

Analysis of The Use of EXO Brand Ambassador on Scarlett Whitening Instagram Social Media

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Abstract. Brand Ambassadors in the marketing industry, especially in the digital age where social media plays an increasingly dominant role. The presence of celebrities as brand ambassadors has become a common strategy for brands to strengthen their brand image on social media. EXO's presence as Scarlett whitening brand ambassador on the Instagram platform. The purpose of this research is to analyze the use of EXO brand ambassadors, the focus of this research is on content involving EXO on Scarlett whitening's instagram. this research provides benefits to be able to understand the types of content that are attractive to instagram followers, in order to help in designing more interesting and relevant content. The theory in this research is Brand ambassador theory which will help in developing an understanding of the dynamics of the relationship between celebrities, brands, and consumers in the context of social media. The research method used is qualitative using content analysis. Content analysis will be conducted to identify and evaluate the types of content posted by Scarlett Whitening's Instagram account featuring EXO Brand Ambassador. Primary data will be obtained from Scarlett whitening's Instagram posts related to the presence of EXO as a brand ambassador. Secondary data will be obtained from literature and previous research relevant to this topic. The findings that the use of EXO's Brand Ambassador as a Brand Ambassador succeeded in attracting the attention of Instagram users, increasing interaction, and expanding the reach of Scarlett Whitening products. Scarlett whitening utilizes transference, congruence, credibility, attractiveness and also power. Thus, Scarlett Whitening is effective in achieving promotional goals and providing many positive responses from the products being promoted.

Keywords: Brand Ambassador, EXO, Social media, Instagram, Scarlett Whitening

INTRODUCTION

In today's increasingly digital era, social media has become one of the main platforms for companies to build and strengthen their brand image. Instagram being one of the most popular platforms, it provides an opportunity for companies to interact directly with consumers, expand brand reach, and cement their brand identity among the user community (Aestetika&Febriana, 2023). In this context, the role of Brand Ambassadors becomes very significant in determining how a brand is understood and accepted by its audience. One concrete illustration of the implementation of this strategy can be seen from the practice of Scarlett Whitening, a brand known in the beauty industry especially in skin whitening products. Scarlett Whitening has effectively utilized the Instagram platform to amplify the presence of their brand ambassadors, generate engaging and relevant content for their audience, and build a loyal community of users (Rosadi & Aestetika, 2023).

Instagram is one of the platforms that is usually used for business people to promote their products, the advantage of Instagram is that the content is very searchable and shareable (Ekonomi et al., 2021). Instagram is very closely related to visuals, since Indonesians have always liked visuals, so it can be interpreted that utilizing visuals can have a good impact on optimizing what you want to achieve (Waskitawati et al., 2022). Instagram focuses on visual media such as videos and photos, Instagram also has various interesting features, namely broadcast videos (Live), Instagram stories and so on. So that the right method to use is the story telling method that provokes Instagram social media users and then provoked by Call-to-action (CTA) to make conversions (Aripradono, 2020). With the emergence of social media, consumers have an active role in evaluating products and sales performance (Etter et al., 2019). Instagram offers extensive access to the global market, especially in

the beauty industry. Beauty products are one of the most growing businesses in Indonesia, skincare alone recorded Rp 1,593 Trillion as of 2014 and continues to grow. (Ainun & Muslichah, 2022). Beauty products are currently in great demand, especially in women because they are synonymous with beauty in order to get healthy and beautiful skin, one of which is using skincare. Skincare is a collection of skincare that is useful for maintaining and protecting the skin to keep it healthy, in addition to efforts to care for and beautify the skin has become a lifestyle of society.

