

# Effectiveness of Using Sophia Latjuba as Hotto Brand Ambassador on Instagram Followers **@sophia\_latjuba88**

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## ABSTRACT

This study aims to determine the effectiveness of Sophia Latjuba as the brand ambassador of Hotto through her personal Instagram account, @sophia\_latjuba88. Hotto is a multigrain beverage brand made from a combination of whole grains and purple sweet potatoes, offering various health and nutritional benefits. The use of public figures, especially celebrities, as brand ambassadors is a common marketing strategy to build brand awareness and influence consumer perception. In this research, a descriptive quantitative method was applied, utilizing an online questionnaire distributed to 100 respondents aged 18–34 years who are active Instagram users. Data were analyzed using the VisCAP model, which includes four key indicators: visibility, credibility, attraction, and power. Each indicator was measured through respondents' perceptions of Sophia Latjuba's influence on their interest in and perception of the Hotto brand. The findings indicate that Sophia Latjuba is considered effective as a brand ambassador, with the attraction indicator receiving the highest average score (mean = 4.40), followed closely by power and credibility. This suggests that her appearance and image significantly contribute to Hotto's appeal.

**Keywords:** *Effectiveness, Brand Ambassador, VisCAP, Social Media, Instagram*

## INTRODUCTION

Communication is a fundamental human activity that shapes public perception and behavior, not merely the transfer of information. Hovland (in Effendy, 2009) defines communication as a systematic effort to formulate principles of message delivery and attitude formation. Lasswell's model frames communication through five questions—*Who Says What In Which Channel To Whom With What Effect?*—emphasizing elements such as the communicator, message, media, audience, and effect. The S-O-R theory further supports this, showing how a message (*stimulus*) processed by the audience (*organism*) can result in behavioral change (*response*). As Effendy (2009) notes, mass media play a key role in amplifying messages and shaping attitudes.

In the business world, strategic communication is critical for influencing consumers. Kotler & Keller (2015) define Marketing Public Relations (MPR) as a tool for increasing awareness and shaping brand perception. Anggoro (2002) views MPR as the planning, execution, and evaluation of communication that connects a company with its stakeholders. Kasali (2005) and Kriyantono (2014) agree that MPR supports marketing by strengthening trust and brand image, even if it does not directly drive sales. For MPR to be effective, it must deliver messages aligned with the audience's needs and values (Soemirat & Ardianto, 2004; Lekong, 2022).

The rise of digital platforms has amplified communication reach. As of 2024, Indonesia had 167 million active social media users (databoks.kata.co.id), with Instagram ranking second most-used, with 85.3% penetration and over 99.4 million users (Lintang, 2024). Instagram supports brand engagement through interaction and content sharing (Kaplan & Haenlein, 2010; Kotler & Keller, 2012 in Dasuki & Wahid, 2020), making it ideal for brand promotion, especially in health and wellness sectors.

Aligned with health trends, Hotto emerged in 2022 as a multigrain drink brand by PT. Berkat Kreasi Gemilang. It offers a practical, nutritious beverage made from 15 types of grains, 7g fiber, and 5g protein (Wahyudi, 2024), targeting active lifestyles. The brand leverages Instagram for visibility and appointed actress and wellness advocate Sophia Latjuba as its brand ambassador in February 2024. Known for her vegan lifestyle, yoga practice, and authenticity, Sophia aligns well with Hotto's image. Her public testimony about personal health benefits from Hotto added credibility (Nasution, 2024; Yanuardi, 2024).

However, despite being prominently featured on @secangkir.hotto, Sophia only posted about the brand once on her personal Instagram (@sophia\_latjuba88), raising concerns about engagement and visibility. While she has 3.5 million followers and is a highly credible figure, her limited endorsement activity brings into question how effectively she represents the brand to her personal audience.

This study uses the VisCAP model (Visibility, Credibility, Attraction, and Power) to evaluate Sophia Latjuba's effectiveness as Hotto's brand ambassador through her personal Instagram account (Royan, 2004 in Firmansyah, 2019; Rossiter et al., 2018). The research specifically focuses on value congruence and ambassador effectiveness among Instagram users aged 18–34, the largest demographic group on the platform (Julius, 2024).

Several previous studies support this research. Alvania (2024) studied Instagram users' awareness of Hotto's brand identity but focused on the brand's account, not the ambassador. Nabila (2024) assessed Sophia's influence on Hotto's brand image, again via Hotto's official Instagram account. Auwling (2024) used VisCAP to evaluate Vidi Aldiano's active endorsement, showing "Attraction" as most influential. In contrast, this study looks at limited ambassador engagement. Isputri & Umam (2024) focused on consumer buying interest through high-exposure campaigns, while this study explores ambassador impact with low activity. Irzani & Poikhan (2022) studied NCT Dream's influence using a different theory, highlighting the contrast in both endorser type and theoretical model. Lastly, Korano

(2024) employed the TEARS model to evaluate Agung Hapsah's endorsement of Valorant, differing in both product category and analytical framework.

In summary, this research investigates how effectively Sophia Latjuba represents Hotto as a brand ambassador through her personal Instagram account, focusing on the alignment between her personal values and the brand's positioning, and how this influences audience perception.

## LITERATURE REVIEW

### *S-O-R Theory (Stimulus–Organism–Response)*

The S-O-R (Stimulus–Organism–Response) theory was introduced by Hovland in 1953. This theory originated in the field of psychology and was later applied in communication studies, as both disciplines focus on humans as subjects—consisting of components such as attitudes, opinions, and perceptions. These components include attitude (related to insight or understanding), affection (associated with feelings), and conation (an attitude that reflects a tendency to act). The S-O-R theory serves as a communication framework that explains how a message or stimulus (S) is received and processed by an organism (O), which then triggers or produces a response (R).

