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# The Effectiveness of Tiara Andini as Sunsilk's Brand Ambassador on the Instagram Account @Sunsilkid

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## ABSTRACT

This study examines the effectiveness of Tiara Andini as a brand ambassador for Sunsilk on the Instagram account @sunsilkid. Using a descriptive quantitative approach, an online survey was conducted with 100 respondents aged 18–34 years. The VisCAP model (Visibility, Credibility, Attraction, Power) served as the analytical framework. The findings reveal that Tiara Andini is an effective brand ambassador, achieving an overall average score of 4.06. The highest score was in the Power indicator (4.17), demonstrating her strong influence in promoting Sunsilk products. Credibility (4.13) and Attraction (4.05) also received high ratings, indicating that she is perceived as trustworthy and appealing. However, Visibility scored the lowest (3.89), suggesting that some followers are not fully aware of her official role with the brand. These results underscore the importance of clear and consistent brand communication strategies to enhance ambassador visibility. The study provides insights for marketing practitioners on optimizing celebrity endorsement strategies in Indonesia's digital landscape.

**Keywords:** *Brand Ambassador, Tiara Andini, Sunsilk, Instagram, VisCAP, Effectiveness.*

## INTRODUCTION

Communication is the foundation of human interaction and a vital element in shaping perceptions, relationships, and consumer behavior. As societies evolve, so does the complexity and reach of communication, especially in marketing contexts. In the age of digital connectivity, marketing has transformed from traditional advertisements to dynamic, real-time interactions through digital platforms. One of the most influential tools in modern marketing is the use of brand ambassadors individuals who represent and personify the brand's values, voice, and identity. Among the various media channels available, Instagram has emerged as a highly effective platform for promoting brands, especially in countries with high social media penetration like Indonesia.

The growing popularity of social media in Indonesia has made it a strategic medium for companies seeking to engage with their target audiences. According to the 2023 report by We Are Social, Indonesia ranks as one of the top countries in terms of Instagram usage, with

over 104.8 million active users. This widespread usage underscores the relevance of Instagram as a communication tool for businesses aiming to increase brand visibility and consumer engagement. With an average daily internet usage time of over seven hours, Indonesian consumers are increasingly influenced by digital content, making social media a powerful driver of brand messaging and consumer behavior.

One of the key strategies employed by companies to leverage this digital landscape is Marketing Public Relations (MPR). MPR encompasses various efforts to build a brand's image and maintain consumer trust through consistent and strategic messaging. According to Ruslan (2002), MPR is a process that includes the planning and evaluation of programs designed to stimulate consumer satisfaction and encourage purchasing behavior through favorable brand impressions. MPR is not merely about informing the public but about creating lasting relationships through authentic and impactful storytelling. This storytelling is often conveyed through the strategic use of brand ambassadors who embody the brand's values and serve as a bridge between the company and its audience.

The theoretical foundation of this study is rooted in the S-O-R (Stimulus-Organism-Response) model, which offers insights into how stimuli such as social media content or endorsements affect the audience's internal state and, consequently, their behavioral responses. According to this model, a message serves as a stimulus that is processed internally by the individual (organism), leading to a response such as a purchase decision, brand loyalty, or social engagement. The model suggests that effective communication strategies must ensure that stimuli (e.g., advertisements or influencer endorsements) are attention-grabbing, clearly understood, and capable of eliciting favorable responses from the audience. In the digital age, the effectiveness of a stimulus is amplified when disseminated through influential channels like Instagram and delivered by charismatic brand ambassadors.

Instagram, as a visual-based platform, supports the sharing of curated and aesthetically pleasing content, making it a suitable medium for brand storytelling and engagement. It enables brands to build emotional connections with consumers by showcasing relatable lifestyles, testimonials, and behind-the-scenes content. The platform's interactive features such as likes, comments, story polls, and direct messaging foster real-time engagement, thereby enhancing the effectiveness of marketing campaigns. Furthermore, Instagram's business features, such as performance analytics and ad targeting, allow brands to track and optimize their communication strategies.

