

Public relations campaign "*Forever against animal testing*" by the body shop

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Abstract

This research was conducted to find out how much influence Love Laura's *brand ambassador* in The Body Shop's Public Relations campaign "*Forever Against Animal Testing*" towards corporate image. This study uses SOR theory that explains by using figure *brand ambassador (stimulus)* would provide information or messaging products/company to the consumer or the audience (*organism*) can affect the perception of the image of the company (*response*). The paradigm of this study using positivist with quantitative approach. The method used is the survey method, with data obtained through a questionnaire distributed to 118 respondents. This study shows the value of t obtained amounted to 6.767 greater than the right value of t table of 1.981. The results of the study stated that there was an influence between Cinta Laura as *brand ambassador* in The Body Shop's Public Relation campaign "*Forever Against Animal Testing*" towards corporate image with a correlation value of 0,532, which means the relationship between the two variables considered strong, with the coefficient of determination which indicates 28.3% variable corporate image contributing variables *brand ambassador* in a Public Relation campaign.

Keywords: brand ambassador, campaign, corporate image, SOR theory, animal testing

1. Introduction

The Public Relations campaign activity has been practiced in Indonesia in the cosmetics industry whose development is considered to be quite rapid. The cosmetic market in Indonesia is considered quite promising for both foreign and local business people. The number of cosmetic preferences in Indonesia is currently more dominated by global products. As quoted from Katadata, global cosmetic product preferences in 2016 are estimated to grow by 48%. While this amount is lower than local product preferences, which is estimated at 36%. The demand for imported Indonesian cosmetics continues to increase along with the growth in the need for premium cosmetic brands from middle-class consumers in Indonesia (Databoks, 2016) ^[3]. (<https://databoks.katadata.co.id/datapublish/2016/11/17/konsumen-indonesia-lebih-suka-merek-kosmetik-global>)

One of the cosmetic companies that applies the Public Relations campaign activity, namely The Body Shop which is engaged in manufacturing and retail in various countries, including Indonesia. The Body Shop is a company that cares about social and environmental issues. This concern does not only give donations in the form of money. The Body Shop conducts programs as real actions in showing concern for living things beings and the environment to touch the emotional side of the audience.

The several achievements achieved by The Body Shop were in 2017, which made it into the Top 50 Cosmetic Brand version of the Brand Directory (directory, 2016) ^[5]. (http://brandirectory.com/league_tables/table/cosmetics-2016)

Meanwhile, The Body Shop also won the "*Best Sustainability Program*" category. Editor-in-Chief of Berita Satu Don Bosco said that a product that was received by the public was no longer passively accepted by costumers. In today's modern era a *brand* is able to tell about itself because it can be felt. "The public wants to enjoy the products more. They also want to know the products that

reach their hands, whether they are in accordance with society and the environment," he said. Environmentally friendly aspects, according to Don, are elements that are considered by the community. A good eco-friendly product campaign can make a product accepted by the public.

This study examines the influence of *brand ambassadors* in a public relations campaign The Body Shop "*Forever Against Animal Testing*" on the image of the company. In the middle of 2017, The Body Shop Indonesia had a *brand ambassador* for the first time by pointing to Cinta Laura as his company choice. Young, beautiful, smart and accomplished. This is what makes The Body Shop Indonesia designate Cinta Laura as a *brand ambassador*. Cinta Laura is considered as a young woman who is inspiring, achieves and has concern for the environment. The Body Shop as a cosmetics company has a vision to become the most ethical international scale company and has a commitment to always protect and preserve the environment and surrounding communities, this British company always keeps that commitment, including in choosing its *brand ambassador*. The Body Shop itself has been present for 25 years in Indonesia, of course, requires a *brand ambassador* who represents that vision. Cinta Laura is considered to have the values of life and the same mission with The Body Shop to support natural beauty is not a cliché beauty and wants to play a role in bringing changes that have a positive impact on environmental sustainability. Cinta Laura is considered not only a beautiful millennial figure, but also achieves in education and career, inspiring, and who mainly has concern for social and environmental issues that occur around her. On the other hands, Cinta Laura also has an interest and concern for social and environmental issues with various social activities that she does on her own initiative. Cinta is also an animal lover, this makes it very supportive of The Body Shop to promote a campaign that opposes *animal testing against animals*.

