

## **Abstract**

*As time goes by, companies or brands begin to do digital promotion strategies. For example is to use a spokesperson to promote products from the company or brand through its social media. Wardah Beauty Cosmetics is a brand that has been active for a long time in the cosmetics world. Currently, one of the spokesperson used by Wardah is Ayana Moon. Ayana is a convert from South Korea who is now a spokesperson for Wardah Cosmetics. This study discusses the credibility of Ayana Moon based on the perspective of consumers. The method used in this research is descriptive qualitative using data collection techniques through in-depth interviews. Informants in the study consisted of six Wardah consumers and one expert in the field of branding. The purpose of this study is to determine the credibility of Ayana Moon which includes attractiveness, similarity, likeability, trustworthiness, and expertise. The result of the study stated that Ayana considered to have an element of attractiveness, similarity, likeability, and expertise in themselves. But for the element of trustworthiness, Ayana is still considered less able to make consumers believe fully when promoting Wardah products, especially for skincare because from what consumers already know, Ayana is a native of Korea who is already famous for its beautiful skin.*

**Keywords :** *Credibility, Ayana Moon, Spokesperson*