

Effectiveness Of Angga Yunanda As Brand Ambassador Of Kopi Kenangan On Instagram Followers @kopikenangan.id

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ABSTRACT

The rising trend of coffee consumption in Indonesia has led to the emergence of many contemporary coffee beverage businesses. One of them is Kopi Kenangan, which has been operating since 2017 with a grab-and-go concept. Kopi Kenangan employs various marketing strategies to maintain its brand presence amid the growing number of modern coffee brands. One such strategy is appointing Angga Yunanda as a brand ambassador. This research aims to determine the effectiveness of Angga Yunanda as a brand ambassador for Kopi Kenangan among the followers of @kopikenangan.id Instagram account. The study uses a descriptive quantitative method, with data collected through a questionnaire survey distributed to 100 followers of @kopikenangan.id Instagram account. Data analysis utilizes the VisCAP model with four indicators: visibility, credibility, attraction, and power. The highest indicator in the VisCAP aspects is attraction, with an average score of 3.97. The Lowest indicator is Power, with an average score of 3.85. The results indicate that Angga Yunanda is effective as a brand ambassador for Kopi Kenangan.

Keywords: *effectiveness, brand ambassador, VisCAP, Instagram, Kopi Kenangan*

INTRODUCTION

Researchers see the emergence of a significant trend in coffee consumption in Indonesia made researchers want to explore this phenomenon more deeply. Indonesian society began adopting a lifestyle of having to drink coffee in the morning as a source of energy for them. Drinking coffee must also be balanced with a healthy lifestyle, because coffee will have an impact on internal organs if you don't control your daily drinking portions. But now drinking coffee is not only a source of energy, but also as a lifestyle that is realized by choosing a classy coffee shop, coffee serving, and an attractive location.

Konsumsi kopi Indonesia (60 kg bags of Coffee)

2020/2021	4,450,000
2021/2022	4,750,000
2022/2023	4,771,000
2023/2024	4,785,000

Source: USDA • [Get the data](#) • Created with [Datawrapper](#)

Figure 1. Indonesia Coffee Consumption

Source : USDA, 2024

One of the coffee brands that is joining in on this coffee hype is Kopi Kenangan. Kopi Kenangan was founded in 2017 and has become one of the grab-and-go coffee chains, the fastest growing in Indonesia. Kopi Kenangan started because its founders had a mission to spread their love for Indonesian coffee as a local brand from Indonesia to the whole world. Kopi Kenangan itself now has more than 800 branches in Indonesia and is able to sell millions of cups every year. Kopi Kenangan itself has never focused on their target audience, it's just that at the beginning they targeted the community who are 18-35 years old. However, as time goes by, Kopi Kenangan can attract the attention of consumers aged over 50 years (Kopi Kenangan, nd).

Kopi Kenangan is a beverage business that uses social media Instagram as a promotional media through the Instagram account @kopikenangan.id. Although Kopi Kenangan already has consumers who buy directly from the store, Kopi Kenangan still promotes the products they sell through Instagram. With Using Instagram, the manager who is the admin of Kopi Kenangan will do promotions more easily and effectively in attracting the interest of consumers and increase sales of Kopi Kenangan (Malik, 2023). Post on Instagram @kopikenangan.id became the main visual representation of Kopi Kenangan marketing. Through content on Instagram, Kopi Kenangan conveys brand messages, describes products, and interact with the coffee enthusiast community (Putra, 2021).

A brand ambassador is someone who is officially recognized by a brand. company as a representative and helps spread information about the brand. (bounche, 2024). Brand ambassadors can be said to be representatives of a brand. Determining the right representative for a brand must be in accordance with the identity of the company being promoted. With good selection, brand ambassadors are able to generate significant improvements that are in line with the objectives of the company or brand.



Figure 2. Angga Yunanda As Kopi Kenangan Brand Ambassador

Source : Instagram @kopikenangan.id, 2025

Angga Aldi Yunanda is an Indonesian actor, model and singer born on May 16th 2000 from Lombok. His name soared when he played a role in the soap opera Mermaid in Love. He began to be known to the public after starring in several popular soap operas, such as "Malu-Malu Kucing" and "Mermaid in Love". Her career skyrocketed when she played in various films 6 big screen, such as "Dua Garis Biru" (2019), which received much praise and was a commercial success. commercial. He is known for his natural acting talent, handsome face, and his role often steals the attention of the audience, especially among teenagers. In addition to acting, Angga also has a career in the music world. He released his first single "Disini Untuk Kamu" on 13 March 2017. She also sang the theme song "Kejar" for the film "Sunyi" and "Cinta Hebat" for "Cerita Untuk Geri" series. Angga has many followers on social media Instagram @angga with over 11 million followers, making him one of the most influential young actors in Indonesia.

