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The Effect of Ambassador Fiki Naki's Brand on the Brand Image of Ruangguru

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Abstract

Marketing communication that is commonly used is through advertising. One of the marketing communication strategies carried out by several companies or brands is a marketing strategy through brand ambassadors. Using a brand ambassador can cause an emotional appeal to the ad and this must be done in the right way such as choosing the right brand ambassador and also in accordance with the marketing target. The selection of brand ambassadors can be said to be the selection of brand speakers because according to Kotler and Armstrong (2018:163). One of the brand ambassadors used by Ruangguru is Fiki Naki, who is an influencer. Brand ambassadors are usually carried out by someone who has a wide network of scope and usually a brand ambassador will be chosen from the entertainment circle such as actors, models, athletes, and musicians to public figures who are respected by the community. (Appkey, 2020). This research was conducted to determine the effect of using Fiki Naki's brand ambassador on Ruangguru's brand image. This research uses the causal explanation quantitative research method. The sampling technique that will be applied is non-probability with the number of samples used as many as 400 respondents who are Ruangguru YouTube subscribers who know Fiki Naki. This test was carried out using the help of SPSS 26. Based on the results of the analysis in this study, the brand ambassador variable has an average score of 1535 or a percentage of 86.85%. The responses given by the respondents as a whole are included in the very good category. While the brand image variable has an average score of 1539 or a percentage of 77%. The responses given by the respondents as a whole are included in the good category. The calculated t value is 33,703 or greater than the t table, which is 1,966. The value of t table can be seen in the provisions of 2 = 0.05/2 = 0.025. The degree of freedom of the t table is dk = (400 - (1+1)) = 389. So, it can be concluded that the value of t count > t table so that H0 is rejected and H1 is accepted. The results of the analysis of the coefficient of determination show that the R-Square value is 0.741 or 74.1%. Thus, the Brand Ambassador variable affects Ruangguru's Brand Image by 74.1%. While the rest is influenced by other variables not examined in this study.

I. Introduction

In the era of ongoing globalization and the rapid development of technology in the entertainment world, it is undeniable. In this era of industrial technology, many young people have come up with various ideas in this country. Like a virtual learning application developed by Adamas Belva Syah Devara and also Muhammad Iman Usman on April 1, 2014. Reporting from the official Ruangguru website, this learning platform is one of the

Keywords

brand ambassador; brand image; ruangguru; subscribers; fiki naki; youtube



largest educational technology companies in Southeast Asia and was also selected as one of the Top 10 Startups. featured in the 2021 G20 Innovation League International forum which will be held in Sorrento, Italy in October 2021. Education is a very important human need because education has a duty to prepare Human Resources (HR) for the development of the nation and state (Pradana et al, 2020). According to Astuti et al (2019) Education is an obligation of every human being that must be pursued to hold responsibilities and try to produce progress in knowledge and experience for the lives of every individual. Education is one of the efforts to improve the ability of human intelligence, thus he is able to improve the quality of his life (Saleh and Mujahiddin, 2020). Education is expected to be able to answer all the challenges of the times and be able to foster national generations, so that people become reliable and of high quality, with strong characteristics, clear identities and able to deal with current and future problems (Azhar, 2018). Education and skills are the main keys in gaining social status in community life (Lubis et al, 2019).

PT RUANG RAYA INDONESIA or what is called Ruangguru is a limited liability company engaged in the field of non-formal education. Ruangguru is a learning application that students can use to gain knowledge outside of their formal schooling. Ruangguru provides virtual classes, online exam platforms, subscription learning videos, private lessons, and also other educational content that can be accessed via a website or application called Ruangguru. Ruangguru has served more than 22 million users almost all over Indonesia. This figure has increased by 7 million users or equivalent to 46% compared to the data on the number of users at the end of December 2019.

Ruangguru also often shares content about learning and knowledge through its official YouTube social media account for free. Not only learning but also a lot of content containing academic and non-academic information. Ruangguru also often shares its advertisements through its YouTube account. The advertisements on Ruangguru's YouTube contain the Ruangguru brand ambassador whose goal is to attract viewers like Fiki Naki. The selection of a brand ambassador must also see whether the person who will be the brand ambassador has great power to influence brand awareness or not. Like Ruangguru who uses Fiki Naki as his brand ambassador because of his proficiency in foreign languages, he can master several foreign languages, including English, French, Romanian, Spanish, Arabic, Mandarin, Japanese, and Russian. , and also Korean.