*Fisher (2002) explains that the S-O-R theory involves three interrelated and inseparable elements, namely:*

1. *Message (Stimulus)*

*The message is the most essential element in communication because it represents the information that the communicator wants to convey to the audience.*

2. *Audience (Organism)*

*The audience refers to the individual who receives the stimulus from the communicator.*

3. *Effect (Response)*

*The effect refers to the impact generated from the communication process, which may include changes in attitude or behavior after the audience responds to the stimulus received.*

### *Marketing Public Relations (MPR)*

Thomas L. Harris (1991) was the first to introduce the concept of Marketing Public Relations (MPR). In his book *The Marketer's Guide to Public Relations*, he defines it as "the process of planning and evaluating programs designed to encourage purchase and create customer satisfaction through credible communication of information and impressions that connect companies and their products to the needs and concerns of customers." In his other book, *Value-Added PR* (1998), Harris further explains that MPR involves the use of public relations strategies and techniques to achieve marketing goals. The objective of MPR is to

increase awareness, facilitate communication, and build relationships among consumers, companies, and their brands. *According to Soemirat & Ardianto (2004), Marketing Public Relations (MPR) functions to achieve various strategic objectives that are crucial for a company. Some of the main goals of MPR include:*

1. *Increasing Public Awareness of the Company and Its Products*
2. *Introducing New or Updated Products*
3. *Complementing Advertising and Sales Promotion Messages with New Information*
4. *Discovering and Developing New Markets*
5. *Strengthening the Positive Image of the Company and Its Products*

### ***Effectiveness***

Effective means successful or something that is done well. Success in achieving goals or objectives is an essential component in any organization, activity, or plan. Something is considered effective when the desired results or specific targets are achieved as planned.

*“The greater the similarity between the source and the receiver in these two aspects, the easier the communication will be, and communication effectiveness will be achieved” (Mulyana, 2005)*

*According to Robbins & Coulter (2010), effectiveness refers to the extent to which activities are carried out and help an organization achieve its objectives.*

### ***Brand Ambassador***

In everyday life, many individual decisions are influenced by idols or trendsetters. In the world of marketing, these trendsetters are often used as brand ambassadors.

*“A brand ambassador is someone who has a passion for the brand and can influence or encourage consumers to buy or use a product (Firmansyah, 2019)”*

*A brand ambassador is a public figure employed by a company to interact with the public and build relationships—either directly or indirectly—in order to increase the sales of their products (Fajrin et al., 2017). Lea Greenwood (2012) states that brand ambassadors serve as a means for companies to increase sales through communication and interaction with the public. Examples of brand ambassadors include influencers, celebrities, public figures, or even ordinary consumers who hold influence on social media or within certain communities.*

### ***Social Media***

Social media refers to digital platforms and applications that enable individuals and groups to interact, share content, and connect online. It encompasses various forms of communication, including text, images, video, and audio. *According to Kotler and Keller (2015), social media are platforms that allow users to exchange different types of content—such as audio, video, text, and images—with each other and with businesses.*

*“Social media are online application services that facilitate user interaction, participation, and content sharing” Kaplan and Haenlein (2010)*

*Fauzi et al. (2022) add that social media serves as a medium for delivering social information on the internet and enables interaction with others without spatial or temporal limitations.*

### **Instagram**

*“Instagram is an internet-based platform that functions as a social networking service for sharing information through digital images. Many gadget users utilize this platform to instantly share the photos they take” (Sulianta, 2015)*

*Additionally, Instagram serves as a medium to reach consumers, sell products and services online, and grow a follower base. Business actors can post photos of new products to attract interest and attention toward their brand (Landsverk, 2014).*

### **VisCAP Model**

In the process of selecting a brand ambassador, companies must consider whether the values and image of the brand align with the image held by the ambassador. *To evaluate the effectiveness of a brand ambassador, Rossiter and Percy (as cited in Royan, 2005) explain a method known as the VisCAP model.* This model is designed to assess the characteristics of a brand ambassador in a marketing context. VisCAP consists of four elements: Visibility, Credibility, Attraction, and Power. Below is an explanation of each component in the VisCAP model:

#### 1. Visibility

Visibility refers to how well-known and recognized a brand ambassador is by the audience.

#### 2. Credibility

Credibility is the extent to which a brand ambassador is perceived to have the ability and knowledge to convey objective and accurate information to the public. Two key factors determine credibility:

- Expertise: Indicates the level of knowledge and skills possessed by the brand ambassador, which can be assessed through intelligence, experience, and training.
- Trustworthiness: Relates to how the brand ambassador is perceived in terms of honesty and integrity when delivering advertising messages.

#### 3. Attraction

Attraction reflects how appealing a brand ambassador is, and their ability to draw audience attention to the promoted brand. This element includes two aspects:

- Likability: Refers to the physical appeal and personality of the brand ambassador, which can positively influence the brand.

- Similarity: Shows the brand ambassador's ability to create an emotional connection with the audience, thereby increasing the effectiveness of the advertising message.
4. Power
- Power refers to the extent of influence a brand ambassador has over the audience.

## METHODOLOGY

This research is a descriptive study with a quantitative approach. Descriptive quantitative research is used to describe the nature or characteristics of a phenomenon (Umar, 2001). Objectivity in this study is maximized through the use of numerical data, statistical processing, structured procedures, and controlled testing (Hamdi & Bahruddin, 2014). This study aims to determine the effectiveness of using Sophia Latjuba as a brand ambassador for Hotto, focusing on the followers of the Instagram account @sophia\_latjuba88.

The method used in this research is an online survey directed at the active followers of the Instagram account @sophia\_latjuba88. This survey utilized a questionnaire distributed online to collect the data. A questionnaire is a data collection technique conducted by providing a set of written questions or statements to respondents for them to answer (Sugiyono, 2014). This instrument was used to gather comprehensive information from respondents regarding their opinions about Sophia Latjuba as Hotto's brand ambassador.

