

The Influence of BLACKPINK as A Brand Ambassador to The Purchase Intention at Shopee

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ABSTRACT

The research was taken under the title The Influence of BLACKPINK as a Brand Ambassador to Purchase Intentions at Shopee because researcher sees Shopee as an e-commerce that usually uses brand ambassadors to attract the consumer's interest. One of their brand ambassadors is BLACKPINK. BLACKPINK is a Korean girl group that famous since their debut in 2016 by the power and the stronger on their character. Because of this Shopee sees opportunities from the spread of Korean pop or K-pop culture in all walks of life. So, the purpose of this study is to find out how much the influence of brand ambassadors have on increased buying interest in Shopee. the research used qualitative approach by having an interview with 4 interviewees and 4 previous research papers to find out the reasons and effects they felt during BLACKPINK becoming Shopee's brand ambassador. The research found that previous success during BLACKPINK's time as a brand ambassador was due to the event and supported there was a free shipping voucher given by Shopee to attract purchases.

Keywords: Brand Ambassador, BLACKPINK, Purchase Interest

INTRODUCTIONS

The rapid development of internet use shows the increasing technological shift towards online-based media, this also plays a role in the development of e-commerce in Indonesia. Shopee is one example of marketing by utilizing internet media. Shopee's success is due to the marketing strategy carried out vigorously in introducing its products, one of which is by using brand ambassadors. brand ambassadors are people who join the brand and become representatives of the brand (Andini Rifqoh, 2021)

Services in the form of online shops that can be enjoyed by consumers to facilitate participation in working. So far consumers who want to buy products are required to go to the seller's place and are very inefficient for consumers who have a very busy busy schedule with the activities they do and with the e-commerce services, consumers can access and order products from various places easily. One of the goals of effective marketing is to introduce the existence of the product to consumers broadly and how to make the product brand top of mind in the minds of consumers and make brand preferences for consumers when they want to make purchasing decisions (Nurazhari, Putri, 2019).

In November 2018 Shopee partnered with South Korean celebrity BLACKPINK as Shopee's regional brand ambassador. The selection of BLACKPINK as a brand ambassador is based on Shopee's desire to build a brand

image that is young, passionate, and very happy. The use of brand ambassadors plays a role in the concept of advertising and marketing as well as the promotion of brand status where famous people in sports, music, cinema, and television seek to influence the brand image (Andini Rifqoh, 2021). In addition, celebrity endorsements can help brands have a less obvious image in forming clear and liked images (Gultom, Sari, et al., 2019)

BLACKPINK was formed in 2016 with members Jennie Kim as lead rapper, Kim Jisoo as lead vocalist (vocal leader), Lisa as dancer, Rose as lead dancer (dance leader). The selection of girl group BLACKPINK as a brand ambassador by the company is certainly not arbitrary. BLACKPINK is a girl group that has many achievements, one of which occupies the 55th position on the Billboard Hot 100 with the song "Ddu-Du Ddu-Du". As of June 2018, BLACKPINK's MV or Music Video entitled "Ddu-Du Ddu-Du" has now been watched 1,826,286,623 times on Youtube and subscribed to 72.7 million. Chris Feng as Shopee's Chief Executive Officer said that in choosing BLACKPINK to be a Brand Ambassador, in addition to having achievements, he also gained more enthusiasm from the community. Not without reason every member of this group has an Instagram account that has more than 50 million followers this proves how famous they are (Bhara, M Angela. Qorib F, 2019) Reporting from Business Insight, indonesia's e-commerce map shows that. Many shoopee users, since BLACKPINK became its brand ambassador from 2018 to 2020.

Based on what has been researched by Angela Merci Bhara, Amanah Rakhim Syahida has shown how BLACKPINK attracts consumer shopping interest on the student side. At this time, I will do research on how to view.

Based on these weaknesses, researchers were interested in researching "blackpink's influence as a purchasing brand ambassador on Shopee's e-commerce", answering one question that is "How Does Korean Girl Group BLACKPINK Affect Purchasing Intentions at Shopee?"

