IMPACT OF SOCIAL MEDIA ADVERTISING AND BRAND AMBASSADORS ON 3SECOND BRAND AWARENESS

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ABSTRACT

Purpose: *This study aims to analyze the impact of social media advertising and brand ambassadors on brand awareness. The background of this research is based on the increasing competition in the local fashion industry and the role of social media as the main platform in modern marketing.* **Methodology:** *The research method used is a quantitative approach with multiple linear regression analysis techniques. The research sample consisted of 110 students of class XII IPS at SMAN 1 North Luwu, which was selected using the saturated sample method. Data were collected through questionnaires and analyzed using statistical techniques to test the relationship between independent variables (social media avertising and brand ambassadors) and dependent variables (brand awareness).* **Results:** *The results showed that social media advertising has a positive and significant influence on brand awareness, which is indicated by a t-value of 6.349 and a P-value of 0.000. In addition, brand ambassadors also have a significant influence on brand awareness with a t-value of 8.646 and a Pvalue of 0.000. Simultaneously, the two variables explain 72.5% of the variation in brand awareness, indicating that the combination of digital marketing strategies through social media advertising and the use of brand ambassadors is an effective approach to increase brand awareness of 3 Second product.* **Findings:** *This research emphasizes the importance of effective strategies using social media advertising, and the use of brand ambassadors plays a major role in strengthening brand positioning in competitive markets, especially in the fashion industry targeting the younger generation.* **Conclusion:** *The results showed that advertising on social media and the use of brand ambassadors played a major role in increasing 3Second's brand awareness. These two strategies together affect 72.5% of the increase in brand awareness. The main factors that make this strategy effective are the attractive appearance of advertisements, how often advertisements appear, and the popularity of brand ambassadors such as Raffi Ahmad, who successfully increase consumer interest and encouragement to buy products.* **Type of Paper:** *Empirical Reasearch Paper*

INTRODUCTION

The era of globalization has demanded a change in the old paradigm in all fields, one of which is the marketing field. In order to compete in global business, companies must be more innovative and have a competitive advantage compared to competitors. This is due to the high competition in the business industry today (Aqsa, 2018).

Companies must create an effective marketing plan to increase consumer brand awareness. Therefore, it is likely that consumers make purchases with a higher level of commitment when more consumers remember the brand of a product (Mistianingrum et al., 2022). Social media is an important part of modern marketing strategies as it not only serves as a tool for interaction, but also as a platform that allows brands to reach a larger audience and interact with them directly. Social media enables rapid content dissemination, increases brand awareness, and facilitates feedback from customers(Swimbawa & M. Lemy, 2023). This shows the reason why social media advertisements need to be properly designed with the creating content to appeal to consumers. However, it is necessary to measure how social media advertisements are perceived by the consumer and whether they have the desired effect on the consumer (Efendioğlu & Durmaz, 2022).

The most popular social media platform used in Indonesia is WhatsApp with 90.9% of users. Instagram and Facebook are next with 85.3% and 81.6% of users respectively. The next rank is followed by TikTok, Telegram and Twitter (WeAreSocial, January 2024). The percentage of these five social media usage continues to increase, and is followed by many content creators in Indonesia. Social media is also widely used to promote and sell products such as clothing using social media (Sya'idah & Jauhari, 2022).

Brand ambassador is also one of the marketing strategies that are increasingly used by companies in the current digital era to strengthen brand awareness in the midst of increasingly competitive market competition (Wulandari et al., 2021). Brand ambassadors are expected to be advertisers as well as spokespersons who help reflect a brand in the minds of consumers so as to provide a sense of interest in consumers, and ultimately consumers make purchases (Ferdiana Fasha et al., 2022).

Lately, online bloggers and social media users have influenced marketing methods by prioritizing stores and customer-style consumption at a tremendous volume. a brand ambassador is a celebrity that acts as an advertisement, producer, speaker, and consultant to introduce a product or service to consumers and is regarded as a representative (representation) of the product or service's identity (Ryan & Johan, 2022). Source credibility theory, developed by Hovland, Janis, and Kelley in 1953, states that messages are more easily perceived if the source is considered credible. Credibility affects the impact of messages on audiences, who tend to accept messages from sources that are considered to have high expertise and trust (Utami et al., 2024). Social media marketing and brand ambassadors are considered appropriate marketing strategies in today's digital era (Putri Sabella et al., 2022).

