

ABSTRACT

The Effect of Brand Ambassador Shenina Cinnamon on the #BloomMyWay Campaign and its Impact on the Attitudes of Generation Z (A Correlational Study on Indonesian Women's Beauty Standards in the barenbliss Instagram Campaign from April 2022 to February 2023)

Amanda Desriva Onassis¹⁾, Fathiya Nur Rahmi ²⁾

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

The progress and development of information and communication technology are utilized for accessing and gaining insights into foreign cultures. One such highly developed culture in Indonesia is the culture of South Korea, commonly known as the Korean wave. One of the notable outcomes of the Korean wave's market influence is the increasing popularity of Korean beauty products in Indonesia. The rapid expansion of K-Beauty in Indonesia, facilitated by mass media, significantly impacts the formulation of beauty standards among Indonesian women. This study aims to ascertain the impact of employing brand ambassador Shenina Cinnamon in the #BloomMyWay campaign on the attitudes of the Z-generation. A correlational study is conducted to investigate Indonesian women's beauty standards during the barenbliss campaign spanning from April 2022 to February 2023. The research methodology employed is quantitative, with data collection being carried out through a questionnaire. The results demonstrate that the F count > F table (218,759 > 3.86), thereby rejecting H_0 and accepting H_a , with a regression coefficient of 0.663 and a determination coefficient of 41.4%. In conclusion, the utilization of Shenina Cinnamon as the brand ambassador in the #BloomMyWay campaign has a positive influence on the attitudes of the Z-generation towards Indonesian women's beauty standards during the barenbliss campaign from April 2022 to February 2023, with an observed influence of 41,4%

Keywords: Korean Wave, Brand Ambassador, Attitudes, Beauty Standards.

Libraries : 33

Publication Years : 2013 – 2023