The Influence Of Hair Supplement Advertising (Keanu Agl Version) Towards Pantene Brand Image

Farhan Bintang Pramudya[1], Inria Angga Dianita[2]

[1] Communication Science, School of Communications and Business, Telkom University, Indonesia, farhanbintang@student.telkomuniversity.ac.id

[2] Communication Science, School of Communications and Business, Telkom University, Indonesia, indriaangga@telkomuniversity.ac.id

Abstrak

Perkembangan industri periklanan di era globalisasi sangat beragam, dimana perusahaan mulai mengajak influencer untuk berkolaborasi guna membangun citra merek. Penelitian ini bertujuan untuk menganalisis seberapa besar Pengaruh Iklan Suplemen Rambut (Versi Keanu AGL) terhadap Citra Merek Pantene. Penelitian ini dilakukan menggunakan metode kuantitatif dengan jenis penelitian deskriptif. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah probability sampling dengan teknik simple random sampling. Melalui perhitungan ukuran sampel dengan rumus Bernoulli, diperoleh sejumlah 385 responden. Data empiris dikumpulkan melalui penyebaran kuesioner berbasis Google Form dan data dianalisis melalui pendekatan regresi linier sederhana. Hasil analisis regresi menunjukkan bahwa nilai koefisien regresi X atau variabel 0,589 artinya setiap kenaikan sebesar 1 satuan dapat mempengaruhi citra merek Pantene. Berdasarkan hasil koefisien determinasi variasi, hasil ini juga menunjukkan bahwa 53,3% variasi variabel citra merek dapat dijelaskan oleh variabel periklanan. Sedangkan sisanya sebesar 46,7% (100% - 53,3%) dapat dijelaskan oleh faktor lain di luar model penelitian ini. Studi ini mampu memberikana kontribusi positif bagi literatur pemasaran dan secara praktis bagi pihak manajemen Pantene untuk berupaya dalam meningkatkan citra merek melalui strategi periklanan.

Kata Kunci-advertising, brand image, Pantene

Abstract

The development of the advertising industry in globalization era is very diverse, where companies are starting to invite influencers to collaborate in order to build a brand image. This study aims to analyze how much influence Hair Supplement Ads (Keanu AGL Version) have on Pantene's Brand Image. This research was conducted using quantitative methods with descriptive research types. The sampling technique used is probability sampling with simple random sampling technique. Through sample size calculation using the Bernoulli formula, a total of 385 respondents were obtained. Empirical data were collected through questionnaires distribution by Google Form and data were analyzed using a simple linear regression approach. The regression analysis result show that the value of the regression coefficient X or variable is 0.589 meaning that every increase of 1 unit can affect the Pantene brand image. Based on the coefficient of determination result, it shows that 53.3% of the variation in brand image variable can be explained by advertising variable. While the remaining 46.7% (100% - 53.3%) can be explained by other factors outside this research model. This study provides a positive contribution to the marketing literature and practically for Pantene's to strive to improve brand image through advertising strategies.

Keywords-advertising, brand image, Pantene

I. RESEARCH BACKGROUND

Nowadays, the advertising industry has developed very rapidly, which can be demonstrated by the transformation of advertising strategies through newspapers, billboards, radio, or television to advertisements broadcast through various social media (Indrawati et al., 2017). The advertising strategy is aimed at helping manufacturers and retailers to introduce their products so that they can encourage consumer interest to make purchases (Sikana, 2020). One of the media that is widely used in advertising is YouTube, which ranks first as the most popular social media in Indonesia with a percentage of 88% (Jayani, 2020; Nanuru, 2017).

Referring to the development of the advertising industry, it can be seen that most companies have started hiring someone professional in advertising products to attract many people to buy products or increase brand awareness (Morrisan, 2015). Without advertising, potential buyers cannot get good information about products or services available on the market. In other words, good advertising is advertising that has a purpose and benefits both businesses and consumers.

One company that has used social media such as YouTube in its product promotion activities is Pantene. Pantene is a shampoo brand that has been around for decades and dominates the Indonesian market. Pantene has also hired prominent celebrities as brand ambassadors such as Maudy Ayunda, Raline Shah, and Anggun C. Sasmi to exert a strong influence in attracting consumer attention and boosting sales volume. This promotion is a creative way for companies to create a positive image of the promoted Pantene product brand (Abdurrahman Sidik, 2018). Pantene's success through the marketing strategy that has been implemented can be demonstrated by obtaining a level of sales that has grown from year to year and has become the first position in the Top Brand Index with a score of 27.3% in 2013 and increased to 28.1% in 2020.