LITERATURE REVIEW

Brand ambassador is an advertising advocate or also called a product spokesperson chosen from a famous person or unknown person who has an attractive appearance to attract the attention and memory of consumers so that consumers want to buy the brand. (Kotler and Keller, 2009). The existence of Brand Ambassadors is intended for wide distribution. Brand ambassadors have the following duties:

1. Promoting Brands through personal social media
2. Aligning Marketing Vision, Mission, and Goals with Brand Integrity
3. Work with Time to create marketing concepts
4. Maintaining a Good Brand Image

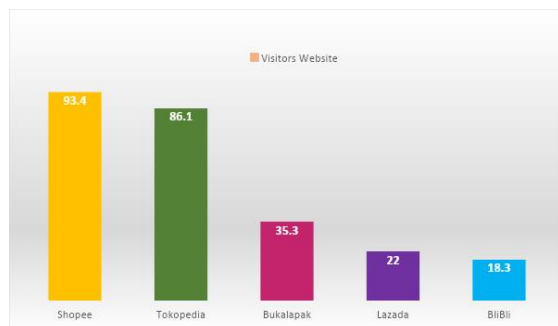


Figure1. Brand Ambassadors

Brand ambassadors are individuals who have in-depth knowledge of the company, and they also can communicate the brand value of the company to customers. In marketing activities, the use of celebrities in advertising should be evaluated using John R. Rossiter's VisCAP model viscap model (presenter effect in advertising) which has four dimensions (Kertamukti, 2015) including the following:

1. Visibility, how far the popularity and self-image of a celebrity represents the product.
2. Credibility, the extent of celebrity expertise and objectivity.

3. Attractiveness, the level of the preferred audience, and the level of similarity to the personality desired by the product user.
4. Power, in general, can be defined as a celebrity's ability to attract consumers to buy.

The appointment of a brand ambassador is also usually motivated by the positive image owned by the brand.

It is owned so that it can represent the overall brand image. Celebrities themselves are individuals recorded by the media and usually come from musicians, models, movie stars, reality TV participants and sports stars. Brand image is built on the impression, thoughts, or experiences a person experience towards the brand that will ultimately form an attitude towards the brand in question (Syahida, 2019). According to Rassanjani (2018) brand image measurement can be done based on brand aspects, namely the strength of brand associations, benefiting brand associations, and uniqueness of brand associations.



Figure 2. Advertising

E-Commerce is a dynamic set of technologies, applications, and business processes to connect companies, consumers, and society through electronic transactions and the electronic exchange of goods, services, and information conducted electronically. In other words, E-Commerce is an Internet-based service that facilitates the process of buying and selling goods and services in the community. Consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and has one of them (Alexander, 2009). The outcome of the merger will determine from the decision to buy online with existing factors and the interest of the mind in this case is the factor of buying a puller.

RESEARCH METHODS

This research uses qualitative data is data in the form of words, schemas, and images. Qualitative data of this research in the form of names and addresses of research

objects (Sachari, Agus, 2003). By using some existing research and weighing in previous studies.

For the data, there are 4 sources and 4 sources of paper that will be used with the focus, namely how BLACKPINK as a girl group that debuted in 2016 can have a big impact and shake the Korean industry world. The procedure is carried out by asking several questions in the form of whether they are Shopee users, do they use Shopee because of BLACKPINK, and their reasons why they use Shopee. The capture of data sources uses data from previous research so that the basic data will remain in the previous research combined with the new data. That way it will bring the latest development data about BLACKPINK's fans to increase sales.

FINDINGS AND DISCUSSION

So far, Shopee can be said to be quite active and consistent in providing promotions for both sellers and buyers. The results of the promotion, within two years, successfully embraced more than 1 million sellers and brands in Indonesia, more than 100 million active listings and 25 million app downloads. Globally, the Shopee app has been downloaded 80 million times, 4 million sellers, 5 thousand brands, and 180 million active listings. Shopee claimed to have managed to book GMV worth more than US \$ 5 billion. (Source: <https://dailysocial.id/post/Shopee-indonesia-vociferous-marketing-next-year>. Retrieved January 7, 2019).

What Shopee wants to achieve turns out to be in accordance with the research released by Snapcart. In the report entitled Online Shopping Behavior in Indonesia, 65% of e-commerce users are dominated by women, BLACKPINK as Shopee's own brand ambassador such as giving more value to the brand, seeing the enthusiasm of the community from the 12.12 Birthday Sale event held by Shopee by inviting the girl group gave the impression that the number of fans from BLACKPINK who filled the event venue held in Sentul, The Bogor. And BLACKPINK itself has starred in television commercials for Shopee and aired in early November and December 2018. But what attracted attention was the 30-second ad that aired in December because in the ad, Shopee tried to portray BLACKPINK who were in an atmosphere similar to their latest video clip, Ddu-ddu-ddu.

