THE INFLUENCE OF BRAND AMBASSADOR AND TAGLINE ON GEN-Z BRAND AWARENESS OF TOKOPEDIA

PENGARUH BRAND AMBASSADOR DAN TAGLINE TERHADAP BRAND AWARENESS GEN-Z DARI TOKOPEDIA

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Abstract: Every company is always trying to improve its marketing strategy to achieve the company's goals in increasing sales, namely by instilling brand awareness to potential customers. Brand awareness is very important so that people stay aware and know the brand of a product and service. The use of brand ambassadors and taglines in every product advertising campaign is one of the company's strategies to increase brand awareness in the minds of consumers.This study aims to analyze the influence of brand ambassador and tagline on gen-Z brand awareness of tokopedia partially and simultaneously. The sample in this study is E-commerce users who know the Tokopedia brand from Gen-Z in Manado as many as 100 respondents. The sampling method used a non-probability sampling technique, namely purposive sampling. The scale used is a 5 point Likert scale. The data was processed by descriptive analysis method and multiple regression method using SPSS 20 application. The results of this study found that brand ambassador and tagline partially and simultaneously had a significant positive effect on Gen-Z brand awareness of Tokopedia.

Keywords: brand ambassador, tagline, brand awareness

Abstrak: *Setiap perusahaan selalu berusaha meningkatkan strategi pemasarannya untuk mencapai tujuan perusahaan dalam meningkatkan penjualan yaitu dengan menanamkan brand awareness kepada calon konsumen. Kesadaran merek sangat penting agar masyarakat tetap sadar dan mengetahui merek suatu produk dan jasa. Penggunaan brand ambassador dan tagline dalam setiap kampanye iklan produk merupakan salah satu strategi perusahaan untuk meningkatkan brand awareness di benak konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh brand ambassador dan tagline terhadap brand awareness gen-Z tokopedia secara parsial dan simultan. Sampel dalam penelitian ini adalah pengguna E-commerce yang mengetahui merek Tokopedia dari Gen-Z di Manado sebanyak 100 responden. Metode pengambilan sampel menggunakan teknik non-probability sampling yaitu purposive sampling. Skala yang digunakan adalah skala Likert 5 poin. Data diolah dengan metode analisis deskriptif dan metode regresi berganda dengan menggunakan aplikasi SPSS 20. Hasil penelitian ini menemukan bahwa brand ambassador dan tagline secara parsial dan simultan berpengaruh positif signifikan terhadap brand awareness Gen-Z Tokopedia.*

Kata kunci: *brand ambassador, tagline, brand awareness*

INTRODUCTION

Research Background

      People these days can shop or purchase many things easily through E-commerce as long as they are connected to the internet, people can purchase many things through accessing available E-commerce applications or sites. In Indonesia, competition in the E-commerce business is highly demonstrated by Tokopedia and Shopee, which are the 2 E-commerce that dominates Indonesia. Based on data from (Statista.com), Tokopedia is observed to have a traffic share of 135.08 million. The online shopping platform Tokopedia became the number one E-

commerce in Indonesia in the period of January 2021, this indicates that Tokopedia with a variety of marketing strategies and service improvements is increasingly getting recognized by the wider community of people. Various marketing strategies have been carried out by E-commerce companies to attract customers and potential customer. According to Aaker (1991), Brand awareness is the ability of consumers to recognize or remember a brand or products. People are more likely to buy goods or use services from a brand that they trust and recognize. Some companies use brand ambassadors as their product information delivery. In early 2021, Tokopedia announced not only 1 but two global mega stars from South Korea, BTS and Blackpink, as Tokopedia Brand Ambassadors. The reason is, from the article of industry.kontan, in the last 10 years surveys have shown that K-Pop stars have a large market and high traffic so Tokopedia hopes that the collaboration with BTS and Blackpink as an effort to increase users by embracing young people, especially among Gen-Z (Mulyana, 2021).

