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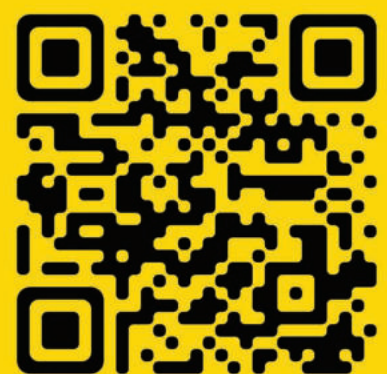
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Korean Wave and NCT Dream Brand Ambassador and its Influence on Interest in Buying Products on Twitter Followers @lemonilo

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Abstract. This study aims to analyze the influence of the Korean wave and the NCT Dream brand ambassador from the South Korean boy group on buying interest in Mie Lemonilo products. Intense competition makes a brand must be selective in promoting its products in order to compete in a healthy manner. Therefore, trending marketing activities are carried out by companies in this digital era, namely taking advantage of the current Korean wave trend and the popularity of celebrities by using brand ambassadors. This study uses the A-T-R theory (Awareness-Trial & Reinforcement) with the analytical tool used is the quantitative method by distributing questionnaires. The data used in this research is primary data using a questionnaire with a sample of 100 people from followers of the official Twitter account @lemonilo, totaling 33,120 followers (7 April 2022). The results of the study partially show that the coefficient value of the Korean wave variable (X1) has a positive value of 0.606 and the NCT Dream variable as a brand ambassador (X2) has a positive value of 0.324 on interest in buying Lemonilo Noodles (Y). Simultaneously, there is an influence between the independent variables Korean Wave and Brand Ambassador on the dependent variable Purchase Interest of 47.4%, which means that there is the influence of Korean Wave and NCT Dream as Brand Ambassadors on Purchase Interest for Lemonilo Noodle products.

Keywords. Korean Wave, Brand Ambassador, Purchase Intention, A-T-R Theory (Awareness-Trial & Reinforcement)

Introduction

The need for communication is very basic and important for every society in the era of globalization. The development of information and communication technology has reformed the human way of life, both in terms of how to communicate, study, work, do business, socialize and so on. Over time, the media has become more advanced with the presence of increasingly sophisticated technology and multimedia devices (Ibnu, 2022).

The current situation is inseparable from the history of ICT development. When traced from history, ICT develops along with the development of human civilization. As social beings, every individual needs to communicate with other individuals. Communication activities or exchanging information are carried out using methods and the help of existing equipment and are used for a certain period of time.

Now people can access information from anywhere thanks to social media, this can allow foreign cultures to enter and absorb into society. One of the cultures that is currently popular in Indonesia is the Korean Wave or hallyu. The Korean Wave or in Indonesian it is called the Korean Wave is a term used to describe Korean pop culture which has spread rapidly globally and has been in demand by various countries in the world since the 1990s through Korean Pop (K-Pop) music, film, drama, culinary and lifestyle globally. The phenomenon of the Korean Wave which is currently popular in Indonesia has made many Indonesian people, especially teenagers, become K-Popers (a term for K-Pop fans) who really idolize South Korean idols and artists.

According to Kim (2014) Korean Wave has also succeeded in touching emotions such as sympathy and empathy, this emotional touch has produced a positive image of Korea. This positive image forms consumer buying interest behavior that can encourage purchasing decisions. The attractiveness and power of Korean stars cannot be ignored. Their attractiveness and reputation always gets a lot of attention. The Korean wave trend that is currently happening can make a big impact in marketing.

Many companies compete to use the services of a celebrity to become a brand ambassador, with the hope that the brand ambassador can reflect the company's value and increase sales figures (Ikhsan, 2014). Seeing the high enthusiasm of Korean fans in Indonesia, not a few local brand companies have partnered with an idol to be their advertising model and product brand ambassador. Of course, making the use of brand ambassadors a promotional trend that is now in demand by almost all types of products.

According to Irena (2022) The use of celebrities for a product or company is nothing new in the field of advertising. The purpose of advertising is also intended to be able to build a long-term image of a product and can encourage sales. Advertisements must also be made in such a way as to attract audience interest and be persuasive so that consumers are voluntarily encouraged to take action according to what the advertiser wants.