Marketing science is often considered a social issue that may contribute to the good but can also contribute to the bad. This research suggests that a brand that utilizes social media platforms can reach a wider audience and increase its visibility (Edi Maszudi, 2023)

METHOD

This study uses quantitative research methods; research phenomena are explained through independent variables (social media advertising and brand ambassadors) and dependent variables (brand awareness), which are interconnected with each other (Hasian & Pramuditha, 2022). This study uses quantitative methods based on the background and problem formulation above to measure the effect of social media advertising and brand ambassadors on increasing brand awareness on 3second products.

The research was conducted at SMAN 1 North Luwu located at Jl. K.H. Ahmad Dahlan, Kappuna, Kec. Masamba, North Luwu Regency, South Sulawesi Province. The research is expected to

last for three months: one month for drafting the proposal, one month for researching, and another month for compiling data and results.

Data collection techniques used in this study is the questionnaire, according to Sugiyono (2017: 142), is a data collection method used by providing a series of questions or written statements to respondents. Respondents receive this questionnaire and then fill in according to what they know. For this research, this method is used by using books, journals, previous research, or other related documents. This method is used to collect various books, magazines, and documents about the influence of social media advertising and brand ambassadors on increasing brand awareness on 3second products.

This study uses multiple linear regression analysis to analyze the data; the multiple linear regression equation formula used is.

Formula:

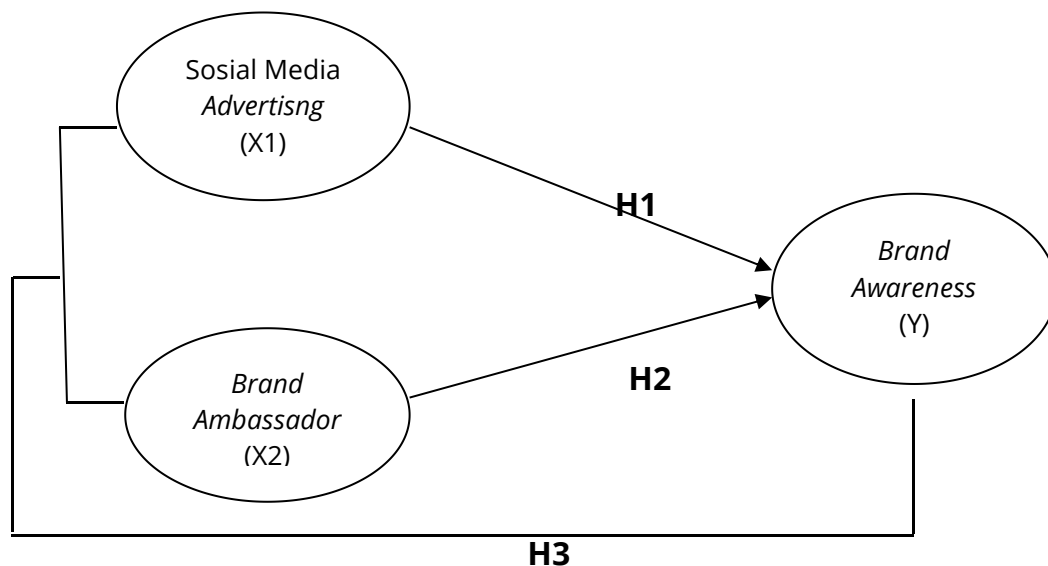$$Y = a + b_1X_1 + b_2X_2 + e$$

Description:
Y : Brand awareness
X_1 : Social media advertising
X_2 : Brand ambassador
b_1b_2 : Regression coefficient
e : Error

Figure 1. Conceptual Framework

RESULTS AND DISCUSSION

RESULTS

1.   Analyze Research Data
a.   Loading Factor

This test is carried out to evaluate the feasibility level of each indicator to describe the variables used in the instrument by looking at the data from the loading factor analysis. The value of 0.7 is the expected value, while what is often used as a minimum limit is ≥ 0.6, while the loading factor value is < 0.60. must be removed from the model because it has a low level of validity or is considered unable to explain the variable construct, following the loading factor tabulation:

Tabel 1. Loading Factor

Variabel	Indikator	Outer Loading	Explanation
Media Social Advertising (X1)	X1.1	0,728	Valid
	X1.2	0,717	Valid
	X1.3	0,781	Valid
	X1.4	0,806	Valid
	X1.5	0,735	Valid
	X1.6	0,735	Valid
Brand Ambassador (X2)	X2.1	0,692	Valid
	X2.2	0,735	Valid
	X2.3	0,770	Valid
	X2.4	0,794	Valid
	X2.5	0,735	Valid
	X2.6	0,785	Valid
Brand Awareness (Y)	Y1	0,779	Valid
	Y2	0,850	Valid
	Y3	0,879	Valid
	Y4	0,841	Valid
	Y5	0,738	Valid

Source: Data processed 2024

Figure 2. Loading Factor
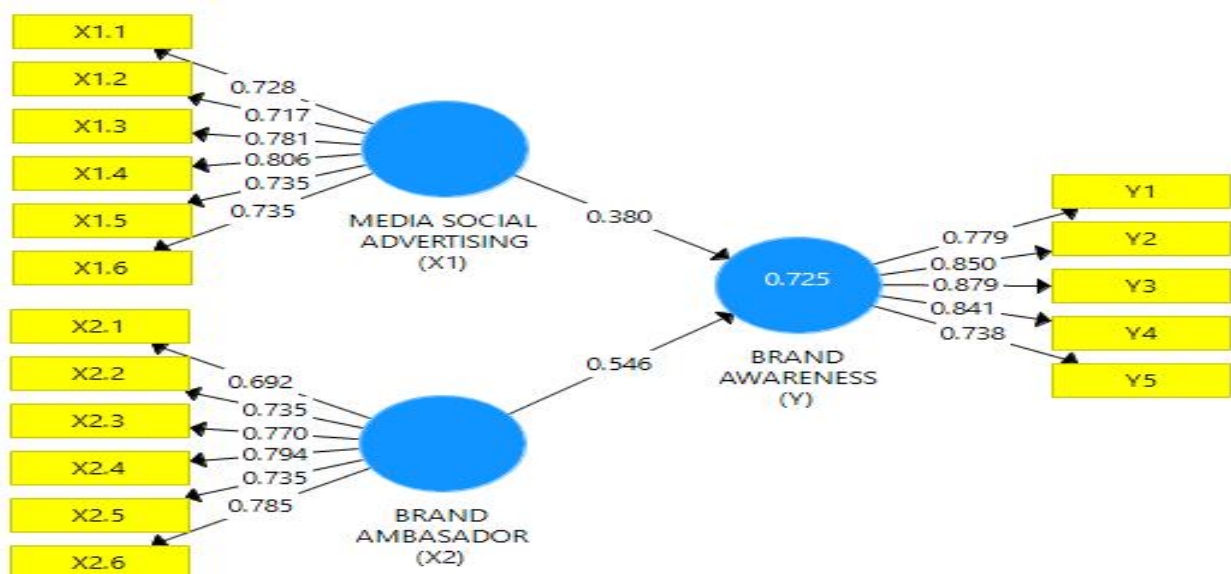
Source: Data processed 2024

After calculating the loading factor, it can be seen that the value of all indicators is as expected (> 0.7) with a minimum limit of ≥ 0.6 so that it can be said that all indicators are able to describe their variables and are suitable enough for further analysis.

b.   Validity Convergen

For a variable to be said to be valid, it is able to explain the indicators that measure it with a high degree of accuracy, as indicated by an average variance extracted (AVE) value of 0.5 or more. The AVE values of all constructs are greater than 0.5, which indicates that the variables are eligible for further analysis. Detailed analysis results can be seen in table 3 below.