Besides of using brand ambassador as marketing strategies, companies especially usually compete by making catchy taglines, so that the tagline are able to give a deep impression and easy to remember in the minds of consumers of the products and services. Tokopedia has the latest tagline in 2020, "Selalu Ada, Selalu bisa" as a substitute for the tagline "Mulai Aja Dulu" which has been used by Tokopedia since 2018. This tagline arises from Tokopedia's desire to become an E-commerce platform that allows its users to meet their needs easily and quickly from home, without the need to leave their house. In this study, researchers chose Tokopedia as the object of research because of the increasing traffic share or the number of monthly users of Tokopedia and also because Tokopedia which is a large and original E-commerce from Indonesia. However, the problem faced by Tokopedia is that the majority of Tokopedia users are above 35 years which makes Tokopedia want to increase the number of its young users which can also be seen why Tokopedia's brand ambassador is a favorite

Research objectives
The objectives in conducting this research are:
1. To find out the influence of Brand Ambassador on Gen-Z Brand Awareness of Tokopedia
2. To find out the influence of Tagline on Gen- Z Brand Awareness of Tokopedia
3. To find out the influence of Brand Ambassador and Tagline on Gen- Z Brand Awareness of Tokopedia.

THEORITICAL FRAMEWORK

Marketing Management
Marketing management is the analysis, implementation and supervision of programs aimed at making exchanges with the intended market with a view to achieving organizational goals. It really depends on what the organization offers to meet the needs and wants of the market and determined prices, establish effective communication and distribution to inform, encourage and serve the market (Kotler, 2012).

Generation Z (Gen-Z)
There is a slight difference of opinion from experts regarding the initial and final years of Generation Z but in the generation theory according to Codrington and Grant-Marshall (2013) determine that Gen-Z is those who were born in 1995-2010. Gen-Z is a digital generation that is proficient and passionate about information technology and various computer applications. They will access the information needed for educational and personal purposes quickly and easily. Generation Z is truly the first generation of the digital world.

Brand awareness
Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category (Aaker, 1991). If the consumer is not aware of the brand, it is not relevant to talk about brand equity in the first place; then the company competes on the product rather than the brand. Brand awareness has to exist in the minds of consumers.

Brand Ambassador
According to Shimp (2003), brand ambassadors are ad advocates or also known as advertising stars / celebrity that support the products advertised. Brand ambassadors are identities, where they act as a marketing tool that represents the individualism achievement of human glory and the commodification and commercialization of a product and companies use brand ambassadors to influence or engage consumers.

Tagline

Tagline is define as a short phrase that captures a company's brand essence, personality, and positioning, and distinguishes the company from its competitors (Wheeler, 2013). Taglines have become shorthand for what a brand stands for and delivers. According to Eric Swartz cited from Zinaida (2020), a tagline as a short sequence of words (usually no more than seven words), placed next to a logo, and contains a strong brand message aimed at a specific audience.

Previous Research

Syahruddin and Karim (2018) determined: (1) the effect of the "Axis Hits Bonus" ad tagline on Axis card brand awareness, (2) the influence of brand ambassadors on brand awareness of Axis cards and (3) the effect of the "Axis Hits Bonus" ad tagline and brand ambassador to brand awareness Axis card for STIE AMKOP Makassar students. This research is explanatory research. The sample in this study were 96 STIE AMKOP Makassar students who were determined using the Paul Leedy formula. Data collection techniques used are through distributing questionnaires and documentation from primary data and secondary data. The analytical method used is multiple linear regression analysis. While for the hypothesis test used F-Test and t-Test. The results showed that (1) the advertisement tagline version of "Axis Hits Bonus" had a positive and significant effect on brand awareness (2) Brand ambassadors have a positive and significant effect on brand awareness. (3) The advertisement tagline and brand ambassador have a positive and significant effect on brand awareness.

Dewi, Edyanto, and Siagian (2020) aimed to the selection of public figures as brand ambassadors to build brand image and brand awareness had the goal of affecting people in their purchase decision. The object in this research was Pantene shampoo. Data collection in the research was done with distributing surveys. The sample in this research was 100 respondents, using a purposing sampling method and using partial least square as a statistic processing tool. Based on the result and analysis, the brand ambassador that Pantene shampoo was using had a significant effect on brand awareness. Brand ambassador Pantene had a significant effect on brand image, brand awareness. Brand ambassador and brand image also had a significant effect on the consumer's purchase decision.