"Partnering with a non-profit organization working to end animal testing, Cruelty Free International, The Body Shop will bring this petition to the United Nations to invoke an international convention banning cosmetic testing of animals globally and will end animal testing on cosmetics forever" Said Rika Anggarini, GM of Corporate Communication, The Body Shop Indonesia.

The Body Shop Indonesia invites customers to support and participate by signing a petition in all of The Body Shop stores. The period for collecting petitions starts from June 1 to August 30, 2017. Customer and public support can be done by posting on *social media* with the #Forever Against Animal Testing hashtag to increase awareness of this problem. (Shop, 2018) ^[14].

Through this *Forever Against Animal Testing* campaign, The Body Shop also wants to *engage* their consumers are more *connected* and *concerned* about the campaign. This campaign is also supported by series make up The Body Shop which is a product that is 100% *Cruelty Free Make Up*. To avoid using animals, The Body Shop uses poor technology using synthetic leather in testing its products, both cosmetics, body treatments, and *skin care*.

This research proves the extent of the influence of Love Laura's *brand ambassador* in The Body Shop's Public Relations Campaign "*Forever Against Animal Testing*" to the company's image. This campaign of Public Relations can be an important tool for companies to increase the awareness and knowledge of the target audience (*target audience*) and also to grab attention and foster a positive perception or opinion on an activity of an institution or organization (*corporate activities*) in order to create a good corporate image and trust from the community through the delivery of messages intensively with a continuous period of communication process. The research question is: How far Cinta Laura as *brand ambassador* in The Body Shop's Public Relations campaign "*Free Against Animal Testing*"? what extent is The Body Shop's corporate image in The Body Shop's Public Relations campaign "*Free Against Animal Testing*"? How far is the influence of Cinta Laura's *brand ambassador* in The Body Shop's Public Relations campaign "*Free Against Animal Testing*" on corporate image?

Research about product and public relations campaign using ambassador also conduct several researcher such as brand ambassador in belgaum city by Goutam (Goutam, 2013) ^[6]; Consumer Purchasing Decision (Wang & Hariandja, 2016) ^[18]; Campaign "Say no to Plastic Bag" (Anggani, 2014) ^[1]; Brand Ambassador on Cosmetic Customer (Devi, 2015) ^[4], (Ligia, Putri, & Nurfebriyaning, 2016) ^[10]; Building image brand on digital platform (Hanafi & Irwansyah, 2017) ^[7], (Son, Suharyono, & Abdillah, 2014) ^[16];

Creative strategies that are carried out by companies to improve the image of a company can be through the appointment of *brand ambassadors*. Brand ambassadors often use big names, beautiful and handsome artists, and figures that can attract people's attention. The reason is because their existence is expected to influence and be trusted by costumers in the messages they bring, both commercial messages and social messages.

According to Lea-Greenwood (Lea-Greenwood, 2012) ^[9], the definition of *brand ambassadors*, namely: "A *brand ambassador* is used by companies to communicate and connect with the public, regarding how they actually increase sales." The use of *brand ambassadors* is carried

out by companies to influence or invite customers. This makes customers interested in using the product, especially because the selection of *brand ambassadors* is usually based on imaging through a famous celebrity (Royan, 2004:7) ^[11]. According to Shimp (Shimp, 2003) ^[13], the selection process of *brand ambassadors* according to the order of interests has several considerations, namely as follows: (1) Celebrity. The main reason for choosing celebrities as *brand ambassadors* is their credibility. The credibility of a celebrity can be seen from the level of trust and expertise of the celebrity in his/her field. People who can be trusted and are considered to have insight into certain things, will be the person who is able to convince potential customers to take action. (2) Celebrity compatibility with The audience. A celebrity will certainly be a representation of the product his/her represents. The reason for a product to choose a *brand ambassador* from celebrities is usually to support the product in order to have a match with the consumers who want to go. (3) Celebrity compatibility with Brand. In choosing *brand ambassadors* from among celebrities, of course a company has consideration by paying attention to celebrities who match the brand they will represent, the image of the celebrity such as its value and behavior, whether it is in accordance with the impression and purpose to be highlighted in a brand. In addition, other reasons in the selection of a celebrity as *brand ambassador* is a person and his personal trustworthy and consistent his profession. (4) Celebrity Attractiveness. In choosing celebrities as *brand ambassadors*, an advertising company has different aspects of consideration that are put together into a concept of attraction. The attraction of the celebrity figure is aspects such as friendliness, fun, having advantages in terms of physical, having a profession or work that supports the goals of the advertising company. Attractiveness is not as important as the credibility and suitability of the audience or brand in choosing a celebrity as a *brand ambassador* (5) Considerations Others, In addition to the four reasons mentioned above, a company also considers other factors in choosing a *brand ambassador* from among celebrities. These additional factors, namely the costs incurred to obtain services from the celebrity, the size of the possibility that the celebrity will be in trouble after support is made, it is difficult or easy he will work together, and how many other brands are being supported by celebrities that is.

