

The Effect of Celebrity Endorser Keanu Angelo in Advertising on Pantene's Brand Image

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Abstract

The use of celebrity endorsers as a marketing strategy is increasingly being used by well-known brands, one of which is the Pantene brand. Currently, Pantene is at the center of the audience's attention for choosing Keanu Angelo as the star of his new advertisement, namely in the Micrales Hair Supplement Bye #Rambutcapek Hello #Rambutkecharge advertisement. The purpose of this study was to determine whether there is an influence and how much influence the celebrity endorser variable has on brand image. This study uses a quantitative approach with non-probability sampling and purposive sampling techniques so that the number of samples taken from Pantene's Instagram followers for this study is 395 respondents. The data analysis technique used is simple linear regression analysis. Where the results show that there is a significant effect between the X variable (celebrity endorser) on the Y variable (brand image). As much as 68.8% of the influence or contribution is given by the celebrity endorser variable for the brand image variable while 32.1% is influenced by other variables not examined in this study. The celebrity endorser variable with the brand image variable also has a relationship that is included in the very strong relationship category, namely 0.830.

Keywords

celebrity endorser; advertising; brand image



I. Introduction

Rapid competition creates positive and negative impacts as well as the emergence of opportunities and challenges that must be faced. This encourages companies to be more careful in making creative promotional strategies to attract public attention and influence them. In addition, the company must also be able to maintain its previous market share and attract more target markets by paying attention to and fulfilling every need and desire of consumers, thus consumers are expected to give a positive assessment of the company. Currently, it is not an easy thing to be able to attract the attention of consumers, because it is caused by the nature of consumers who are increasingly selective in choosing products to use and consume (Praywana and Andjarwati, 2013). Convey a brand message, takes efforts from effective marketing communications so that the brand can be recognized and remembered by consumers, one way is through advertising. There are many ways to promote advertising both through mass media and social media. However, the effect of digitization has made the public do more activities through the internet.

Advertising is one of the marketing tools used by companies to promote both products and services and to direct more persuasive and communicative communication to the

intended target. The way that the ad can be glimpsed by consumers is to use endorsements. Shimp (2003:459) states that several efforts can be made to make attractive advertisements, including making celebrities endorsers (supporters), using humor, and using guilt and sexual elements. The use of a celebrity as an endorser is believed to be able to build an image for the advertised product (Maya 2010). Terence A. Shimp (2002:455) also explains the definition of a celebrity endorser is the use of an artist, entertainer, athlete, and public figure who is known to many people for their achievements in their respective endorsements. The use of celebrity endorsers can also have a positive influence on the effectiveness of advertising (Setiawan 2011). The use of celebrity endorsers, of course, has been widely used by well-known brands, one of which is the Pantene brand. Pantene is included in convenience goods that have a fairly regular amount of product purchases or as daily necessities in the hair care product category. Shampoo brands in Indonesia are very diverse, each brand has different benefits. However, Pantene remains the best shampoo brand, which can be proven by the table below.

Table 1. Top Brand Shampoo 2016-2020

<i>Brand</i>	2016	2017	2018	2019	2020
Pantene	22.0%	22.6%	24.1%	22.9%	28.1%
Sunsilk	21.9%	22.4%	20.3%	18.3%	13.3%
clear	18.2%	17.4%	17.2%	19.8%	18.7%

This success is inseparable from Pantene's efforts to continuously innovate its products. But not only that but in terms of marketing Pantene also continues to strive to be able to convey messages clearly to the public by choosing the right advertising stars. The well-known shampoo manufacturer in Indonesia, Pantene, has launched its new product, Miracles Hair Supplement. Miracles Hair Supplement is a series of hair care after shampooing. There are two variants of Miracles Hair Supplement that are presented, namely Miracles Biotin Strength & Collagen Repair Daily Supplement Conditioner, which can hydrate hair from within and repair it to the ends of the hair. And Miracles Biotin Strength & Collagen Repair Weekly Supplement Hair Mask, which can transform dry and damaged hair into healthy, shiny, and strong. To convey the desired advertising message, Pantene hooked the celebrity Keanu Angelo as an advertisement star for Miracles Hair Supplement Bye #Rambutcapek Hello #Rambutkecharge. The reason Pantene chose Keanu Angelo was that he was a man who had long, flowing, and beautiful hair. This is the same as Pantene's advertising character, which is long hair that is beautiful, healthy, and shiny. Not only that, Keanu's presence as a commercial star for Pantene Miracles Hair Supplement is also in line with Pantene's mission, namely 'Celebrating The Beauty of All People'. According to Anggia Pulungan as Brand Manager of Indonesia Haircare, Pantene's mission is 'Celebrating The Beauty of All People'. It's not just women we want to make the Pantene brand more inclusive for everyone. Keanu's character also clearly fits the message we want to convey to the audience.

