

**ABSTRAK**

**EFEKTIVITAS SELEBRITI KOREA SEBAGAI *BRAND AMBASSADOR* PRODUK  
*SKIN CARE* DI INDONESIA SEBUAH STUDI KOMPARASI**

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Penelitian ini bertujuan untuk mengetahui: (1) perbedaan antara *Brand Ambassador NCT Dream*, *Oh Se-Hun EXO*, dan *Twice* pada produk *skin care* di Indonesia, (2) efektivitas selebriti korea sebagai brand ambassador pada produk *skin care* di Indonesia. Teknik pengambilan sampel yang digunakan yaitu *nonprobability sampling* dengan jenis *purposive sampling*. Data diperoleh dengan membagikan kuesioner tentang *brand ambassador* produk *skin care* di Indonesia kepada 300 responden. Analisis data menggunakan SPSS 23 dengan uji Kruskal Wallis. Hasil penelitian menunjukkan bahwa: (1) terdapat perbedaan efektivitas pada *brand ambassador NCT Dream*, *Oh Se-Hun EXO*, dan *Twice*, (2) terdapat perbedaan efektivitas pada *brand ambassador NCT Dream*, *Oh Se-Hun EXO*, dan *Twice* pada indikator *visibility*, *credibility*, *attractiveness*, dan *power* (3) secara umum *brand ambassador NCT Dream* merupakan selebriti Korea yang paling efektif digunakan sebagai *brand ambassador* (4) *brand ambassador NCT Dream* merupakan selebriti yang paling efektif digunakan sebagai *brand ambassador* pada indikator *visibility*, *credibility*, *attractiveness*, dan *power* (5) *brand ambassador Twice* merupakan selebriti Korea yang kurang efektif digunakan sebagai *brand ambassador* pada indikator *visibility*, *credibility*, dan *power* (6) *brand ambassador Oh Se-Hun EXO* merupakan selebriti yang kurang efektif digunakan sebagai *brand ambassador* pada indikator *attractiveness*.

Kata Kunci: Efektivitas, Komparasi, Pemasaran, *Brand Ambassador*, *Skin Care*.

**ABSTRACT**

**THE EFFECTIVENESS OF KOREAN CELEBRITIES AS BRAND AMBASSADOR OF  
SKIN CARE PRODUCTS IN INDONESIA  
A COMPARATIVE STUDY**

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This study aims to determine: (1) the differences between Brand Ambassadors of NCT Dream, Oh Se-Hun EXO, and Twice in skin care products in Indonesia, (2) the effectiveness of Korean celebrities as brand ambassadors in skin care products in Indonesia. The sampling technique used was nonprobability sampling with purposive sampling. Data was obtained by distributing questionnaires about brand ambassadors for skin care products in Indonesia to 300 respondents. Data analysis used SPSS 23 with the Kruskal Wallis test. The results of the study show that: (1) there were differences in the brand ambassadors of NCT Dream, Oh Se-Hun EXO, and Twice, (2) there were differences in the effectiveness of the brand ambassadors NCT Dream, Oh Se-Hun EXO, and Twice on the indicators of visibility, credibility, attractiveness, and power, (3) in general, NCT Dream brand ambassadors were the most effective Korean celebrities used as brand ambassadors (4) NCT Dream was the most effective celebrity as brand ambassadors as seen on indicators of visibility, credibility, attractiveness, and power, (5) Twice are Korean celebrities was less effective celebrity as brand ambassadors seen from indicators of visibility, credibility, and power, (6) Oh Se-Hun EXO the least effective celebrity as a brand ambassadors seen from the indicator attractiveness.

Keywords: Effectivity, Comparison, Marketing, Brand Ambassador, Skin Care