Based on these things, the author is interested in researching the influence of Fiki Naki as the brand ambassador of Ruangguru which is the largest virtual learning application, and also because Fiki Naki is a YouTuber who is widely discussed. Judging from this phenomenon, the author wants to research to find out how the influence of Fiki Naki as a YouTuber is being discussed on the brand image of the Ruangguru service provider and how much influence there is by raising the title. "The Influence of Brand Ambassador Fiki Naki on Ruangguru's Brand Image"

II. Research Method

This study uses a causal explanative quantitative research method. According to Cooper & Schindler on Indrawati (Indrawati, 2015: 184) quantitative research method is a research method that will try to make precise or accurate measurements of behavior, knowledge, opinions, or attitudes with the aim of testing hypotheses. In this study, the data obtained through a population that has been selected by researchers who are sourced from the community who use YouTube social media accounts and are followers of the

Ruangguru YouTube social media account with gender both male and female because the advertisements that contain Fiki Naki as a *brand ambassador* are only available. on YouTube social media accounts and also the announcement that if Fiki Naki becomes the *brand ambassador* of Ruangguru, it is only contained in his YouTube content. Samples were taken from as many as 400 and used the Slovin formula with a value of **e** 5% with the following equation:

$$n = \frac{1400000}{1 + (1400000 \times 0.5^2)}$$
$$n = \frac{1400000}{1 + 3500}$$
$$n = \frac{1400000}{3501}$$
$$n = 399.8 \sim 400$$

This study uses a descriptive analysis test, Classical Assumption test includes data normality test, *Kolmogorov-Smirnov test*, *P-Plot* graph, Histogram graph, Simple Regression analysis test, Hypothesis test (t-test), and Coefficient of Determination Analysis.

III. Result and Discussion

3.1 Descriptive Analysis

No.	Descriptive Analysis	Results	Information
1.	Brand Ambassador	86.85%	Very Good
2.	Brand Image	77 %	Well

Table 1. Descriptive Analysis Results

Brand ambassador variable (X) has an average value of 86.85% and is included in the good category. The *brand image* variable (Y) has an average of 77% and is included in the good category. This response was obtained from respondents' responses through 23 questions.

3.2 Classical Assumption Test

a. Data normality test

In this test, data that is normally distributed will have a significant value (Sig) > 0.05. Test the normality of the data using the Kolmogorov-Smirnov test.

Table 2. Kolmogorov-Smirnov. Test Results			
One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		400	
Normal	mean	.0000000	

Table 2. Kolmogorov-Smirnov. Test Results

Parameters ^{a,b}	Std. Deviation	.49883290		
Most Extreme	Absolute	.040		
Differences	Positive	.040		
	negative	037		
Test Statistics	.040			
asymp. Sig. (2-tai	.126 ^c			
a. Test distribution is Normal.				
b. Calculated from data.				
c. Lilliefors Significance Correction.				
Jourse: processed data (2022)				

Source: processed data (2022)

The results of the Kolmogorov – Smirnov test show that the significance value is greater than 0.05, which is 0.126. That is, the data is normally distributed. Because the data is normally distributed, the data in this study can be said to have passed the normality test of the data graphically and statistically using *P*-*Plot* and Histogram graphs.



Source: processed data (2022) Figure 1. P-Plot Graph

The points that spread following the diagonal line can be concluded that the data is normal. Histogram graphs can also be used to determine whether the data are normally distributed or not. Histogram graph as follows:



²⁹⁰⁶⁵

The histogram graph can be seen with a line pattern, if it is normally distributed, the data will follow the histogram line pattern. It can be seen in the figure that the data is distributed following the shape of a line shaped like a bell, it can be concluded that the data is normally distributed.

Table 3. Simple Regression Analysis Test Results Regression Regression - Coefficients - August 24, 2022 Coefficients^a Standardized Coefficients Shit 8 Bata Big Consta 8.609 1.073 6.162 .008 Brand 660 020 861 33 703 000 a Dependent Variable Brand Image Source: processed data (2022)

b. Simple regression analysis



The value of constant a in the regression line is 6.609. This means that if the variable X (Brand *Ambassador*) is zero (0), then the variable Y (Brand *Image*) is worth 6.609. The regression coefficient (b) is 0.660. This means that the addition of 1% of the variable X (Brand *Ambassador*), is predicted to increase the variable Y (Brand *Image*) by 0.660 or by 66%. The regression equation above shows that the direction of the influence of the *brand ambassador variable* and *brand image* has a positive relationship. From the table above, it can be concluded that the *brand ambassador* (X) has a significant effect on *the brand image* (Y) because it has a significance value of < 0.05 or (0.000 < 0.05).

