

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Researcher

The development of the advertising industry in the era of globalization was very diverse. Advertising is commonly used by manufacturers to increase sales and improve a company's image. Advertising is an essential activity for entrepreneurs and other stakeholders. Advertisements can encourage people to buy products and increase brand awareness. Advertisements are unique and can attract people's attention, so many people want to know about and buy products. Companies are also beginning to hire advertising professionals in a variety of disciplines, beyond corporate and family offices, to help companies develop and execute various elements of their advertising plans (Morrisson, 2015).

Advertising presence is a way of interpreting the quality of a product or service based on consumer perceptions and needs so that the product or service's marketing goals can be achieved. Without advertising, manufacturers and retailers would not be able to sell their products and their products would not be known to the public. On the other hand, without advertising, potential buyers are not well informed about the products and services available on the market. This is reinforced by our belief that good advertising is one that serves a purpose and benefits both businesses and consumers. According to Kotler and Keller (2016:609) in Muhammad Helmi Makarim and Widiya Sastika for Promotional Purposes (2019). As competition continues to increase in the world of business, marketers must be extremely savvy and resourceful to survive product launches.

According to Ilhamsyah (2020:38-41) In the current development of the advertising industry, there are several types of advertising in terms of purpose. Commercial Advertising Commercial advertising is advertising intended to support marketing campaigns for products or services. Commercial advertising he is divided into two main parts. Strategic and tactical advertising. Corporate advertising, advertising intended to build the image of a company with the hope that it will ultimately build a positive image of the products or services that the company manufactures. Public service advertising aims to sell ideas and ideas for the greater good of society. Social Commercial Advertising is a more advanced form of Public

Service Advertisement (PSA).

Today, advertising is not limited to newspapers, magazines, billboards, radio and television. However, ads can now be found on social media accounts such as Facebook, Instagram, Youtube and Twitter. Advertising is intended to be a useful means of disseminating a manufacturer's products and services. Advertisements used to market products and services should pay attention to the meaning and function of the language used in order to interest consumers in the products and services being marketed by the manufacturer (Sikana, 2020).

Data on the duration of social media usage and the most popular social media in Indonesia may provide opportunities for companies to carry out communication activities, especially marketing communications. According to (Indrawati et al., 2017), companies are entering the market using a variety of methods, ranging from traditional methods to the use of digital media. It is important to know what kind of measures are important in order to convey your company's products and arouse consumer willingness to buy. This allows businesses to use advertising to run promotions. Businesses use social media advertising to sell products and services that target specific audiences. Advertising on social media is not only cheaper than advertising on billboards or TV, it also allows you to reach a wider audience. This marketing communication is also known as online marketing. It is a marketing communication strategy that utilizes the Internet as a place for marketing activities. One of his widely used media in advertising today is YouTube.

(Jayani, 2020) YouTube is one of the most popular social media in Indonesia. This is evidenced by the fact that YouTube is the most used social media by Indonesian people. Social media YouTube ranks first with a rate of 88% compared to other social media. YouTube is a type of social media accessed through online sites in the form of video sharing (Nanuru, 2017).

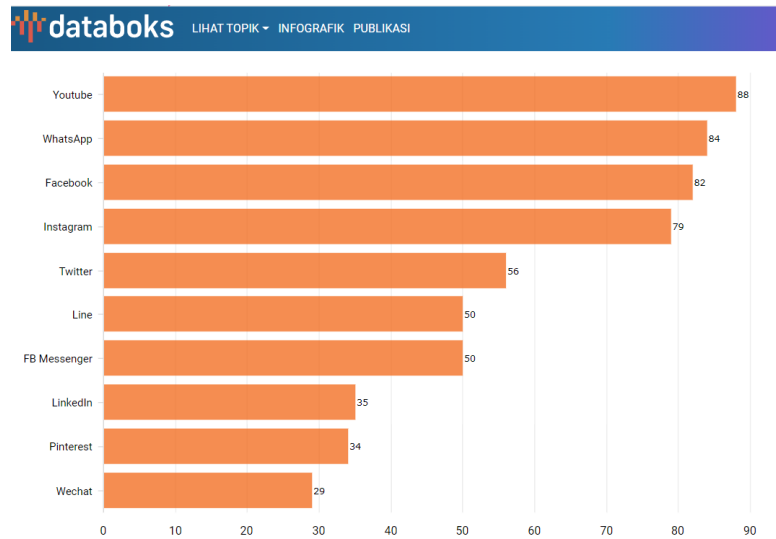


Figure 1. 1. social media infographics that are most often used in Indonesia.