Brand ambassadors play a pivotal role in this context. According to Gaynor Lea-Greenwood (2021), a brand ambassador is a public figure or influencer engaged through contractual agreements to represent and promote a brand. These individuals help shape consumer perceptions by endorsing products, creating relatable content, and engaging

directly with audiences. The appeal of brand ambassadors lies not only in their popularity but also in their perceived authenticity and ability to communicate the brand's value in a compelling manner.

In recent years, the use of public figures as brand ambassadors has become increasingly common in Indonesia's consumer goods market. Companies are turning to musicians, actors, and other celebrities to humanize their brands and expand their reach. Among these figures, Tiara Andini a renowned Indonesian singer and runner-up of Indonesian Idol 2019 stands out as a compelling brand ambassador. Her strong fanbase, approachable personality, and influential presence on social media platforms, particularly Instagram, make her an ideal candidate for endorsing lifestyle and beauty products.

In 2024, Sunsilk Indonesia, a well-established shampoo brand under the Unilever umbrella, appointed Tiara Andini as its official brand ambassador. Sunsilk, which has been operating in Indonesia since 1952, is known for its wide range of haircare products tailored to different hair types and consumer needs. To strengthen its brand image and appeal to the younger demographic, Sunsilk launched the "#MYKILAUTIME" campaign, featuring Tiara Andini as the face of the brand. The campaign emphasizes confidence, beauty, and self-expression through healthy, shiny hair attributes that align well with Tiara's public persona and musical artistry.

The collaboration between Tiara Andini and Sunsilk has been prominently showcased on Instagram through visually engaging content, including photos, videos, and reels that highlight Tiara using Sunsilk products. Her endorsement extends beyond mere promotion; it embodies the brand's values and aspirations. Tiara's interactions with fans, often referring to them as friends and maintaining a friendly tone contribute to a sense of authenticity that enhances her credibility as a brand ambassador. Moreover, her decision to change her hair color from brown to black to align with the product's focus on "Black Shine" shampoo demonstrates her commitment to the brand and increases the perceived legitimacy of the endorsement.

This study aims to assess the effectiveness of Tiara Andini as a brand ambassador for Sunsilk on the Instagram account @sunsilkid. Effectiveness is measured using the VisCAP model, which evaluates a brand ambassador's impact across four dimensions: Visibility, Credibility, Attraction, and Power. Visibility refers to the public recognition and presence of the ambassador; Credibility assesses the trust and believability of the ambassador's message; Attraction evaluates the ambassador's physical appeal and charisma; and Power refers to the ambassador's ability to influence consumer behavior.

The relevance of the VisCAP model lies in its comprehensive approach to understanding how different qualities of a brand ambassador contribute to the overall effectiveness of a marketing campaign. A successful ambassador must not only be visible to

the target audience but also possess the credibility and influence necessary to shape consumer perceptions and behaviors. Through the lens of this model, the study seeks to determine whether Tiara Andini's involvement has led to increased brand awareness, positive brand image, and consumer interest in Sunsilk products.

To ensure the validity and reliability of the study, a descriptive quantitative method was employed. A survey was conducted using an online questionnaire distributed to 100 respondents aged 18–34 years who follow the @sunsilkid Instagram account. This demographic was chosen based on data indicating that the majority of Instagram users in Indonesia fall within this age range, making them a significant target market for Sunsilk. The survey questions were structured to capture respondents' perceptions of Tiara Andini's role in promoting the brand, using Likert scales to measure agreement with statements related to the four VisCAP indicators.

The significance of this research lies in its focus on a local brand ambassador within the Indonesian market, offering a unique perspective compared to previous studies that have predominantly analyzed international ambassadors. While prior research has examined figures like Tzuyu (a Korean artist representing Pond's) or BTS (for Tokopedia), this study centers on an Indonesian celebrity representing a product widely available in local markets. This localization provides insights into how cultural alignment and national identity may enhance the effectiveness of brand endorsements.

Furthermore, this study contributes to the academic discourse on marketing communication by bridging the gap between theoretical models and real-world marketing practices. By applying the S-O-R and VisCAP frameworks to a contemporary case, the research illustrates how strategic ambassador selection and digital media engagement can drive consumer responses and brand performance. It also offers practical implications for marketers seeking to optimize their influencer marketing strategies in a highly competitive digital environment.