In creating advertising marketing communications, suitable media is required. with the message you want to convey. Along with the development of digitalization in the world, many companies run digital marketing communications. According to Purwana, et al. (2017) digital marketing is a promotional activity through digital media online by means of utilizing various media, one of which is social media. Social media is one of the digital media that is very effective in the strategy to market products. Social media has made it easier for business people to communicate with many people about the products they offer.

10 Media Sosial dengan Pengguna Terbanyak di Indonesia 2024

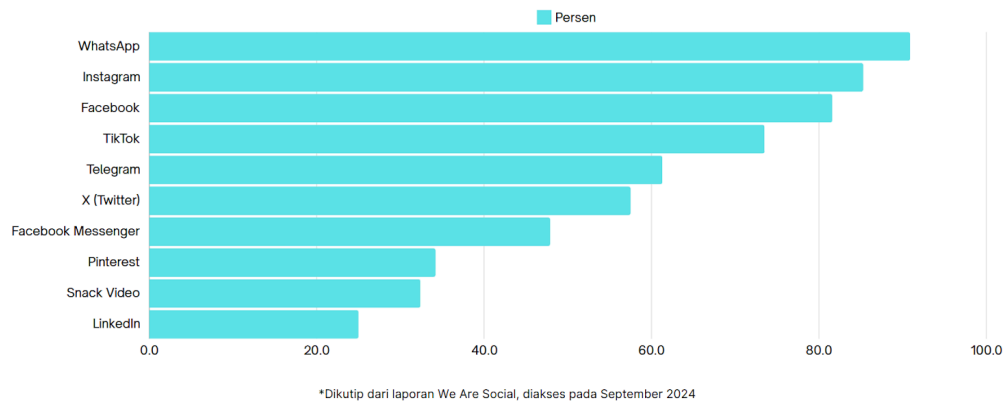


Figure 3. Most User Social Media Platform in Indonesia 2024

Source : We Are Social, 2024

Instagram is one of the most frequently used social media for advertising. According to Atmoko (2012:4) Instagram is a photo sharing application that allows users to take photos, apply digital filters, and share them to various services. social networking, Instagram is one of the biggest social media platforms today. Reporting inilah.com, data collected from We Are Social (2024) regarding the percentage of social media that is widely used by Indonesian internet users aged 16-64 years. Survey results show Instagram as the most frequently used social media by Indonesian internet users aged 16-64 years old with 85.3 percent. The average internet user in Indonesia spends up to 16 hours and 10 minutes using Instagram in one day a month just below Whatsapp with 90.9 percent.

There are several previous studies that researchers use as references. in making this research. The first research by Rachel Ade Suryaning Kalla in 2024 titled "Tzuyu's Effectiveness as a Brand Ambassador in the Launch of Bright Products Miracle Pond's on @pondsindonesia followers". This study aims to measure Tzuyu's effectiveness as a brand ambassador in the launch of Pond's bright miracle product on the Instagram account @pondsindonesia. This study uses a quantitative approach descriptive with data collection techniques using online questionnaires via Google form and using the VisCAP model for data analysis. The results of the study showed that Tzuyu as Pond's brand ambassador in the launch of Pond's bright miracle was declared effective, with attraction being the most effective indicator. The difference between previous research and this research is that previous research focuses more on the

impact of brand ambassadors on new product launches, while this research is more focused on the impact of brand ambassadors on the brand's social media account followers .

The second study by Reza Maulana Barata in 2021 was entitled "The influence of brand ambassadors in building brand image and its impact on purchasing decisions". This study aims to analyze the influence of brand ambassadors in building brand image and its impact on the purchase decision of Samsung A51. This study uses descriptive quantitative methods with data analysis using path analysis. The results obtained from this study prove that brand ambassadors have an influence directly on Brand Image. The difference between previous research and this research This research focuses more on the impact of brand ambassadors on purchases. mobile phones, while this research is more about the impact of brand ambassadors on trust in a brand. The data analysis used by this study is also different where previous research used path analysis, while this research using the VisCAP model

First coined by Thomas L. Harris through his book entitled "The Marketer's Guide to Public Relations" according to him Marketing Public Relations is a process planning and evaluation of programs that encourage consumer purchasing and satisfaction through communication/dissemination of reliable information and through the impression that connecting businesses and products according to needs, desires and interests consumers (Christian, 2023).