Widyastuti and Nugroho (2018) analyzed the effectiveness of the #dijaminOri tagline used by JD.ID companies to establish their brand awareness. In testing this study a questionnaire was used with 10 items of statements distributed to 100 respondents. The sample used in this study were people who had seen the #DijaminOri tagline. The sample is done by purposive sampling method. In this study simple regression analysis was used. The results of this study indicate that the tagline has a very significant effect with a positive direction.

Conceptual Framework
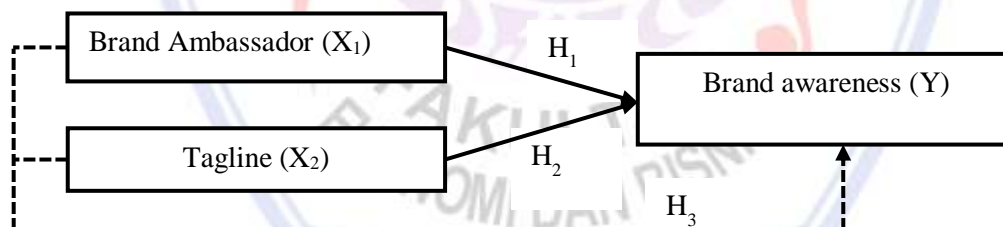
Figure 1. Conceptual Framework
Source: processed by researcher, 2021

RESEARCH METHOD

Research Approach

This research uses quantitative research methods with an associative approach. Research using a quantitative approach examines specific populations or samples, data collection uses research instruments, data analysis is quantitative / statistical, with the aim of testing predetermined hypotheses (Sugiyono, 2015). Furthermore, this research approach uses a questionnaire to be distributed in order to obtain information from respondents who are considered eligible and represent the population.

Population, Sample, Sampling Techniques

The researchers determined that the Gen-Z E-commerce users who know the brand "Tokopedia" in Manado are the population in this research. The number of samples in this study was determined by the Cochran

formula. In this study, as many as 101 distributed samples, but there is 1 sample that is invalid so that the sample used is 100 samples. 100 people from Generation- Z (Gen-Z) criteria aged between 11-26 years, E-commerce users who know the Tokopedia brand in Manado. The sampling technique used in this study which is purposive sampling have the criteria for respondent to being a sample that have been determined which is E-commerce users who know the Tokopedia brand from generation Z (Gen-Z) in Manado. Researcher chose to research specifically on Gen-Z because the majority of Tokopedia users are above 35 years old who are some of Millineals, Gen-X, and Boomers, Thus encouraging Tokopedia itself to focus on adding a new target market which is Gen-Z.

Data Collection Method

The data collection Method used in this study is a questionnaire technique where the researcher gives a set of questions or written statements to the respondent to be answered. Data collection techniques using questionnaires can be used to collect data from a large number of respondents who become a sample and the data collected can be analyzed more easily, because the questions asked of each respondent are the same (Gulo, 2002). The questionnaire used is a list of questions related to the research topic.

Operational Definition of Variable
1. Brand Ambassador. Advertising stars / celebrity that support the products advertised. Indicators: Visibility, Credibility, Attraction, Power
2. Tagline. Short phrase that captures a company's brand essence, personality, and positioning, and distinguishes the company from its competitors. Indicators: Familiarity, Differentiation, Message of value
3. Brand Awareness. Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. Indicators: Brand Knowledge, Brand Recognition, Brand Recall, Brand Familiarity

Data Analysis Method
Validity and Reliability Test

Validity is one of the characteristics that mark a good learning outcome test. According to Dixon cited from Siyoto and Sodik (2015), a test is said to be valid if the test measures what it wants to measure. An instrument which is valid or legitimate has high validity. Conversely, instruments that are less valid mean that they have low validity. Reliability is an index that shows the extent to which a measuring device can be trusted or reliable. If a measuring device is used twice to measure the same symptom and the measurement results obtained are relatively consistent, if the correlation coefficient (r) is positive, the measuring tool is reliable.