The subjects of this research are all active followers of the Instagram account @sophia\_latjuba88, while the object of this study is the effectiveness of using Sophia Latjuba as Hotto's brand ambassador. The population of this study comprises active Instagram users who follow @sophia\_latjuba88, both male and female. Active social media users are defined as those who register, log in, and regularly access social media applications within a specific period. As of June 8, 2025, the number of followers of @sophia\_latjuba88 was approximately 3,500,000 people.

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

- Respondents must be active followers of the Instagram account @sophia\_latjuba88;
- Respondents must be male or female aged between 18 and 34 years old;
- Respondents must be aware of and have seen Sophia Latjuba as the brand ambassador for Hotto.

The criteria established for selecting the sample in this study consist of 100 active followers of the Instagram account @sophia\_latjuba88, who serve as the respondents for this research. The researcher used Slovin's formula to determine the sample size (Kriyantono, 2009):

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

Explanation:

$n$  = Sample size

$N$  = Total population

$e$  = Margin of error or level of precision tolerated in sampling. According to Kriyantono (2009), the tolerable margin of error varies for each population, ranging from 1%, 2%, 3%, 4%, 5%, to 10%.

$$n = \frac{3.500.000}{1 + 3.500.000 (0,1)^2} = \frac{3.500.000}{35.001} = 99,9 \text{ is rounded up to } 100.$$

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

## RESULTS AND DISCUSSION

### *Validity Test*

**Table 1.1 Validity Test Results Table**

| <b>Indicators</b>         | <b>Statement</b>     | <b>r-value</b> | <b>r-table</b> | <b>Description</b> |
|---------------------------|----------------------|----------------|----------------|--------------------|
| <b><i>Visibility</i></b>  | <i>Visibility 1</i>  | 0.378          | 0.3061         | VALID              |
|                           | <i>Visibility 2</i>  | 0.591          | 0.3061         | VALID              |
|                           | <i>Visibility 3</i>  | 0.335          | 0.3061         | VALID              |
| <b><i>Credibility</i></b> | <i>Credibility 1</i> | 0.567          | 0.3061         | VALID              |
|                           | <i>Credibility 2</i> | 0.652          | 0.3061         | VALID              |
|                           | <i>Credibility 3</i> | 0.310          | 0.3061         | VALID              |
| <b><i>Attraction</i></b>  | <i>Attraction 1</i>  | 0.765          | 0.3061         | VALID              |
|                           | <i>Attraction 2</i>  | 0.367          | 0.3061         | VALID              |
|                           | <i>Attraction 3</i>  | 0.622          | 0.3061         | VALID              |
| <b><i>Power</i></b>       | <i>Power 1</i>       | 0.715          | 0.3061         | VALID              |
|                           | <i>Power 2</i>       | 0.705          | 0.3061         | VALID              |
|                           | <i>Power 3</i>       | 0.803          | 0.3061         | VALID              |

Source: Author’s Processing, 2025

Before distributing the main questionnaire, a preliminary test was conducted with 30 respondents to ensure each question accurately represented the intended variables. Validity testing is crucial to confirm that an instrument not only appears relevant but also statistically measures what it is supposed to (Yusup, 2018). Using Pearson correlation in SPSS with a 10% significance level ( $\alpha = 0.1$ ), the critical r-table value was 0.3061. Items with an r-value above this threshold were considered valid. As shown in Table 4.1, all items exceeded the required r-value, confirming their validity.

**Reliability Test**

**Table 1.2 Reliability Test Results**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .809             | 12         |

| Nilai Acuan | Nilai Cronbach’s Alpha | Keterangan |
|-------------|------------------------|------------|
| 0,60        | 0,809                  | RELIABEL   |

Source: Author’s Processing, 2025

After the validity test, a reliability test was conducted to ensure the questionnaire items were consistently reliable. This test evaluates whether an instrument can produce stable and dependable results under similar conditions (Yusup, 2018). Using Cronbach’s Alpha via SPSS, internal consistency was measured for previously validated items. According to Siregar (2017), a Cronbach’s Alpha value above 0.60 indicates acceptable reliability. The result of 0.809 confirms that the questionnaire has good reliability and is suitable for data collection.

**Data Analysis**

In this chapter, the researcher describes the respondents’ responses to each questionnaire statement item, which consists of the four indicators of the VisCAP model: Visibility, Credibility, Attraction, and Power. The study involved 100 respondents who are active Instagram users in Indonesia aged 18–34 years, followers of the Instagram account @sophia\_latjuba88, and are aware of Sophia Latjuba as the brand ambassador of Hotto.

This study also employed a 5-point Likert scale, where a score of 1 indicates the lowest level of agreement (Strongly Disagree), 2 indicates D (Disagree), 3 indicates N (Neutral), 4 indicates A (Agree) and a score of 5 indicates the highest level of agreement (Strongly Agree). The data obtained from the questionnaire are presented in tables and accompanied by descriptive explanations to facilitate the interpretation of research findings.

All responses are described using mean calculations and categorized based on class intervals, which are calculated using the following formula:

$$Interval = \frac{\text{maximum value} - \text{minimum value}}{n \text{ (number of statement criteria)}}$$

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

$$Interval = 2$$

Based on the calculation above, the obtained interval value is 2. Thus, the classification of intervals and the average responses given by the respondents is as follows:

**Table 1.3 Category Mean of Interval Values**

| Interval        | Category      |
|-----------------|---------------|
| 1,00 < a < 3,00 | Not Effective |
| 3,01 < a < 5,00 | Effective     |

Source: Author's Processing, 2025

## *Analysis & Interpretation*

### *Visibility*

**Table 1.4 Frequency Distribution of the Visibility Indicator**

| Visibility Indicator  |    |   |   |    |    |             |
|---|----|---|---|----|----|-------------|
| Statements  | SD | D | N | A  | SA | Mean        |
| Sophia Latjuba is a well-known public figure in Indonesia.                            | 0  | 0 | 3 | 53 | 44 | <b>4.41</b> |
| Sophia Latjuba is recognized for her many achievements in the entertainment industry. | 0  | 0 | 9 | 44 | 47 | <b>4.38</b> |
| Sophia Latjuba frequently appears in various media and advertising campaigns.         | 0  | 0 | 7 | 55 | 38 | <b>4.31</b> |
| <b>Total Mean</b>   |    |   |   |    |    | <b>4.36</b> |