Marketing Public Relations has objectives that are more focused on increasing awareness or providing information about a product or brand. Increasing awareness This can be done through many methods, one of which is the use of branding. ambassador. Marketing public relations is a more important and complete task from ordinary advertisements because the impact will be stronger and will be remembered longer by consumers.

Based on the phenomena that have been described by previous researchers, researchers interested in conducting research on the effectiveness of using Angga Yunanda as brand ambassador on Instagram followers @kopikenangan.id. There is an increase in the trend Coffee consumption in Indonesia is the reason why researchers are interested in conducting this research especially with the Kopi Kenangan brand which is also on the rise. Kopi Riset uses VisCap indicators to measure the effectiveness of Angga Yunanda as a brand ambassador to Instagram followers @kopikenangan.id. Angga Yunanda himself was chosen as the brand Kopi Kenangan ambassador with the image he has as a rising young actor leaves because of several films he starred in.

METHODOLOGY

This research is included in the positivistic paradigm with a quantitative approach descriptive. According to Sugiyono (2018), quantitative research is research that uses specific population or sample, data collection using research instruments, analysis data is quantitative or statistical in nature, with the aim of testing the hypothesis that has been formulated determined. Meanwhile, descriptive research according to Sugiyono (2018:86) is a research conducted to determine the value of independent variables, either one or more variables without making comparisons or connecting with other variables.

Data analysis in this study was carried out using data from the distribution of surveys that has been conducted. The survey to be distributed contains statements from respondents related to indicators from the VisCAP model variables. In this survey, researchers used Likert scale for answer options that will be used to analyze the data obtained. In addition Likert scale, data is also presented through tables and data descriptions with the help of the SPSS application and the researcher also presents the mean of the data obtained. The data measurement technique used in this study is the type of data ordinal using the Likert scale. The Likert scale is usually used to measure attitudes, opinions and perceptions of individuals or groups of people regarding social phenomena that are happening (Ridwan, 2009).

Following the method from Papadamou et al. (2023), this study collects investor attention data from The criteria for determining respondents in research include:

1. Followers of the Instagram account @kopikenangan.id
2. Male or female aged 18-50 years
3. Ever seen a photo and videos about Kopi Kenangan with Angga Yunanda

In this research, the technique data collection used is an online survey to collect data from respondents. Researchers use Google Form as a medium for online surveys that will be distributed to respondents. The following are the data collection steps carried out by researchers:

1. Create a survey in the form of a Google Form containing questions which has been prepared with answer options according to the Likert scale.
2. Share the questionnaire to @kopikenangan.id followers.
3. Collect data from respondents' answers.
4. Process the data received from the respondents' survey results.

RESULTS AND DISCUSSION

Visibility

Table 1 Visibility Indicator

Visibility Indicator							
Statement	SD	D	N	A	SA	MEAN	TOTAL MEAN
I know Angga Yunanda is an actor, singer, and model	0	17	14	40	29	3.81	3.89
I often see Angga Yunanda promoting Kopi Kenangan on Instagram	0	14	16	29	41	3.97	

Source : Researcher Processing, 2025

The visibility of a Brand Ambassador is seen through how Brand Ambassadors are known by their target audience, in this indicator there are 2 statements for finding out the Visibility of using Angga Yunanda as a Kopi Kenangan Brand Ambassador. Of the two statements, the highest mean was obtained by the first statement, namely "I often see Angga Yunanda promoting Kopi Kenangan on Instagram" , which is 3.97 compared to the value of the first statement. While the lowest value in this indicator is "I know Angga Yunanda is an actor, singer, and model" with a mean value of 3.81. Overall, the question categories have an average or mean value that is included as an effective category. Although some respondents answered in the. However, the majority of respondents answered with a value of 4 (Agree) and a value of 5 (Strongly Agree).

In the first statement in the Visibility indicator, namely the statement "I knowing that Angga Yunanda is an actor, singer and model" has meaning the lowest with a value of 3.81 where the respondents were described as the majority, 51 respondents answered agree, 42 respondents answered strongly agree, 5 answered disagree, 2 answered neutrall. This shows that fans already know that Angga Yunanda is an actor, singer, and model. 3.89.

Then in the second statement in the Visibility section , namely "I often see Angga Yunanda promotes Kopi Kenangan on Instagram" giving the highest mean results in figure 3.97 with the majority of answers pointing to "strongly agree". This means that respondents strongly agree that they often see Angga Yunanda promoting Kopi Kenangan on Instagram, which was explained as many as 44 people answered strongly agree, 29 respondents answered agree, 16 answered neutral, and 14 answered disagree. This section has a mean of 3.97, the highest mean in the Visibility section.