In order to be a useful *brand ambassador* for products that are campaigned for, there are several important factors that need to be considered. According to Lea-Greenwood (Lea-Greenwood, 2012) ^[9] the dimensions of *brand awareness*, namely: (1) *Transference*, is when a celebrity supports a brand that is related to their profession. (2) *Congruence*, is a key concept in *brand ambassadors* which is to ensure that there is a match (suitability) between brands and celebrities. (3) *Credibility*, is the level at which customers see a source (*brand ambassador*) has relevant knowledge, expertise or experience and the source (*brand ambassador*) can be trusted to provide objective and unusual information. (4) *Attraction*, is an attractive non-physical display that can support a product. (5) *Power*, is the charisma emitted by sources to be able to influence consumers so that consumers are affected to buy or use products. It is this dimension that shows whether the *brand ambassador* is competent or not, because the concept of source credibility is not always owned by the campaigner, but depends on the perceptions of the audience at hand. Rahmat says that credibility is

something that does not inherently exist within the communicator. Ideally there is a match between the campaigner, the object of the campaign, the recipient audience, the message and the media used.

In the end, someone's acceptance of a message depends on the credibility of the source that sent the message. Based on these considerations, the campaign credibility of the perpetrator as the source of the message must be taken into account so that the campaign activities carried out are not in vain.

General understanding of campaign terms known since the 1940s, namely *campaign is generally exemplary persuasion in action* (campaigns generally display an activity that acts to persuade), and have been suggested by many scientists: According to Pfau and Parrot (1993) in (Venus, 2009) ^[17]: "A campaign that consciously, supports and improves the planned implementation process in a certain period for the purpose of influencing certain target audiences." According to Rogers and Storey (1987) in (Venus, 2009) ^[17] define campaigns in general as a series of planned communications actions with the aim of creating certain effects on a large number of audiences that are carried out sustainably over a period of time.

The campaign has activities: (1) The existence of campaign communication process activities to influence audience. (2) To persuade and motivate audiences to participate. (3) Want to create an effect or impact. (4) Implemented with themes and resource persons clear. (5) Within a certain time and already set.

Meanwhile, according to Ruslan, the campaign Public Relations is an activity that aims to increase awareness and knowledge of the target audience (*target audience*) to grab the attention as well as the growing perception or a positive opinion on the activities of an institution or organization (*corporate activities*) in order to create a trust and a good image from the community through sending messages intensively with a process of communication and a certain period of time that is sustainable (Ruslan, 2008:66) ^[12] As study by Janfrie Sihite about Brand promise and reoutation against the campaign of a political Party (Sihite, Assauri, & Halim, 2018) ^[15] Another study about brand held by Astini about green Image in Indonesia (Astini, 2016) ^[2].

In the end, the function of the brand ambassador in the Public Relations campaign activities aims to create knowledge, understanding, understanding, interest, and support from various parties to obtain an image for the institution or company it represents.

Image is the achievement of the objectives of Public Relations activities. Understanding of images is something abstract (*intangibile*) and cannot be measured in a certain nominal size. Like the wind that blows, the image has a form that can be felt from the results of good or bad assessment, such as positive or negative responses that specifically come from the public (work partners) and society in general. Rhenald Kasali (Kasali, 2003:28) ^[8] argues, "understanding originating from incomplete information produces an imperfect image. According to Rhenald the definition of image is an impression that arises because understanding will be a reality. Understanding itself arises because of information.

According to Shirley Harrison in Kasali (Kasali, 2003:28) ^[8] argues, complete information about company image includes four elements as follows: (1) *Personality*, the overall characteristics of the company that are understood

by the target public such as companies that can be trusted, or companies have social responsibility. (2) *Reputation*, things the company does and is believed by the target based on the experience of themselves and other parties. The reputation of the company is always attached to the image and has an impact on customer expectations for the services provided by the company. If the company's service performance meets or exceeds the resulting image, it can function to strengthen the company's image, or maybe even improve it. However, if the performance is below expectations (*expectation*), the resulting image will fade significantly. (3) *Value*, the values of the company in other words, corporate culture such as management's attitude that cares about customers, employees who are responsive to customer requests and complaints. (4) *Corporate Identity*, are components that make it easy to get to know the target public of the company such as logos, colors and slogans.