The use of Keanu Angelo as the new star of Pantene is very interesting. There are so many articles that talk about advertising star Keanu Angelo, one of which is in the following article <https://mojok.co/terminal/keanu-agl-jadi-bintang-ad-pantene-gebrakan-gokil-di-dunia-percepatan/>. However, this phenomenon is not the first time in the advertising world. Several studies also discuss the use of celebrity endorsements, one of which is from the Journal of

Islamic Business Management by Dya Viani Sebastian, Diah Ayu Retno Palupi, Emilia Firsia, and Vicky F Sanjaya. (2021). Effect of Price, Product Quality, and Celebrity Endorser Raffi Ahmad on Interest in Buying Skincare Products Ms.Glow.UIN Raden Intan Lampung. This study discusses Raffi Ahmad as a brand ambassador as well as a celebrity endorser of Ms.Glow products, where Ms. This glow is known as skincare used for Indonesian women, by attracting Raffi Ahmad as a man who wants to add or expand his target criteria for Indonesian men. Seeing this phenomenon, this research is motivated by the use of celebrity endorsements used by Pantene. Where previously this Pantene brand ad star was a stylish woman, and this is the first time Pantene has used men as advertising stars with different styles.

Formulation of the Problem

- 1) Is there any influence of celebrity endorser Keanu Agl in advertising on the brand image of Pantene products?
- 2) How big is the influence of celebrity endorser Keanu Agl in advertising on the brand image of Pantene products?

II. Review of Literature

2.1 Marketing Communication

Marketing communication is a marketing activity that aims to disseminate information, influence, persuade and improve the target market of a company and its products to accept, buy and be loyal to the products offered by the company (Tjiptono, 2015: 216). Marketing communication plays a crucial role for marketers because through communication, consumers and the general public will know the existence of a product in the market and vice versa if marketers do not communicate their products to the market then consumers or the public will not know the existence of the product. The marketing communication process occurs either directly or indirectly. Before this process occurs, marketers need to be extra careful in planning their marketing communications because any form of marketing communication activity requires a mature marketing plan and requires a large budget. Marketers must also be careful in determining who will be the target of their communication because the key to the success of marketers is to convey messages clearly to their targets without any ambiguous messages because unclear messages will become a barrier and make consumers have a bad view.

Marketing communication is part of the marketing novel which consists of four tools product, price, place, and promotion. According to Pamungkas (2016), there are seven marketing communication tools including advertising, sales promotion, direct marketing, personal selling, event and experience, packaging, and sponsorship. Recently the marketing communication used is advertising. According to Priansa in Nusjirwan (2020) "Implementation of communication activities to customers within the company is carried out formally, however, currently there are also companies that practice their communication activities to consumers in an informed manner so that they can explore in-depth information from customers". Moreover, the maximum customer value can be made only if positive influence of marketing and individual environment association does exist (Kusumadewi, 2019). The quality of products that are in great demand by consumers can be seen from several factors including packaging, price, quality, and benefits obtained by consumers (Romdonny, 2019).

2.2 Advertising

Pamungkas (2016: 3) defines advertising as a form of non-personal message about a product or company that is communicated through the media and shown to the public. The non-personal meaning here is that advertisements are made for mass consumption, not face-to-face or direct communication. Therefore, the media channels chosen for advertising can also be accessed en masse, such as advertisements on TV, radio, print advertisements, and social media according to developments.

Pamungkas (2016) explains that there are three main objectives in advertising or what is known as 3R, including Recruit New Customers, Retain Loyal Customers, and Retrieve Lost Customers. According to Moriarty, Sandra., Mitchell, Nancy., Wells, William. (2008) To describe advertising activities, refers to four components including strategy, creative ideas, creative execution, and media buying. This component applies the basic concepts that professionals use to analyze their advertising efforts as it predicts the effectiveness of an advertisement.