In conclusion, the dynamic intersection of social media, celebrity culture, and brand marketing presents both opportunities and challenges for modern companies. As digital platforms like Instagram continue to shape consumer interactions and expectations, the role of brand ambassadors becomes increasingly crucial. Through a systematic analysis of Tiara Andini's impact as a brand ambassador for Sunsilk, this study endeavors to provide actionable insights into the effectiveness of influencer-driven marketing in the Indonesian context. It highlights the importance of alignment between the ambassador's persona and the brand's identity, and the necessity of delivering authentic, engaging, and persuasive messages to capture the attention and loyalty of today's digitally savvy consumers.

This research is particularly relevant for marketing practitioners seeking to evaluate the return on investment (ROI) of celebrity endorsements. In an era where brand

collaborations with influencers and public figures are increasingly common, it becomes essential to assess not just reach and visibility but also deeper indicators such as credibility, attraction, and persuasive power. The study offers a model that companies can replicate to assess other ambassadors, campaigns, or platforms.

In summary, this research addresses the intersection of influencer marketing, brand strategy, and consumer behavior in a digital context. By evaluating Tiara Andini's effectiveness as a brand ambassador for Sunsilk on Instagram using both S-O-R and VisCAP models, the study contributes valuable insights into how local celebrities can drive brand engagement and consumer influence in Indonesia's rapidly evolving digital landscape.

In an effort to build upon the existing body of knowledge in communication and marketing, this research also draws comparisons to previous studies related to brand ambassadors and digital media effectiveness. Several prior studies have explored similar themes using various theoretical frameworks and different public figures, both local and international, across multiple industries. For example, a 2024 study by Rachel Ade Suryaning Kalla analyzed the effectiveness of Tzuyu, a Korean celebrity, as a brand ambassador for Pond's in Indonesia, using the same S-O-R framework. Her study revealed that international celebrities can be effective in brand promotion; however, the findings also highlighted the importance of relatability and cultural proximity something that may be more naturally achieved by local figures like Tiara Andini.

Similarly, another 2024 study by Kristian Dwi Ade Wicaksono examined the collaboration between Tokopedia and virtual influencer Kobo Kanaeru on TikTok using the AIDA model (Awareness, Interest, Desire, Action). While it demonstrated the power of influencer marketing through viral content and entertainment-based advertising, the platform, type of product (e-commerce), and virtual influencer format created a distinct context from the present study, which focuses on a human celebrity, Instagram as the medium, and a cosmetic haircare brand.

Further comparison can be made with a 2020 study by Asrul Nur Iman, which used the VisCAP model to measure the effectiveness of NCT 127 as brand ambassadors for Nature Republic on Twitter. Although using the same effectiveness indicators (Visibility, Credibility, Attraction, Power), the research was limited to K-pop fans and did not evaluate broader local consumer responses. In contrast, this current study broadens the scope by involving both fans and general consumers, providing a more balanced view of influencer impact.

Another significant precedent is a 2023 study by Zidni Muflihah, which investigated the effect of BTS as brand ambassadors on consumer purchasing interest within a specific Korean fan community in Yogyakarta. While highly effective among that niche audience, the research showed limitations in generalizing to the wider public, again emphasizing the

relevance and need for localized, culturally aligned ambassadors like Tiara Andini in domestic markets.

What sets the present study apart its *novelty* is the choice of both a local celebrity and a domestically available product, evaluated through Instagram, one of the most widely used platforms in Indonesia. Rather than focusing on fan communities or niche segments, this research examines effectiveness from a broader public perspective, targeting general Instagram users who follow the @sunsilkid account and are likely exposed to brand ambassador content in their daily feeds.

This focus on a mainstream, accessible product promoted by a national celebrity on a popular digital platform contributes valuable insight into localized influencer marketing. It allows for an understanding of how Tiara Andini's personal brand traits her image, tone, personality, and behavior resonate with Indonesian consumers and enhance the promotional goals of Sunsilk.

## LITERATURE REVIEW

### *Social Media and Instagram*

Social media is a platform for dialogue that can be utilized by companies to build relationships with their target customers, engage in real-time conversations, and increase brand awareness. In the digital era, social media has become an essential tool for brand marketing, enabling companies to interact directly with consumers, better understand their needs, and receive instant feedback (Chaffey & Ellis, 2019).