Source: Author's Processing, 2025

In the first statement under the visibility indicator, namely "Sophia Latjuba is a well-known public figure in Indonesia," the highest mean score of 4.41 was obtained. In this

context, respondents acknowledge that Sophia Latjuba is a well-known public figure in Indonesia. According to Widyatmoko (2011), a public figure is defined as an individual who is widely known by the public, either due to their profession or competence. Public figures can enhance brand visibility by attracting consumer attention and creating a positive image between the brand and their persona. When a credible and product-relevant public figure is advertised, it can increase consumer trust and encourage purchasing decisions. Sadewo (2024) emphasizes the importance of choosing public figures who are credible and align with the product being advertised, as public trust in advertisements involving public figures is influenced by perceptions of credibility and the compatibility between the public figure and the product.

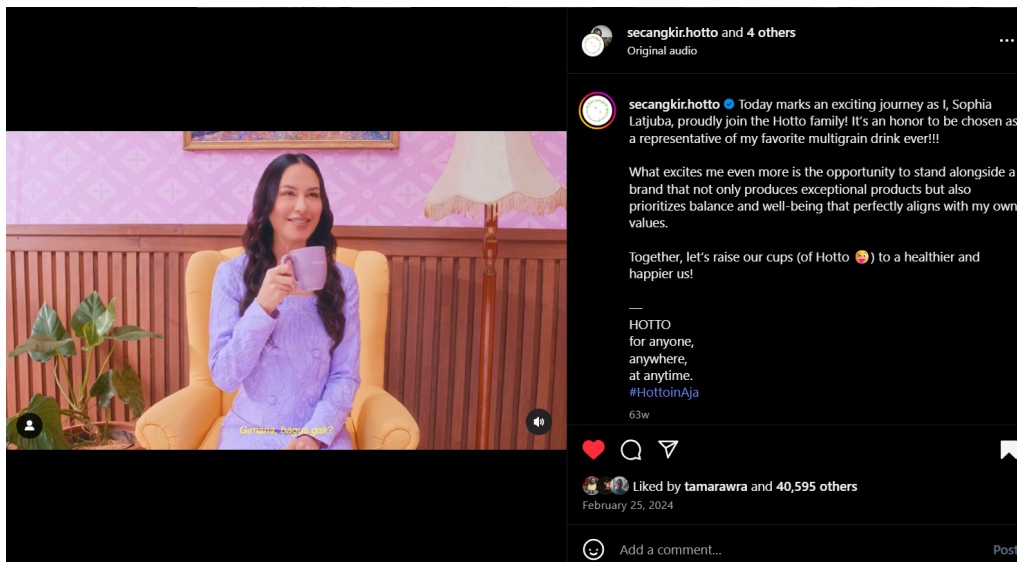


Figure 1 (Introductory Video Upload of Sophia Latjuba as Hotto's Brand Ambassador)  
Source: Latjuba, S. [@sophia\_latjuba88]. (2025, February 25). Today marks an exciting journey as I, Sophia Latjuba, proudly join the Hotto family! [...] to a healthier and happier us! [Instagram Reel]. Instagram.

Sophia Latjuba's high popularity allows her to enhance public awareness of the brand, which aligns with the function of Marketing Public Relations as outlined by Soemirat & Ardianto (2004), namely increasing public awareness of a company and its products. This is implemented by Hotto through introducing Sophia Latjuba as a brand ambassador via Instagram feed and reel posts in the form of collaboration posts on both Sophia Latjuba's and Hotto's accounts (as shown in Figure 1). This strategy also fulfills the third objective of marketing public relations, which is "complementing advertising and sales promotion messages with new information." The use of a public figure like Sophia Latjuba not only strengthens the brand image but also provides additional context that supports the promotional message, making it more relevant and acceptable to consumers.

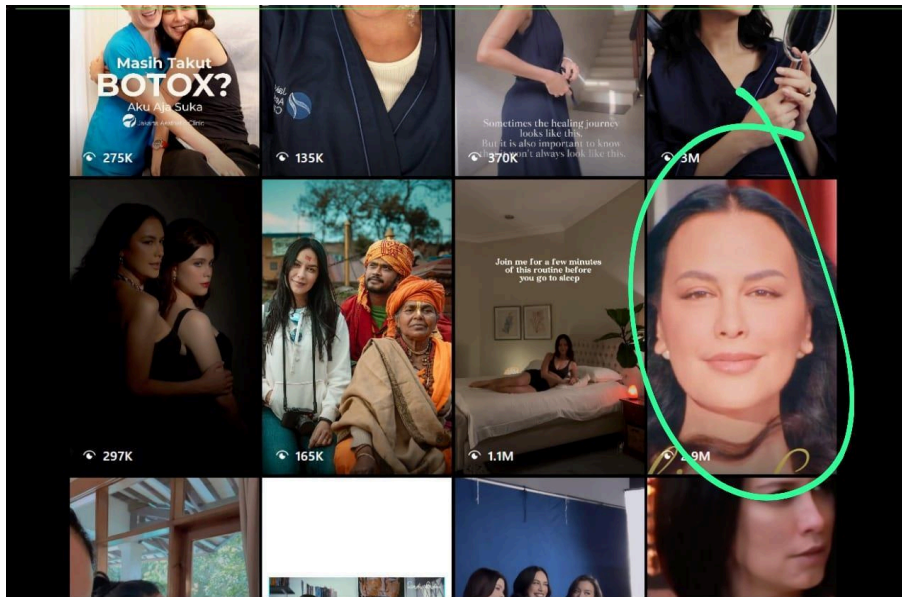


Figure 2 (Sophia Latjuba's Post about Hotto on Her Personal Instagram)