2.3 Celebrity Endorser

Celebrities are figures (actors, artists, or athletes) who are known for their achievements in their respective fields other than the types of products they support (Kertamukti 2015: 59). Celebrity Endorser is a strategy to use artists as advertising stars to be displayed in various media ranging from print media, social media, and television media (Shimp 2014: 168). Celebrity endorsers are considered by marketers worldwide as an effective promotional tool (Market Watch, 2006: 27). Celebrities continue to give meaning to objects through product recommendations as part of the visualization process. Also, the identities of 24 celebrities can represent the products they recommend (Ferris, 2007: 78). Therefore, celebrity endorsement brings great benefits to the brand (Ambroise, Pantin-Sohier, Valette Florence, & Albert, 2014: 78). Celebrity Endorser indicators (Shimp 2014:667) include:

1. Trustworthiness (trustworthy) Trustworthiness refers to the honesty, integrity, and confidence of a message source. This means that the celebrity endorser's ability to convey messages from a product depends on the self-confidence, integrity, and perception of the recipient of the message on the motivation or encouragement from within the celebrity endorser to appear objectively.
2. Expertise (expertise) Expertise (expertise) refers to the knowledge, experience, or expertise possessed by the Endorser associated with the endorsed brand. An endorser can be more accepted if he has knowledge or expertise about the product he will support so that the endorser will be more persuasive in conveying the message.
3. Attractiveness (physical attractiveness) Attractiveness refers to the self that is considered an interesting thing to look at about the concept of certain groups with physical attractiveness. Physical attractiveness is the first thing that is caught by the audience when the endorser does his job. Then the audience will identify to determine the behavior or product selection decisions.
4. Respect is the quality that is appreciated or favored as a result of the quality of personal achievement. The endorser is chosen because it can represent the product it supports. So it will tend to affect consumer interest in a product.
5. Similarity (similarity of the intended audience) Similarity refers to the similarity between the endorser and the audience in terms of age, gender, ethnicity, social status, and so on.

2.4 Brand Image

According to Peter and Olson in Lutiary Eka Ratri (2007: 47), brand image is a consumer's perception and preference for a brand, which is reflected in various brand associations in the minds of consumers. According to Coaker (2021), Tharpe (2014), and Simonson and Schmitt (2009), brand image is a reinterpretation of all perceptions of a brand, which is formed from information about the consumer's brand or customer from past experiences. Some factors that support the formation of brand image related to brand associations (Kotler, 2008:167) are as follows:

1. Favorability of brand association The advantages of the product must be shown to consumers from this competition. These advantages such as design, convenience, price, and features cause the product to have its charm for consumers, especially if these advantages can be felt by the benefits. If the brand can provide satisfaction for the needs and desires of consumers, it will form a positive impression from consumers of the brand.
2. Strength of brand association How information about the brand of a product can be entered into the minds of consumers. Every valuable brand has a soul, and a clear personality is a fundamental obligation for brand owners to express and socialize their soul or personality in some form of advertising or other promotional and marketing activities. It will continue to be a link between brands and consumers. In this way, brands are quickly recognized and defended in the face of intense competition. Because popularity is one of the keys to forming a brand image.
3. The uniqueness of brand association Representations relates to the uniqueness or characteristics of a product which can be useful for distinguishing between manufactured products and competing products. By having a different uniqueness, it will be difficult for competitors to imitate.

2.5 Framework

The framework of thinking is defined as a conceptual model of how theory relates to various factors identified as important problems "(Uma Sekaran in Sugiyono, 2011: 60).