Therefore, one of the well-known local companies that produce healthy instant noodles is Lemonilo, a consumer startup company based in West Jakarta that has been established since 2016. Lemonilo was founded by Shinta Nurfauzia, Ronald Wijaya, and Johannes Ardiant. In promoting the Mie Lemonilo product, the Lemonilo company uses a marketing technique in the form of a brand ambassador. On January 9, 2022, Lemonilo announced a new brand ambassador on his official Twitter account @lemonilo. In carrying out its activities, the brand ambassador

used by Lemonilo is a boy group from South Korea, namely NCT Deream and also became the first trending topic in Indonesia with the hashtag #NCTDREAMXLEMONILO.

Literature

According to Morrisan (2010) defines marketing communications as marketing activities that seek to create awareness or knowledge about products with various attributes, inform product advantages, create product images or create positive attitudes, preferences and the desire to buy the product in question. Marketing strategy has a lot to do with communication. Marketing communication is an important aspect of the overall marketing mission and a determinant of marketing success. Marketing communication can be understood by describing the two main elements, namely communication and marketing. Communication is the process by which thoughts and understandings are conveyed between individuals, or between organizations and individuals. Marketing is a set of activities through which companies and other organizations transfer values (exchanges) between themselves and their customers. Combined, marketing communications represent a combination of all the elements in a brand's marketing mix, which facilitate exchange by creating a meaning that is disseminated to customers or clients (Shimp, 2013).

Social media has many forms, among which the most popular are microblogging (Twitter), Facebook and blogs. Twitter is a website that is a service of microblog, which is a form of blog that limits the size of each post, which provides facilities for users to be able to write messages in a Twitter update containing only 140 characters. Twitter is one of the easiest social networks to use, because it only takes a short time but the information conveyed can instantly spread widely. Twitter is a website owned and operated by Twitter Inc which was formed in 2006 by Jack Dorsey. Twitter is based in San Brunomor, California near San Francisco, where the site was first created

Korean Wave is a term used for Korean pop culture which spreads globally to all corners of the world through various media. The Korean Wave product that was first exported was Korean drama. Korean Wave fever has existed since the 1990s, but it started to enter Indonesia since 2002 through a Korean drama entitled Endless Love which was broadcast by one of Indonesia's local television stations. Korean culture has its own uniqueness so that it has succeeded in gaining a place in the Asian market quickly. These uniqueness include strong themes and deep and very clear messages so that viewers who watch not only watch films with dramatic storylines, but also arouse curiosity to watch the drama series further and want to get to know more about Korean culture.

According to Kertamukti (2015) Celebrity is a character (actor, entertainer or athlete) who is known for his achievements in fields that are different from the product groups he supports. Explains that brand ambassadors are ambassadors for a brand, whether it's a corporate brand or a product ambassador. Usually, the use of brand ambassadors is associated with who is considered appropriate to represent a brand, so that it can increase the brand image and brand awareness of a product or corporation. Many companies or product brands have taken the brand ambassador approach in running their business.

The definition of buying interest according to Kotler and Keller (2018), "Purchasing interest is a behavior that appears in response to objects that indicate a consumer's desire to make a purchase". Buying interest is something related to consumer plans to buy certain products and how many units of the product are needed in a certain period. buying interest is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of possibility consumers make purchases.

The A-T-R (Awareness-Trial & Reinforcement) theory was coined by Ehrenberg who concluded that advertisements must be designed in such a way that their contents can generate and arouse awareness that a product that is needed so far is in fact provided by someone else. After arousing their awareness, each advertisement must have a strong influence on the audience, especially the cognitive aspect, so that the audience immediately tries (trials) the product. Advertisers must reinforce certain attitudes, of course a positive attitude towards the product, namely buying behavior. To get a group of people who use a product or service on a regular basis, a message delivery technique called A-T-R must be carried out (Liliweri, 2015).

In the A-T-R theory, 3 expectations will be formed that may occur in the minds of consumers, namely the first hope that consumers only know the existence of the product, the second hope that consumers want to try it right away, and the third hope creates a positive attitude towards the product (Liliweri, 2011).

