

The Role of Advertising and Brand Ambassadors for Casuale Project Brand Sales

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ABSTRACT

The role of advertising and brand ambassadors has a big effect on one of the local brands, Casuale Project, especially to increase sales. The Casuale Project team made an update to be able to increase sales of its products. However, what happens here is that when advertising has been updated and brand ambassadors have been appointed for Casuale Project, potential consumers here still feel less about Casuale Project products. This study aims to analyze how the role of advertising and brand ambassadors for sales on the Casuale Project brand. This research uses qualitative research and is processed using data obtained from interviews. The results of this study show that the role of advertising does not really play a big role in increasing sales, it turns out that sales can increase because it uses a brand ambassador strategy to sell its products.

Keywords: Advertising, Brand Ambassadors, Sales

INTRODUCTION

The high level of business competition both locally and globally and the existence of an uncertainty condition forces business people to be able to achieve a competitive advantage, so to be able to achieve this, business people, especially marketers here, must be able to apply a modern marketing concept. Modern marketing must be customer-oriented, because customers are the spearhead to be able to achieve the success of marketing.

With the internet, it turns out that it can facilitate consumers who have a hobby of shopping. Shopping through online has become a trend among the public. This can be seen that usually the people here carry out shopping activities through the nearest store, but with the existence of online shopping provided by e-commerce, or social media which is utilized by business actors as a field of buying and selling activities here, it can greatly facilitate shopping.

The advancement of social media can be a necessity that always makes it easier, especially for business people, but with the emergence of social media it can also make business in traditional ways can finally be displaced. Business people here finally choose social media to be able to do marketing easily, namely with interactive marketing, then provide easy service for consumers, can build communication with customers as well as with potential customers and can also be used to buy and sell products online.

Social media such as Instagram is an application that is often used by business people to carry out buying and selling activities online.

Instagram is a free application to be able to share photos and videos and Instagram is also a social media that is present as the largest social community site in the world. Instagram is very much in demand by all circles, especially online shop owners.

LITERATURE REVIEW

Ads referred to on Instagram here are advertising or advertising. The definition of advertising or advertising (Junaedi, 2017) is a non-personal information communication structure, generally carried out by paying a certain party. Advertisements are made with the aim that people can watch these advertisements so that an interest in buying is encouraged. In essence, advertising or advertising here is used as a means of promoting a product so that advertising is used as something important to be able to influence consumers and later make purchases.

Indicators of advertising or advertising according to (Kotler, 2017) consist of three things, namely (1) Purpose, meaning that advertising has the aim of encouraging consumers to buy the product or service to be offered. (2) Message, in an advertisement must have a clear message about the product, so that the product that is marketed can later attract attention, arouse the desire to buy a product. (3) The media used, for media selection is also very important, business actors who use advertisements to promote their products must be able to pay attention to which media are often seen and used by consumers. In addition, advertisers must be able to pay attention to the costs that will be

incurred because advertising will be able to have an influence on the reach of people who are aware of these advertisements.

The advertising feature on Instagram is also utilized by the Casuale Project brand, which is a clothing brand from Bandung that utilizes the Instagram Ads feature to be able to promote the products they produce. The Casuale Project brand has been around since 2020.



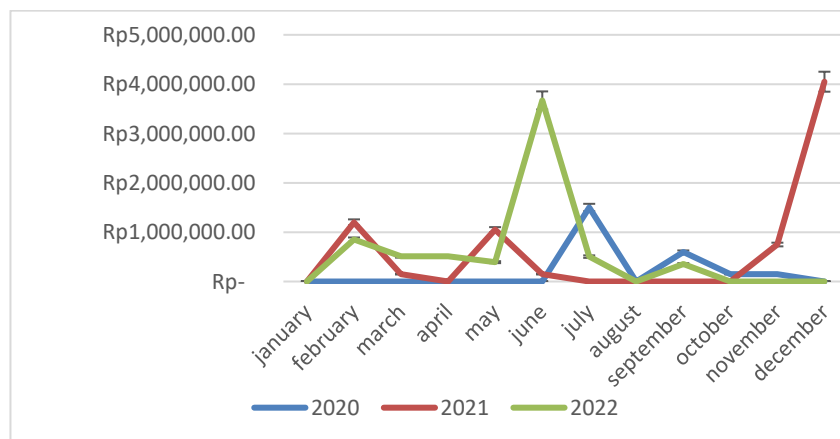
Figure 1. Instagram Casuale Project (Source: Instagram.com/casualeproject)

