

ABSTRACT

AUDIENCE'S MEANING OF THE TREND OF USING THE KOREAN AMBASSADOR BRAND IN LOCAL SKINCARE ADVERTISING (Analysis Reception of Somehtinc x NCT Dream)

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The Korean Wave has been happening for more than 10 years in the world, especially in Indonesia. This Popular Culture became famous and widespread as more and more fans dominated. As is done by local brands today where many take advantage of the fame of a Korean celebrity to serve as brand ambassadors. The trend of using Korean brand ambassadors is mostly done by local and foreign brands. Somethinc itself is a local skincare brand that has been established since 2019 by Irene Ursula, Somethinc itself is also a local brand that is well known by the public, besides Somethinc also follows the trend of using Korean brand ambassadors, namely NCT Dream. This study aims to find out how the audience interprets the use of the Korean NCT Dream brand ambassador in local skin care product advertisements. This study also has three previous research references that serve as references. This study uses a descriptive qualitative method using Stuart Hall reception analysis which aims to determine the audience's meaning related to the impressions seen through the media. The position of the results obtained is a dominant-hegemonic position and is negotiated, where there is no oppositional position. The data obtained by researchers through three informants became a source of data obtained directly through interviews. Through the third informant, they watched the SomeThinc x NCT Dream advertisement on Instagram social media and understood the meaning contained in the advertisement, besides that the meaning they had interpreted was the same as reading which they liked, namely being committed to producing something quality.

Keyword : brand ambassador, advertising, korean wave, reception

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