The advantages of using social media include its cost-efficiency, speed, interactivity, and ability to expand connectivity. These factors allow businesses to engage more effectively and communicate with involved audiences (Reene, 2010). Numerous social media platforms support companies in promoting their products through advertisements and adapting to continuously evolving trends.

Social media has become a modern, efficient communication tool, offering opportunities to strengthen engagement and receive immediate feedback. It also enables companies to gain a deeper understanding of their consumers and build brand loyalty. As Kaplan and Haenlein (2010) point out, social media allows organizations to create direct communication channels with their target audiences, enhance engagement, and reinforce brand loyalty.

### *Brand Ambassador and the VisCAP model*

Brand Ambassador is an individual who actively promotes and supports a brand with the goal of increasing brand awareness and encouraging consumer interest. A brand

ambassador not only focuses on promotion but also represents the brand's values and identity. Their role is vital, as they directly interact with audiences, attract broader attention, and provide authentic testimonials that professionally communicate the brand's message (Keller, 2013).

Brand ambassadors typically enter into contracts with companies to promote products through both soft and hard marketing approaches. During the contracted period, they are expected to use the brand's products and share personal experiences and endorsements with their followers. Their established public image helps extend the brand's reach and attract new customers. Greenwood (2012) states that brand ambassadors are tools used by companies to connect with the wider public and enhance product sales.

The VisCAP model outlines four key characteristics of a successful brand ambassador: Visibility, Credibility, Attraction, and Power (Rossiter & Percy, 1997). This theoretical model offers a framework for evaluating the effectiveness of a brand ambassador. An ambassador is considered effective if they significantly contribute to the brand's communication goals and help achieve the company's marketing objectives.

In addition to cultural relevance, the study also addresses the increasing importance of authenticity in marketing. Modern consumers, particularly younger demographics, are highly sensitive to insincere or overly scripted promotional messages. They tend to favor influencers and public figures who are perceived as genuine, relatable, and transparent. Tiara Andini, with her approachable public image, emotional storytelling in music, and active fan engagement, aligns well with this trend. Her natural integration into Sunsilk's marketing campaigns adds credibility and emotional resonance to the brand's message, reinforcing the idea that influencer-brand compatibility is crucial for campaign success.

Moreover, the concept of parasocial interaction the one-sided sense of relationship audiences feel toward media figures plays a significant role in how consumers perceive endorsements. Followers who feel connected to Tiara may be more inclined to trust her product recommendations. This emotional bond amplifies the persuasive power of her endorsements, especially on a platform like Instagram where visual storytelling and personal branding are central. The strength of these parasocial relationships can significantly influence purchase intention, brand loyalty, and even user-generated content, such as sharing or commenting on posts.

From a theoretical standpoint, the integration of the S-O-R and VisCAP models enables a robust analysis of consumer responses to brand ambassadorship. While the S-O-R model explains the psychological process from exposure to message (stimulus), internalization (organism), and behavioral output (response), the VisCAP model breaks down the traits that make a communicator effective. Together, these frameworks provide a

comprehensive view of how brand messages when delivered by the right ambassador can generate favorable consumer reactions on social media platforms.

The choice of Instagram as the research context is also strategic. As a visually driven platform with strong user engagement, Instagram allows brands to showcase lifestyle-centric marketing. Features like Stories, Reels, and Highlights enable brands to create interactive and immersive experiences. The algorithmic nature of Instagram also ensures that high-performing content (such as posts featuring Tiara Andini) gains visibility, further enhancing the ambassador's reach and impact. Additionally, the presence of metrics such as likes, comments, shares, and saves makes it possible to track audience responses in real time, offering both quantitative and qualitative insights into campaign performance.

## **METHODOLOGY**

This study uses a descriptive quantitative approach with a survey method through an online questionnaire. A total of 100 respondents with an age range of 18–34 years who are followers of the @sunsilkid account. The data were analyzed by calculating the average value (mean) and can be tested for validity and reliability using SPSS software.