Scarlett Whitening is one of the leading local beauty care products that has achieved significant sales. Founded in 2017 by Indonesian celebrity Felicya Angelista, Scarlett Whitening is committed to providing quality beauty products that make skin brighter, healthier and more nourished (Titana Auriel dan Sri Yanthy Yosepha, 2022). This product also has many ingredients that have been tested by BPOM, making it safe to use. Scarlett whitening releases many product variants ranging from body wash, facial wash, serum, body lotion and other treatments (Dewi & Prabowo, 2023). Scarlett Whitening quickly rose to prominence early on thanks to a precise and effective marketing strategy. Their success in building brands is not only reflected in high sales figures, but also in the positive reputation they have among consumers, especially among the younger generation. (Sabina et al., 2023). Competing with various other beauty and skincare products in Indonesia, Scarlett Whitening has managed to establish itself as the top choice in the country's skincare and beauty sector. Data from compas.co.id shows that Scarlett Whitening has become the skincare product of choice with a market share of 11.32%. Their sales revenue even surpassed IDR 23.8 billion in the second quarter of 2022. Based on this data, Scarlett Whitening has become a sales leader in the beauty industry, especially in the skincare segment. Thus, Scarlett Whitening's success in building a strong brand ambassador and achieving success in the market proves that the right marketing strategy and focus on customer satisfaction can be the key to success for brands in the beauty industry. (Putri, 2024).

According to (Lea-Greenwood, 2012) Brand Ambassador is a communication tool used by the Company in order to connect with the Community or the public so that sales increase. Brand ambassadors act as spokespersons so that brands become familiar in the minds of the public. They have an important role in strengthening brand image, expanding audience reach, and increasing brand awareness. This strategy is widely used by brands because it is efficient for a product to be introduced to the public more easily. Brand ambassadors are often well-known personalities, celebrities, athletes or influencers who have significant influence in a particular industry or community. They are hired or selected by brands to deliver brand messages, promote products or services, and build positive relationships with consumers. The role of brand ambassadors in modern marketing is increasingly important, especially in the digital age where social media plays a significant role in brand interactions with consumers (Sabina et al., 2023). Brand ambassadors help brands to reach a wider audience, gain consumer trust, and differentiate themselves from competitors.

According to (Lea-Greenwood, 2012) There are several dimensions of Brand Ambassador, namely (1) Transference is a celebrity supporting and helping a brand that is in accordance with his profession. (2) Congruence by ensuring that there is a match between a brand and a celebrity. (3) Credibility is the strength of the Ambassador so that it creates trust in consumers. (4) Attractiveness, which is an attractive non-actual form that can help the brand and further promotion. (5) Power is the power shown by informants to influence consumers to buy or use a brand.

Scarlett Whitening has shown deep attention to its marketing strategy, including promotion and proper product placement. To increase the visibility of their products, they utilize various marketing strategies, one of which is by using Brand Ambassadors. Brand Ambassadors are considered an effective tool in promoting products, especially by involving celebrities to introduce them to consumers. (Rachmawati, 2023). Back in June, Scarlett Whitening launched a teaser on their Instagram account regarding the announcement of their new Brand Ambassador and latest product. This creative move caught the attention of many K-pop fans who tried to guess who the new Scarlett Whitening Brand Ambassador was based on the clues given. Thus, Scarlett Whitening's innovative strategy of introducing a new Brand Ambassador has succeeded in significantly increasing brand awareness.



Image 1. Brand Ambassador Scarlett Whitening
Source : Instagram @scarlett_whitening

EXO is a leading vocal group from South Korea with eight members under SM Entertainment, has been in the limelight since its debut on April 8, 2012, especially among K-Pop fans. Known for their agency's unique concept of members with superpowers, their popularity has continued for over 11 years, making them an attraction for global brands such as Gucci, Dior, and Prada. EXO's presence in the music industry has had a huge impact on the sales of the brands they work with. When Scarlett Whitening officially announced the partnership with EXO as Brand Ambassador in June 2023. EXO became the brand ambassador because it is considered to have a clean image, in addition to its very high popularity in various countries. EXO consists of 8 members namely Xiumin, Baekhyun, Suho, Sehun, Chanyeol, D.O and Kai. EXO teamed up to be the New Glow Brand Ambassador for Scarlett Whitening's latest product, Body Lotion Tube which has 5 variants such as Freshy, Fantasia, Romance, Charming and Jolly. Body Lotion Tube which is one of the latest innovations presented by Scarlett Whitening to maintain skin health but not only that, consumers also get attractive merchandise in special bundles so as to increase sales. The Scarlett Whitening hashtag kept trending on Twitter and Instagram for days, showing the enthusiasm of fans before the official announcement. EXO is one of the celebrities who is Scarlett Whitening's Brand Ambassador, and their presence in Instagram content.

