

# Analisis Penggunaan Brand Ambassador KPop Idol dalam Strategi Marketing Public Relations dari Kampanye Lead The Wave Chitato = Analysis of the Use of K-Pop Idol Brand Ambassadors in the Marketing Public Relations Strategy of the Lead The Wave Chitato Campaign

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## Abstrak

Saat ini, banyak perusahaan atau brand yang menggunakan brand ambassador sebagai bagian dari strateginya, salah satunya menjadikan artis asal Korea Selatan, seperti aktor dan idol group sebagai brand ambassador dari produk nya. Penelitian ini menganalisis strategi penggunaan S.Coups, Wonwoo, dan Vernon Seventeen sebagai Brand Ambassador dalam kampanye Lead The Wave Chitato berdasarkan fungsi Publicity, strategi Three Ways Strategy, dan manfaat brand ambassador. Dan, melalui metode penelitian desk study. Hasil analisis menunjukkan bahwa penggunaan brand ambassador mampu menciptakan sentimen positif melalui kesamaan nilai antara Chitato dan Seventeen, yaitu self-producing dan autentisitas. Strategi Three Ways yang diterapkan meliputi push strategy melalui promosi langsung di media sosial dan iklan; pull strategy melalui konten tantangan interaktif yang mendorong partisipasi audiens; serta pass strategy yang memanfaatkan komunitas penggemar untuk memperluas pesan melalui word-of-mouth. Selain itu, manfaat brand ambassador mencakup peningkatan visibilitas merek, perluasan jangkauan audiens terutama generasi muda, dan penguatan identitas kampanye. Kesimpulan penelitian ini menegaskan bahwa kolaborasi dengan idol K-Pop sebagai brand ambassador efektif dalam meningkatkan kesadaran merek, menciptakan keterhubungan emosional dengan audiens, dan mengikuti tren pemasaran global yang relevan. ....Many companies or brands use brand ambassadors as part of their strategies, including selecting South Korea artists, such as actors and idol groups as their brand ambassadors. This research analyzes the strategy of using S.Coups, Wonwoo, and Vernon Seventeen as Brand Ambassadors in Chitato's Lead The Wave campaign based on the publicity function, Three Ways Strategy, and brand ambassador benefits. And through the desk study as a research method in this article. The results of the analysis show that the use of brand ambassador is able to create positive sentiment through the similarity of values between Chitato and Seventeen, namely self-producing and authenticity. The Three Ways Strategy applied includes push strategy through direct promotion on social media and advertisements; pull strategy through interactive challenge content that encourages audience participation; and pass strategy that utilizes the fan community to expand the message through word-of-mouth. In addition, brand ambassador benefits include increased brand visibility, expanded audience reach especially the younger generation, and strengthened campaign identity. The conclusion of this study confirms that collaboration with K-Pop idols as brand ambassador is effective in increasing brand awareness, creating an emotional connection with the audience, and keeping up with relevant global marketing trends.