Tabel 2. Validity Convergen

Variabel	Average Variance Extracted (AVE)	Explanation
Brand Ambassador_(X2)	0,567	Valid
Brand Awareness_(Y)	0,671	Valid
Media Social Advertising_(X1)	0,564	Valid

Source: Data processed 2024

The AVE values of the constructs are greater than 0.5 and 0.6, according to the analysis values, which indicates that the constructs are eligible for further analysis.

c. Model Reliability

The purpose of this study is to ensure that all questions or statements used to measure a concept (variable) are consistent. The results of the analysis can be seen in the composite reliability column or Cronbach's alpha, which has a value of at least 0.7. The results of the analysis are shown in table 4 below, which shows the results of the analysis. It can be seen that the value of Cronbach's alpha and composite reliability is greater than 0.7, which indicates that all variables qualify for further analysis.

Tabel 3. *Composite Realibility* dan *Cronbach's Alpha*

| Variabel	Cronbach's Alpha	Composite Realibility	Explanation
Brand Ambassador_(X2)	0,848	0,887	Reliabel
Brand Awareness_(Y)	0,876	0,910	Reliabel
Media Social Advertising_(X1)	0,846	0,886	Reliabel

Source: Data processed 2024

All variables are suitable for use in further analysis, as shown in the table above, as the Cronbach alpha and composite reliability values are greater than 0.7.

d. Bootstrapping

After testing the PLS Algorithm until it meets all the specified prerequisites, bootstrapping testing is carried out to determine the path coefficients or the significance of the independent variable (X) on the dependent variable (Y) to test the research hypothesis. The following is a picture of the path coefficient test obtained from the results of the bootstrapping analysis using SmartPLS 3:

Figure 3. Direct Effect
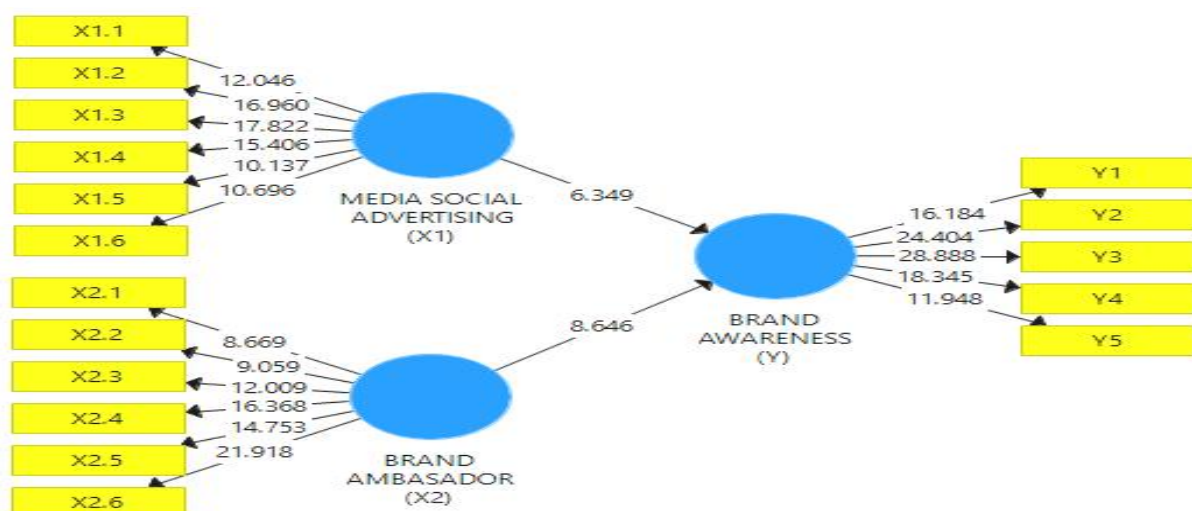
Tabel 4. Direct Effect (T- Test)

Variabel	T Stat	P Value	Explanation
Brand Ambassador_(X2) -> Brand Awareness_(Y)	8,646	0,000	Positive Significant
Media Social Advertising_(X1) -> Brand Awareness_(Y)	6,349	0,000	Positive Significant

Source: Data processed 2024

Tabel 5. Simultans Effect

Variabel	R Square	R Square Adjusted	Explanation
Brand Awareness_(Y)	0,725	0,720	Positive Significant

Source: Data processed 2024

2. Hypothesis Testing Results
a. Effect of Social Media Advertising on Brand Awareness
    First hypothesis: The results of the T statistical analysis obtained the value of t count = 6.349> t table = 1.659 with a P value of 0.000, or smaller than the cutoff value of 0.05. This means that the social media advertising variable has a positive and significant influence on brand awareness so that the first hypothesis is accepted.