Brand Ambassadors have a crucial role in shaping brand image. They not only represent the brand, but also how the message is conveyed in the post. Scarlett Whitening is a well-known brand in the beauty industry, mainly known for their skin whitening products. Meanwhile, EXO is one of the most famous boy bands from South Korea that has a huge fan base around the world (Satrio & Darojah, 2020). The collaboration between Scarlett Whitening and EXO has caught the attention of

many and become a topic of conversation among fans. By understanding the importance of Instagram in brand marketing, the role of Brand Ambassadors in the beauty industry, and the significance of the collaboration between Scarlett Whitening and EXO.

Research by (Satrio & Darojah, 2020) found that the use of brand ambassadors significantly increased brand awareness and user interaction with brand content. This indicates that brand ambassador collaboration strengthens brand image. Research by (Wulandari & Septrizola, 2021) shows that although the use of brand ambassadors can increase user engagement it does not necessarily result in a significant increase in sales. Research by (Sabina et al., 2023) found that while the use of brand ambassadors increased user interaction with brand content, the effect on brand image was not as strong as expected. Research by (Kirana et al., 2020) found that there is a significant influence of brand ambassadors on Instagram on brand image and also a positive and very strong impact on brand image on a product. positive and very strong impact on the brand image of a product. Research by (Rachmawati, 2023) shows that promotional campaigns with song jong ki brand ambassadors succeed in attracting the attention of Instagram users, the effects tend to be temporary. And the success of the campaign does not continue in the long term.

The main difference between previous research and this study entitled "Analysis of the Use of EXO Brand Ambassadors on Scarlett Whitening Instagram Social Media" focuses on the use of EXO Brand Ambassadors using content analysis, namely understanding the messages conveyed through the content and how the message is related to the brand image. The formulation of the problem in this study is how the use of EXO Brand Ambassador on social media instagram scarlett whitening? From the formulation of the problem above, the purpose of this study is to analyze the use of Brand Ambassadors on Scarlett Whitening's Instagram social media. This research provides benefits to be able to understand the types of content that are interesting to Instagram followers, so that it can help in designing more interesting and relevant content.

METHODS

The research method used is qualitative using content analysis which is carried out thoroughly on posts published by the Scarlett Whitening Instagram account which shows the EXO brand ambassador. The technique collects data from all relevant posts related to Scarlett Whitening products and EXO brand ambassadors. After data collection, the content of each post will be analyzed by paying attention to elements such as the type of content (for example: photos, videos, stories), themes, messages conveyed, follower interaction and the way EXO brand ambassadors promote products. The data from this content analysis will be categorized and interpreted to identify certain patterns and trends in the marketing strategies used by Scarlett Whitening through the use of EXO brand ambassadors on Instagram. The findings will be organized and presented systematically to provide a clearer picture of the use of EXO brand ambassadors on Scarlett Whitening's Instagram. This includes presenting data on the most frequently used content types, dominant themes. In addition, the strengths and weaknesses of the strategy of using EXO brand ambassadors in promoting Scarlett Whitening products on Instagram will be identified. Content analysis can provide benefits to be able to understand the types of content that are interesting to Instagram followers, so that it can help in designing more interesting and relevant content. (Sugiyono, 2017).