This statement shows that respondents often see Angga Yunanda promoting Kopi Kenangan on Instagram but not knowing that Angga Yunanda is an actor, singer, and also a model. This is because many people know Angga Yunanda as an actor and model but not as a singer. This could happen because of Angga Yunanda's successful career in the world of acting and modeling, so that people don't really know Angga Yunanda as a singer. The many

awards in The world of actors and models makes Angga Yunanda known only as a model and actor.

Angga Yunanda himself does not really highlight his profession as a singer on social media. his personal media so this could be one of the factors why many respondents do not know Angga Yunanda's profession. Public Figures are very closely correlated with imaging. The better the self-image that is displayed, the more positive the response will be. obtained from the public. This will have an impact on the popularity which will be even higher in society. Many public figures use mass media for various purposes. such as increasing reputation, creating sensations to keep one's name popular, or utilising media as a promotional medium for business interests, and so on. The more media spotlight they get, the more they boost their reputation. the popularity of the artist. Therefore, artists often demand themselves to be cooperative with mass media. Lack of self-branding as a singer on social media is one of the one reasons why many respondents do not know what Angga's profession is (Esther, 2016).

The Visibility Indicator is an absolute measure of the popularity of the celebrity who is appointed as Brand Ambassador represents a brand. Ideally, the selected Brand Ambassador should already be well-known and has a big influence in people's lives. Use of Brand Ambassador aims to introduce a brand to the wider community, Companies will pay public figures as Brand Ambassadors because they see that they are liked and respected by the target audience (Shimp, 2020). Table 4.12 above shows the results of data collection from the Visibility indicator which obtained mean results of 3.89, the results are considered effective because the mean value exceeds the interval, namely 3.00.

The positive results on the Visibility indicator indicate the role of Marketing Public Relations. According to Kotler, (Kotler, 2016) the goal of Marketing Public Relations is building brand awareness and establishing credibility. Social media plays an important role in increasing brand awareness and sales because it can reach a wider audience and interact directly with consumers (Neneng Nurmalasari, & Masitoh, I. 2020). MPR activities carried out via social media have many advantages, including: introduce businesses and products to a larger audience, allowing brands to to interact directly with consumers more widely, and strengthen the brand awareness. Therefore, the MPR process based on social media is also implemented by Kopi Kenangan by uploading information about its newest Brand Ambassador via instagram. This is what underlies the statement of both statements regarding Visibility in its entirety centered on instagram content.

Credibility

Table 2 Credibility Indicator

Credibility Indicator							
Statement	SD	D	N	A	SA	MEAN	TOTAL MEAN
Angga Yunanda as the brand ambassador of Kopi Kenangan of being competent or expert in representing Kopi Kenangan	0	13	12	34	41	4.03	3.93
Angga Yunanda as the brand ambassador of Kopi Kenangan are able to convey messages well	0	13	17	35	35	3.92	
Angga Yunanda was able to improve my knowledge about Kopi Kenangan	0	15	16	37	32	3.86	

Source : Researcher Processing, 2025

The Credibility Indicator represents the expertise possessed by the Brand Ambassador regarding knowledge of the product and the ability to convince consumers. Two The main characteristics of credibility are expertise and trustworthiness. (trustworthiness). According to Rakhmat (2005), the expertise of celebrities who have high expertise in this factor will have intelligence, expertise, ability and extensive knowledge, experience and training. expertise is the impression formed by the communicator about the communicator's ability in relation to the product advertised. Trustworthiness in this factor endorsers are considered in terms of honesty in the delivery of advertisements.

Table 2 above shows that in the second indicator in the VisCAP model, namely Credibility which represents the letter 'C' has three statements set by the researcher. The first statement is "Angga Yunanda is the Brand Ambassador of Kopi Kenangan who is competent or expert in representing Kopi Kenangan" which received 4.03. The second statement is "Angga Yunanda as the brand ambassador of Kopi Kenangan is able to convey the message well" with a mean score of 3.92. The third statement is "Angga Yunanda was able to increase my knowledge about Kopi Kenangan" by mean acquisition 3.86. Of the three statements, the highest value is in the Credibility aspect represented by the first statement. However, the three statements in the indicator Credibility shows an average figure of 3.93 which is considered effective referring to the interval. effectiveness is $3.01 < x < 5.00$.

The first statement is "Angga Yunanda is the Brand Ambassador of Kopi Kenangan that are competent or expert in representing Kopi Kenangan" get average results of 4.03 with details of the scale of 'Strongly Agree' (SA) as many as 41, Agree (A) as many as 34, Neutral (N) as many as 12, and Disagree (D) as many as 13. So, the majority answer is in the positive interval, namely "Strongly Agree". This shows that Respondents believe that Angga Yunanda

is the right person to become a Brand Ambassador of Kopi Kenangan. Right here it refers that Angga Yunanda is considered suitable with the values and perspectives of the Kopi Kenangan brand. In addition, it is also appropriate to relate with the 'expertise' factor in the Credibility aspect.