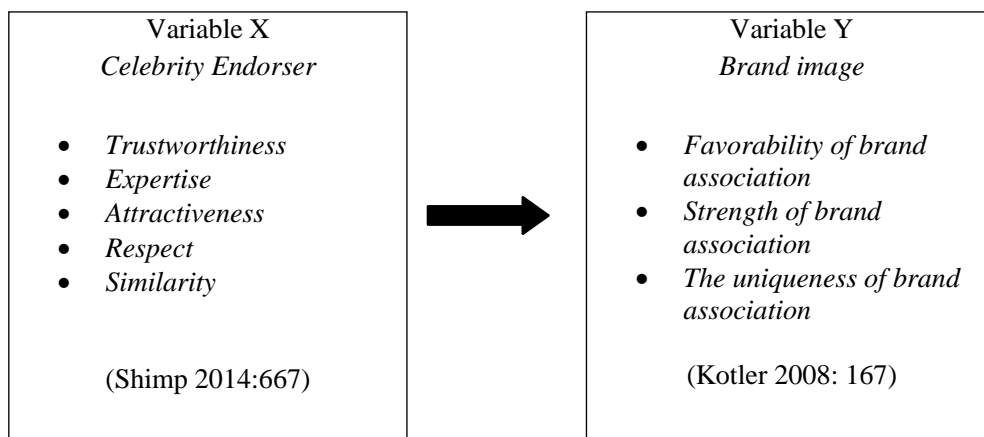


Figure 1. Framework

2.6 Research Hypothesis

H0: There is no significant effect between *celebrity endorsers* on Pantene's *brand image*

H1: There is a significant influence between *celebrity endorsers* on Pantene's *brand image*

III. Research Method

The type of research used in this research is quantitative. "The quantitative method is in the form of numbers and analysis using statistics" (Sugiyono, 2010: 13) which is useful for showing the influence of Keanu Angelo as a celebrity endorser on the brand image of Pantene shampoo. Creswell (2009) defines the quantitative method as a method to test certain theories by testing the relationship between variables. Quantitative research can involve useful data to support or reject a hypothesis. Sugiyono (2018:8) also defines quantitative research as research based on the philosophy of positivism, which is used to study a particular population or sample. The design in this study is included in the study. causal associative. According to Silalahi (2010:64), causal or associative research is a study of the relationship of influence and causality between one or more variables. Regarding causality, in addition to showing the relationship between the two variables, it also shows the existence of cause-and-effect variables. This means that a change in one variable causes a change in the other as well.

3.1 Measurement Scale

The Likert scale is included in the ordinal data type. Researchers use the Likert scale because the Likert scale can measure a person's attitude, perception, or opinion about a problem he is experiencing or about a social phenomenon (Sugiyono, 2014: 134). In this study, the Likert scale used is five points or five points from positive to negative statements, which means having a neutral or undecided choice. according to Sudaryono (2017: 202), the five-point Likert scale is used more effectively because it has high reliability. Below is a score on a five-point Likert scale.

3.2 Population

According to Sekaran (2006), the population is the entire group of people, events, or interests that the researcher wants to study. This research population is taken from Pantene's Instagram Followers, namely @panteneid. The number of Pantene Instagram Followers is 32.3 thousand or 32300 Followers in January 2022.

3.3 Sample

According to Sugiyono (2017:30), the sample is a small number of the population and is considered representative of it. One of the large sample formulas that are widely used, especially in surveys, is the Slovin large sample formula (Adanza, 2002). The sample size formula is based on the Slovin formula which is known to be very easy to understand and apply. Here is Slovin's formula.

$$\frac{N}{1 + Ne^2}$$

Information:

n = sample size

N = population size

e = desired or tolerable error limit

n = (32.300) / (1+32.300 (0,05²)) =395,10 rounded to 395

3.4 Sampling Technique

The sampling technique is a technique for taking samples. There are two kinds of sampling techniques used by the research including probability sampling and non-probability

sampling. non-probability sampling is zero or no sampling technique that provides equal opportunities for each component or member of the population to be selected as a sample (Sugiyono, 2017:84). According to Notoadmodjo (2010), if you use a purposive sampling technique, it will be based on certain considerations, such as characteristics and traits that were previously known.