The data sources used in this study consist of primary data and secondary data. Primary data

will be obtained directly from the official scarlett whitening Instagram account, which includes posts related to the presence of EXO as a brand ambassador, such as photos, captions, and interactions with followers. This data will be analyzed in depth to identify themes, patterns associated with EXO brand ambassadors in the context of the brand. This research will also use secondary data consisting of literature and previous research relevant to this topic. Secondary data will be used to support the analysis and interpretation of findings from primary data, as well as to provide a broader context on the role of brand ambassadors in shaping positive social media. Secondary data will also be used to compare the research results with previous research and support the conclusions drawn from this research. Using a combination of primary and secondary data, This study limits the corpus by focusing on scarlett whitening instagram content from December 20, 2023 - March 26, 2024, featuring 11 contents involving EXO brand ambassadors.

FINDINGS AND DISCUSSION

Content Analysis

Instagram posts show two types of uploaded content, namely photos and video reels. Scarlett Whitening's Instagram post featuring all EXO members holding the product By using a key visual featuring all EXO members, the brand is clearly capitalizing on the popularity and global influence that the famous boy band has. Scarlett Whitening's Instagram post featuring all the EXO members holding their products drew a lot of attention from fans and the general audience. Through a series of photos featuring each EXO member individually, supported by Scarlett Whitening products, the campaign successfully exploits the popularity and appeal of K-pop stars to promote skincare products.



Image 2 Glow Ambassador

Source : Instagram @scarlett_whitening

The first photo featuring all EXO members holding Scarlett Whitening products collectively has the main purpose of attracting fans' attention. Collaboration with famous K-pop groups like EXO is a smart strategy for skincare brands like Scarlett Whitening, as they can access a large and passionate fan base. In this photo, the EXO members are positioned in a fan-friendly style, with wide smiles and products held proudly. This creates the impression that they actually endorse and recommend the product, which can directly influence the purchasing decisions of fans who are obsessed with the group.

For products held by EXO members, body lotion products and all the same but different flavors, The message conveyed to fans is that this product is suitable for use by anyone including brand idols. It also reinforces the product's image as a quality and viable option. The post not only caught the attention of fans, but also communicated an effective message about the advantages of scarlett whitening products to a wider audience.

As individual photos of each EXO member were released, the focus shifted from the whole

group to each individual. Each photo features the EXO members with a charming look, accompanied by Scarlett Whitening products. This strategy allows fans to get closer to their idols individually, thus creating a stronger emotional bond between fans and brands. For example, Kai's photos show a masculine and cool expression, while D.O's photos show a soft and friendly side. The difference in style and expression between each EXO member allows the brand to reach different types of fans, from those who are attracted to elegance to those who prefer a sense of softness.

The use of Scarlett Whitening products in each photo shows fans that these products are suitable for all skin types and can be used by anyone, not just celebrities. This may increase the product's appeal among fans who want to emulate the style and appearance of EXO members. However, it should be noted that the use of skincare products should be based on individual skin types and personal needs, not just because they are advertised by celebrities. Aside from promoting products, these Instagram posts also have the potential to strengthen the relationship between EXO and their fans. By seeing their favorite group members promoting the products they support, fans feel closer to their idols. This creates a strong sense of affiliation and loyalty to the brand, which can have a positive impact on fan loyalty in the long run.

These Instagram posts also create opportunities for interaction between fans and EXO members. Comments and responses from fans can provide valuable feedback for brands and celebrities, and strengthen the connection between the two. Scarlett Whitening can utilize these interactions to better understand the needs and preferences of their fans, which can help in future product development and marketing strategies.

