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THE ROLES OF SURABAYA'S CELEBGRAMS AS FASHION PRODUCT ENDORSERS ON INSTAGRAM
Elisabeth Christine Yuwono Cindy Muljosumarto Cons. Tri Handoko Introduction ? Social media as a means of communication in the virtual world has developed very rapidly. ? Every social media has characteristics, uses and functions. ? The function of social media also nowadays begins to develop as a means of promotion of both goods and services, no exception Instagram • Instagram is widely used on smartphones and other similar gadgets. This application is for those who have an interest in photography, to capture a moment and post the photos. • Digital filter is provided on the application. It makes easier to edit and manipulate due to get better appearance than the original. • In Indonesia, Instagram becomes popular, amongst teenagers to adults, from ordinary people to the 'public figure'. ? Indonesian people often use Instagram to find inspiration, share experiences traveling, latest trends, and also for business purposes. (Brand Development Lead, Instagram APAC Paul Webster) ? By the features 'like' on Instagram, other users can respond by giving 'like' for the content they like. ? Users also follow accounts that they prefer. Indicator of popularity can be seen from the follower's number. This effects on the number of 'likes' for any content they post. • The more followers, usually the more 'likes' they get. • Instagram helps someone who had been nobody becomes somebody. • In Indonesia they are known as selebgram (Instagram celebrity). Male or female, young or old, student or professional, from rural to urban areas, everybody has the same opportunity to be 'selebgram'. ? This phenomenon is of concern to businesses and started to be used as a promotional tool. ? One type of promotions that is popular among businesses is using the 'selebgram' as ambassador to promote products or services. This is a common marketing strategy in Indonesia. ? The other goal of using popular people besides to attract the attention of the target audience, it's also to reassure them about the quality of the product. This strategy is known as endorsement. Research Questions ? What are the roles of the selebgram on Instagram? ? How selebgram present themselves on Instagram with the products/services? Materials and Methods ? The first stage of primary data collection is observed the accounts of people who are Instagram celebrities and become a fashion product endorser. ? Sample model chosen by using purposive sampling method. The main criteria is the model and product endorser, geographically located in Surabaya. ? The products are not limited to one type only, but varied to see what's the role of endorser. ? Secondary data is collected by searched literatures about Instagram and endorser in the world of marketing. (books, journals, and articles). ? The next stage, after the data and information have been obtained, they identified and categorized in advance to facilitate the analysis process. ? Then it analyzed to find the role and significance of local celebrities Instagram as an endorser. The Results 1. Celebrity Instagram as User Products / Services ? To present products / services, many celebrities Instagram take the role as a user. Role as a user identified by selebgram that perform while use the product, or show the results after use product. 1. Celebrity Instagram as User Products / Services a. Selebgram performed using products ? Most of selebgram show themselves while using the product. ?

There is a direct interaction between selebgram with the product. ? In such interactions, selebgram also prepare the appropriate property in order to expose the characteristics of products. ? Pajamas that are everyday clothes to wear at home. The properties are sofa and cushions commonly in the living room, showing that selebgram were at home. Ser vices b. Selebgram shows the effect of product ? In appearance as a user, sometimes the product has not shown directly (it might be an aesthetic reason. They present themselves as consumers and get the benefits. ? It is often used as an approach to promote a service in fashion work. Ser vices b. Selebgram shows the effect of product ? As an example in Figure 2 below, a selebgram endorse a beauty salon which primary service is hair coloring. ? In the photo, selebgram did not show hair dye products, or processes when her hair dyed. It is only shown a girl with big smile. Smile is a sign of happiness or satisfaction . This was reinforced by the written caption : "I do not know what the color they made But I know for sure that I like it... make my complexion brighter! Thank you @etiennehairdressing " Products / Ser vices b. Selebgram shows the effect of product ? Although the caption didn't describe the products, reader would notice the word "color", "brighter", and "@etiennehairdressing". ? The symbol "@" on Instagram signifies the subject which refers to a person or company account. ? In this case "@etiennehairdressing" immediately lead to connect "color" and "brighter" with selebgram's hair. ? Furthermore, selebgram's smile pose with the caption, can be interpreted as a satisfaction after using the products and services of Etienne Hair Dressing. 2. Celebrity Instagram as a Model that aroused product appeal ? Selebgram performed with the product but do not use or wear products / ser vices. ? Most in this category, selebgram appear together or side by side with the product, and the product generally shown without indicating its function. Selebgram look at a box. The caption: "What's inside my bag to keep my skin healthy". ? From the caption we assume that she just applied the product, which makes her skin healthy. ? The Selebgram's pose is more likely to be added value and to gain attractiveness. 3. CELEBRITY INSTAGRAM DEMONSTRATE THE USES OF A PRODUCT / SERVICE ? Selebgram shows how the product works, as shown in Figure 5. ? Selebgram is styling her hair with an iron brush product. Selebgram demonstrates the use of product / service by practicing how it works ? Sometimes, selebgram behave as an object of beauty ser vice. The picture shows how a client being treated by eyelash extension beautician. Selebgram as a Customer in the Product / Ser vice' Demonstration Conclusions ? There are three roles of selebgram as a fashion product endorser in Instagram: a. The first pretended as a user or consumer b. A model that aroused product appeal; c. And a person demonstrate the use of the products. ? Surabaya selebgram present themselves three types of endorser. a. As a user or consumer, they performed using products; or person shows the effect after using the product. b. As a model, they performed together with product without indicating its function. c. As a person demonstrate uses of a product / ser vice, they performed by practicing how it works; or behave as an object of beauty service ? We can not determine what product has promoted only by the picture. It is needed to relate the visual with the caption ? From the analysis, it appears that the role performed by the selebgram, largely focused on the person of the selebgram. And on the figure examples, mostly shows selebgrams with a focus on their face. ? It became a characteristic found on Instagram as a celebrity endorser of products / services in fashion work, especially in Surabaya. - Thank you - 1. Celebrity Instagram as User Products / 1. Celebrity Instagram as User or Consumer