Descriptive quantitative research is appropriate for this topic because it allows the researcher to identify patterns, trends, and statistical relationships based on the responses of a defined group. In this case, the target group comprises Instagram users aged 18–34 who follow the @sunsilkid account and have been exposed to promotional content featuring Tiara Andini.

## **Conceptual Definitions**

### **1. Communication Effectiveness**

Communication effectiveness refers to the degree to which communication achieves its intended outcome. In marketing communication, effectiveness is measured by the audience's reception and response to promotional messages. In this study, effectiveness is interpreted as how well Tiara Andini delivers Sunsilk's brand message and influences the audience's perceptions and behaviors.

### **2. Brand Ambassador**

A brand ambassador is defined as an individual who, often through a contractual agreement, represents and promotes a brand by creating associations with its identity and values. According to Greenwood (2012), a brand ambassador is a marketing tool used by companies to communicate with and influence a wide audience by increasing brand trust, loyalty, and sales.

## **Operational Definitions**

To quantify the concept of "effectiveness," this study adopts the VisCAP model proposed by Rossiter and Percy (1997). VisCAP consists of four key indicators:

- **Visibility:** The extent to which the ambassador is recognizable and frequently associated with the brand.
- **Credibility:** The degree to which the ambassador is perceived as trustworthy and knowledgeable.
- **Attraction:** The ambassador's physical appearance, charisma, and personality appeal.
- **Power:** The ambassador's ability to persuade and influence the target audience's attitudes and behaviors.

Each indicator is measured using a series of statements rated on a five-point Likert scale. These indicators provide a structured framework to evaluate Tiara Andini's effectiveness in conveying the Sunsilk brand message.

### Population and Sampling

The population of this research consists of followers of Sunsilk Indonesia's Instagram account (@sunsilkid), which had approximately 56,300 followers as of March 2025. Given the large size of this population, the researcher applied a sampling technique to select a representative subset.

#### Sampling Criteria

The sample was selected using non-probability purposive sampling, a technique wherein the researcher selects participants based on specific characteristics relevant to the research objectives. The inclusion criteria were:

1. Instagram users aged 18–34 years
2. Active followers of the Instagram account @sunsilkid.
3. Have seen promotional content featuring Tiara Andini within the last five months.

The final sample size was calculated using the Slovin formula with a 10% margin of error:

$$n = \frac{N}{1 + N(e)^2} = \frac{56,300}{1 + 56,300(0.1)^2}$$

Where:

- $n$  = sample size
- $N$  = total population (56,300)
- $e$  = margin of error (10% or 0.1)

### Data Collection Technique

The research employed online surveys using Google Forms as the primary tool for data collection. The use of digital surveys enabled efficient data gathering from

geographically dispersed respondents and ensured ease of access, especially given the online nature of the topic (Instagram users).

The questionnaire consisted of two parts:

- Demographic data (age, gender, Instagram usage).
- Main research variables based on VisCAP indicators (3 questions per indicator, totaling 12 items).

### Data Analysis Technique

The data collected from the survey were analyzed using the Statistical Package for the Social Sciences (SPSS). The following techniques were applied:

#### 1. Descriptive Statistics (Mean)

Each item was scored and averaged to calculate the mean value for each VisCAP indicator. The mean represents the overall sentiment or perception of respondents toward each dimension of Tiara Andini's brand ambassadorship.

#### 2. Interval Classification

The mean scores were then categorized into levels of effectiveness using a 5-point Likert scale. The classification is as follows:

- 1.00–2.00 = Very Ineffective
- 2.01–3.00 = Ineffective
- 3.01–4.00 = Effective
- 4.01–5.00 = Very Effective

#### 3. Validity Test

The Pearson Product-Moment Correlation was used to test the validity of each questionnaire item. An item is considered valid if the  $r$ -count exceeds the  $r$ -table value at a 5% significance level. Only valid items were retained for further analysis.

#### 4. Reliability Test

Reliability was assessed using Cronbach's Alpha. A Cronbach's Alpha value above 0.6 indicates that the questionnaire items are reliable and internally consistent. All four VisCAP indicators were tested, and the alpha values were reported to ensure the consistency of the instrument.