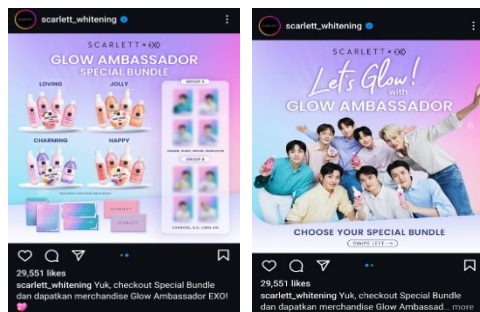


Image 3. Glow Collaboration With EXO Ambassador
Source : Instagram @scarlett_whitening

Scarlett Whitening's advertisement featuring the "GLOW Ambassador Special Bundle" with EXO as the Brand Ambassador as shown in Figure 3 offers a combination of exclusive skincare products and attractive merchandise items. This special bundle consists of Scarlett body care series, photocard, greeting card, envelope, and box, all packed in one exclusive package. By offering high-quality skincare products and merchandise and featuring endorsements from well-known celebrities such as EXO, this advertisement has great potential to attract consumer attention and increase sales of Scarlett Whitening products.

The ad offers a complete product package that includes a range of skincare products from Scarlett Whitening. By including products such as the bodycare series, the ad highlights the brand's focus on all-round skincare, from face to body. This creates the impression that consumers can

achieve optimal results by using the Scarlett Whitening range regularly and in a coordinated manner. Furthermore, the addition of merchandise adds value to this package, providing a more special and exclusive purchasing experience for consumers. Furthermore, the presence of EXO as the Brand Ambassador adds great appeal to this advertisement. By choosing a renowned K-pop group as a promotional partner, Scarlett Whitening capitalizes on EXO's popularity and global influence. Loyal EXO fans will find it interesting to purchase this Special Bundle because of the association with their idol. In addition, the photocard included in the package may also become a highly desirable collectible item for EXO fans, increasing the overall appeal of the product.

In addition, the use of "GLOW Ambassador" as the label for this Special Bundle also gives it an exclusive and prestigious feel. The term "GLOW" can imply the natural beauty and glow produced by using Scarlett Whitening products, which is a powerful message in the context of skincare. By labeling the product "GLOW Ambassador", Scarlett Whitening creates the impression that users of this Special Bundle will be part of an exclusive community that cares about skincare and a radiant look.

The Theme Taken

In the EXO and Scarlett whitening collaboration content not only conveys a promotional message but the theme of the ad seems to be "Shining Beauty" or "Skin Brilliance". The dominant purple and half pink color in the ad gives a feminine and luxurious impression, which is in line with the theme of beauty and skincare. Purple is often associated with elegance, strength and luxury, while pink gives a touch of freshness and softness. The combination of these colors creates a pleasant and seductive atmosphere, which can reflect a pleasant and effective skincare experience. In addition, the theme of "Shining Beauty" or "Skin Brilliance" is also reflected in the use of the "GLOW Ambassador" label in the advertisement. The label highlights the concept of natural beauty and glowing skin, which is the main focus of Scarlett Whitening products. By emphasizing the product's excellence in creating a natural glow and healthy skin, this theme highlights the beauty that consumers can achieve by using Scarlett Whitening products.

The Message Delivered

The messages that can be conveyed from these advertisements cover several aspects that are important in the context of marketing and consumer relations. First of all, it communicates that Scarlett Whitening products are trustworthy and recommended by famous celebrities such as EXO members. By involving brand ambassadors who have great influence among fans, this message signals to consumers that the product has high credibility and quality. It also sends the message that skincare is not limited to a certain gender or age. By involving EXO's members who are handsome and charismatic young men, this ad erases the stigma often associated with skincare products that are only meant for women. This creates the impression that skincare is something that is important and relevant to anyone, regardless of gender or age.

Furthermore, this ad conveys a message about the power of using celebrities in product marketing. By featuring EXO members who are well-liked and idolized by millions of fans around the world, this ad shows that the Scarlett Whitening brand understands the power of influencer marketing and uses this strategy effectively. This message acknowledges the huge influence that

celebrities have in shaping consumer preferences and behavior. It also conveys a message about the importance of authenticity and consistency in the relationship between brands and celebrities. While collaborations with celebrities can provide many benefits in terms of visibility and popularity, it is important to ensure that the relationship is based on shared values and vision. This message emphasizes that a natural and authentic partnership between brands and celebrities can lead to a lasting and mutually beneficial relationship.