IV. Discussion

4.1 Data Analysis Technique

a. Normality Test with the Histogram Graph Model

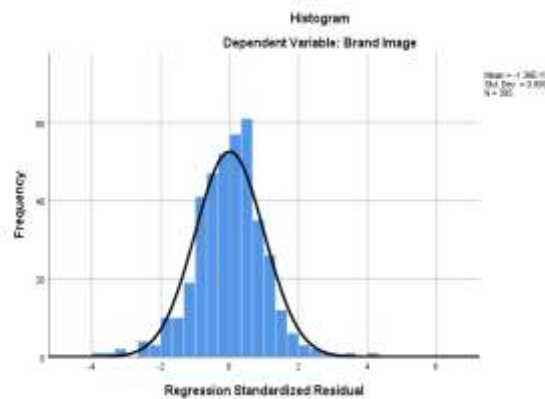


Figure 2. Histogram Graph

Based on the picture above, shows that the histogram graph in this study is normally distributed. Where the graph results describe the shape of a bell that is not too tilted either to the left or to the right.

b. Normality test with *Probability Plot. model*

According to Ghozali (2016: 154), data that are normally distributed will form a diagonal line and the plotting of residual data will be compared diagonally, if the residual data is normally distributed, the line that describes the actual data will follow the diagonal line. Based on the picture below, the test produces a line that forms a diagonal and some points follow the diagonal line. That means that the resulting data is data that is normally distributed.

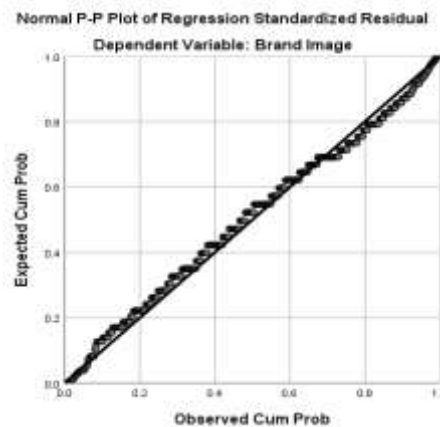


Figure 3. Test Produces a Line

c. Normality Test Using the Kolmogorov-Smirnov. Model

Table 2. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		395
Normal Parameters ^{a,b}	mean	.0000000
	Std. Deviation	1.97517047
Most Extreme Differences	Absolute	.045
	Positive	.045
	negative	-.043
Test Statistics		.045
asymp. Sig. (2-tailed)		.051 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

According to Ghozali (2016: 154), if the probability value exceeds > 0.05 then it can be stated that the data is normally distributed, and if the probability value of the gap is < 0.05 then the data is declared not normally distributed. 0.51 which is greater than 0.05. It means that the normality test of this model is declared to be normally distributed.

1. Heteroscedasticity Test

This study uses the heteroscedasticity test, to determine the presence or absence of these symptoms, namely if the image does not have a certain pattern spread at the top or bottom of the zero on the y-axis, then the data does not experience heteroscedasticity.

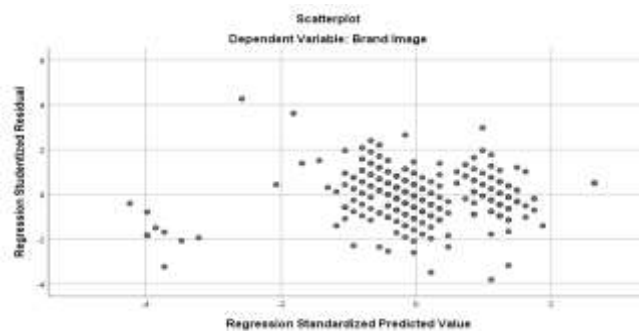


Figure 4. Heteroscedasticity Test

Based on the picture above, shows that the points are spread out and do not form a certain pattern, also the points are spread both above and below the Y axis. It can be concluded that in this study there were no symptoms of heteroscedasticity.

2. Correlation Analysis

In this study, correlation analysis was carried out using Pearson correlation, which was to determine the extent of the relationship between variables. Find out the level of the relationship, can be seen in table 3.5, namely the interpretation table of the correlation coefficient according to Sugiyono (2015). Here are the results of the correlation:

Table 3. The Results of Correlations

Correlations			
		Celebrity Endorser	Brand Image
Celebrity Endorser	Pearson Correlation	1	.830 **
	Sig. (2-tailed)		.000
	N	395	395
Brand Image	Pearson Correlation	.830 **	1
	Sig. (2-tailed)	.000	
	N	395	395
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the table above, shows that the correlation significance value is 0.830. From the correlation interpretation table according to Sugiyono (2015), the number shows a very strong correlation. That means the *celebrity endorser* variable with the *brand image variable* has a very strong relationship.