Source: Latjuba, S. [@sophia\_latjuba88]. (2025, February 25). Today marks an exciting journey as I, Sophia Latjuba, proudly join the Hotto family! [...] to a healthier and happier us! [Instagram Reel]. Instagram. [https://www.instagram.com/reel/C3xLeAJSp04/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZI%3D%3D](https://www.instagram.com/reel/C3xLeAJSp04/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZI%3D%3D)

Furthermore, in the third statement, “Sophia Latjuba frequently appears in various media and advertising campaigns,” the lowest mean score was 4.31. Although this indicator received the lowest mean, the statement still indicates that Sophia Latjuba is effective as a brand ambassador for Hotto. As a public figure, Sophia Latjuba has a personal Instagram account with over 3.5 million followers. Despite her great potential in increasing brand visibility due to her significant follower count, the frequency of her engagement in posting about Hotto on her personal Instagram seems to fall short of expectations. This is evident from the single explicit (as shown in Figure 2) post announcing her role as Hotto’s brand ambassador through the collaboration feature. Unlike other brand ambassadors who actively post about their affiliations, Sophia’s limited content may reduce the consistency of exposure.

According to the mere-exposure theory (Zajonc, 1968), the more frequently an audience is exposed to a stimulus (in this case, Sophia and Hotto), the greater the tendency to form a positive attitude toward the stimulus. With only one post, the opportunity to reinforce the brand ambassador image and increase awareness becomes limited, which, while not drastically reducing effectiveness, remains a differentiating factor compared to higher posting frequency. Moreover, in the context of social media, Social Media Marketing (SMM) plays a crucial role in building consumer trust and purchase intention. Research by Silvi & Prabandari (2024) shows that SMM activity on Instagram significantly boosts consumer trust and purchase interest. The lack of consistent content posting makes Sophia less than optimal

in utilizing the platform to build trust and engagement, especially considering that Instagram tends to prioritize content with interaction and consistent posting patterns.

**Credibility**

**Table 1.5 Frequency Distribution of the Credibility Indicator**

| <b>Credibility Indicator</b>   |    |   |    |    |    |             |
|--|----|---|----|----|----|-------------|
| <b>Statements</b>  | SD | D | N  | A  | SA | Mean        |
| Sophia Latjuba has good knowledge and understanding of the Hotto product.                            | 0  | 0 | 11 | 52 | 37 | <b>4.26</b> |
| Sophia Latjuba is an honest figure in conveying information and recommending Hotto.                  | 0  | 0 | 13 | 39 | 48 | <b>4.35</b> |
| Sophia Latjuba is the right choice as a brand ambassador for Hotto because of her healthy lifestyle. | 0  | 0 | 7  | 35 | 58 | <b>4.51</b> |
| <b>Total Mean</b>  |    |   |    |    |    | <b>4.37</b> |

Source: Author’s Processing, 2025

Table 3 presents an interesting finding. The statement "Sophia Latjuba is the right choice as a brand ambassador for Hotto because of her healthy lifestyle" received the highest mean score of 4.51. This indicates that the majority of respondents strongly believe Sophia is a fitting representative for the Hotto brand due to her widely recognized commitment to healthy living. The high score on this credibility item reinforces the alignment between the ambassador’s personal values and those of the brand, which is Hotto as a healthy multigrain beverage.

This finding is in line with Keller (2013), who emphasizes that a brand ambassador is more effective when there is a strong match between their public image and the brand. Sophia is publicly known for maintaining a healthy lifestyle, actively engaging in wellness-related activities, and consistently showcasing this on her social media. This alignment strengthens her credibility and effectiveness as a brand ambassador. Firmansyah (2019) also states that a brand ambassador should have genuine passion for the brand and be capable of influencing the audience. Similarly, Fajrin et al. (2017) explain that ambassadors serve not just as brand representatives, but also as a bridge between the brand and the public.

Meanwhile, the statement "Sophia Latjuba has good knowledge and understanding of the Hotto product" had the lowest mean on the credibility indicator, at 4.26. Although still

high, this may suggest that respondents perceive her as knowledgeable, but not necessarily as a nutrition expert. They likely see her more as a trusted user than a health professional.



Figure 3 (Sophia Latjuba's Testimonial Post about Hotto Before Becoming the Brand Ambassador)

Source: Latjuba, S. [@sophia\_latjuba88]. (2023, November 15). My first meal of the day 😊 A meal high in fiber is the key to a daily success [...] long-burning energy [Instagram Reel]. Instagram.

[https://www.instagram.com/reel/CzpyV9FyTxA/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA%3D%3D](https://www.instagram.com/reel/CzpyV9FyTxA/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA%3D%3D)

However, this does not diminish the value of her personal experience with the product. In fact, Sophia had already shared her experience consuming Hotto and posted a testimonial on her personal Instagram before being officially announced as the brand ambassador on February 25, 2024. This earlier post, dated November 15, 2023 (Figure 3), was not part of any paid promotion. It suggests that her relationship with the brand is authentic and built on genuine experience. According to Royan (2005), brand ambassadors who share testimonials based on personal experience tend to be more credible and influential than those involved solely for promotional purposes.