Source: (databoks.katadata, 2020)

YouTube, part of Google, offers the ability for viewers to upload videos for free and watch them for free to other viewers around the world. YouTube is the most popular video database on the web due to its completeness and variety of content offered. Basically, videos on this platform include music clips, movies, TV shows, as well as user-generated videos from YouTube (Nanuru, 2017).

One company that uses social media to promote its products is Pantene. In addition, they employ prominent socialites (brand ambassadors) to promote their products to further attract consumer attention. Celebrities are seen as individuals who have the advantage of being popular, attractive and popular, and who have a powerful influence that sets them apart from other individuals. Appointing a Brand Ambassador strengthens your connection with the Pantene brand. Such promotions are a creative way for companies to create a positive image of the Pantene product brand being promoted (Abdurrahman Sidik, 2018).

Pantene is a shampoo brand that has existed for decades and dominates the Indonesian market. Pantene is a shampoo product produced by PT P & G Indonesia (Procter & Gamble) and has been marketed since 1947 in Europe. The name Pantene itself is taken from the original content of the product, namely from '*Panthenol*' which

is another name for pro-vitamin B-5. One of Pantene's outstanding performances is a shampoo that can treat damaged hair in just 14 days,P&G, which owns Pantene shampoo, has advertised Pantene shampoo which, after appearing several times with various versions, always features famous artists such as Maudy Ayunda, Raline Shah and Anggun C. Sasmi. The three artists were chosen not without reason to be used by Pantene as brand ambassadors,



Figure 1. 2 Pantene Advertisement “Maudy Ayunda” on YouTube

Source: (Official Youtube Pantene Indonesia, 2022)



Figure 1. 3 Pantene Advertisement “Raline Shah” on YouTube.

Source: (Official Youtube Pantene Indonesia, 2015)



Figure 1. 4 Pantene Advertisement “Anggun C. Sasmi” on YouTube

Source: Author’s Processed Data (2022)

Of the three Pantene advertisements using this brand ambassador, it turned out to be able to boost sales volume. Pantene as a shampoo product won the Top Brand Award (TBA) for eight consecutive years from 2013-2020 in the gold and platinum categories. Pantene often advertises its products both on the internet such as social media, YouTube, and on television during prime time. Pantene has successfully campaigned for all its shampoo product variants.

Table 1. 1 Table of research time and period

Brand	Years							
	2013	2014	2015	2016	2017	2018	2019	2020
Pantene	27,3%	25,1%	21,4%	22,0%	22,6%	24,1%	22,9%	28,1%
Sunsilk	18,5%	16,5%	18,2%	21,5%	22,4%	20,3%	18,3%	18,7%
Clear	23,1%	22,5%	22,1%	18,2%	17,4%	17,2%	19,8%	13,3%
Lifebuoy	11,4%	10,9%	9,7%	13,1%	13,1%	8,1%	11,9%	11,9%
Dove	5,5%	6,1%	8,4%	8,2%	7,6%	10,1%	7,6%	7,6%

Source: Author’s Processed Data (2022)

From the table above, we can see that Pantene's shampoo products in Indonesia show year-over-year sales growth compared to their competitors. The company achieved a TBI of 27.3% in 2013, compared to 25.1% in 2014. 2015 Scorers It competed with other shampoo products at 221.4% in 2016, 22.0% in 2017, 22.6% in 2017, 24.1% in 2018, 22.9% in 2019, and 28.1% in 2020.