Given that the current level of competition is increasingly competitive, marketers need to move intelligently and innovatively in launching products and utilizing advertising strategies. Advertising strategies by inviting social media influencers to collaborate are believed to be effective in having a major impact on public perception and opinion (Belanche, 2021). Finding influencers who are considered competent, and whose content is usually appropriate and related to the products we offer, will greatly increase the chances of the success of the campaigns that are created.

Pantene's unique strategy, as one of the brands known for women's hair care products, is to change its brand image to "celebrate everyone's beauty". The purpose of this rebranding is to make the Pantene brand more inclusive for everyone. In supporting the launch of its newest product, Miracles Hair Supplement, Pantene collaborated with a male influencer and YouTuber, Muhammad Miftahul Huda, also known as Keanu AGL. 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.

This research focuses on advertising and brand image. It is interesting to learn about Hair Supplement Ads (Keanu AGL Version) and the functions and features of Keanu AGL. Therefore, this research is important to find out whether Keanu AGL's characteristics influence his image of the Pantene brand. It is therefore interesting to study how the relationship between advertising and brand image influences renewal. Complementing previous research, the authors undertook this study because of their varying degrees of urgency. Among them are Pantene, a leading hair care brand in Indonesia, and the signature Keanu AGL. How big is the influence of Hair Supplement Ads (Keanu AGL Version) on Pantene's Brand Image through advertising.

II. LITERATURE REVIEW
A. Communication
Communication is an interpersonal socialization process that uses symbols to construct and interpret messages in the environment. Communication can be seen as a process that changes from time to time between interacting partners (West & Turner, 2021). Communication theory develops over time, and one of the cornerstones of communication theory is the S-O-R (Stimulus-Organism-Response) model which was first proposed by Mehrabian and Russell in 1974. People believe that external factors trigger certain cognitive or emotional responses and, consequently, changes in consumer behavior (Guo et al., 2021). Cambodia et al. (2017) argue that the three components of the S-O-R model namely "stimulants" refer to "effects that excite the individual". The second component relates to the customer's emotional and cognitive state and includes all processes between customer stimulus and response. The last component is "response", relating to the change in attitude shown by the individual after all the information has been processed.

B. Marketing Communication
Marketing communication is the exchange of information, concepts, and meanings about products, services, and the organizations that sell them, by originators and recipients. Marketing communication can also be referred to as an activity carried out by a company or brand to convey value to certain audiences (Pamungkas, 2016: 4). This marketing communication tool can be used to support promotional activities (ad mix) such as advertising, promotion, direct marketing, personal selling, events and experiences, packaging and sponsorship (Pamungkas, 2016:10).

C. Marketing Communication Tools
Marketing itself includes a marketing mix strategy. The marketing mix is a controllable set of tactical marketing tools that you can apply. Combined with companies to achieve the desired response in the target market (Firmansyah, 2020). The marketing communication mix is formal and the applicable marketing communication tools include advertising, sales promotion, public relations and publications, personal selling, and direct marketing.

D. Advertising
Advertisements are non-personally identifiable information about products, brands or businesses offered by Sponsors, which also help raise consumer awareness and influence brand image, consumer confidence, and

behavior (Kotler, 2016). Advertising effectiveness can be measured using his EPIC model which consists of four dimensions (Nasution, F.S. P., & Suyanto, 2016):

1. Empathy, refers to a state of mind that allows a person to perceive themselves and feel the same emotions and situations as other people or groups.
2. Persuasion, which is defined as a change in beliefs, attitudes, or desires caused by advertising communication that induces someone to act in a particular way
3. Impact, which indicates how visually different a product is from other products
4. Communication, which focuses on the audience's understanding of the ad and the strength of the impression made by the information provided.