4.2 Coefficient of Determination Results

To find out how much the contribution of the independent variable affects the dependent variable, if the determination is close to 1, it can be said that the influence of the variable x is very large on the variable y. The value used to test the coefficient of determination in this study is in the *Adjusted column R-squared*. This is because the *adjusted R square value* is not vulnerable when adding independent variables (Ghozali, 2016).

Table 4. Coefficient of Determination Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.830 ^a	.689	.688	1978
a. Predictors: (Constant), Celebrity Endorser				
b. Dependent Variable: Brand Image				

Based on the table above, the Adjusted R Square value is 0.688 where this number exceeds the number 5 and will approach the number 1. So it can be concluded that as many as 68.8% of the independent variables contribute to the dependent variable while the remaining 31.2% are influenced by other variables that are not investigated in this study.

a. Simple Linear Analysis Results

In this study, there are two variables, namely independent and dependent variables, which use simple linear analysis to see how the independent variables affect the dependent variable.

Table 5. Simple Linear Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,548	1.011		6.477	.000
	Celebrity Endorser	.375	.013	.830	29,514	.000

a. Dependent Variable: Brand Image

$$Y = + X$$

$$Y = 6548 + 0.375 X$$

Information:

Y = Predicted value

Constant or if X = 0

Regression Coefficient

X = Value of independent variable

From the results above, it shows that there is a constant value of the *Y brand image variable* of 6548 where this value is a value that has not been influenced by the variable *X celebrity endorser*. Furthermore, the *celebrity endorser coefficient value* is 0.375, which means that if there is an additional *celebrity endorser value*, it will also affect the *brand image variable* of 0.375.

b. t test

The t-test is used to determine whether there is an influence between the X variable (*celebrity endorser*) on the Y variable (*brand image*). The decision-making t-test according to Sugiyono (2010) is if t count > t table then H0 is rejected and H1 is accepted and if t count < t table then H0 is accepted and H1 is rejected, meaning that it has no effect. This study uses an error rate or = 5% and DK = n-2 is 395 – 2 = 393 so that the t table value is 1.966.

Table 6. t-test results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,548	1.011		6.477	.000
	Celebrity Endorser	.375	.013	.830	29,514	.000

a. Dependent Variable: Brand Image

Based on the table, it can be seen that the significance value or t-count value is 29,514 where the value exceeds the t-table value, which is 1,966. So, it can be concluded that H0 is rejected and H1 is accepted which if it is clarified there is a significant influence between the X variable (*celebrity endorser*) on the Y variable (*brand image*).

V. Conclusion

Based on the results of the research that has been carried out and described above about the influence of Keanu Angelo as a Celebrity Endorser in advertising on Brand Image Pantene, it can be concluded that the overall conclusion is as follows:

1. The results of the research through the T-test show that H₀ is rejected and H₁ is accepted, which has a significant effect between Variable X (celebrity endorser) and variable Y (Brand Image) where the t-count result is 29,514
2. The results showed that 68.8% of the variable X celebrity endorser influenced or contributed to the Y variable brand image and the remaining 31.2% were influenced by other variables not examined in this study.

Suggestion

a. Practical Advice

- 1) Pantene should continue to make unique innovations related to hair care product advertisements. Using celebrity endorsers as advertising stars is a good strategy, but the use of celebrity endorsers has been widely used by other brands so that they are not foreign to the public or audience. Thus Pantene must think about how to find something unique that is different from other hair care product advertisements like what Pantene is doing today. Where out of his comfort zone is from the concept of advertising and advertising stars.
- 2) We recommend that Pantene also continue to strive and pay attention to how the advertising stars can attract the attention of the audience. The use of a celebrity endorser that is different from before, whether it's gender or character, can be new and unique for the audience.
- 3) Pantene should also emphasize how Pantene wants to be remembered and known by the audience whether from the visual of long hair or the other side. Because the results of the study show that the lowest percentage indicator is the attractiveness indicator in question 12 of 76.15% "In my opinion, Keanu is suitable to be a Pantene product advertisement star because of his long hair". In addition, Pantene must continue to pay attention to the selected advertising star whether it is in accordance with the advertising message to be conveyed.

b. Theoretical Suggestions

Suggestions for researchers who also want to discuss similar research are expected to examine other variables that are not in this study and also use different research methods as material for further research development.

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