Today, businesses must come up with creative advertising methods to capture consumer attention and generate brand liking. One creative way to promote your product in the form of an ad is with a supporting mockup. The strategy of inviting influencers to collaborate has been around for quite some time. This is not surprising given that the Indonesian public has become more and more impulsive since the advent of the internet. Influencers with large followings have a great influence on public perception and opinion. (Belanche, 2021), influencers on social media can be considered leaders of public opinion. We believe that the trend of marketing with influencers is growing, especially as platforms and platforms increasingly support these activities. Finding influencers who are considered competent, whose content is usually appropriate and related to the products we offer, will greatly increase the chances that the created campaign will be successful.

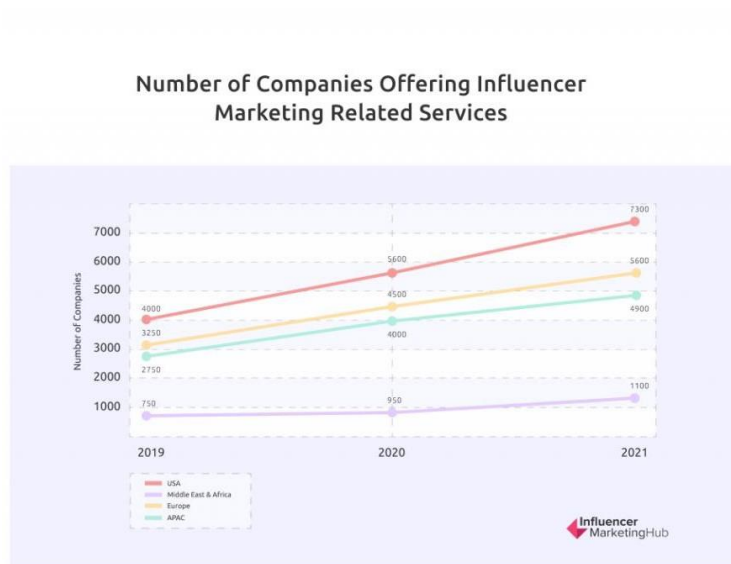


Figure 1. 5 Influencer Marketing Hub Survey Data

Source: Author's Processed Data (2022)

Based on Influencer Marketing Hub survey data, the number of services/businesses related to influencer marketing will grow by 26% globally in 2021 to reach 18,900. The biggest growth was in the US, where influencer agencies, platforms and services increased by 30% (Geysler, 2022).

Most of the advertisements for identical hair care products feature women with soft and persuasive speech, coupled with some people's cliché that grooming is usually only done by women, featuring women. Currently, there are many skin care products, especially for men. Advertising models for male artists. This seems to have spread the awareness in society that personal hygiene is necessary not only for women but also for men. Personal care products for men are now one of the items men consider when shopping and have become a purchasing priority for men (Sanny et al., 2020).

Cosmetics and personal care products have always been synonymous with the female gender. This is evidenced by the majority of cosmetic brand ambassadors being female (Riza Dwiatmaja & Setiosuci Perbawani, 2021). However, with this trend reversal, more men are also turning to body and hair care products. In 2010, nearly 76% of men generally used women's body or hair care products for themselves (Basyarahil, 2017). But that's not all. Not only as consumers, but also the participation of men in cosmetics is increasing. This is evidenced by the growing number of men recommending cosmetics across all social media platforms.

However, the Pantene brand is now launching its latest product, Miracles Hair Supplement. Pantene Miracles Hair Supplement is formulated with provitamin B5 and biotin to strengthen hair and fight hair loss due to breakage. Pantene brand products have a well-known brand image as hair care products for women. Now, the brand aims to change this branding. As you know, today's consumers are very critical when choosing a product. The decision to purchase a product is heavily influenced by the evaluation of product quality. With this brand, Pantene aims to transform its brand image to "celebrate the beauty of all people." The purpose of this rebranding is to make the Pantene brand more inclusive for everyone. The purpose of this rebranding is to make the Pantene brand more inclusive for everyone. Based on an interview by Fimela.com reporter with Anggia Pulungan, head of hair care brand P&G Indonesia, said that "50% of Pantene product users turned out to be men."