While the second statement is "Angga Yunanda as Brand Ambassador Kopi Kenangan are able to convey messages well" obtaining average results (mean) of 3.92 with a breakdown of the 'Strongly Agree' (SA) scale of 35, Agree (A) as many as 35, Neutral (N) as many as 17, and Disagree (D) as many as 13. So, it can be concluded that respondents put their trust in Angga Yunanda as a brand. Ambassador to introduce Kopi Kenangan to the public.

The third statement is "Angga Yunanda is able to increase my knowledge regarding "Kopi Kenangan" obtained an average result (mean) of 3.86 with details The results of the 'Strongly Agree' (SA) scale were 32, Agree (A) were 37, Neutral (N) were 32. 16, and Disagree (D) as many as 15. Therefore, it can be concluded that respondents consider Angga Yunanda as a brand ambassador have the ability to introduce Kopi Kenangan to the community. This is in line with the next aspect in Credibility, namely expertise. Respondents believe that Angga Yunanda has the ability to convey messages effectively when becoming a Brand Ambassador.

According to Rini & Astuti (2012), celebrity credibility is closely linked to two things, namely expertise and objectivity. Expertise relates to a celebrity's knowledge of the advertised product and objectivity refers more to the celebrity's ability to provide confidence or self-confidence to consumers of a product. Reported from Viva (2023), Angga Yunanda was once a judge and also a mentor for a talent training program for junior high and high school students, held by Joyday Angga Yunanda was also directly selected by the Director of Joyday. Angga Yunanda can already be considered to have high credibility in the eyes of society, giving the impression that the message conveyed will be more trusted and increase trust in the promoted brand.

Credibility indicators are considered as crucial brand elements in building consumer trust. Communication theory states that credible sources are more effective in changing audience attitudes and behavior (Hovland, Janis, & Kelley, 1953). The study conducted by Ohanian (1990) found that source credibility significantly influences consumer attitudes toward advertising and brands, as well as purchase intentions. This is in line with Keller's (1993) findings that brand knowledge, which consists of brand awareness and brand image, are influenced by credible sources of information. Credibility Brand Ambassadors can increase perceived quality and positive associations, which in turn increases brand equity.

In the context of Marketing Public Relations (MPR), the credibility of Brand Ambassadors contribute to effective communication strategies and public relations management better. Relationships based on trust and credibility allow more transparent and authentic communication, which is essential in building and maintain brand image

Attraction

Table 3 Attraction Indicator

Attraction Indicator							
Statement	SD	D	N	A	SA	MEAN	TOTAL MEAN
Angga Yunanda has an attractive appearance when Promoting Kopi Kenangan	0	12	18	36	34	3.92	3.97
Angga Yunanda is a Brand Ambassador who reflects the brand image of Kopi Kenangan	0	4	18	31	47	4.21	
Angga Yunanda has a high level of appeal when become a Brand Ambassador for Kopi Kenangan	1	19	15	29	36	3.8	

Source : Researcher Processing, 2025

In the Attraction indicator, a Brand Ambassador needs to have attraction. separately. Two aspects that stand out in this indicator are the identification of likability and similarity. Rossiter & Percy (2018) emphasized that likability talks about liking. society towards the figure who becomes the Brand Ambassador. Similarity is public perception regarding the similarity between the audience and the Brand Ambassador.

Table 3 displays three statements processed by researchers that represent the third indicator. in the VisCAP model, namely Attraction, which represents the letter 'A'. The first statement is "Angga Yunanda has an attractive appearance when promoting Kopi Kenangan" which obtained a mean score of 3.92. Then the second statement is "Angga Yunanda is a Brand Ambassador who reflects the brand image of Kopi Kenangan" which received the mean score of 4.21. The third statement is "Angga Yunanda has a high level of attraction when he becomes a "Kopi Kenangan Brand Ambassador " which obtains a mean of 3.8. From the three statements that represent the Attraction indicator, the highest mean score was achieved by the second statement, namely "Angga Yunanda is a Brand Ambassador who reflects the brand image of Kopi Kenangan". Meanwhile, the lowest mean score was achieved by the third statement, namely "Angga Yunanda has high attraction when becoming the Brand Ambassador for Kopi Kenangan". Even so, the score of the mean of the three statements still exceeds the effectiveness interval limit, namely above 3.01, which shows in the Attraction indicator, Angga Yunanda is effective as a Brand Ambassador.