### Research Subjects and Objects

- **Subjects:** 100 Instagram users aged 18–34 who follow @sunsilkid and have interacted with Sunsilk content featuring Tiara Andini.
- **Objects:** The effectiveness of Tiara Andini as a brand ambassador measured through the VisCAP indicators.

## RESULTS AND DISCUSSION

The results of the study show that Tiara Andini is effective as a Sunsilk brand ambassador. The total average value of all VisCAP indicators is 3.98, indicating high effectiveness. Tiara Andini has high visibility on social media, credibility trusted by the audience, physical attractiveness and personality that match Sunsilk's image, and the power to influence her followers. This strengthens Sunsilk's positioning in the minds of consumers, especially among young people.

**Table 1.1 Total mean Indicator**

Indicator	Total Mean	Effectiveness
Visibility	3.85	Effective
Credibility	3.98	Effective
Attraction	3.99	Effective
Power	4.01	Effective
Share	4.15	Very Effective
<b>Total</b>	<b>3.95</b>	<b>Effective</b>

Source : Researcher's Compilation, 2025

With a total mean score of 3.95, all indicators fall within the range of  $3.01 < a \leq 5.00$ , indicating that respondents generally “agree” with the statements presented. This suggests that the majority of participants acknowledge Tiara Andini's effectiveness in fulfilling her role as a Sunsilk brand ambassador. The highest score in this study was for the *Power* indicator (4.01), reinforcing earlier analyses that emphasized Tiara Andini's ability to influence audiences in delivering Sunsilk's promotional messages. As reflected in the item “I believe Tiara Andini is able to influence the audience to be interested in Sunsilk products,” most respondents felt her personal influence played a role in shaping their interest in the product. Her persuasive ability and inspirational presence demonstrate emotional and psychological strength, which are essential elements of marketing communication. This aligns with the principles of Marketing Public Relations (MPR), which highlight the importance of emotional connection and persuasive engagement with audiences. In this context, *Power* emerged as the most dominant indicator—not merely in conveying information, but in actually shaping consumer attitudes and purchase decisions.

Meanwhile, *Visibility* scored the lowest (3.85). This result aligns with previous analyses, which suggest that Tiara's visibility as a brand ambassador is not yet fully recognized by all audiences. Items such as “I know that Tiara Andini is a brand ambassador

for Sunsilk Indonesia” rely on explicit factual awareness from the campaign. A lack of emphasis on Tiara’s formal recognition or professional achievements in Sunsilk’s promotional content may explain why some respondents were unaware of the official connection between her and the brand. This indicates that general popularity does not necessarily equate to brand-specific visibility. In MPR strategy, visibility relates to how prominently and recognizably a brand ambassador is presented to the target audience within promotional contexts. If this is lacking, it may reduce brand recall effectiveness despite the celebrity’s popularity.

*Credibility* (3.98) and *Attraction* (3.99) also scored highly, approaching the *Power* score. Tiara Andini was considered credible due to her ability to deliver product information clearly and convincingly, and to demonstrate adequate knowledge about Sunsilk’s benefits and usage. Her personal charm also contributed significantly to campaign success, with her cheerful and energetic personality aligning well with Sunsilk’s vibrant and youthful visual identity. This is consistent with MPR strategies that rely on public figures with a strong and relevant image to connect with the target market.

Overall, the results indicate that Tiara Andini is an effective brand ambassador in enhancing brand engagement through social media. With emotional appeal, creative content, and strong personal influence, she successfully builds a solid connection between Sunsilk and its consumers, making her a fitting representative within an MPR-based marketing strategy.

### Crosstab

**Table 1.2 (Crosstab table, Gender)**

JENIS KELAMIN	VISIBILITY	CREDIBILITY	ATTRACTION	POWER
Pria	3.74	3.84	3.81	4.00
Wanita	3.88	4.02	4.03	4.02
<b>TOTAL MEAN</b>	<b>3.85</b>	<b>3.98</b>	<b>3.99</b>	<b>4.01</b>

