows that JKT48 can influence the audience to remember the Chatime collaboration and motivate actions like purchases or word of mouth recommendations. According to Rossiter, *power* indicates the extent to which a communication message motivates audiences to act. Although not the strongest factor in this case, JKT48’s influence is particularly notable among younger demographics. Their unique fan interactions and consistent persona make them effective in shaping behavior. Percy & Rossiter (2018) also emphasized that celebrities can drive audience compliance and response through their authoritative appeal.

**Table 1.8 Gender Crosstab**

Gender	Visibility	Credibility	Attraction	Power
Male	4,25	4,18	<b>4,14</b>	<b>4,02</b>
Female	<b>4,35</b>	<b>4,22</b>	4,11	<b>4,18</b>

Source: Research Report, 2025

Table 1.8 presents the crosstab analysis based on gender, showing that the mean values across all indicators exceed 4.00, indicating that each indicator is considered effective. Female respondents gave the following scores: visibility 4.35, credibility 4.22, attraction 4.11, and power 4.18. Meanwhile, male respondents gave the following scores: visibility 4.25, credibility 4.18, attraction 4.14, and power 4.02.

The highest mean score was found in the visibility indicator among female respondents, with a score of 4.35. This suggests that women perceived JKT48 as most effective in terms of visibility, which refers to the group's popularity and public recognition. Research by Rodkin & Roisman (2010) shows that adolescent girls often associate popularity with social acceptance, self image, and status within peer groups. This implies that popularity is frequently seen as a sign of being liked, respected, and holding a strong social position. Therefore, JKT48's high visibility aligns with values that are particularly meaningful to female audiences.

On the other hand, the lowest mean score was found in the power indicator among male respondents, with a score of 4.02. While still within the "effective" range (3.01–5.00), this score indicates that female respondents tend to perceive JKT48 as having more influence or persuasive power over the audience. A study by Djafarova & Rushworth (2017) found that women particularly in younger age groups are more responsive to influencers or public figures they perceive as relatable, inspirational, and authentic. In this context, JKT48's image as an idol group, built consistently over time, is more readily accepted and perceived as strong by female respondents, who may identify with the group's aspirations and values.

In contrast, male perceptions of power may be more influenced by personal similarity or relatability to the brand ambassador. According to the Similarity–Attraction Theory proposed by Byrne (1971), individuals tend to be more influenced by those they perceive as similar or relevant to themselves. This suggests that alignment between personal identity and the ambassador's persona may play a more critical role in shaping the persuasive impact for male audiences.

## CONCLUSION

This study aims to examine the effectiveness of using JKT48 as the brand ambassador of Chatime Indonesia among followers of the Instagram account @chatimeindo. The research employed a survey method involving 100 respondents, selected based on specific criteria: active followers of @chatimeindo, both male and female, aged 18–34 years, and having seen a post on the @chatimeindo Instagram account within the past two months. The measurement of JKT48's effectiveness as a brand ambassador utilized the VisCAP model, which consists of four dimensions: visibility, credibility, attraction, and power.

Based on the results gathered from followers of @chatimeindo, it can be concluded that the use of JKT48 as Chatime's brand ambassador is proven to be effective, with an overall mean score of 4.16. The effectiveness of JKT48 is reflected in the analysis of all four VisCAP indicators, each of which achieved a high mean score, falling under the "effective" classification. Specifically, the visibility indicator scored 4.30, indicating that JKT48 possesses a very high level of public recognition. The credibility indicator achieved a mean score of 4.20, showing that JKT48 is perceived as a trustworthy and clear communicator of brand related messages. The attraction indicator received a mean score of 4.12, which

suggests that JKT48's appearance and personality are well aligned with Chatime's fun, cheerful, and energetic brand image. Lastly, the power indicator scored 4.04, indicating that JKT48 has the ability to influence audiences to become more familiar with the product collaboration, remember the Chatime brand more easily, and develop a desire to recommend it to others.

Among the four VisCAP indicators, visibility recorded the highest average score of 4.30, suggesting that JKT48 is highly recognizable among the audience. This high level of visibility reflects JKT48's popularity as one of Indonesia's top idol groups, with strong engagement on social media. The majority of respondents stated that JKT48 has broad public recognition and is a suitable choice as Chatime's brand ambassador.

Therefore, the appointment of JKT48 as a brand ambassador for Chatime Indonesia is proven to be effective. This finding aligns with the brand ambassador theory by Shimp and Andrews (2014), which states that a brand ambassador serves to represent a brand and build connections with consumers through their credibility, attractiveness, and popularity. It also supports the concept of Marketing Public Relations (MPR) as defined by Haris (2008), which refers to a strategic effort to build brand awareness, establish credibility, and stimulate demand through publicity designed to strengthen the relationship between the brand and its public.

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