*Attraction*

**Table 1.5 Frequency Distribution of the Attraction Indicator**

| <b>Attraction Indicator</b>  |    |   |    |    |    |             |
|--|----|---|----|----|----|-------------|
| <b>Statements</b>  | SD | D | N  | A  | SA | Mean        |
| Sophia Latjuba has an attractive and charming appearance.                    | 0  | 0 | 2  | 53 | 45 | <b>4.43</b> |
| Sophia Latjuba lives a healthy lifestyle that aligns with mine.              | 0  | 0 | 17 | 35 | 48 | <b>4.31</b> |
| Sophia Latjuba often shares healthy living habits that I also want to adopt. | 0  | 0 | 6  | 43 | 51 | <b>4.45</b> |
| <b>Total Mean</b>  |    |   |    |    |    | <b>4.40</b> |

Source: Author’s Processing, 2025

Based on the questionnaire results, the attraction indicator for Sophia Latjuba as Hotto’s brand ambassador scored a mean of 4.40, as shown in Table 4.11. This falls under the “effective” category, indicating that her attractiveness is perceived positively by the audience. The highest-rated statement was “Sophia Latjuba often shares healthy lifestyle habits that I also want to adopt,” with a mean of 4.45. This reflects the similarity aspect of attraction that refers to how well a brand ambassador emotionally connects with the audience. Similarity here refers not only to age or background, but also to shared values or lifestyles that feel personally relevant to the audience.

Sophia strengthens this connection through her image as someone who maintains a healthy, balanced lifestyle, frequently practicing yoga and mindful eating. As Lea-Greenwood (2012) says, a brand ambassador serves not just as a public figure, but as a communicator of the brand’s values. When personal values align with the brand identity, trust and purchase intention are more likely to grow. Sophia effectively embodies Hotto’s identity as a health-oriented product, making attraction her strongest indicator among the four.

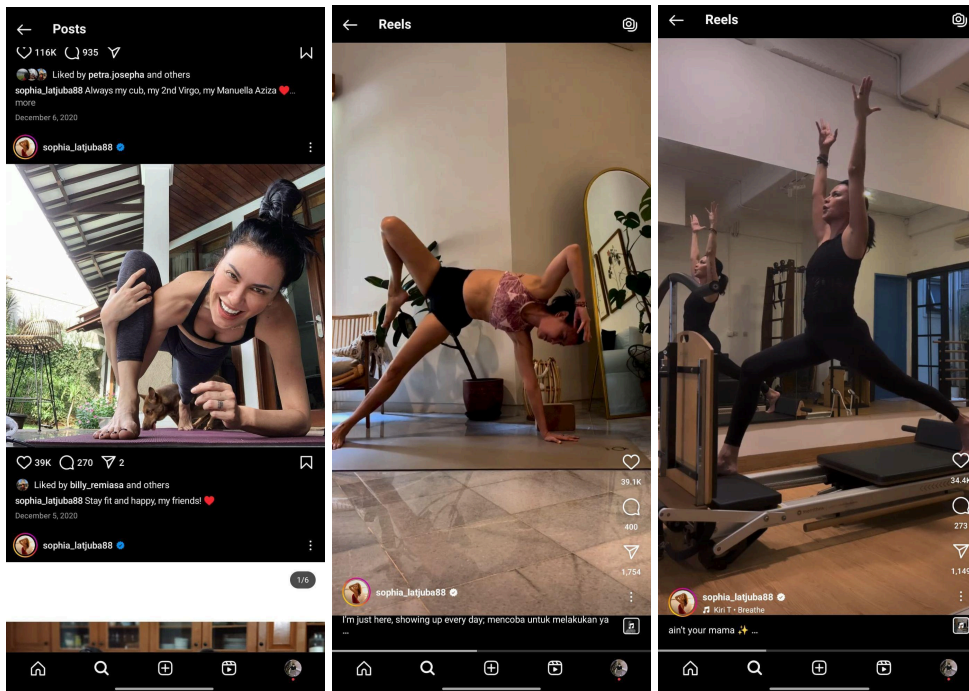


Figure 4 (Several Instagram Posts of Sophia Latjuba Doing Yoga)

Source: Latjuba, S. [@sophia\_latjuba88]. (n.d.). Instagram profile. Instagram.  
[https://www.instagram.com/sophia\\_latjuba88/](https://www.instagram.com/sophia_latjuba88/)

This alignment is visually reinforced in Figure 4, showing several of Sophia’s Instagram posts doing yoga, an activity that regularly appears in her content. This gives the impression that she genuinely lives the values promoted by the brand, not just represents them.

The statement with the lowest mean, “Sophia Latjuba lives a healthy lifestyle that aligns with mine,” which received a mean score of 4.31, does not indicate that Sophia has failed to create attraction. On the contrary, it suggests that although many followers feel inspired by and emotionally connected to the healthy lifestyle she portrays, they do not necessarily feel that they live the same lifestyle themselves. As explained in the study by Nofiauwaty et al. (2020), the attractiveness of a brand ambassador includes the aspect of similarity with the target audience, and significant differences in lifestyle can affect the perception of such similarity. Sophia is known for consistently living a healthy lifestyle, such as practicing yoga—an ideal that may seem “aspirational” to some of her followers. However, this idealism can create a sense of distance, where followers feel admiration and emotional connection (for example, because they also aspire to live healthily), but do not yet feel aligned in actual practice. This gap may contribute to the lower mean score on that particular statement.

*Power*

**Table 1.6 Frequency Distribution of the Power Indicator**

| Attraction Power   |    |   |    |    |    |             |
|--|----|---|----|----|----|-------------|
| Statements   | SD | D | N  | A  | SA | Mean        |
| Sophia Latjuba is able to convince me to try Hotto.                            | 0  | 0 | 6  | 49 | 45 | <b>4.39</b> |
| Sophia Latjuba can influence me in choosing the Hotto product.                 | 0  | 0 | 4  | 54 | 42 | <b>4.38</b> |
| Sophia Latjuba makes me interested in the Hotto product through her promotion. | 0  | 0 | 11 | 39 | 50 | <b>4.39</b> |
| <b>Total Mean</b>  |    |   |    |    |    | <b>4.39</b> |

Source: Author’s Processing, 2025

Table 5 shows a high level of agreement for the *power* indicator. The first statement, “Sophia Latjuba is able to convince me to try Hotto,” received a mean score of 4.39, indicating that most respondents believe she has a strong influence in generating initial interest in Hotto.