3.3 Hypothesis Testing (t-Test)

Table 4. Regress Regression -	Hypoth sion Coefficier	iesis 7 its - Auç	Test Resul	lts (t-7	<u>est</u>
			Coeffici	ents ^a	
	Unstan Coeff	dardized icients	Standardized Coefficients		
Model	В	Std. Error	Beta	t	Sig.
1 (Constant	6.609	1.073		6.162	.000
Brand	.660	.020	.861	33.703	.000



It can be allowed that the calculated t value is 33,703 or greater than the t table, which is 1,966. The value of t table can be seen in the provisions of /2 = 0.05/2 = 0.025. The degree of freedom of the t table is dk= (400-(1+1)) = 389. So, it can be concluded that the value of t count > t table so that H0 is rejected and H1 is accepted. This means that there is a significant influence from Fiki Naki as a *Brand Ambassador* on the Ruangguru *Brand Image*.

3.4 Coefficient of Determination Analysis

Model Summary ^b					
		R	Adjusted R	Std. The error in the	
Model	R	Square	Square	Estimate	
1	.861 ª	.741	.740	3.318	
a. Predictors: (Constant), Brand Ambassador					
b. Dependent Variable: Brand Image					

 Table 5. Results of the Coefficient of Determination. Analysis

Source: processed data (2022)

It can be seen in the table above, that the results of the analysis of the coefficient of determination in Table 4.6 show that the *R-Square value* is 0.741 or 74.1%. Thus, the *Brand Ambassador variable* affects Ruangguru's *Brand Image* by 74.1%. While the rest is influenced by other variables not examined in this study.

IV. Conclusion

In this study, the results of the descriptive analysis of the Brand Ambassador (X) variable as can be seen in Table 3.1 that the Brand Ambassador (X) variable is in the very good category with an average score of 86.85%. Because it has an average value of 86.85%, it can be concluded that Fiki Naki's brand ambassador influences increasing Ruangguru's brand image, and the effect is included in the very good category. For the results of the descriptive analysis of the Brand Image (Y) variable as can be seen in Table 3.2, it can be seen if the results of the respondent's questionnaire on the brand image variable have an average score of 1539 or it can be said with a percentage of 77%. The table shows that the responses given by the respondents as a whole are included in the good category. The results of the Kolmogorov - Smirnov test show that the significance value is greater than 0.05, which is 0.126. That is, the data is normally distributed. In the P-Plot test, it can be seen in Figure 3.1 that the points that spread following the diagonal line can be concluded that the data is normal. As for the histogram graph, it can be seen with the line pattern in Figure 3.2 if it is normally distributed, the data will follow the histogram line pattern and, in the figure, it can be seen that the data is distributed following the shape of a line shaped like a bell, it can be concluded that the data is normally distributed. 6.609 +0.66X. The value of constant a in the regression line is 6.609. This means that if the variable X (Brand Ambassador) is zero (0), then the variable Y (Brand Image) is 6.609. The value of the regression coefficient (b) is 0.660. This means that the addition of 1% of the variable X (Brand Ambassador), is predicted to increase the variable Y (Brand Image) by 0.660 or by 66%. The regression equation above shows that the direction of the influence of the brand ambassador variable and brand image has a positive relationship. From the table above, it can be concluded that the brand ambassador (X) has a significant effect on the brand image (Y) because it has a significance value of < 0.05 or (0.000 <0.05).

The results of the t-test in table 4.5, it is allowed that the t-count value is 33,703 or greater than the t table, which is 1,966. The value of t table can be seen in the provisions of

/2 = 0.05/2 = 0.025. The degree of freedom of the t table is dk= (400-(1+1)) = 389. So, it can be concluded that the value of t count > t table so that H0 is rejected and H1 is accepted. This means that there is a significant influence from Fiki Naki as a Brand Ambassador on the Ruangguru Brand Image. The results of the analysis of the coefficient of determination in Table 4.6 show that the R-Square value is 0.741 or 74.1%. Thus, the Brand Ambassador variable affects Ruangguru's Brand Image by 74.1%. While the rest is influenced by other variables not examined in this study.

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