Finally, the message implied by this ad is about the importance of using skincare products that suit individual needs and skin types. Although this ad features EXO members using Scarlett Whitening products, consumers should be reminded that skincare product selection should be based on skin type and personal needs, not just because it is advertised by a celebrity. This message emphasizes the importance of doing research and consulting a skincare expert before deciding on the right product to use.

Follower Engagement on Collaborative Content



Image 4. Follower Interaction on Collaboration Content
Source : Instagram @scarlett_whitening

EXO and Scarlett Whitening's collaboration proved to be an attention-grabbing one as the content uploaded was full of passion and creativity by incorporating scarlett whitening product designs as well as visuals of all EXO members. Each Instagram post not only introduces the product, but also builds a narrative that builds emotions and reinforces the scarlett whitening brand image. By focusing on content containing collaboration photos of EXO members and scarlett whitening managed to penetrate the fan market of EXO L especially in Indonesia, which gave a positive impression of their products through the collaboration content.

The EXO collaboration content managed to attract the attention of Scarlett Whitening's Instagram followers. The content published on social media instagram in the form of photos showing Body Lotion products and all EXO members as Brand Ambassadors. This displayed content received 21,996 likes and 190 comments from Scarlett Whitening's Instagram followers.

From the results of the numbers as well as some of the comments specifically aimed at EXO members, it is clear how much influence and enthusiasm fans have for the group. One comment noted "oppa glowing" and was accompanied by various love emoticons, reflecting deep appreciation and strong admiration for the EXO member's beauty and visual charm. The phrase "oppa glowing" not only expresses appreciation for physical appearance, but may also refer to the sparkling charisma and aura that the artist possesses. The abundant love emoticons show the level of emotional intimacy between fans and their idols, emphasizing the strong bond between EXO and their fan community.

These interactions illustrate how social media has become an important platform for strengthening the relationship between celebrities and fans, creating a space for unlimited expressions of love and support.

Scarlett Whitening Marketing Strategy Patterns and Trends

In the content analysis, certain patterns and trends can be identified in the marketing strategy used by Scarlett Whitening through the use of EXO brand ambassadors on Instagram:

a. Collaboration with Influential Celebrities Scarlett Whitening

strategically engaged the famous K-pop group EXO as brand ambassadors. This reflects a trend in modern marketing where brands capitalize on the popularity of celebrities to increase the visibility and appeal of their products. Collaborations with influential celebrities such as EXO members help brands to reach a wider audience and capture the attention of their loyal fans.

b. **Utilizing Social Media for Consumer Engagement,** Scarlett Whitening uses the Instagram platform to promote their products. Instagram is a highly effective platform for engaging directly with fans and potential consumers. By sharing interesting and engaging visual content, and responding to fan comments and messages, the brand creates high engagement with their audience. In addition, promotion on social media is supported by @scarlett whitening's own account, fan accounts, as well as people who buy the product and post it on their personal social media #kringkring jadi glowing and #scarlettExo.

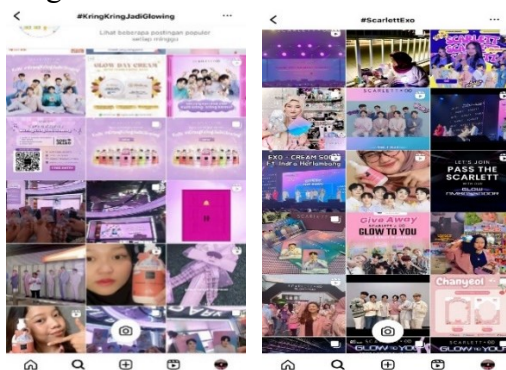


Image 4. #kringkring becomes glowing and #scarlettEXO

Source : www.Instagram.com

c. Emphasis on Natural Beauty and Skin Health,

The theme of "radiant beauty" or "skin brilliance" dominates the promoted content. This reflects a broader trend in the beauty industry where consumers are increasingly prioritizing natural skincare and skin health. Scarlett Whitening emphasized the benefits of their products in achieving a natural glow and optimal skin health, in line with the aspirations of modern consumers.