Figure 5 Unggahan Sophia Latjuba dan Hotto Serta Komentar Dari *Followers* Latjuba, S. [@sophia\_latjuba88]. (2024, July 5). Sarapan yuk 🍷 [Instagram Post]. Instagram. <https://www.instagram.com/p/C9AqlzLg2bq/?igsh=M2c2bnFuYjhzMTgz>

This is supported by social media responses, such as a comment under Sophia’s Instagram reel post (Figure 5) by @edny\*\*\* commented “*sy krn lihat sophia latjuba, mk nya*

*jd hobby HOTTO.*” This highlights how her presence not only attracts attention but also drives consumer decisions. This aligns with Perloff (2017) concept of persuasive communication, which is a symbolic process aimed at changing attitudes or behaviors through non-coercive message delivery. Perloff emphasizes that audiences with low involvement often rely on peripheral cues like testimonials and credible figures, making Sophia’s role as a real consumer and ambassador highly effective in persuasion.

The third statement, “Sophia Latjuba makes me interested in Hotto through her promotion,” also received a mean of 4.39, showing that her promotional content, whether on her own Instagram or Hotto’s—greatly contributes to audience interest.

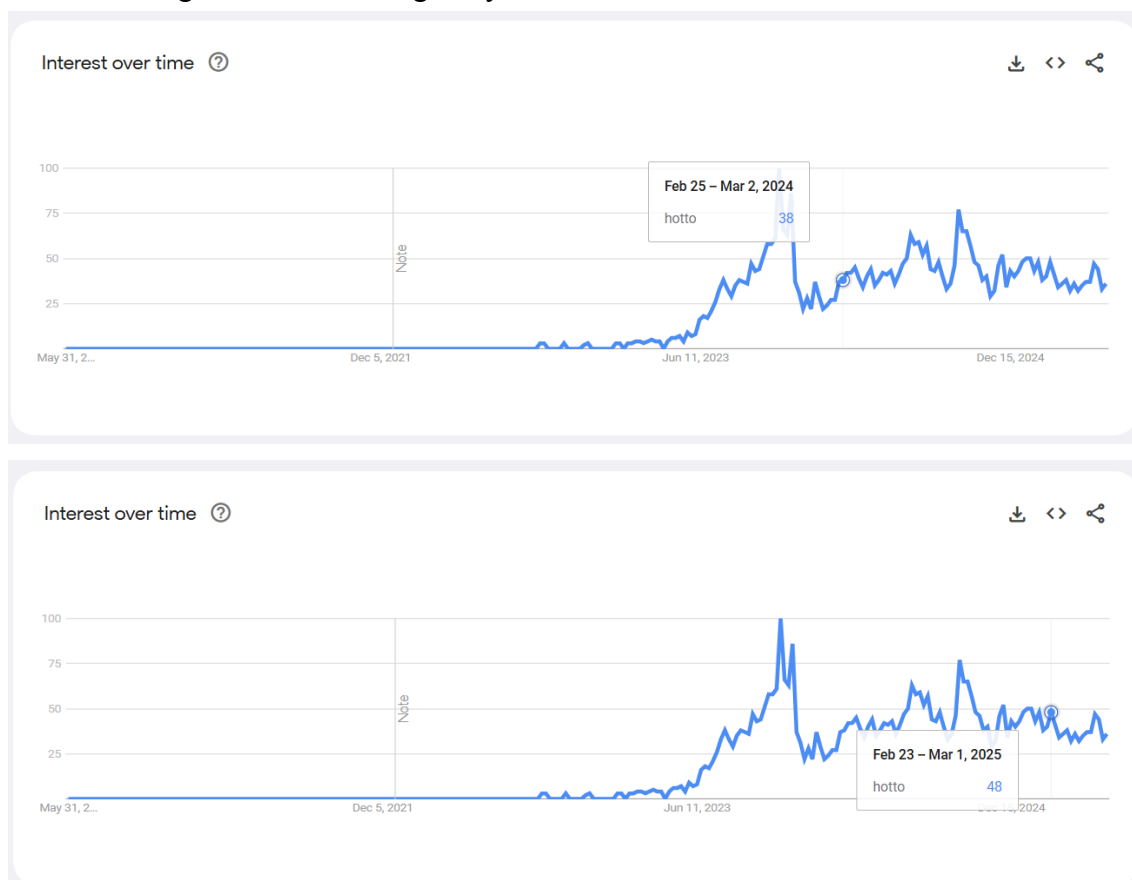


Figure 6 (Google Trends Graph of Hotto After Sophia Latjuba Became the Brand Ambassador)

Source: Google Trends. (n.d.). Interest over time for “hotto” in Indonesia [Data set]. Google. Retrieved June 22, 2025, from <https://trends.google.com/trends/explore?date=today%205-y&geo=ID&q=hotto&hl=en-US>

Supporting the third statement, Google Trends data for the keyword “Hotto” from February 25, 2024 to March 1, 2025 (Figure 6) shows a search spike coinciding with the announcement of Sophia as brand ambassador. Interest jumped from 38 to 77 in September 2024, its highest point. Though a drop occurred in August (to 33), the trend quickly stabilized, averaging between 45 and 70 through early 2025. A renewed increase in February

2025 (to 48) indicates sustained public interest. This supports Mardiasmo (2017) theory that effectiveness is reflected in achieving set goals, which in this case includes increased brand awareness and engagement.

Meanwhile, the statement with the lowest mean, namely “Sophia Latjuba can influence my decision in choosing Hotto,” still received a very positive response with a mean score of 4.38. This indicates that although Sophia Latjuba's influence on the appeal of Hotto is already well established, there remains a slight hesitation among a small portion of respondents to consider her as the main determining factor in changing their attitude. According to Royan (2005), one of the functions of a brand ambassador is to provide endorsement, which means encouraging consumers to make a purchase through personal support for the advertised product. A strong endorsement typically creates a positive association that directly impacts consumer decisions in choosing a particular product. While the role of the brand ambassador may influence product selection, it may not be entirely optimal in influencing the consumer’s final decision. This could be due to other factors beyond the brand ambassador's role, such as price, flavor quality, or the consumer’s personal experience with the Hotto product itself.

