ABSTRACT

Business people compete to promote products as attractive as possible. Now many business people or companies are promoting on social media Instagram using the celebrity endorser. The use of celebrity endorser services on social media is also used by MD Clinic by MD Glowing Skin. MD Clinic by MD Glowing Skin is a skin care clinic officially opened in 2011 for Medina ownership of Susani Zein. Medina Zein. Since the beginning, using Instagram social media MD Clinic by MD Glowing Skin immediately made something viral, namely by carrying out its product promotion activities by using the services of a national scale celebrity endorser. So with that, MD Clinic by MD Glowing Skin is known as a care clinic or skin care artist.

Therefore, researchers are interested in conducting research on the Use of Celebgram (celebrity endorser Instagram) in MD Clinc Product Promotion by MD Glowing based on the VisCAP Model theory from John R. Rossiter. This research uses qualitative methods with constructivist paradigms. Data collection techniques used are through interviews, observation, and documentation.

The results of this study indicate that MD Clinic by MD Glowing Skin evaluates the use of celebrity endorsers in advertisements including the elements of visibility, credibility, attraction, power, and experiment duration.

Keywords: Promotion, VisCAP Model, Celebrity Endorser