E. Brand Image

(Aaker, 2015) states that brand image is an integral part of the service provider as a whole. It represents the mental image that is formed when you say the name of the company. The brand image provides a company image to consumers, can influence loyalty through company stability, and enhances the company reputation (Jalilvand & Samiei, 2012). Brand image has three main components, namely:

1. Strength of brand association, which refers to the power of information embedded in consumers' minds over brands
2. Favorability of brand association, where brands create products that align with consumer desires, thereby creating good consumer value
3. Uniqueness of brand association, which is defined as a unique identity that distinguishes it from other brands
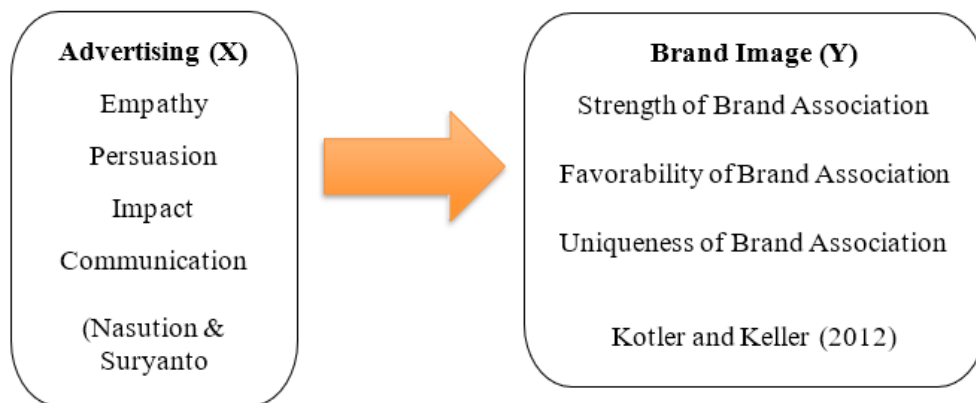
F. Research Framework

Figure 1. Conceptual Framework
Source: Author's Preparation (2022)

III. RESEARCH METHODOLOGY

This research was carried out through a quantitative approach, namely a method based on a positivist philosophy. This study was conducted using a descriptive quantitative approach. Utami et al. (2014) argue that explanatory research refers to research that seeks to explain existing phenomena. According to Sugiyono (2015), explanatory studies aim to explain the position of the variables studied and the relationship between one variable and another. The model used in this study is the causality model, which is a study that looks for causal relationships between several variables that have been developed. The purpose of this study was to measure the effect of variable X, Hair Supplement Ads (Keanu AGL Version), on the brand image of Pantene variable Y. Through data collected from the results of the sample population and determined in numerical or statistical form.

A. Research Population and Sample

The target population in this study includes all Indonesian people who know Pantene products and brands. This population was chosen because a brand image can only be formed in the minds of those who are familiar with Pantene Hair Supplement Ads (Keanu Agl Version). Given that the population used is unknown and the number of people who are familiar with the Keanu Agl version of the Pantene advertisement has not been identified, the calculation of the number of samples used is using the Bernoulli formula. Through the calculation results of the Bernoulli formula, a total of 385 research respondents were obtained.

B. Data Collection Technique

Sugiyono (2019) argues that research data can be divided into primary data and secondary data. The main data for this study were obtained from the results of distributing questionnaires online through the Google Forms platform. The survey targeted Indonesians who are familiar with the Pantene brand, know Keanu AGL and have seen Keanu AGL's version of Pantene hair supplement advertisements. Online surveys are delivered via private messages and group chats on WhatsApp and Line, and Instagram Stories by providing a link to the Google form. While secondary data in this study include literature obtained via the internet, books, and similar information that supports research.

C. Validity and Reliability Test

The research instrument used will be tested for the validity and reliability of the data through validity and reliability tests. The validity test is carried out with reference to the expected R-count that is greater than the R-table. Furthermore, the reliability test is carried out with reference to Cronbach's Alpha which is expected to be greater than the expected value of 0.60. The validity and reliability testing is carried out with the help of SPSS software.

D. Method Successive Interval (MSI)

The successive interval method is used to allow data from questionnaire results with ordinal data to be processed with simple regression results that require the use of interval data. Data obtained from questionnaire results were extended to interval data using MSI (Riduwan and Kunchoro, 2012). This is done so that simple regression analysis can be used to meet the minimum requirements for interval scale data.

E. Classical Assumption Test

The classical assumption test is carried out to find out whether data deviations occur in the regression model. Thus, the classical assumption test carried out in this study includes two stages, namely the normality test and the heteroscedasticity test.