Multiple Regression Analysis

Multiple linear regression analysis is used to analyze the effect of the independent variables (Brand Ambassador and tagline) on the dependent variable, namely brand awareness. The formula for multiple linear regressions that is commonly used in research is as follows:

$$Y_1 = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Description:
Y_1 = Brand Awareness,
α = Constant, the value of Y if all X values are zero
β_1, β_2 = regression coefficient
X_1 = Independent Variable (celebrity endorser)
X_2 = Independent Variable (tagline)
ε = standard error

RESULT AND DISCUSSION

Result
Validity Test and Reliability Test

The validity test was carried out to test the validity of the questionnaire items using the SPSS application, and also with the Product Moment Correlation formula where if rcount> rtable is at the significant level ($\alpha = 0.05$) then the instrument is considered valid.the result shows each item has an r value greater than r table at the 5% sig

level, which is 0.195 so it can be stated that the items from the Brand Ambassador (X_1), Tagline (X_2), and Brand Awareness (Y) variables are valid. Reliability test shows the extent to which a measuring device can be trusted or reliable. In this study, a variable is said that to be relevant if it gives a Cronbach Alpha value> 0.60. the result shows that the Cronbach's Alpha values of the Brand Ambassador (X_1), Tagline (X_2), and Brand Awareness (Y) variables is greater than 0.6, Therefore, it can be declared as reliable.

Classical Assumption Test
Normality Test
In this study, the normality test was carried out using the normal depiction of Probability Plots in the SPSS version 20 program where if the point or data is adjacent to a diagonal line, it can be said and concluded that the data is normally distributed.
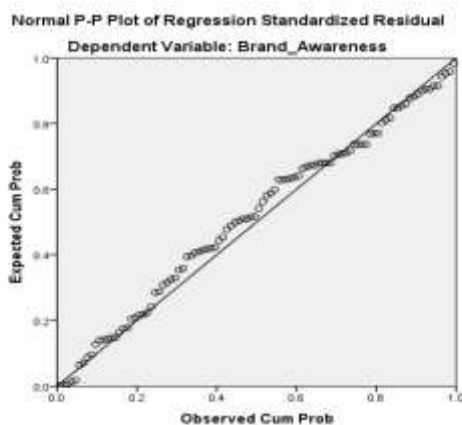
Figure 2. Normality Test
Source: The research data were processed using SPSS 20

It can be seen that the figure shows that the data plot (data distribution) spreads around the linear line and follows the direction of the linear line. Therefore, the data is said to be normally distributed.

Multicollinearity Test
The multicollinearity test is a test that is conducted to find a correlation between the independent variables being studied.

Table 1. Multicollinearity Test

Coefficients[a]

|	Collinearity Statistics	
Model	Tolerance	VIF
1 (Constant)		
Brand_Ambassador	0.672	1.489
Tagline	0.672	1.489

a. Dependent Variable: Brand_Awareness
(Source: The research data were processed using SPSS 20)

The Variance Inflation Factor (VIF) value of the independent variable, namely the variable (X_1) Brand Ambassador and the variable (X_2) Tagline, is smaller or below 5 (1,489 < 5), it can be concluded that between independent or independent variables there is no multicollinearity in regression model.

Heteroscedasticity Test
The heteroscedasticity test is seen by the presence or absence of a certain pattern on the scatterplot graph presented, that is the dots spread randomly and do not form a certain clear pattern and are spread both above and below zero on the Y axis, means that there is no heteroscedasticity.
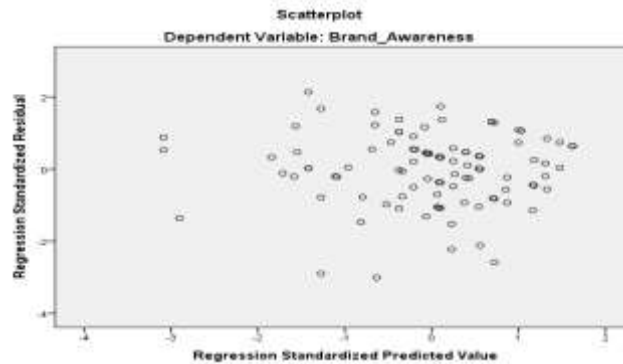
Figure 3. Heteroscedasticity Test
(Source: The research data were processed using SPSS 20)

The points on the scatterplot graph spread randomly, spread both above and below zero on the Y axis and do not form a certain clear pattern. Therefore, the regression model is said to have no heteroscedasticity.

