

ABSTRAK

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PENGGUNAAN CHELSEA VAN MEIJR SEBAGAI *CELEBRITY ENDORSEMENT* PRODUK KAELA COLLECTION MELALUI INSTAGRAM

(xii + 61 halaman: 10 gambar; 11 lampiran)

Kata kunci: Komunikasi Pemasaran, Promosi, *Celebrity Endorsement*, Minat Beli

Kaela Collection merupakan salah satu toko *online* yang menggunakan media sosial Instagram untuk menjual produk *fashion* wanita remaja hingga dewasa. Promosi yang dilakukannya dalam memasarkan produk dengan memanfaatkan fitur-fitur yang ada di Instagram seperti *feed post*, Instagram *story* dan *reels* dengan memanfaatkan penggunaan *endorser*. Pada profil di Instagram dituliskan bahwa Chelse menerima *endorsement* untuk produk apapun salah satunya *fashion*.

Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kualitatif. Teknik pengumpulan data lebih banyak pada pengamatan selama proses *endorse* berlangsung, wawancara mendalam dan dokumentasi. Wawancara dilakukan peneliti kepada subjek penelitian yaitu pemilik akun *@kaela_collection*, *celebrity endorser* yaitu *@chelseavanmeijr* dan konsumen yang pernah membeli produk.

Hasil penelitian menunjukkan bahwa penggunaan *celebrity endorsement* di media sosial *Instagram* dapat menjadi daya tarik dalam memberikan informasi kepada masyarakat terkait dengan produk-produk yang mereka pakai, meskipun produk yang dijual oleh online shop di *Instagram* tidak memiliki *brand image* yang kuat.

Referensi: 44 (2002-2022)

ABSTRACT

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USING CHELSEA VAN MEIJR AS A CELEBRITY ENDORSEMENT KAELA PRODUCTS COLLECTION THROUGH INSTAGRAM

(xii + 61 pages: 10 images; 11 attachments)

Keywords: Marketing Communication, Promotion, Celebrity Endorsement, Buying Interest

Kaela Collection is an online store that uses Instagram social media to sell fashion products for teens to adults. The promotion he does in marketing products by utilizing features on Instagram such as feed posts, Instagram stories and reels by utilizing the use of endorsers. On the profile on Instagram, it is written that Chelse accepts endorsements for any product, one of which is fashion.

The approach used in this study is a qualitative approach. Data collection techniques are more on observations during the endorse process, in-depth interviews and documentation. Interviews were conducted by researchers to the subjects of the study, namely the owner of the @kaela_collection account, celebrity endorser, namely @chelseavanmeijr and consumers who had purchased the product.

The results showed that the use of celebrity endorsements on Instagram social media can be an attraction in providing information to the public related to the products they use, even though the products sold by online shops on Instagram do not have a strong brand image. This strategy can attract the attention of Instagram users for the products offered by the Kaela Collection. In addition, the existence of a celebgram can make consumers interested in using the same product used by the celebgram. So that potential consumers have the desire to buy or the products or services offered.

Reference: 44 (2002-2022)