Source : Researcher’s Compilation, 2025

The *Power* indicator received the highest mean score of 4.01, indicating that both male and female respondents perceive Tiara Andini as a highly influential figure in promoting Sunsilk products. This suggests that Tiara possesses the ability to deliver persuasive promotional messages, inspire audiences, and shape a positive brand image. Interestingly, male respondents gave a slightly higher score for Power. This can be interpreted from the perspective that men tend to focus more on communication effectiveness and its

direct impact on purchasing decisions. In this case, Tiara is seen as someone who can strongly prompt consideration of Sunsilk, despite the product being primarily targeted at women. This means that male respondents assessed Tiara's influence not based on product relevance to their needs, but rather on her confident, straightforward, and assertive delivery qualities generally appreciated by a male audience. This finding aligns with Sangra (2015), who explains that within Indonesia's masculine communication culture, men tend to value directness, clarity, and focus on message content. While this style is not inherently superior, it reflects gendered communication norms shaped by social expectations of decisiveness and clarity.

The *Attraction* indicator recorded higher scores among female respondents, suggesting that women are more drawn to Tiara Andini's personality and self-image as a brand ambassador. This appeal is not limited to physical appearance but also includes the alignment between Tiara's character and Sunsilk's campaign identity, which is cheerful, vibrant, and energetic. For women, emotional factors and personal identification play a significant role in evaluating a brand ambassador. Many female respondents perceived Tiara's persona as reflective of themselves young, confident, expressive women. As a result, they felt a stronger emotional connection and attraction to the campaign, especially through the musical, interactive, and high-spirited content delivered by Tiara.

The *Visibility* indicator received the lowest score (3.85), indicating that not all respondents—particularly male ones actively recognized Tiara Andini as the official brand ambassador for Sunsilk. Despite Tiara being a well-known public figure, especially among younger audiences, the relatively low visibility score may stem from two main factors. First, there is insufficient explicit emphasis from Sunsilk on highlighting Tiara's official role across its Instagram account (@sunsilkid) or other promotional channels. Second, some male audiences may not actively follow developments in Indonesian pop music or female celebrities. Therefore, while they may recognize Tiara as a public figure, they do not necessarily associate her with Sunsilk's promotional campaigns.

These findings reinforce the idea that within the VisCAP framework, the influence or *Power* of a brand ambassador can be perceived across gender lines, while *Attraction* and *Visibility* are more dependent on emotional proximity and personal relevance to the audience. In Marketing Public Relations (MPR) strategy, a high *Power* score, as in this case, represents a significant strength, as it shows that the brand ambassador is not only recognized or liked but also able to shape audience perceptions and actions toward the product. On the other hand, lower *Visibility* serves as a critical insight for the brand to improve the clarity and consistency of its brand ambassador communication strategy.

**Table 1.3 (Crosstab table, Age)**

USIA	VISIBILITY	CREDIBILITY	ATTRACTION	POWER
18	4.16	4.5	4.33	4.1
19	3.77	4.38	4.33	4.1
20	3.37	3.87	4.12	4.08
21	3.66	4.04	3.91	3.79
22	4.02	4.17	4.04	4.08
23	4.19	4.25	4.11	3.77
24	4.04	4.11	4.11	3.77
25	3.87	3.66	3.87	4.33
26	3.94	3.38	3.77	3.94
27	3.75	3.91	3.41	3.91
28	3.61	4.05	3.66	3.5
29	3.13	3.2	3.46	3.93
31	4.00	4.16	4.5	4.66
<b>GRAND TOTAL</b>	<b>3.85</b>	<b>3.99</b>	<b>3.98</b>	<b>4.01</b>

Source : Researcher's Compilation, 2025

Each age group provided different assessments of the four indicators in the VisCAP model—visibility, credibility, attraction, and power. These results indicate that Tiara Andini's effectiveness as a brand ambassador for Sunsilk is perceived differently across age groups, particularly between Generation Z (ages 18–24) and millennials (ages 25 and above).

Respondents from Generation Z generally gave high ratings across almost all indicators. Those aged 18 and 19 recorded the highest scores for *Credibility* and *Attraction*, each exceeding 4.3. This suggests that Tiara Andini is seen as highly credible in delivering product messages and possesses strong personal appeal among younger audiences. This is closely related to the fact that Generation Z is highly active on social media and more responsive to campaigns delivered visually, emotionally, and through public figures who are similar to them in age and character. Tiara Andini, known as a young singer with a cheerful

and energetic personality, is seen as a representative of this generation, which fosters a positive emotional connection with Sunsilk's promotional messages.