Multiple Linear Regression Analysis
Table 2. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.534	1.752		1.447	0.151
	Brand_Ambassador	0.302	0.102	0.295	2.951	0.004
	Tagline	0.641	0.173	0.37	3.703	

a. Dependent Variable: Brand_Awareness
Source: The research data were processed using SPSS 20

Multiple linear regression equations can be arranged as follows:

$$Y = 2.534 + 0.302 \, X_1 + 0.641 \, X_2$$

The multiple linear regression equation can be described as follows:
1. The constant is positive, with a value of 2.534; it means that if the independent variable Brand Ambassador (X_1) and Tagline (X_2) the value are zero, then Brand Awareness (Y) is 2.534.
2. The value for brand ambassador (X_1) is 0.302, meaning, for every 1 unit increase in X_1, Brand Awareness (Y) has increased by 0.302 or vice versa. The value of X_1 against Y is positive, meaning that the higher the X_1 value, the higher the Y value.
3. The regression coefficient value for tagline (X_2) is 0.641; meaning, for every 1 unit increase in X_2, Brand Awareness (Y) has increased by 0.641 or vice versa. The value of X_2 to Y is positive, meaning that the higher the X_2 value, the higher the Y value.

The Coefficient of Determination (R^2)

The test of determination (R^2) is useful for measuring how far the variation of the independent variable explains the dependent variable.

Table 3. Determination Coefficient Test (R^2)

Model Summary[b]

Model	R	R Square
1	.591[a]	0.349

a. Predictors: (Constant), Tagline, Brand_Ambassador
b. Dependent Variable: Brand_Awareness
Source: The research data were processed using SPSS 20

Based on table 3, it can be concluded that:

1. The value of R square (R2) is 0.349. That is, the Brand Ambassador (X1) and Tagline (X2) variables contribute together by 34.9% to the Brand Awareness (Y) variable, while 65.1% is influenced by factors outside this research model. Thus the two independent variables are said to be quite influential on the dependent variable, namely Brand Awareness.

2. The value of R = 0.591 means that the relationship between the Brand Ambassador (X1) and Tagline (X2) variables toward Brand Awareness (Y) variable is 59.1% (0.40 - 0.599 = moderate). It means that there is a moderate relationship between variables.

Hypothesis Test
Table 4. T-Test

Model Summary^b

Variables	T_{count}	T_{table}	Description
Brand Ambassador (X_1)	2.951	1.984	Accepted
Tagline (X_2)	3.703	1.984	Accepted

Source: Data processed, 2021

1. The test results for the brand ambassador variable (X_1) on brand awareness (Y) obtained a t value of 2.951 > 1.984 with a significance level of 0.004 < 0.05 and a positive regression coefficient of 0.302. This means that the brand ambassador variable (X_1) has a positive and significant effect on brand awareness (Y). It can be concluded, H_1 (Tokopedia's Brand Ambassador has an influence on brand awareness) is accepted.

2. The test results for the tagline variable (X_2) on brand awareness (Y) obtained a t value of 3.703 > 1.984 with a significance level of 0.000 <0.05 and a positive regression coefficient of 0.641. This means that the tagline variable (X_2) has a positive and significant effect on brand awareness (Y). It can be concluded, H_2 (Tokopedia's Tagline has an influence on brand awareness) is accepted.

Table 5. F-Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	420.938	2	210.469	26.004	.000^b
	Residual	785.102	97	8.094		
	Total	1206.04	99			

a. Dependent Variable: Brand_Awareness
b. Predictors: (Constant), Tagline, Brand_Ambassador
Source: The research data were processed using SPSS 20

Table 5 shows the F_{count} value is 26.004 and the F_{table} value is 3.09, this shows that $F_{count} > F_{table}$ (26.004 > 3.09). Sig value of 0.000 (Sig. < 0.05), then Ha3 is accepted or the independent variables, namely Brand Ambassador (X_1) and Tagline (X_2) have a significant effect on Brand Awareness (Y).

Discussion
Brand Ambassadors on Brand Awareness

The brand ambassador of Tokopedia which is BTS and Blackpink affect brand awareness of Gen-Z E-commerce users in Manado. This result are in accordance with the research of Mahisa et al (2019) which states that brand ambassadors have a significant effect on brand awareness. Tokopedia is arguably wise in choosing their brand ambassador. Making BTS and Blackpink as brand ambassadors because they want to attract more new users, especially from the Gen-Z, which according to the results from the questionnaire and the tests conducted shows that Tokopedia brand ambassador has a significant and positive influence on brand awareness which means that BTS and Blackpink as Tokopedia brand ambassador has a direct influence and an important role to Gen- Z brand awareness of Tokopedia. Therefore, it can be said that Tokopedia was successful in choosing their brand ambassador.