F. Coefficient Correlation Test

Measuring the strength of the relationship between two interval/ratio variables is very commonly done using the Pearson correlation (Ulber Silalahi, 2015). Prerequisites for using the Pearson r-test are the existence of a linearly symmetric relationship, random sampling, the use of interval scales or proportions in measuring variables, and normal distribution (Ulber Silalahi, 2015). In this study, researchers analyzed the impact of variable (X), Hair Supplement Advertising (Keanu Agl Version), on variable (Y), brand image. A correlation coefficient indicates the strength of the relationship between two variables.

G. Coefficient of Determination Test

According to (Ulber Silalahi, 2015), after receiving the results of the correlation coefficient test, she proceeded with the coefficient of determination test. R-squared test is a test performed to see how much the (dependent) change in a variable is affected by the (free) variable. The coefficient of determination is expressed as a percentage (%). From the above equation, we can see whether the bound variables are changed by the free variables. The stronger or larger the value of the correlation coefficient, the greater the coefficient of determination. Calculating the coefficient of determination shows its strength in Hair Supplement advertising (Keanu Agl Version) Towards Pantene brand image.

H. Simple Linear Regression Test

The analytical methods used for the two variables independently predict the dependent variable. Simple regression is bivariate regression based on functional or causal relationships between free variables (Ulber Silalahi, 2015). This study used computational results from simple linear regression analysis to describe the prediction or impact between the Variable (x) Hair Supplement Advertising (Keanu Agl Version) towards variable (Y) brand image.

I. T-Test

According to (Ulber Silalahi, 2015), the t-test is a test that predicts changes in the dependent variable given changes in the dependent variable, or an analysis of the significance of the dependent variable relative to the independent variables.

IV. RESULT AND DISCUSSION

A. Characteristic Respondent

Questionnaire distribution through Google Forms resulted in a total of 385 Pantene consumers as respondents. A screening questionnaire was administered to ensure that the respondents answering the questionnaire were consistent with the characteristics of the questions distributed. Referring to Table 1, it is known that all

questionnaires are feasible to use because all respondents have answered the statements correctly. Thus, a total of 385 responses are suitable for use in the next data analysis stage.

Table 1. Details of the Distribution of Research Questionnaires

Questionnaires Classification	Total
Number of Questionnaires Distributed	385
Number of Valid Questionnaires	385

Source: Author's Processed Data (2022)

Furthermore, the results of the respondents' responses through the screening question in Figure 1 show that all respondents or 100% know the Pantene brand and 100% know Keanu Agl. As for all the respondents who participated, they had watched the Keanu Agl Version of the Pantene Hair Supplement Ad. This implies that the respondent has met the predetermined criteria.

Figure 1. Respondent's Screening Question Result
Source: Author's Processed Data (2022)

The results of questionnaires distribution showed that the majority of respondents were female consumers with a total of 232 respondents who were familiar with the Keanu Agl version of the hair supplement advertisement (60.2%). Whereas as many as 153 male respondents were familiar with the Keanu Agl version of hair supplement advertisement (39.8%). Moreover, in terms of age, it is known that the majority of respondents are consumers who are in the range of 24-39 years which is as many as 197 respondents (42.9%). While the rest are consumers aged 24-39 years with a total of 165 people (42.9%) and aged over 39 years with a total of 39 people (6%).
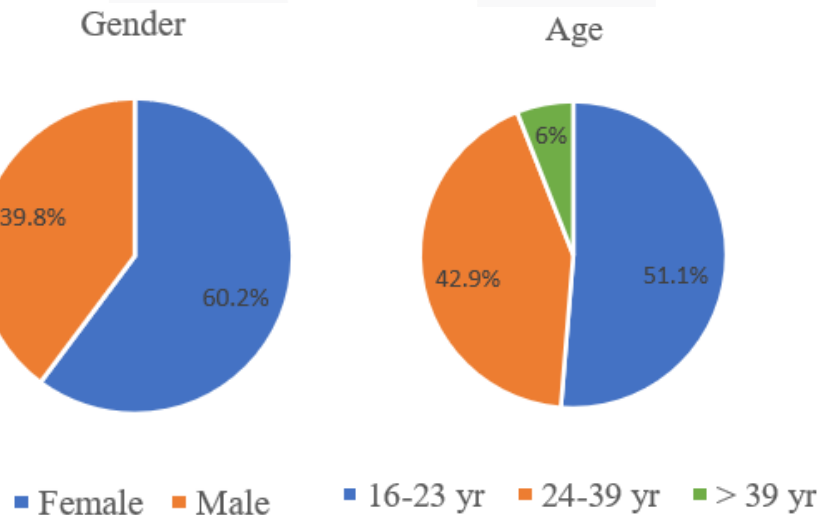