For the launch of its latest product, Miracles Hair Supplement, the Pantene brand is collaborating with one of the few influencers, Keanu AGL. Keanu AGL is a celebrity born in June 1998 with real name Muhammad Miftahul Huda. Keanu has been known as an influencer and YouTuber since 2019, and in fact Keanu AGL is known as a celebrity who currently has followers. He has 4.9 million followers with the account name @Keanuagl.

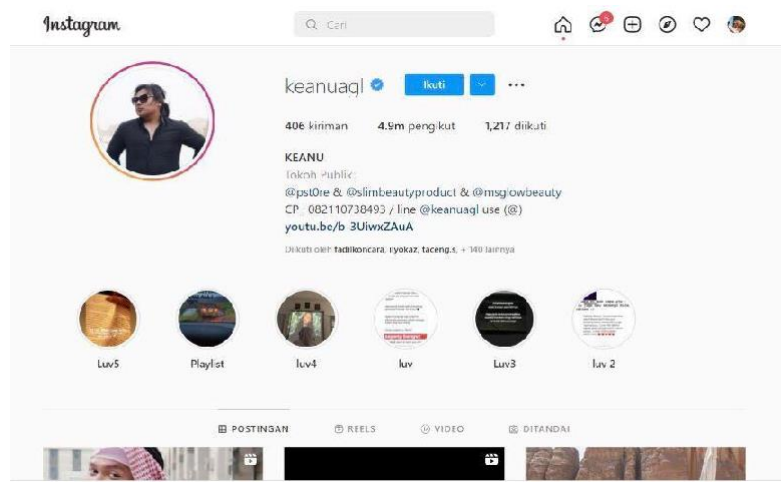


Figure 1.6 Instagram account @keanuagl

Source: Author's Processed Data (2022)

Keanu is known not only as a celebrity but also as a YouTuber. It has a reputation for being cute when angry. For its latest product launch, the Pantene brand has partnered with star Keanu Angelo to unveil its latest product Miracles Hair his supplement. Bye #RambutCapek Hello with the #RambutKeCharge campaign. See answer Keanu's behavior, known for his anger, has made this ad popular among Indonesian netizens. Advertising viewers decided that Pantene had succeeded in conveying its message to viewers in a unique way, which was well received by the public.



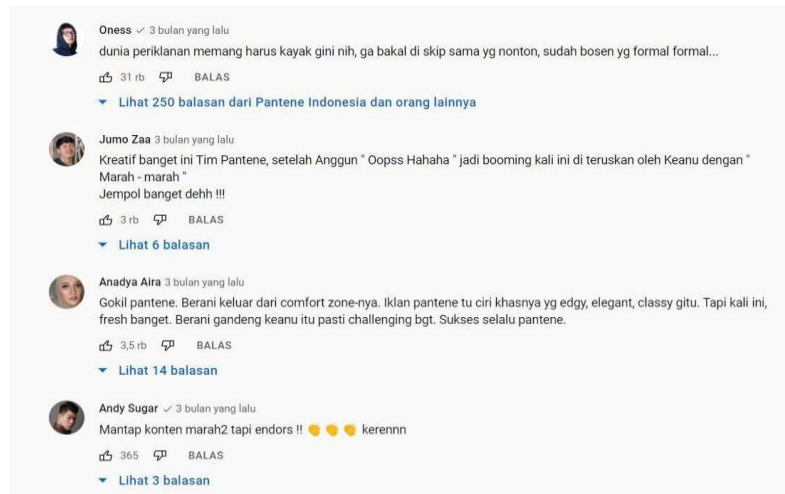


Figure 1. 7 Viewer comments on Pantene Indonesia's Official YouTube account

Source: Author's Processed Data (2022)

Pantene Miracle Hair Supplement This Keanu AGL version of the iconic Keanu character has not only inspired video views, but also the level of public awareness of the importance of hair supplements. Based on the results of an interview with a Fimela.com reporter with Anggia Purungan, head of hair care brand at P&G Indonesia, the Pantene brand wrote that sales of hair supplements increased after working with Keanu. Consumers are getting educated. This shows the impact that the right selection of brand ambassadors has had on the Pantene brand. Ryan and Jones told on Lydia Watty that digital influencers are people who have a lot of influence on social media. Influential users of these accounts are already trusted by their online followers, and their opinions can have a significant impact on the online reputation of products, brands, etc.