The first statement is "Angga Yunanda has an attractive appearance when promoting Kopi Kenangan" achieved a mean score of 3.92 with a detailed answer scale of 'Very 'Agree' (SA) was 34, 'Agree' (A) was 36, 'Neutral' (N) was 18, and 'Disagree' (D) was 12. The majority of answers are on the Strongly Agree and Agree scale. This shows that

respondents consider Angga Yunanda to have an attractive appearance while promoting Kopi Kenangan.

The second statement is "Angga Yunanda is a Brand Ambassador who reflects the brand image of Kopi Kenangan" achieved a score of 4.21. The details of the answers are as follows: The statement is that the SA scale is 47, Amount of 31 Agree, N is 18, and Disagree (D) numbered 4. This shows that respondents consider Angga Yunanda to be capable of becoming a representative of Kopi Kenangan through a brand image that is compatible with both parties.

The third statement is "Angga Yunanda has a high level of attraction when he becomes a "Kopi Kenangan Brand Ambassador " achieved a mean score of 3.8 with a detailed answer scale of 'Strongly Agree' (SA) numbered 36, 'Agree' (A) numbered 29, 'Neutral' (N) numbered 15, "Disagree" a total of 19, and "Strongly Disagree" a total of 1. The majority of answers are on the negative scale. Strongly Agree and Agree. Respondents agree that Angga Yunanda has a strong appeal. high when becoming the Brand Ambassador of Kopi Kenangan.

In this context, researchers draw conclusions based on Attraction indicators, and sub-indicators of likability and similarity, namely that Brand Ambassadors are liked in general Effective tends to attract more audience attention and is able to build connections. emotional. Angga Yunanda has an attractive appearance that is liked (likability) by everyone. circles, especially women. Audiences tend to pay attention and remember messages delivered by someone who is considered interesting. Reported from Popbela (2023), Angga Yunanda is an A-list Indonesian actor who has an attractive physical appearance. Angga Yunanda was chosen by Azarine Cosmetic to be Azarine Cosmetic's Brand Ambassador in 2023. This shows that Angga Yunanda has the appropriate physical appeal as a Brand. Ambassador of Kopi Kenangan.

Meanwhile, in the context of Marketing Public Relations (MPR), the Attraction factor of Brand Ambassador is the key to creating interesting and relevant content for the target audience. The visual and non-visual appeal possessed by Brand Ambassadors also becomes supporting factors for the success of changing consumer behavior and opinions (Kertamukti, 2015).

Power

Table 4 Power Indicator

Power Indicator							
Statement	SD	D	N	A	SA	MEAN	TOTAL MEAN
Angga Yunanda was able to persuade me to remembering the Kopi Kenangan	0	14	19	32	35	3.88	3.85

Power Indicator							
Angga Yunanda was able to persuade me to buy Kopi Kenangan products	1	14	18	35	32	3.83	

Source : Researcher Processing, 2025

Table 4 displays two statements related to the Power indicator. The first statement is "Angga Yunanda was able to persuade me to remember brand Kopi Kenangan" which got a mean score of 3.88. Then the second statement "Angga Yunanda was able to persuade me to buy Kopi Kenangan products" obtained a mean score of 3.83. From the two statements representing the Power indicator, the mean score The highest was achieved by the first statement, namely "Angga Yunanda was able to persuade me to remember the Kopi Kenangan brand ". Meanwhile, the lowest mean score was achieved by the statement Third, "Angga Yunanda was able to persuade me to buy Kopi Kenangan products". However, the mean scores on both statements still exceed the interval limits. effectiveness, namely above 3.01, which shows that in the Power indicator, Angga Yunanda is effective as Brand Ambassador.

The first statement is "Angga Yunanda was able to persuade me to remembering the Kopi Kenangan brand " obtained a mean of 3.88 with a breakdown of the scale answers 'Strongly Agree' (SA) 35, 'Agree' 32, 'Neutral' 19, and 'Disagree' 14. The majority of respondents agree that Angga Yunanda has the ability to make them remember the Kopi Kenangan brand.

The second statement is "Angga Yunanda was able to persuade me to buy "Kopi Kenangan" product with a mean of 3.83. The details of the answers show the SA scale a total of 32, A scale a total of 35, N scale a total of 18, D scale a total of 14, and SD scale as many as 1. Respondents agree that Angga Yunanda has the ability to make them buy Kopi Kenangan products.