Figure 2. Respondents' Characteristic Pie Chart
Source: Author's Processed Data (2022)

B. Descriptive Analysis Result

Table 2. Recapitulation of Respondent's Responses Regarding Supplement Advertising (Keanu AGL Version) variable

No Item	Dimension	Total Score	Percentage (%)	Category

1	Empathy	**4852**	**84.0%**	**Very Good**
2	Persuasion	**4852**	**84.0%**	**Very Good**
3	Impact	**4891**	**84.6%**	**Very Good**
4	Communication	**4813**	**83.3%**	**Good**
Total Score			**19408**	**Very Good**
Percentage Score			**84.0%**	

Figure 3. Continuum Line Hair Supplement Advertising (Keanu AGL Version) variable

Based on the data in Table 1, the total score for all questions on each dimension of the Hair Supplement Advertising (Keanu Agl Version) variable is 19408. Based on Figure 3, the total percentage of each dimension shows a result of 84.0%. If seen from the continuum line above, the Hair Supplement Advertising (Keanu Agl Version) variable, is included in the very good category based on the responses of respondents who have been distributed through online questionnaires. From the result above, which means that respondents considered Keanu AGL version of hair supplement Advertising as very good.

Table 3. Recapitulation of Respondent's Responses Regarding Brand Image variable

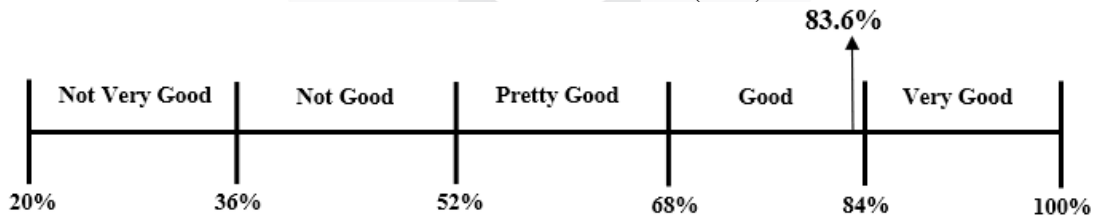| No Item	Dimension	Total Score	Percentage(%)	Category
1	Strength of Brand Association	**4798**	**83.0%**	**Good**
2	Favourability of Brand Association	**4835**	**83.7%**	**Good**
3	Uniqueness of Brand Association	**4866**	**84.2%**	**Very Good**
Total Score			**14499**	**Good**
Percentage Score			**83.6%**	

Figure 4. Continuum Line Brand Image variable

Based on the data in Table 2, the total score for all questions on each dimensionof the Brand Image variable is 14499. Based on Figure 4, the total percentage of each dimension shows a result of 83.6 %. If seen from the continuum line above on the Brand Image variable, the Pantene Brand Image is included in the good category based on the responses of respondents who have been distributed through online questionnaires. The result above shows that respondents considered Pantene brand image as good.

C. Method Successive Interval (MSI)

The process of collecting research data is done in an ordinal scale format. Therefore, prior to performing multiple linear regression techniques, ordinal data should be converted to interval format using the Method Successive Interval (MSI) performed using Microsoft Excel software (Silalahi,2019).

D. Classical Assumption Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardiz ed Residual
N		385
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.08543026
Most Extreme Differences	Absolute	.040
	Positive	.035
	Negative	-.040
Test Statistic		.040
Asymp. Sig. (2-tailed)		.184[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 5. Normality Test Result
Source: Author's Processed Data (2022)