Figure 1. 8 Pantene Advertisement Keanu AGL Version

Source: Author's Processed Data (2022)

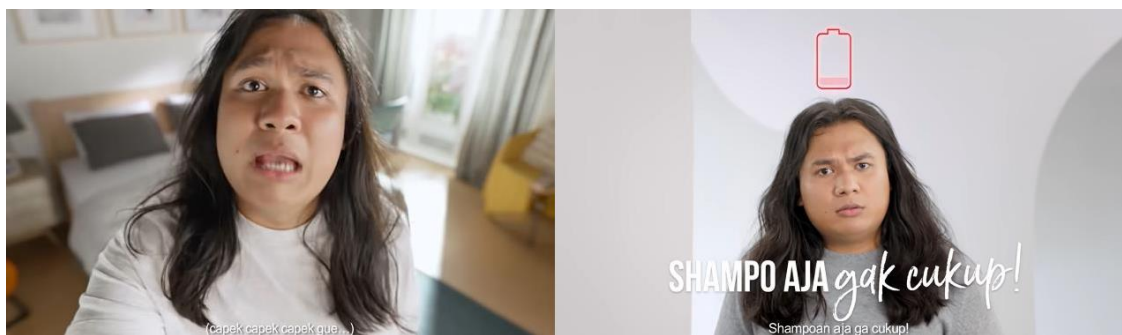


Figure 1. 9 Keanu AGL Version Pantene Advertisement

Source: Author's Processed Data (2022)

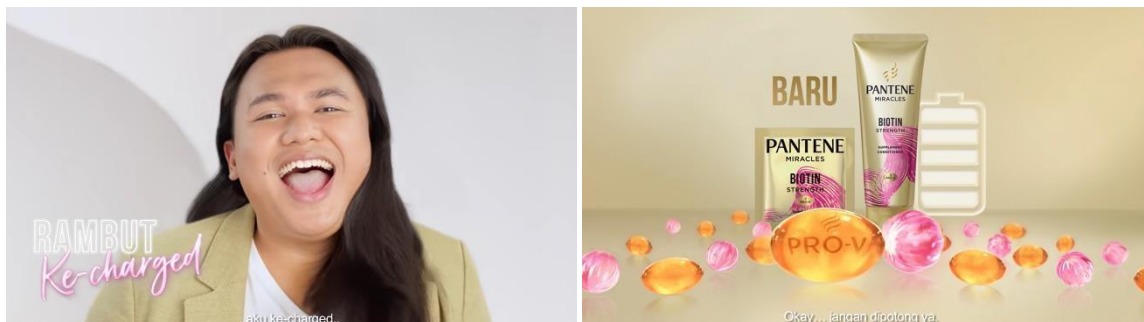


Figure 1. 10 Keanu AGL Pantene Advertisement

Source: Author's Processed Data (2022)

Presenting Keanu as the brand ambassador is Pantene's way of conveying that Pantene is a Hair care product for all people, unisex, or you could say there is no gender limit in using this product. Anggia Pulungan, head of hair care brand Indonesia, also said that Keanu's presence also influenced Pantene, which aims to be more inclusive so that male consumers feel they are choosing the right product. And Pantene also wants to change people's views that currently exist in the world and will change, consumers

of this product or brand ambassadors for cosmetic products are not only women.

