

ABSTRACT

Shopee is one of the leading e-commerce platforms and is well-known in the South East Asia and Taiwan region that was created specifically to provide an easy, safe and fast online shopping experience through a strong payment and logistics system. To introduce its brand, Shopee comes through various adverts that are able to attract the attention of the public, one of them is Shopee's advertisement of the Blackpink version which is a concern because it was sued by Maimon Herawati, a Lecturer at Padjajaran University because it was considered to be sexual and inappropriate to appear on Indonesian television. the emergence of the problem made the writer want to do research on the influence of endorser celebrity credibility Blackpink on the attitude of the audience towards Shopee ads and brands. This research uses quantitative research methods with a type of descriptive research that uses a dual paradigm with two dependent variables, the sampling technique in this study was purposive sampling. Respondents in this study were male and female Shopee application users living in Java as many as 385 respondents. Data processing is performed using SPSS statistical data processing applications. The results of this study indicate that the credibility of endorser celebrities influences attitudes towards advertising, and attitudes towards brands, and based on hypothesis testing it is known that endorser celebrity credibility has a partially significant effect on attitudes towards advertising and attitudes towards brands.

Keywords: Endorser Celebrity Credibility, Attitudes Towards Advertising, Attitudes Towards Brands.