***Effectiveness Analysis of Sophia Latjuba as Hotto’s Brand Ambassador***

**Table 1.7 Total Mean Score of All VisCAP Indicators**

| Indicators  | Mean        | Effectiveness |
|-------------|-------------|---------------|
| Visibility  | 4.36        | Effective     |
| Credibility | 4.37        | Effective     |
| Attraction  | <b>4.40</b> | Effective     |
| Power       | 4.39        | Effective     |
| Total       | 4.38        | Effective     |

Source: Author’s Processing, 2025

Based on the responses to each statement representing the VisCAP indicators, the researcher identified the following highest-rated statements for each indicator:

- Visibility: “Sophia Latjuba is a well-known public figure in Indonesia” (mean = 4.41),
- Credibility: “Sophia Latjuba is the right choice as Hotto’s brand ambassador due to her healthy lifestyle” (mean = 4.51),
- Attraction: “Sophia Latjuba often shares her healthy lifestyle habits, which I would also like to adopt” (mean = 4.45),
- Power: “Sophia Latjuba convinces me to try Hotto” (mean = 4.39).

These findings, along with Table 6, indicate that Sophia Latjuba is effective as a brand ambassador in representing Hotto and its product values. Across 100 respondents, the overall average for all VisCAP indicators is 4.38, suggesting that most of her Instagram followers agree she is a suitable figure to represent Hotto. Sophia's healthy lifestyle, positive image, and strong public appeal align well with the product's positioning, positively influencing consumers' perception, interest, and purchase consideration.

In marketing public relations strategy, choosing the right brand ambassador is a key tactic to enhance brand sustainability and growth. According to Liang (2023), an ideal brand ambassador should reflect the brand's values and help build a compelling brand narrative. This alignment strengthens the connection between the brand and its audience. Indriningtiyas (2022) also notes that a celebrity's pre-existing public image can serve as an initial asset to generate consumer interest.

In this context, Hotto's choice of Sophia Latjuba is strategic. Widely known for her commitment to a healthy lifestyle, Sophia embodies the identity that Hotto promotes as a plant-based multigrain beverage. The alignment between her personal brand and Hotto's core message enhances brand value and authenticity in the eyes of the public.

Among the four VisCAP indicators, *attraction* recorded the highest mean score (4.40), reflecting the strong appeal Sophia holds as a figure who authentically lives a healthy lifestyle and shares it consistently through yoga and clean eating. This alignment reinforces Hotto's positioning as a healthy lifestyle product. According to Firmansyah (2019), a brand ambassador should have genuine passion for the product and be able to influence consumers effectively. The harmony between Sophia's personal values and Hotto's brand identity boosts persuasive power and consumer trust.

The attraction indicator also consists of two components: likability and similarity (Rossiter, 2015). When consumers like a public figure and see shared values or lifestyles, their emotional connection and loyalty are likely to strengthen. Harris (1991, as cited in Rahmat, 2022) highlights that an effective marketing public relations strategy merges the persuasive power of marketing with the credibility-building of public relations.

Sophia's genuine use of Hotto even before her appointment as ambassador further strengthens this authenticity. It presents her not just as a spokesperson, but as a real user, making her endorsements more credible. This deep similarity fosters trust and creates a stronger relationship between the brand and its audience.

Conversely, the visibility indicator received the lowest mean score (4.36), though it still falls under the "high" category. This slightly lower score may be due to limited promotional content on Sophia's personal Instagram (@sophia\_latjuba88), where she only posted once about Hotto during her official appointment. This suggests that while Sophia is generally visible as a celebrity, her direct association with Hotto may need more consistent exposure to reinforce the branding connection.

Despite this, an important finding is that none of the respondents selected "Disagree" or "Strongly Disagree" for any VisCAP-related statement. This indicates a lack of negative

perception toward Sophia Latjuba's role as a brand ambassador for Hotto. According to the match-up hypothesis (Kamins, 1990), endorsement effectiveness increases when the celebrity's image matches the product's identity. In this case, Sophia's image as a health-conscious individual aligns with Hotto's brand values, reinforcing credibility and making the marketing communication more convincing.

The lack of negative responses also highlights the strategic accuracy of selecting Sophia as ambassador, especially considering the demographic familiarity and favorable impression respondents already had toward her. The match-up between Sophia's personal brand and Hotto's positioning resulted in uniformly positive responses and reinforced consumer trust in the message.

## CONCLUSION

Based on research, it can be concluded that Sophia Latjuba is an effective brand ambassador for Hotto. This is reflected in the average scores across all four VisCAP indicators (Visibility, Credibility, Attraction, Power), all of which fall into the "effective" category. Attraction received the highest score (mean: 4.40), showing that Sophia's appeal goes beyond physical appearance. Her healthy lifestyle, personal image, and public advocacy for wellness align closely with Hotto's brand identity as a dairy-free, multigrain plant-based drink. This alignment creates a strong emotional connection between the brand and its audience, particularly among young consumers who are drawn to authentic and relatable role models. The Power indicator followed closely (mean: 4.39), suggesting that Sophia not only attracts attention but also influences consumer opinions and purchase intentions. This influence stems from her credibility and lifestyle alignment with consumer expectations, not merely her fame. Credibility scored 4.37, affirming that Sophia is seen as a trustworthy figure capable of effectively communicating brand messages. This supports Lea-Greenwood's (2012) notion that credibility enhances brand communication impact. Visibility ranked the lowest, though still high (mean: 4.36), indicating that while Sophia is well-known, her presence on platforms like Instagram could be more frequent or engaging, especially among younger users. In summary, with an overall VisCAP mean of 4.39, Sophia Latjuba proves to be a highly suitable brand ambassador for Hotto, successfully resonating with and influencing the brand's target audience through social media.

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