Tagline on Brand Awareness

Tagline in carrying out its functions can be measured by 3 criteria according to tagline indicators in this study, namely familiarity, differentiation, dan message of value. According to the results of the questionnaire and tests conducted, it shows that the Tokopedia tagline has a significant and positive influence on brand awareness which means that "Selalu Ada, Selalu Bisa" as Tokopedia's tagline has a direct influence and an important role on brand awareness of Gen-Z on Tokopedia brand. This agrees with the previous research by Mahisa (2019) that is give the result that tagline very significant effect with a positive direction to increase brand awareness.

Brand Ambassador and Tagline on Brand Awareness

Brand ambassadors and taglines simultaneously have a significant effect on Gen-Z brand awareness of Tokopedia brand. Meaning that BTS and Blackpink as brand ambassador and "Selalu Ada, Selalu Bisa" as tagline has a positive effect and significant on Gen-Z brand awareness of Tokopedia. This can be justified because in advertising, Tokopedia sometimes uses the brand ambassador and tagline all together, for example in a Tokopedia advertisement, BTS mentions the Tokopedia tagline in the advertisement so that the Brand ambassador and tagline simultaneously influence the audience of the advertisement. This is in accordance with the previous research by Syahruddin and Karim (2018) shows the result that there is a positive and significant influence between brand ambassador and tagline on brand awareness.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the data analysis that has been carried out and the discussions that have stated, then the following conclusions are obtained:

1. Tokopedia has a strong and very famous brand ambassador. Brand ambassadors have a significant and positive influence on Gen-Z brand awareness of Tokopedia. This means that the stronger the brand ambassador, the more brand awareness of the Tokopedia brand will be increased.
2. Tokopedia has a strong tagline. The tagline has a significant and positive influence on Gen-Z brand awareness of Tokopedia. It means the stronger the tagline it will further increase brand awareness of the Tokopedia brand.
3. The result of this study has also shown that Brand ambassador of Tokopedia which is BTS and Blackpink, and the Tagline of Tokopedia which is "Selalu ada, Selalu bisa" simultaneously have a positive and significant effect on Gen-Z brand awareness of Tokopedia.

Recommendation

Based on the conclusions that have been stated above, the writer can put forward some suggestions as follows:

1. To enhance Gen-Z brand awareness of Tokopedia, Tokopedia should select their next celebrity for brand ambassador based on their visibility, credibility, attraction, and power and also who can transfer good and positive value to the brand. Also, it would be better for Tokopedia to continue to see the development of the entertainment world and continue to use brand ambassadors who are very famous or booming, such as certain K-pop groups or other foreign artists or local artists who are also well known and in accordance with the image that Tokopedia wants to highlight so that later the influence of the Brand ambassador can later be right on target and as desired, especially to increase Brand awareness.
2. Tokopedia continues to have to maintain their way of making taglines so they can continue to create next catchy and easy-to-remember taglines so that they can be easily remembered and have a deep impression for all age groups of Tokopedia users especially Gen-Z Tokopedia users or probably for non-Tokopedia users or potential customer who have the opportunity to become Tokopedia users in the future.
3. Knowing the independent variables in this study, namely the brand ambassador and tagline is very important in influencing brand awareness, it is hoped that the results of this study can be used as an example and references for future researchers to do more develop research by considering other variables that is another variable outside the existing variables in this study.
4. This research is aimed at Tokopedia, which uses BTS and Blackpink as their brand ambassador. Meanwhile, BTS and Blackpink are well known to be an artist who has become brand ambassadors to many brands, for BTS there are: Louis Vuitton, KB Kookmin Bank, Samsung, and many more. And for Blackpink there are: Channel, Samsung, Shopee, and many more. Therefore, in the next BTS or Blackpink research as a brand

ambassador, the object can be analyzed by the different brands mentioned above, so that the results of the study can be compared to each other.

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