

ABSTRACT

The growth of e-commerce market competition in Indonesia is very rapid, as evidenced by the data, recorded online sales in Indonesia reached US \$ 1.1 billion, with an increase of 500 percent in the past four years. One of the main players in e-commerce competition in Indonesia is Tokopedia. Until the end of the first quarter of 2019, Tokopedia was in the top position as an online shopping platform with the highest number of active monthly visitors. To maintain Tokopedia's excellence, one way to do this is to issue Tokopedia By Me's strategy. Tokopedia By Me Strategy is one of Tokopedia's campaign strategies to work with influential people on social media, as the face of a company or known as a brand ambassador. Since launching the Tokopedia By Me campaign in April 2019, Tokopedia has increased in terms of number of transactions. At the end of the second quarter of 2019, Tokopedia had a total transaction of 18.5 Trillion Rupiahs, and experienced a large increase of 14 trillion rupiahs at the end of the third quarter of 2019. A good brand ambassador can convey the message that the company is trying to convey to consumers, both through words words, behavior or other activities. For this reason, a foundation is needed to choose brand ambassadors that are in accordance with the needs of consumers, one of which is by measuring personality. The current study measured the personality of Tokopedia's brand ambassador to determine the personality type of the brand ambassador based on social media activities using an ontology model based on the Big Five Personality theory. The results of the study show that Tokopedia's brand ambassador has the personality of Openness, Agreeableness, and Extraversion. The personality tendencies of brand ambassadors can be analyzed to find out how the brand ambassadors approach and deliver messages to consumers.

Keywords : Tokopedia, Brand ambassador, Personality Measurement, Ontology.