Accprding to Figure 5, it can be confirmed that this study are normally distributed. This can be seen from the results of the normality test, which is based on the one-sample Kolmogorov-Smirnov test. known as Asymp. Sig. (two-tailed) significance is 0.184, which exceeds the requirement of > 0.05 to be declared normal. From this, we can conclude that the data used by the researchers are usable and meet the normality requirements to represent the population in this study.
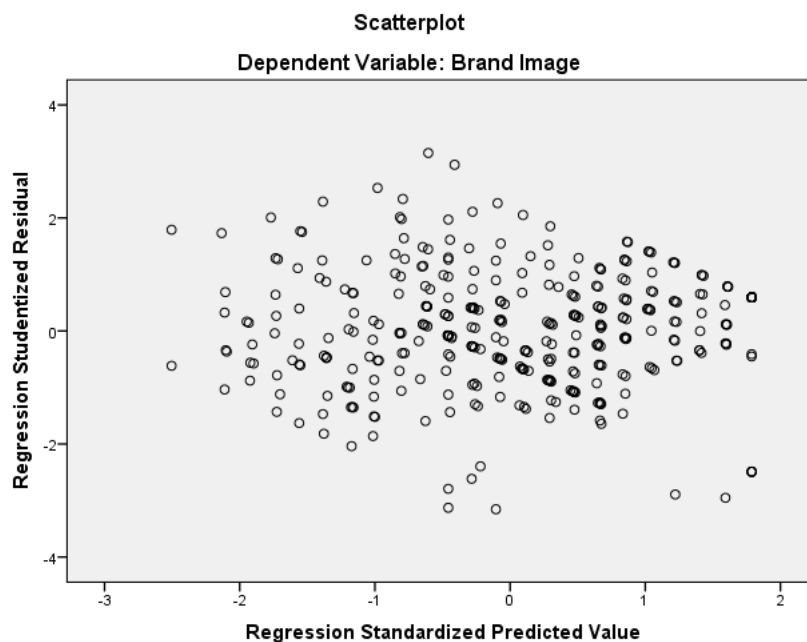

Figure 6. Heteroscedasticity Test Result
Source: Author's Processed Data (2022)

Based on Figure 6, the scatterplot test results show that the points are scattered without forming any particular pattern. Therefore, it can be said that the results of the heteroscedasticity test using the graph scatterplot method meet the requirement of no indication of heteroscedasticity. This is because the regression model of the effect of the hair supplement ad (Keanu Agl version) on Pantene's brand image does not raise the problem of heteroscedasticity, so the classic acceptance test for heteroscedasticity test is satisfied.

E. Coefficient Correlation Test

Correlations

		Advertising	Brand Image
Advertising	Pearson Correlation	1	.730**
	Sig. (2-tailed)		.000
	N	385	385
Brand Image	Pearson Correlation	.730**	1
	Sig. (2-tailed)	.000	
	N	385	385

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 7. Coefficient Correlation Test Result
Source: Author's Processed Data (2022)

Figure 7 shows that the data generated from the Pearson correlation value is 0.730. The level of association between the Hair Supplement Advertising (Keanu Agl Version) variables and brand image is categorized as a "correlated" association. On the other hand, "moderately strong" indicates a positive association between the Hair Supplement Advertising (Keanu Agl Version) variables and brand image. Research findings shows that advertising on social media is considered effective and efficient in terms of cost to reach a large number of target audiences, besides that the ability to attract the attention of consumers, especially the products or service advertised, is widely known by the public. Furthermore, 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.

F. Coefficient of Determination Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730^a	.533	.532	4.090760

a. Predictors: (Constant), Advertising

b. Dependent Variable: Brand Image

Figure 8. Coefficient of Determination Test Result
Source: Author's Processed Data (2022)

According to Figure 8, we can see that the R^2 result is 0.533. These results suggest that 53.3% of the variation in brand image variables can be explained by advertising variables. On the other hand, the remaining 46.7% (100% - 53.3%) can be explained by other factors outside this research model. Findings of a study by Monique Helena and Elle Criss Natalia titled 'Impact of YouTube advertising effectiveness on Brand Image' (2021). According to the study, there are changes in the dependent variables that influence the independent variables, and this change is explained by 62.9% of the variables, with the remaining 37.1% explained by factors other than YouTube's ad effectiveness variables. Bloopers "Head and Shoulders" described by Joe Taslim, but researchers did not use in this study.