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Attractiveness, which can also be called attractiveness, means not only physical attractiveness but includes the number of characteristics that the audience can see in supporters such as lifestyle, intelligence, attractive factors and some of them. (2) Trustworthiness, which means that there is a level of trust, dependence such as someone who is used as a brand ambassador can be trusted. (3) Expertise, which refers to the knowledge, or skills possessed by a supporter related to the topic he represents, for example in a brand ambassador a product marketer must pay attention to characteristics that can affect the success of the endorsement carried out by the company.

The use of promotion through brand ambassadors and also using Instagram Ads carried out by Casuale Project is to increase sales of the brand. Because the marketing that was done initially was just uploading Casuale Project products on Instagram feeds, then just promoting word of mouth was not enough for the Casuale Project brand to be able to increase sales.



Grafik 1. Casuale Project Sales Chart (Source: Casuale Project Marketing Team, 2022)

Sales is the result of a managerial process in which individuals and groups get what they need and want and also what is created and then offer and exchange products of value with other parties (Kotler and Keller, 2018) a consumer behavior in which consumers have the desire to be able to buy or choose these products can be based on experience in choosing, using and also consuming or even wanting a product. Indicators on sales according to Kotler and Keller, 2018 (1) Price, (2) Promotion, (3) Product Quality, (4) Distribution channels. So to be able to sell Casuale Project products in demand, this brand finally increases through advertising and also uses brand ambassadors to be able to increase sales.

METHODS

In the research method used by researchers is qualitative research. The qualitative method here uses a descriptive method approach to search, collect and also process and analyze the research data because the researcher here analyzes something dynamic.

Based on the explanation of the research method above, the researcher uses a qualitative research type. Qualitative research (Moleong, 2018) provides an explanation that data collection from qualitative research in a natural setting using natural methods and is carried out by naturally interested people and researchers.

The characteristics of qualitative research (Creswell, 2019) also define that qualitative research is a study in which the data is collected at the location studied by the

researcher, the data is collected by the researcher himself which is done through observation, documentation and interviews and in conducting research is not always in accordance with the initial research plan. So in this study, researchers felt it was appropriate to use a qualitative research method with a descriptive approach to be able to analyze how the role of advertising and brand ambassadors for Casuale Project product sales.

The research instrument in qualitative research means that the researcher himself is the instrument. Therefore, when the researcher becomes an instrument in his research, he must be able to "validate" how far qualitative research can be done to get into the field.

Sampling in qualitative research can also be called informants or sources. To conduct this research, researchers will select informants themselves who will be studied with certain considerations that informants are the ones who know best what is needed by researchers and informants here can be considered holders of power to be able to facilitate researchers in conducting research so that the focus of a determined problem can be described in research and analyzed by researchers.

This research will also use data collection techniques based on the methods used. In order to be able to get the desired data and can be obtained completely from the field, the researcher has a technique to be able to collect research data, namely by making an observation, meaning that there is an attempt by the researcher to collect data systematically with standardized

procedures. Second, the researcher will conduct an interview, (Moleong, 2018) an interview is a form of verbal communication such as a conversation whose purpose is to get information.

Furthermore, researchers will also conduct a documentation which can support this research, (Creswell, 2019) gives his opinion regarding documentation is that this document is a biased document in the form of public documents such as newspapers, reports, while audio and visual data can also be photographs, art objects, or everything that is sound / sound.

Data analysis is a process to simplify data so that it can make it easier for researchers, then also readers to understand it. In this study, researchers will carry out qualitative data analysis techniques. Data analysis techniques are carried out by researchers by collecting data, viewing and presenting data in detail and then verifying data or drawing conclusions from data.

To be able to determine the validity of data (Moleong, 2018) states that to be able to carry out data validity a careful examination is needed. There are four criteria for being able to test data, namely the degree of trustworthiness (credibility), transferability, dependability, and also certainty (confirmability).

