The author suggests that students should control themselves during the use of Instagram. This effort can be done i.e. students can't access the internet during school hours or during their times in the school environment. Teachers could also keep instructing the students to use Instagram within reasonable or decent limits.

In practical manner, this research is expected to be able of contributing ideas regarding the effect of the use of Instagram toward the satisfaction of students in getting like, comment, and followers on Vocational High School – Cirebon City has an effect with 30.5% of result. Thus, it can be said that there is a significant influence of variable celebrity endorsers on brand awareness of beauty products. The need for celebrity endorser is inseparable from its role as the giver of testimonials, spokesperson, brand image associations and persuasive communicators in marketing communication of beauty products, especially in the era of industrial revolution 4.0.

References


Abstract—Celebrity endorser is one of the alternative strategies in marketing communication activities. Begin to be used especially in the digital era to support product marketing process. Not apart for companies that provide beauty products, the need to display visual advertising is one thing that must be considered. A large number of internet users has triggered companies to make the best use of digital media in a broad and planned manner. There were recorded 143.26 million people in 2017 from the total population of Indonesia 262 million people. This shows that 54.68% of the population in Indonesia has used the internet. Digital media’s accessibility makes companies have to plan every content in digital media in order to attract the attention of prospective customers. Celebrity endorser is one of the company’s needs in implementing its product marketing communication strategy, especially beauty products in increasing brand awareness or simply attracting attention. One of the biggest uses of celebrity endorsers is through social media like Instagram. Further research was conducted with a follower population of one of the beauty product brands, with descriptive quantitative methods the results showed that the significance value of the variable celebrity endorser of 0.000 was smaller than alpha 0.05, which meant that there was a significant influence of variable celebrity endorsers on brand awareness of beauty products. The need for celebrity endorser is inseparable from its role as the giver of testimonials, spokesperson, brand image associations and persuasive communicators in marketing communication of beauty products, especially in the era of industrial revolution 4.0.

Keywords: Celebrity endorser, brand awareness, beauty products, marketing communication

Introduction

At present, the cosmetics industry has a huge influence on the economy in Indonesia. Cosmetics has become one of the primary needs of women in Indonesia to beautify themselves every day. As time goes on, the cosmetics industry in Indonesia is also starting to innovate to not only target its products for women, but also for men to children. This makes the cosmetics industry one of the highest growth industries [3], which grew by 6.35% and rose to 7.36% in the first quarter of 2018.

Cosmetics are a series of beauty tools in the form of powder, cream, lotions, and the like that function to beautify the face, skin and so on which are commonly used by women. In deciding good cosmetics, the most important thing is that cosmetics are suitable for users, have sufficient security and do not use prohibited ingredients. Besides that, a cosmetic must have good quality and production and use materials with specifications that are in accordance with cosmetics.

Along with the trends that exist in a society where women and men begin to pay attention to care and beauty care for the face to the body as a primary need, so the cosmetics industry in Indonesia is always increasing. Indonesia can promise cosmetics producers to develop their markets because Indonesia is one of the potential cosmetic product markets [3].

Viva Cosmetics is one example of a leading cosmetics company in Indonesia that has been established since 1962. Viva Cosmetics is known for its products that have very affordable prices and are suitable for women in the tropics because Indonesia is a country with a tropical climate. Viva Cosmetics is also the first domestic cosmetic brand that lists “Made in Indonesia” in its products. Viva Cosmetics maintains its consistent commitment to quality and professionalism by launching a range of cosmetic products such as facial care products, body care, hair care to make up products. Similar to other companies, Viva Cosmetics is also always required to always develop and innovate to be able to sell its products in large quantities and make their products sellable in the market. In this modern age, one of the strategies used by companies is to create promotional strategies that adjust to existing technological developments. Promotion is a way to advertise a product that aims to sell to consumers. To attract consumers, the things that need to be considered by the company are through the advertising media that they use and who is the figure who will star in the advertisement [6].