Competition for various types of online shopping service service accounts has become one of the things that are familiar in the eyes of the public or consumers of the mass media. As happened in the Shopee ad that featured girl group BLACKPINK as a brand ambassador in the ad. The advertisement was deliberately installed in order to

attract the attention of Indonesian teenagers who have contracted the Korean wave or Korean wave. With BLACKPINK in the ad makes Shopee ads look attractive and not rigid. Shopee in publishing its advertisement has collaborated with many famous artists. This is of course a special attraction because Shopee always provides a new style in its advertisements. Online shopping services such as the Shopee application can be said to be like a tourist destination that must present something interesting every year so that customers do not feel bored in using these services. The management of tourist villages cannot be carried out rigidly let alone related to tourists. This flexibility can be interpreted in the management of tourist attractions, even the time and use of all tourist assets (Qorib & Syahida, 2018). Shopee ads that always provide interesting and up-to-date information have an impact on customer comfort, where customers are not only presented with interesting features, promos and also ease of shopping but customers are also entertained with interesting advertisements featuring their favorite artists.

Based on the wrong interview conducted with 4 sources. One of the 4 sources said that he "installed the Shopee application because of BLACKPINK as a brand ambassador and also as a form of fan support to their artists in the activities they do so that the artists we like can continue to develop and become a girl group known around the world".

3 out of 4 speakers one of them said "Before Shopee became BLACKPINK so the brand ambassador I also used Shopee because I think e-commerce is the easiest to use of Shopee anyway. I as BLINK (BLACKPINK fans) just know BLACKPINK is a brand ambassador honestly very happy because they are going to Indonesia." 3 sources said that they have used Shopee as an e-commerce that they always use because the convenience is not solely BLACKPINK to be their brand.

The question asked what they did after knowing BLACKPINK became a Shopee brand ambassador. "What is certain is that they will use their code so that they can get to their events. It also continues to fit BLACKPINK so brand ambassador a lot of voucher codes that I can use because BLACKPINK so it's just right that I shop at Shopee almost every day but, unfortunately, I don't get the opportunity to meet BLACKPINK" he said.

The next question is how often they shop after BLACKPINK becomes a brand ambassador they say "I really often because I want to see BLACKPINK tickets at that time the way we get vouchers that we can come or not" said one of the sources. "At that, time I was so often shopping at Shopee every weekday open Shopee let me

know if I got a ticket to meet or not". "I may be up about 70% from the usual I shop at Shopee only once every 2 weeks but when BLACKPINK I shop so that once every 2 days for goods I don't have any specific items, but I use the voucher code that is BLACKPINK".

From the information provided and also in accordance with the 4 papers taken, there are factors that affect the increase in product purchases in Shopee e-commerce. The factor that is followed by its brand ambassador is BLACKPINK because of the vouchers given by Shopee and the events that will be carried out by inviting their brand ambassador to Indonesia. With this, many Shopee fans and users do not want to lose the opportunity by using vouchers and also shopping for free shipping and also to get Shopee event tickets.

DISCUSSION

Shopee ads have received a response from the audience, be it a response at the level of wanting to try because of the influence of others as well as the response to become a loyal customer who believes and has a pride in using the product so that it can influence others so that they can participate in trying and using the products or services offered. Shopee is one of the famous e-commerce in Indonesia, many users who use this e-commerce. The existence of a brand ambassador used by Shopee adds to the appeal and BLACKPINK fans or called BLINK to shop and use Shopee.

CONCLUSION

Brand Ambassador has a positive and significant influence on Shopee's e-commerce app brand image. This shows that the higher the brand ambassador, the higher the brand image of Shopee's e-commerce application. With the highest indicator is credibility, which means that the credibility or expertise and objectivity possessed by Blackpink is one of the most important factors and greatly affects the brand image of Shopee's e-commerce application. The advice from the author is that the selection of the brand ambassador "BLACKPINK" carried out by Shopee in this case is good, it is hoped that in the selection of brand ambassadors the company can finally see various aspects owned by prospective brand ambassadors, both in terms of ability, personality, or achievements that can make the image of Shopee in the minds of the public even better.

Brand Ambassador has a positive and significant effect on buying interest in the Shopee e-commerce application. This shows that the higher or famous the brand ambassador, the higher the interest in buying the Shopee e-commerce

application. With the highest indicator is credibility, which means that BLACKPINK's credibility or expertise and objectivity is one of the most important factors and greatly influences the interest in buying Shopee's e-commerce applications. The suggestion from the author is that Shopee is expected to attract the attention of consumers by always paying attention to who will be the next brand ambassador by thinking about various aspects of potential consumers for the success of the Shopee application. As well as for further research, it is hoped that prospective researchers will be able to explain in terms of psychological aspects that influence the reasons why brand ambassadors are able to have a major impact on a company or brand in reparation.

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