In the first variable, researchers used advertising to be able to answer this research. Researchers conducted interviews with the marketing team and brand manager team to be able to answer this research. The results showed that the use of advertising or advertising on the Casuale Project brand is using the fitu from Instagram ads.

Previously, the advertising process for this brand was just posting on Instagram about the products they have, then also only informing their closest friends to post Casuale Project brand products via instastory on their Instagram so that the followers of their closest friends know the existence of the brand and can make them curious about the product. It turns out that the marketing team here realized that the strategies or ways that are done here to advertise their products in such a way are not enough.

Finally Instagram here presents Instagram ads, and the Casuale Project brand marketing team finally utilizes this to be able to increase sales so that by utilizing Instagram ads not only markets to potential customers who are interested in the product but also to the public.

RESULT

The process carried out to advertise on Instagram Ads is specifically the marketing team making a special submission to Instagram to be able to market products on Casuale Project Instagram. The things that the marketing team does here are to be able to use Instagram Ads Casuale Project, namely by following the methods directed by Instagram, namely (1) Must log in to Facebook Ads Manager, because the Facebook Ads Manager page here will be integrated with Instagram, (2) Click the option of creating customized ads, meaning that the ads made here can later produce something more specific, (3) Determine the purpose of the ad, (4) Selection of ad types, namely Facebook will give businesses the choice whether they

want to use ads that can optimize the budget or split tests, the difference is that ads with budget optimization do not require high costs but their effectiveness is not as good as split tests, and the meaning of split tests here is that they require large costs but can invite a wider audience.

Instead, the Casuale Project brand here chooses budget optimization to be able to see how effective the role of Instagram Ads is to be able to increase sales first to potential customers, the next stage is (5) Writing the name of the ad and choosing the destination of the Ad traffic, the traffic referred to here is to provide a destination where it will be directed if potential customers see ads from Instagram whether to the website, messenger or Whatsapp or also the applications used by Casuale Project, but in determining traffic Casuale Project chooses Instagram to be directly visited by potential customers, (6) Clicking the promo menu, which in this position the ad will be promoted, (7) Determining the target audience, the target audience chosen by the Casuale Project Team is actually teenage boys, (8) there is a broadcast schedule, where Instagram Ads determines how long the ad will be aired, Casuale Project uses Instagram Ads for only three months, (9) Choosing an ad format, the ad format chosen by Casuale Project here is a photo and makes an ad description of a sale of 40%, finally, (10) Making payments, where the Casuale Project team makes payments to Instagram Ads, where per-month Instagram Ads here are charged Rp. 25,000,-



Figure 2. Instagram ads from the brand Casuale Project (Source: Instagram.com/casualeproject)

The research results regarding the role of Instagram ads to be able to increase sales of the Casuale Project brand are also recognized by the brand manager team in order to indirectly increase brand awareness of the Casuale Project brand and can also direct visitors to visit the Instagram profile of the Casuale Project brand.

Furthermore, the second variable is the use of brand ambassadors to increase sales. The marketing team also uses brand ambassadors. The brand ambassadors chosen by the Casuale Project brand marketing team are individuals or groups who are competent to directly or indirectly market the product.

CONCLUSION

Based on the results of research conducted by researchers and the discussion that has been stated, the results show that advertising and brand ambassadors here directly have a big influence on sales. Advertising used by Casuale Project is utilizing the Instagram Ads feature, advertising has actually been continuously carried out by the

Casuale Project team but the Casuale Project team here makes updates to be able to increase sales, namely by advertising through Instagram Ads. Then with the utilization of brand ambassadors to increase sales, it turns out that it is also enough to affect sales, so it can be said that the brand ambassador here has been quite successful in being able to promote either directly or indirectly about the brand of Casuale Project.

While the advice for the Casuale Project brand specifically with variable advertising is that it would be nice for the team here to do an advertising marketing with products that can be considered to increase sales. If the Casuale Project brand here can upgrade its products and be packaged through Instagram Ads properly, researchers are very sure that this will not only increase sales but also interest in buying and then also the interest of potential customers to make a purchase.

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