Method

The approach in this research is to use a quantitative approach, because this research is presented with numbers. This is in accordance with the opinion (Arikunto, 2006) which states that quantitative research is a research approach that requires a lot of numbers, starting from data collection, interpretation of the data, and the appearance of the results. The quantitative research method is a type of research whose specifications are systematic, planned and clearly structured, from the start to the creation of the research design (Sugiyono, 2013).

In this study, the population that the researcher will use is followers of the official Twitter account @lemonilo, which has a total of 33,120 followers (7 April 2022). The reason the researchers chose the Twitter account followers was because they wanted to know the effectiveness of the Korean wave and the NCT Dream brand ambassador on buying interest in an instant noodle product. Researchers want to know whether the followers of the official Twitter account @lemonilo are interested in buying this instant noodle product due to the influence of the Korean wave and brand ambassadors or not. While determining the sample in this study using purposive sampling method. The criteria that will be the sample in this study are followers of the official Twitter account @lemonilo which is a collection of Twitter account users who have bought, heard of, and consumed instant noodle products from Lemonilo.

Results and Discussion

Normality test

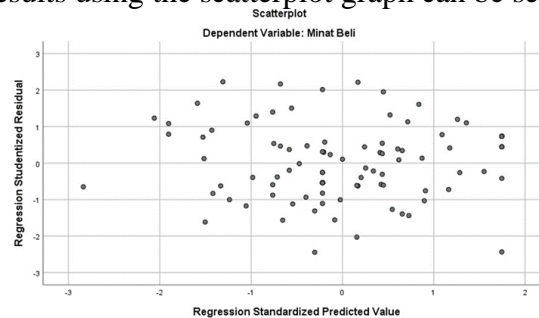
The normality test uses the Kolmogorov-Smirnov test (Kolmogorov-Smirnov Test) to see the significance of the resulting residuals and the normal probability plot graphical approach. By looking at the spread of data (points) on the diagonal axis of the graph. Obtained data as follows:

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 3.51093442 |
| Most Extreme Differences | Absolute | .086 |
| | Positive | .086 |
| | Negative | -.046 |
| Test Statistic | | .086 |
| Asymp. Sig. (2-tailed) | | .066 ^c |

The data shows that the significance value is > 0.05 , which is 0.66. This means that the residuals are normally distributed.

Heteroscedasticity Test

To test heteroscedasticity, the researcher uses scatterplot graphical analysis, where the points that are formed must spread randomly, spread well, both above and below the number 0 on the Y axis. If these conditions are met, heteroscedasticity does not occur and a regression model can be used. The test results using the scatterplot graph can be seen in the image below:



With this graph, it can be seen that the dots that spread randomly do not form a clear pattern, and are spread both above and below the number 0 (zero) on the Y axis. Then it was decided that there was no deviation from the classical assumption of heteroscedasticity in the model. regression made.

Multiple Linear Regression Test

Multiple linear regression tests were carried out on the basis of knowing how far the influence between variables is. To find out how far the influence of "Korean wave and NCT Dream as Mie Lemonilo's Brand Ambassador" on "Intention to Buy Products" the following results are obtained:

| Coefficients ^a | | | | | | |
|---------------------------|------------------|----------------|------------|--------------|-------|------|
| Model | | Unstandardized | | Standardized | | |
| | | B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | 15.256 | 2.412 | | 6.325 | .000 |
| | Korean Wave | .606 | .119 | .471 | 5.088 | .000 |
| | Brand Ambassador | .324 | .102 | .293 | 3.168 | .002 |

a. Dependent Variable : Minat Beli

Based on the table above, it is known that the multiple linear regression equation is obtained as follows:

$$Y = 15,256 + 0.606 \text{ KW} + 0.324 \text{ BA}$$

From these equations it can be explained that:

1. The constant value (a) is 15,256 which means the positive value of the independent variable. This also means, if the Korean wave and brand ambassadors increase, the buying interest will increase.
2. The coefficient value of the Korean Wave variable (X1) has a positive value of 0.606, which means that the positive coefficient number indicates a positive relationship between the Korean wave variable and the buying interest variable. Of course, Mie Lemonilo products will increase sales.
3. The coefficient value of the NCT Dream variable as a Brand Ambassador (X2) has a positive value of 0.324, which means that the positive coefficient indicates a positive relationship

between the brand ambassador variable and the buying interest variable. Of course, Mie Lemonilo products will increase sales.