However, among those aged 20 and 21, the *Visibility* scores were relatively lower 3.37 and 3.66 respectively. This implies that although these respondents may feel emotionally connected to Tiara, not all are aware of her official role as Sunsilk's brand ambassador. This lower level of visibility may be attributed to the brand's lack of explicit communication regarding Tiara's ambassadorial role or a focus on emotional and aesthetic content in promotional materials, without sufficiently emphasizing factual information.

In contrast, millennial respondents showed different patterns. Participants aged 25 and above gave more varied scores, with noticeable declines in *Credibility* and *Attraction*, especially among those aged 28 and 29, where both indicators fell below 4. This suggests that this group is less influenced by the emotional and visually driven promotional style used by Tiara Andini. Millennials tend to prefer marketing communication that is more rational and informative, which may make them less responsive to aesthetic or emotionally charged campaigns. However, an exception was observed among 31-year-old respondents, who gave very high ratings across all indicators, especially *Power* and *Attraction*. This may be due to personal factors, such as being fans of Tiara, parents of younger audiences, or individuals who closely follow developments in the national entertainment industry.

*Power* emerged as the most stable and consistently high indicator across all age groups. It never fell below 3.5 and peaked at 4.66 among 31-year-olds. This shows that Tiara Andini is regarded as highly influential in delivering Sunsilk's brand messages by both younger and older generations. She is not only recognized but also capable of shaping audience perceptions and attitudes toward the promoted product. These findings suggest that the influence (*Power*) of a brand ambassador can transcend demographic boundaries, particularly when the figure communicates in an authentic and convincing manner.

*Visibility* was the lowest-rated indicator across all age groups. Among 29-year-olds, the score was only 3.13—the lowest in the entire analysis. This indicates that general public popularity does not always translate into high brand-specific visibility. Some respondents may know Tiara Andini as a public figure but are unaware of her involvement in Sunsilk's campaigns. This could be due to inconsistent messaging across digital platforms like Instagram or a lack of audience attention to such details.

These findings underscore the importance of aligning brand ambassador effectiveness with audience segmentation in marketing communication strategies. In this study, the results confirm that Tiara Andini is highly effective as a brand ambassador for Sunsilk, especially among Generation Z, as her character and communication style resonate with their values and media consumption habits. However, to improve overall effectiveness particularly in terms of visibility a more consistent and explicit communication strategy is needed across all

platforms, so that every age group, including millennials, can fully recognize Tiara Andini's role and contribution to Sunsilk's promotional efforts.

## CONCLUSION

Based on the research findings, Tiara Andini is considered effective as a brand ambassador for Sunsilk on the Instagram account @sunsilkid, with an average score of 4.06 based on the VisCAP model (Visibility, Credibility, Attraction, Power). The highest score was recorded in the *Power* indicator (4.17), indicating Tiara's strong influence in delivering promotional messages and her ability to build emotional connection with the audience. *Credibility* (4.13) and *Attraction* (4.05) also showed strong performance, suggesting that Tiara is both trustworthy and appealing in alignment with the product's brand image. Meanwhile, *Visibility* received the lowest score (3.89), indicating that some audience members are not fully aware of her official role as Sunsilk's brand ambassador.

Crosstab analysis revealed that male respondents gave a higher score for *Power* (mean 4.01) compared to female respondents, suggesting that men perceived Tiara's promotional influence to be stronger—even though the product is primarily targeted at women. In contrast, female respondents gave a higher score for *Attraction*, reflecting their emotional connection with Tiara and alignment with Sunsilk's brand character.

In terms of age, Generation Z (18–24 years) rated Tiara most favorably, especially on the *Credibility* and *Attraction* indicators, each scoring above 4.3. Millennials, however, were more skeptical—particularly on the *Visibility* indicator, which had the lowest scores across all age groups, with the lowest being 3.13 among 29-year-old respondents. These findings suggest that while Tiara has a strong cross-demographic influence, more explicit communication is needed to enhance awareness of her role as brand ambassador across all market segments.

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