Percy & Rossiter (2018) stated that Power is the influence or impact that owned by Brand Ambassador can convince the audience to submit to the power of the brand ambassador . In line with that, Angga Yunanda was able to influence the audience to submit to the power of the Brand Ambassador. The survey results show that many respondents eventually remember and even buy Kopi Kenangan products thanks to the Power possessed by Angga Yunanda. So, the Power of Angga Yunanda when appointed as a Brand Ambassador, is considered effective, as proven by the existence of influence on the target audience of Angga Yunanda and Kopi Kenangan.

Based on research by Afani (2023) entitled "The Influence of Brand Ambassadors and Sales Promotion on Repurchase Decisions for Lemonilo NCT Edition Noodle Products Dream", it is known that the Power Brand Ambassador indicator and sales promotion only has an influence of 6.5% on repeat purchase decisions, while the rest namely 93.5% is

influenced by other variables outside the research. This shows that it is indeed difficult to use a Brand Ambassador if the goal of the brand is to improve the Power indicator .

Marketing Public Relations (MPR) aims to create and maintain a positive image and strengthen the relationship between the brand and the public. The power of Brand Ambassadors play a crucial role in achieving this goal. The power that Angga has, is able to influence the audience to remember and even buy. Kopi Kenangan products. As quoted from Broom (2006) that the Power of the brand.

The Effectiveness of Angga Yunanda as a Brand Ambassador for Kopi Kenangan

Table 5 Mean VisCAP Indicator

Indicator	Total Mean	Effectiveness
Visibility	3.89	Effective
Credibility	3.93	Effective
Attraction	3.97	Effective
Power	3.85	Effective
Total	3.92	Effective

Source : Researcher Processing, 2025

Of the four indicators, namely Visibility, Credibility, Attraction, and Power, which have been examined, the highest mean value was obtained by the Attraction indicator with a mean score of 3.97. This shows that the audience or followers of Instagram @kopikenangan.id rate Angga Yunanda has a unique appeal in the brand that is its representative object. This is in line with Angga Yunanda who has an attractive face in the world. Angga Yunanda at the 2016 Panasonic Gobel Awards in the Favorite Actor category. In 2017, Angga Yunanda also won the Infotainment Awards nomination for the Most Popular Newcomer Celebrity category. Captivating (Ardn, 2022). This shows that Angga Yunanda has a great unique attraction that can represent the Kopi Kenangan brand .

Attraction Indicator as explained in VisCAP modeling, specifically by Rossiter & Percy (2018) consists of two supporting components, namely likability and similarity. The similarity component means that there is a similarity between brand awareness and the audience. The advantages of recruiting Angga Yunanda as a brand ambassador with the target market of Kopi Kenangan being Angga Yunanda, he has a charm that can be liked by many people.

On the other hand, the VisCAP indicator is at the bottom of the ranking in terms of numbers obtained mean when measuring the effectiveness of Angga Yunanda as the Brand Ambassador of Kopi Kenangan is a Power indicator with a mean value of 3.85. Power or

strength has the same meaning as power, namely related to the power of Brand Ambassadors in influencing consumers. The statement "Angga Yunanda was able to persuade me to buy Kopi Kenangan products" got a rating of 3.83. This shows that Angga Yunanda does not yet have the power which means to move the audience to make a purchase of Kopi Kenangan products. While other questions focused more on Angga Yunanda's abilities in making respondents remember the Kopi Kenangan brand. According to Royan (2014), Power is the power of Brand Ambassador in ordering his audience to try, feel, and buy. Usually followed by a large influence in conveying the message is, the higher the big name of a Brand Ambassador that he has, the higher the reputation he will have. further strengthen the power of the Brand Ambassador

Angga Yunanda's effectiveness as a Brand Ambassador is not only seen in collaboration with Kopi Kenangan, but also with other brands such as Ruang Guru, Mie Sedaap, joyday, and many more. In 2021, Ruang Guru used Angga Yunanda as Brand Ambassador, this is because Angga Yunanda's film entitled "Two Blue Lines" which rose to fame in 2020 has a school life theme, making Angga Yunanda closely related to the school background. This is in accordance with Ruang Teachers who focus on educational services outside of school. This shared value makes Ruang Guru choose Angga Yunanda in the hope of attracting an audience of school children. This shows that Angga Yunanda's appeal can be adapted to various industries, one of which is the education industry.

In addition, research by Percy and Rossiter (2018) emphasized that the influence of celebrities can strengthen the audience's trust in the brand they represent. In the context of research, Angga Yunanda succeeded in building emotional connections and trust with the audience. The effectiveness results are reflected in the attraction indicator in the VisCAP model with The highest mean score reached 3.97, indicating that the audience responded positively to the appeal of Angga Yunanda.