d. Use of Product Packages and Merchandise

Scarlett Whitening's marketing strategy includes offering complete product packages, such as the "GLOW Ambassador Special Bundle". It creates added value for consumers by including exclusive merchandise items with skincare products. This strategy allows the brand to increase

sales of their products and also provide a more special and memorable shopping experience for consumers who purchase Scarlett Whitening products .

- e. **Transparency and Honesty in Communication**, Despite using celebrities as brand ambassadors, Scarlett Whitening must ensure that the messages conveyed in advertisements are honest and transparent about the benefits and effectiveness of their products. This is important to maintain consumer trust and ensure that the brand's relationship with the celebrity is based on integrity and honesty.

The result of this collaboration is that the "Glow Lotion Glow Ambassador" has become more recognizable and desirable to EXO fans and other potential consumers. Through promotion on social media Instagram, Scarlett Whitening successfully utilized the power of EXO's brand ambassadors to increase the visibility and sales of their products. EXO fans who like and trust the group members are likely to become fans of Scarlett Whitening products as well, thus creating a stronger attachment between the brand and consumers. As such, this collaboration helps strengthen the position of "Glow Lotion Glow Ambassador" as a skincare product that people want and trust.

One important aspect of this collaboration is the match between Scarlett Whitening products and the image of EXO members. Scarlett Whitening's skincare products, such as body lotions, face masks, and other skin brightening products, By choosing products that are relevant to the interests and needs of EXO's target market, Scarlett Whitening increases the likelihood of their campaign's success and ensures that the collaboration not only feels authentic but also beneficial to both parties.

EXO members' presence helps to increase the appeal of promotional campaigns and expand the reach of brand messages. By having EXO members actively involved in product promotions, Scarlett Whitening was able to capture the attention of their loyal fans and create a positive buzz among K-pop fans and beauty enthusiasts around the world. In addition, this collaboration also provides an opportunity for Scarlett Whitening to conduct co-branding activities with EXO. Through products specially designed with EXO's logo and image, Scarlett Whitening is able to offer fans exclusive collections that are not only functionally useful but also of high sentimental value. For example, fans can purchase body lotions or face masks with packaging featuring the images and signatures of their favorite EXO members. This adds value to Scarlett Whitening's products and increases fan engagement and brand loyalty in the long run.

In addition, this collaboration also gives Scarlett Whitening the opportunity to utilize EXO's digital presence to expand their promotional reach. By having EXO members who are active on social media. Scarlett Whitening can double their promotional efforts by utilizing these platforms to share promotional content, product teasers, and other exclusive content to millions of EXO fans around the world. Thus, this collaboration not only strengthens the brand's visibility offline but also expands the reach and impact of the promotion online.

Strengths And Weaknesses Of Using Brand Ambassadors

Strength

One of the main strengths of this strategy is the influence and popularity that EXO members have. As one of the biggest K-pop groups in the world, EXO has millions of fans around the world who are extremely loyal and dedicated. By using EXO members as brand ambassadors, Scarlett

Whitening is able to utilize their huge influence to reach and influence a wide audience. Then collaboration with famous celebrities such as EXO helps increase the visibility of the Scarlett Whitening brand. Posts featuring EXO members holding Scarlett Whitening products on Instagram can reach millions of fans and viewers, which significantly expands the brand's reach and increases awareness. By engaging EXO members who have a good reputation and are respected among fans, Scarlett Whitening can also increase their brand credibility. Fans tend to believe in recommendations from their idols, so when EXO members recommend Scarlett Whitening products, consumers are more likely to believe and be motivated to try them. Collaboration with EXO members can also help Scarlett Whitening build a stronger emotional connection with consumers. Fans who feel attached to group members will feel closer to the brands they support, creating a deeper bond and strengthening consumer loyalty.