G. Simple Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.885	1.587		5.598	.000		
	Advertising	.589	.028	.730	20.904	.000	1.000	1.000

a. Dependent Variable: Brand Image

Figure 9. Simple Linear Regression Test Result
Source: Author's Processed Data (2022)

Figure 9 shows that the regression model results explain the relationship between the independent variable X Hair Supplement Advertising (Keanu Agl Version) and the Pantene brand image as the dependent variable (Y). Then the regression formula gives the following conclusions:

$$Y = \alpha + \beta X$$
$$= 8.885 + 0.589X$$

1. A constant positive value (α) of 8.885 explains the 8.885 increase in product image value when the ad-independent variable is reported as a constant 0.
2. A positive coefficient (b1) of 0.589 means that keeping the other independent variables constant, increasing the advertising variable by 1 unit also increases brand image by 0.589. Therefore, the direction of the Hair Supplement Advertising (Keanu Agl Version) in variable X or the Pantene brand image in variable Y is positive.

A previous study by Amanda Bellani and Alila Pramianti, Pengaruh iklan Gojek versi "SOLV" logo baru Gojek" di Instagram terhadap brand image (2020) provided important insights into brand image. Variable Iklan Gojek versi SOLV, Logo baru shows that the brand on Instagram has a positive impact on his image. Furthermore, this is supported by the findings of a study titled "Pengaruh Efektifitas Iklan YouTube terhadap Brand Image" by Monique Helena and El Chris Natalia (2021). Based on a study that found that Bloopers Joe Taslim "Head & Shoulders" positively or partially influenced the effectiveness of his YouTube ads in shaping his image of the company's brand, the results of previous studies concluded, can attach these studies are similar and concordant.

H. T-Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.885	1.587		5.598	.000		
	Advertising	.589	.028	.730	20.904	.000	1.000	1.000

a. Dependent Variable: Brand Image

Figure 10. T-Test Result
Source: Author's Processed Data (2022)

According to Figure 10, it can be seen that the Significance result from the Table of Coefficients gave a value of 0.000 (the value is <0.05). We can conclude that variable (X) Hair Supplement Advertising (Keanu Agl Version) influences variable (Y) Pantene Brand Image. In Figure 4.9, we see that tcount > ttable and the result is 20,904 > 5,598 because the result obtained from t count in this study is equal to 20,904. From this we can conclude that H0 is rejected and Ha is accepted or variable, which means variable (X) Hair Supplement Advertising (Keanu Agl Version) has an Influence on variable (Y) Pantene Brand Image. This means that variable (X) hair supplement advertising (Keanu AGL version) influences variable (Y) Pantene brand image. A study of t-test results in a study titled "Pengaruh iklan gojek versi"SOLV" logo baru Gojek" di Instagram terhadap Brand Image by Amanda Belani and Alila Pramiyanti (2020) shows a large t-value. Compared to the table, H0 is rejected and Ha is accepted. This means that there is an impact between "iklan gojek versi "SOLV" logo baru Gojek" di Instagram and the brand image.

V. CONCLUSSION AND RECOMMENDATIONS
A. Conclusion

Based on the survey data analyzed in the study titled "The Influence of Hair Supplement Advertising (Keanu AGL Version) Towards Pantene Brand Image", there was a moderately strong correlation and a positive correlation between Hair Supplement Advertising (Keanu AGL Version). Can conclude that they are related. It has a great Influence On Pantene's brand image. From the results of the regression analysis, the value of the regression coefficient X or variable 0.589 means that every increase by 1 unit, can influence the brand image of Pantene. Based on the variation coefficient of determination results, these results also show that 53.3% of the variation in the brand image variable can be explained by the advertising variable. On the other hand, the remaining 46.7% (100% - 53.3%) can be explained by other factors outside this research model.

B. Recommendation

This study only Researching The Influence of Hair Supplement Advertising (Keanu AGL Version) Towards Pantene Brand Image and could be continued with other variables, especially in the coefficient of determination

which affect brand image 53.3%. Meanwhile, 46.7% is influenced by other variables. It is also hoped that this study will run tests with the same variables towards the same type of brand image on other similar objects so that these can be used as comparisons in this study. Based on the results of this study, it shows that the lowest dimension of the Hair Supplement Advertising variable (Keanu AGL Version) is the Communication dimension, it is hoped that this can be a guideline for Pantene to pay more attention to creating innovation. Pay attention to communication in advertisements to be able to increase understanding of the message to be conveyed to consumers and the message conveyed can be integrated into consumers' memories and make Brand Pantene even more relevant in the minds of consumers. Because the study proves that Pantene brand image created by Hair Supplement Advertising (Keanu AGL version) has a moderately strong relationship also has a positive and significant impact.

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