Research by Syarlina (2021) which examines the use of NCT 127 Brand Ambassadors In Nature Republic Skincare Products, it is shown that of the four VisCAP indicators (Visibility, Credibility, Attraction, and Power). Power indicators that significantly influence consumer perception. This is different from the results of this study which show Attraction as indicators with the highest mean value. In this comparison, it can be concluded that Brand Ambassador concentration focuses on Attraction related to persona matters and physical attraction. Meanwhile, in the research, NCT 127's Brand Ambassador already has a background as a BA in various industries making it easier to make the audience believe and buy Nature Republic products. And from the fanatical NCT 127 fanbase so that more highlighted on the Power indicator.

In Sari's research (2024) entitled "The Influence of Brand Ambassador Effectiveness Laura's Love for Fore Coffee's Brand Image". The main focus of the research is to measure Cinta Laura's effectiveness as a Brand Ambassador for Fore Coffee's brand image. Meanwhile, research on Angga Yunanda as a Brand Ambassador for Kopi Kenangan does not look at the brand image that is affected by the Kopi Kenangan brand. Results From the

effectiveness of Cinta Laura's Brand Ambassador , the highest value is shown in Visibility indicator where Cinta Laura has been pursuing her career for a long time so that there are already many People who know Cinta Laura and Cinta Laura is effective in improving brand image Fore Coffee. As a comparison, Angga Yunanda has not been pursuing a career in the coffee industry for very long. entertainment so that it makes Visibility not the main point for Angga Yunanda.

The collaboration between Angga Yunanda and Kopi Kenangan produced positive results, This can be seen from the effectiveness of the brand ambassador collaboration . This is in line with the Marketing Public Relations (MPR) theory , effective implementation requires effort and cooperation with other parties. Cooperation with other companies or organizations can help industry to increase efficiency and productivity and the welfare of both the organisations.

In Marketing Public Relations practice , selecting the right Brand Ambassador is the key to achieving effective communication goals and building a positive image. brand. The implementation of the use of Angga Yunanda up to this point is considered effective, in the future, MPR's strategy can continue to be capitalized by the Kopi Kenangan brand by utilizing VisCAP indicators to maintain content effectiveness and significant impact. Implementation of MPR strategy utilizing VisCAP indicator from Angga Yunanda's character As a Brand Ambassador, Kopi Kenangan can create an effective campaign. With increased visibility for example through media relations and social media campaigns. In the Credibility aspect, implementation can be done through testimonials and publication in the media trusted, increasing appeal through visual content and collaboration. As well as the Power aspect which can be attempted to focus on Angga Yunanda's strengths in influencing the audience Through engagement activities and community building, Kopi Kenangan can build its image of a strong and positive brand. This strategy not only helps to achieve communication goals, but also strengthens long-term relationships with consumers.

CONCLUSION

The research aims to determine the effectiveness of Angga Yunanda as a Brand Ambassador of Kopi Kenangan on Instagram followers of the account @kopikenangan.id. Research conducted using an online survey method on 100 respondents with the following criteria: Instagram followers @kopikenangan.id, aged 18-50 years, and have seen Angga Yunanda's post as Kopi Kenangan Brand Ambassador . Measuring effectiveness Angga Yunanda as the Brand Ambassador of Kopi Kenangan refers to the VisCAP model, the latest as described in the indicators of Visibility, Credibility, attraction, and Power (Rossiter & Percy, 2018).

The results obtained from the survey with 10 statements which represent the VisCAP indicator shows the average or mean value declared effective. More on the Visibility indicator with a mean score of 3.97, the second is Credibility indicator with a mean score of 4.03, the third indicator is Attraction with a score of mean 4.21.

Finally, the Power indicator shows a mean score of 3.88. The highest indicator is Attraction which has a value of 4.21, this means that Angga Yunanda has a high appeal as a Brand Ambassador for Kopi Kenangan both physically and non-physical, and have similar characteristics to the brand, or the target audience of the Kopi Kenangan brand. On the other hand, the lowest indicator is Power. This is due to the difficulty of persuading the audience to become customers. Field or Angga Yunanda's industry, which does not come from a coffee background, could be the cause of the difficulties persuading respondents especially to make product purchases. Although the statement has the lowest value, it is still said to be effective because it is not outside the range interval scale.

With an interval scale effectiveness $3.01 < x < 5.00$, then each indicator is within the interval scale range. So the research leads to the conclusion that Angga Yunanda is effective as a brand Ambassador of Kopi Kenangan on Instagram followers @kopikenangan.id. Even though Angga Yunanda doesn't come from a coffee background, it shows that he can be a representative of the Kopi Kenangan brand.

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