Weakness

One of the main risks of using celebrities as brand ambassadors is the possibility of controversies or scandals that could harm the brand image. If one of the EXO members is involved in a controversy or scandal, it could negatively impact consumer perception of Scarlett Whitening products. While involving celebrities can increase the credibility of the brand, it also becomes dependent on the reputation and behavior of the celebrity. If EXO members are inconsistent with the values or image desired by Scarlett Whitening, it may damage the relationship with consumers and harm the brand as a whole. Engaging a famous celebrity like EXO as a brand ambassador also requires significant cost and investment. Although EXO has a large and passionate fan base, not all consumer segments are interested in K-pop or EXO members. Therefore, this campaign may not be effective in reaching all market segments, especially those who are not interested in celebrities or Korean pop culture.

Five Dimensions of Brand Ambassadors By Lea-Greenwood 2012

- a. *Transference*, Transference refers to the transfer of positive influence from the brand ambassador to the brand itself. In the context of the collaboration between EXO and Scarlett Whitening, transference occurs when EXO fans who like and trust the group members also start to trust and be interested in the Scarlett Whitening products they are promoting. This transference occurs because fans tend to associate their trust and liking of celebrities with the brands they support.
- b. *Congruence*, Congruence reflects the fit between the brand and the brand ambassador in terms of values, image, and personality. In this case, EXO's presence as Scarlett Whitening's brand ambassador must be consistent with the brand values and goals of the product. If Scarlett Whitening is known as a skincare brand that emphasizes natural beauty and healthy skin, then EXO as the brand ambassador must exude the same impression in product promotion.
- c. *Kredibilitas*, Credibility refers to the extent to which fans or consumers trust the brand ambassador's judgment or recommendations. In this case, EXO's credibility as brand ambassadors can help increase consumer trust in Scarlett Whitening products. Fans who like and trust EXO members are more likely to try the products they promote.
- d. *Attractiveness*, Attractiveness refers to how attractive the brand ambassador is to the target audience. EXO's fans are very large, as can be seen from the Instagram account @weareone.exo's

10.7 million followers, while the @scarlett_whitening account has 5.4 million. In this case, EXO's presence as a brand ambassador on Scarlett Whitening's Instagram social media naturally attracted the attention of their millions of fans. Huge celebrity appeal can help increase brand exposure and expand audience reach.

- e. *Power*, Power refers to the influence or authority that brand ambassadors have in influencing consumer behavior. In this case, EXO's power level as a brand ambassador can increase sales. During the meet and greet collaboration, EXO fans were enthusiastic and when EXO recommended Scarlett Whitening products on social media, their fans tended to respond with product purchases or at least became more interested in trying it. This becomes the main capital in scarlett whitening digital marketing.

CONCLUSIONS

From the research that has been conducted, it can be concluded that the presence of EXO as a Brand Ambassador has succeeded in attracting the attention of Instagram users, increasing interaction, and expanding the reach of Scarlett Whitening products. This indicates that cooperation with popular celebrities such as EXO can be an effective strategy in strengthening brand image and increasing consumer confidence in products. Thus Scarlett Whitening utilizes transference because it can have a positive influence on a brand, in a brand and celebrity must have congruence or suitability to market scarlett whitening products because the profession it has is very attached to both relevant to skin care, the credibility that EXO has as a Brand Ambassador can increase consumer confidence and can tend to try scarlett whitening products, EXO has considerable attractiveness which can increase brand exposure and also EXO's power can create a lot of positive responses from a product being promoted.

Thus, the use of EXO Brand Ambassador on Scarlett Whitening's Instagram social media is effective in achieving brand promotion objectives. This research provides valuable insights for the marketing industry, particularly in understanding the role of influencers and celebrities in digital marketing strategies.

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