

# Penerapan peran brand ambassador pada brand layanan e-commerce Tokopedia : Isyana Sarasvati = E-commerce Tokopedia's brand ambassador roles practice : Isyana Sarasvati

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## Abstrak

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Strategi celebrity endorsement merupakan salah satu primadona dalam dunia pemasaran dan periklanan. Tak terkecuali brand layanan e-commerce Tokopedia yang mengangkat Isyana Sarasvati sebagai brand ambassadornya. Namun, tak berapa lama kemudian pernyataan sang ambassador justru menunjukkan pertentangan dengan brand yang di-endorsed-nya. Makalah ini berusaha mengkaji bagaimana sebenarnya peran seorang brand ambassador dan bagaimana penerapannya pada konteks situs layanan e-commerce Tokopedia. Kajian menunjukkan bahwa indikator keaslian belum menjadi pertimbangan Tokopedia dalam memilih brand ambassador-nya. Selain itu, pernyataannya brand ambassador yang menyatakan tidak berbelanja online menyebabkan kebingungan atau disonansi kognitif di masyarakat.

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Celebrity endorsement is still used as main strategy in marketing and advertising. Including Tokopedia, a Indonesia e commerce service, that hired Isyana Sarasvati as its brand ambassador. However, few months later, a statement that made by the brand ambassador apparently showed contradiction with the brand. This paper try to examine what is exactly the role of a brand ambassador and how it 's applied especially in Tokopedia e commerce service context. The study concludes that Tokopedia has not yet considered authenticity indicitaor in choosing its brand ambassador. Besides, Tokopedia brand ambassador 's statements that stated she doesn't like do online shopping cause confused or cognitif disonance in consumer 's mind.