b. The Effect of Brand Ambassadors on Brand Awareness
    Second hypothesis: The results of the T statistical analysis obtained the value of t count = 8,646 > t table = 1.659 with a P value of 0.000 or smaller than the cutoff value of 0.05. This means that the brand ambassador variable has a positive and significant influence on brand awareness so that the second hypothesis is accepted.

c. Simultaneous Effect of Brand Ambassador and Brand Ambassador on Brand Awareness
    Based on the results of the coefficient of determination analysis above, the R-squared value of the joint or simultaneous influence of X1 and X2 on Y is 0.725 with an adjusted R-squared value of 0.720. It can be explained that all exogenous constructs (X1 and X2) simultaneously affect Y by 0.725, or 72.5%. Because the adjusted R-square value is greater than 0.33, the influence of all exogenous constructs X1 and X2 can be said to be positive and strong/significant. So it can be stated that social media advertising and brand ambassadors simultaneously have a positive and significant effect on brand awareness, which means that the third hypothesis of this study is accepted.

DISCUSSION

1.   Effect of Social Media Advertising on Brand Awareness.
    With a statistical T value of 6.349 (greater than the T table 1.659) and a P value of 0.000 (smaller than 0.05), the study shows that social media advertising (X1) has a positive and significant impact on brand awareness (Y). This shows that social media advertising can increase brand awareness. Audiences are heavily influenced by elements such as attractive visuals, ad frequency, and relevant messages.
    The results of this study are in line with research (Sya'idah & Jauhari, 2022), which has shown that advertising on social media plays a significant role in increasing brand awareness. This study shows that consumers are more familiar with brands if product marketing on social media is carried out regularly. Platafrom social media also allows interactive and personalized message delivery, which increases brand appeal. According to (Khairani et al., 2022), social media allows the dissemination of promotional messages to a wider and lower audience. These results support the conclusion that social media advertising has a significant positive effect on brand awareness.

2.   The Effect of Brand Ambassadors on Brand Awareness
    The analysis shows that Brand Ambassador (X2) also has a positive and significant influence on Brand Awareness (Y) with a statistical T value = 8.646 and P value = 0.000. The presence of Raffi Ahmad as a brand ambassador, for example, shows effectiveness in improving brand image and

consumer confidence in 3Second products. Characteristics such as popularity, attractiveness, and personal strength of brand ambassadors are key factors that contribute to increasing brand awareness. This supports the findings in the literature that the use of relevant public figures can add value to marketing efforts.

The results of this study are not in line with research (Rani Rahmadani et al., 2024), which states that brand ambassadors have no effect on purchasing decisions, while brand awareness has an influence on purchasing decisions. This shows that consumers are more influenced by brand recognition and awareness than by who is promoting the product.

3. The Effect of Social Media Advertising and Brand Ambassadors Simultaneously on Brand Awareness

Simultaneously, Social Media Advertising and brand ambassadors have a positive and significant influence on brand awareness with an R Square value of 0.725. This shows that 72.5% of the variation in Brand Awareness can be explained by these two variables. This significant simultaneous effect suggests that a combination strategy between the use of social media advertising and brand ambassadors is an effective approach to strengthen brand awareness.

The results of this study are in line with research (Halija et al., 2024), entitled The Effect of Brand Ambassador and Social Media Marketing Tiktok on Scarlett Whitening Purchasing Decisions in Management Study Program Students at Makassar State University. The combination of social media advertising and the use of brand ambassadors affects brand awareness. This strategy helps create broader and deeper brand awareness among consumers because the two approaches complement each other in reaching and influencing audiences. The study by (Rahma & Hariyana, 2023) also confirmed that integrated marketing strategies through digital media and public figures are more effective than traditional methods.

CONCLUSION

This study shows that advertising on social media and the use of credible brand ambassadors, such as Raffi Ahmad, significantly increase 3Second's brand awareness, with an influence of 72.5%. This finding is in line with source credibility theory, which emphasizes the importance of trust in communicators in influencing audiences. The broader implication is that digital marketing strategies that rely on credible figures and attractive visual content are highly effective in building brand image and attracting purchase interest, especially among the younger generation.

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