According to Anggia Pulungan, P&G's Hair Care Brand Director, the reason Pantene decided to make Keanu as a brand ambassador, because he has a unique characteristic that cannot be found in other people. The image that Keanu displays in public is a person who talks a lot and uses speech intonations that tend to be loud. From there, Pantene could conclude that Keanu is suitable to represent the community when it comes to feelings when dealing with the #RambutCapek problem. According to Anggia Pulungan, P&G's Hair Care Brand Director, it turns out that Keanu himself has the same problem with his hair. Hair that tends to be long makes it difficult for Keanu to do daily maintenance.

Pantene was also interested in this aspect as they were looking for brand ambassadors who could rely not only on social media followers, popularity and engagement rates, but also on their own experiences with the products they offer. What Brand Ambassadors communicate makes us feel connected to ourselves as future consumers face the same challenges. Pantene itself wants to run a #RambutKeCharged campaign featuring Pantene Hair nutritional supplements. The solutions they offer to current consumer problems. By using Keanu as a brand ambassador for its products, many believe Pantene is trying to break down prejudices about beauty standards. You may have a different opinion about the Pantene hair supplement ad.

A study by Priska Ananda Putri (2020) on the impact of Grab's "Safe Choice" YouTube ads on Grab Indonesia's brand image shows that the Safe Choice version of Grab ads has a significant impact on brand image. In other words, the advertisement should convey the quality of the product. To let consumer's know the goodness of the brand. Amanda Bellani, Alila Pramyanti (2022) Advertising has a positive and significant impact on the brand's image. This shows that the more consumers remember the brand when they see the advertisement, the more the brand's image improves and the more attractive the advertising star becomes. This statement is supported by the research results of Astrid Khairunnisa Pramanda (2018). The goals and images that brands want to convey can be communicated to the general public and their target audience through advertising. Advertising has a positive and significant impact on brand image. Because the higher the public trust in the product information source in advertising, the higher the product image. In advertising, promotional tools help shape your brand image.

The study designed by the researchers differs from previous studies by collecting data from previous studies because this advertisement has just aired and has a unique concept and provides product information to the audience. Pantene's promotional video received a huge following and response from viewers as Keanu always played with an aura of love for the brand's rage. This Pantene ad is therefore different from previous Pantene ads which meant an elegant and very formal concept.



Figure 1. 11 Article about Keanu AGL as Brand Ambassador Ads

Source: Author's Processed Data (2022)

According to the article in Figure 11, the hiring of Keanu AGL as Pantene's advertising star was a milestone in the advertising industry. Keanu is an advertising star who is extremely popular in various fields of society, and is known for his cuteness when he is angry and his open and disgusting character when he is angry. There are a lot of people who imitate Keanu's traits.

From the above description, we can conclude that businesses can build or enhance their brand image through advertising. Therefore, businesses should pay attention to public advertising information. My research focus on advertising and brand image. It is interesting to study Hair Supplement Advertising (Keanu AGL Version) along with the Keanu AGL functions and features. Therefore, this study is important in examining whether Keanu AGL's traits affect his image of the Pantene brand. It is therefore interesting to study how the relationship between advertising and brand image influences updates. Complements previous studies. The authors are undertaking this study because of their varying degrees of urgency. Among them are Pantene, Indonesia's leading hair care brand, and the unmistakable character of Keanu AGL. How much influenc of Hair Supplement Advertising (Keanu AGL Version) towards

pantene Brand Image through advertising.

Based on these phenomena, the authors are interested in conducting a study titled "**The Influence of Hair Supplement Advertising (Keanu AGL Version) Towards Pantene Brand Image**".

## **1.2 Problem Identification**

a. What is the influence of Hair Supplement Advertising (Keanu AGL Version) Towards Pantene Brand Image?

b. How much Influence does the Hair Supplement Advertising (Keanu AGL Version) Towards Pantene Brand Image?

## **1.3 Research Objectives**

a. To find out the influence of Hair Supplement Advertising (Keanu AGL Version) Towards Pantene Brand Image.

b. To measure The Influence of Hair Supplement Advertising (Keanu AGL Version) Towards Pantene Brand Image.