T test

In testing the research hypothesis this time, the researcher used the T test to test the hypothesis which stated whether or not there was an influence of three variables, namely the independent variable "Korean Wave (Variable X1) and NCT Dream as Brand Ambassador Mie Lemonilo" (Variable X2) and the dependent variable "Intention to Buy Products" (Variable Y).

| Coefficients ^a | | | | | | |
|---------------------------|------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
| | | B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | 15.256 | 2.412 | | 6.325 | .000 |
| | Korean Wave | .606 | .119 | .471 | 5.088 | .000 |
| | Brand Ambassador | .324 | .102 | .293 | 3.168 | .002 |

a. Dependent Variable: Minat Beli

1. It is known that the calculated T value is 5.088 exceeding the T table which is 1.98, and the significance value obtained is 000 < 0.05, it can be concluded that Ho1 is rejected and Ha1 is accepted which means there is a real (significant) influence on variable X1 (Korean Wave) to variable Y (Purchasing Interest).

2. It is known that the calculated T value is 3.168 exceeding the T table which is 1.98, and the significance value obtained is 002 < 0.05, it can be concluded that Ho2 is rejected and Ha2 is accepted which means there is a real (significant) influence on variable X2 (NCT Dream as Brand Ambassador) to variable Y (Purchasing Interest).

F test

This test is used to determine whether there is a significant influence or not between all the independent variables simultaneously on the dependent variable. Decision making criteria:

1. F count < F table at a = 5%, then Ho is accepted, Ha is rejected
2. F count > F table at a = 5%, then Ho is rejected, Ha is accepted. F test results (simultaneous) can be seen in table 4.44 below:

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 1100.971 | 2 | 550.485 | 43.756 | .000 ^b |
| | Residual | 1220.339 | 97 | 12.581 | | |
| | Total | 2321.310 | 99 | | | |

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Brand Ambassador, Korean Wave

Ho : Korean Wave and Brand Ambassador have no simultaneous effect on Purchase Intention.
Ha: Korean Wave and Brand Ambassador simultaneously influence Purchase Intention.

From the table above, the results of the F test or F count are obtained for 43,756 > 2.43 (F table value) with a Sig value of 0.000 < 0.05 which means the F count > F table, then Ho3 is rejected and Ha3 is accepted, or it can be concluded that between the Korean Wave and Brand Ambassador variables when tested together there is a significant influence on Buying Interest.

Coefficient of Determination

In this study, researchers used a determination test or correlation coefficient which is useful as in the statement "To measure how far the model's ability to explain the variation of

the dependent variable" (Kuncoro, 2013). The value of the coefficient of determination is in the range of 0 to 1.

| Model Summary | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .689 ^a | .474 | .463 | 3.54694 |
| a. Predictors: (Constant), Brand Ambassador | | | | |

Based on the results of data processing using the SPSS version 22 application by researchers, it can be seen that the R Square value is 0.474, which means that the variation of the independent variables (Korean Wave and Brand Ambassador) is 47.4%, while the remaining 52.6% is influenced by other variables. not described in this study.

Conclusion

After conducting research on the influence of the Korean wave and the NCT Dream brand ambassador on the interest in buying lemonilo noodles on Twitter followers @lemonilo, the following conclusions can be obtained:

1. Korean Wave (X1) has a positive and significant influence on Buying Interest of Lemonilo Noodles (Y).
2. Brand Ambassador NCT Dream (X2) has a positive and significant influence on Interest in Buying Lemonilo Noodles (Y).
3. Korean Wave (X1) and Brand Ambassador NCT Dream (X2) jointly (simultaneously) have a positive and significant influence on Buying Interests of Lemonilo Noodles (Y).

This means that the stronger the Korean wave and the NCT Dream brand ambassador in advertising, the consumer's buying interest will increase.

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