## **1.4 Research Uses**

### **1. Theoretical Uses**

Researchers hope that this research can provide benefits and contributions for the study of marketing communication science regarding the influence of advertising on brand image, in product Hair Supplement Advertising (Keanu AGL Version).

### **2. Practical Users**

Research results can be used as reference material in adding sources of information that can benefit practitioners, regarding opinion on the influence of advertising on brand Image in advertising hair Supplement products (study on Hair Supplement Advertising Keanu AGL Version).

### 1.5 Research Time and Period

Table 1. 2 Table of Research time and period

No	Research Stage	Year 2022										Year 2023
		Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Des	Jan
1	Pre-Research											
2	Submission and Topic Title											
3	Arranging chapter I-III											
No	Research Stage	Year 2023										
		Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Des
4	Collection Desk Evaluation											
5	Desk Evaluation Revision											
6	Research											
7	Arringing Chapter											

	IV-V											
8	Thesis Defence											

(Source: Author's processed data 2022 - 2023)

## **1.6 Research Writing Systematics**

To make it easier to read, in general this research will be divided into five chapters consisting of:

### **CHAPTER I INTRODUCTION**

- 1.1 Background of the Researcher
- 1.2 Problem Identification
- 1.3 Research Objectives
- 1.4 Research Uses
- 1.5 Research Time and Period
- 1.6 Research Writing Systematics

### **CHAPTER II LITERATURE REVIEW**

- 2.1 Theory Review
  - 2.1.1 Communication
  - 2.1.2 Marketing Communication
  - 2.1.3 Marketing Communication Tools
  - 2.1.4 Advertising
  - 2.1.5 Brand Image
- 2.2 Previous Research
- 2.3 Research Framework
- 2.4 Research Hypothesis
- 2.5 Scope of Research
  - 2.5.1 Research Variables

### **CHAPTER III RESEARCH METHODOLOGY**

- 3.1 Types of Research
- 3.2 Variable Operationalization and Measurement Scale
  - 3.2.1 Variable Operationalization
  - 3.2.2 Measurement Scale
- 3.3 Population and Sample
  - 3.3.1 Population
  - 3.3.2 Sample
- 3.4 Data Collection Technique
  - 3.4.1 Primary Data
  - 3.4.2 Secondary Data
- 3.5 Validity & Reability Test



- 3.5.1 Validity Test
- 3.5.2 Reliability Test
- 3.6 Data Analysis Technique
  - 3.6.1 Descriptive Analysis
  - 3.6.2 Successive Interval Method (MSI)
    - 3.6.3.2 Heteroscedasticity Test
    - 3.6.3.3 Correlation Coefficient
    - 3.6.3.4 Determination Coefficient
    - 3.6.3.5 Simple Linear Regression Analysis
    - 3.6.3.6 Hypothesis Testing Design (T-Test)

## **CHAPTER IV RESULT AND DISCUSSION**

- 4.1 Characteristic Respondent
  - 4.1.1 Respondent Characteristic based on the Screening Question
  - 4.1.2 Characteristic of Respondents Based on Gender
  - 4.1.3 Characteristic of Respondents Based on the Age Category
- 4.2 Research Result
  - 4.2.1 Descriptive Analysis Results Variable (X) Hair Supplement Advertising (Keanu Agl Version).
  - 4.2.2 Descriptive Analysis Result Variable (Y) Brand Image
  - 4.2.3 Method of Successive Interval (MSI)
  - 4.2.4 Classic Assumption Test
  - 4.2.5 Coefficient of Correlation Test Result
  - 4.2.6 Coefficient of Determination Test Result
  - 4.2.7 Simple Linear Regression Test Result
  - 4.2.8 Hypothesis Test Result
- 4.3 Discussion of Research Result

## **CHAPTER V CONCLUSION AND SUGGESTION**

- 5.1 Conclusion
- 5.2 Suggestions
  - 5.2.1 Theoretical Suggestion
  - 5.2.2 Practical Suggestion

## **REFERENCE**

## **ATTACHMENTS**