Image is the main goal of a company. The creation of a *corporate image (corporate image)* that is good in the eyes of the public or the public will be much profitable. That image can be felt from the results of assessment, acceptance, awareness, and understanding, both in a sign of respect, from the surrounding public or the wider community to the company as a business entity or personal (trusted, professional, and reliable in providing good service)

A trust is closely related to image. Image is more like abstract regarding a view, perception, opinion, assessment in general which contains positive understanding. Trust is more concrete in nature, more leads to positive impressions and opinions or judgments. If the trust of these individuals is gathered in a large number of publics or communities, it will be created image.

Therefore the company has a different reputation in the eyes of its *stakeholders*, however, the different reputation must still be managed. The company's reputation has two important components. First, the impression of the company in general. People who already have a long relationship with a company usually have a more profound impression than people who are new or new to build relationships with a company. The second component is a specific component from the company. This second component is usually influenced by short-term problems such as public issues, membership of a company, industrial relations problems, and etc.

2. Methods

This research paradigm uses positivistic. The method used is the explanatory survey method with a quantitative approach. The study population was undergraduate students of the Faculty of Communication Science Public Relations Study Program class of 2016 Mercu Buana University Jakarta, amounting to 167 people. The sampling technique uses probability sampling with a simple random sampling technique. The sample size is 118 respondents with a sampling error of 5%.

Reliability test results from the results of the pretest on variable X obtained at 0.912 and Y variable at 0.920. meaning both of these variables are reliable. While the results of the validity test are all above r table 0.3. The data analysis technique used uses the *Pearson Product Moment Correlations correlation test* and regression test.

The hypothesis is accepted, if $t_{count} > t_{table}$, meaning "there is an influence between the *brand ambassador*

of Cinta Laura in the PR campaign of The Body Shop for the company's image." The hypothesis is rejected, if t counts <t table, it means that there is no influence between the *brand ambassador* of Cinta Laura in the PR campaign of The Body Shop for the company's image. "

Hypotheses

Ha = There is the influence of Cinta Laura's *brand ambassador* in The Body Shop's Public Relations campaign " *Forever Against Animal Testing* " on the company's image.

Ho = There is no influence on the *brand ambassador* of Love Laura in the Public Shop Public Relations campaign " *Forever Against Animal Testing* " on the company's image.

3. Results and Discussion

This study produced the following data: the majority of respondents were female 74.6% while male respondents were 25.4%. The ratio of the age range is 18 to 21 years and the age of 19 years is the majority of respondents with 63.6% of the total 118 respondents who participated in this study. The results of the study regarding the extent of Cinta Laura's brand ambassador in The Body Shop Campaign, as follows:

Table 1.1: Brand Ambassador

No	Description	Frequency	Percentage
1	Very high	80	67.8%
2	High	35	29.7%
3	Low	3	2.5%
	Total	118	100

According to undergraduate students at the University of Mercu Buana assessment of *Brand ambassador* Cinta Laura in The Body Shop PR campaign, namely as follows: Respondents stated very high 67.8%: high 29.7% and low at 2.5%., *brand ambassador*.

While the assessment of Mercu Buana University students on the image of The Body Shop as follows:

Table 1.2: Company Image

No	Description	Frequency	Percentage
1	Very high	77	65.3%
2	High	41	29.7%
	Total	118	100%

According to the Undergraduate students at Mercu Buana University, the assessment of the corporate image of The Body Shop was valued at 65.3 % and a high of 29.7%.

Table 1.3: Correlation Coefficient Test Results

		Brand Ambassador	Company Image
Brand Ambassador	Pearson Correlation	1	,532 **
	Sig. (2-tailed)		.000
	N	118	118
Company Image	Pearson Correlation	,532 **	1
	Sig. (2-tailed)	.000	
	N	118	118

** . Correlation is significant at 0.01 level (2-tailed).

The relationship between the *brand ambassador* variables Cinta Laura in the Body Shop PR campaign " *Forever Against Animal Testing* " with the company's image is 0.532. This shows that the relationship between the two variables is strong, because it is in the correlation interval of 0.5-0.75. The correlation coefficient in this study shows a positive number, then the two variables have a unidirectional relationship. This means that if the value of variable X is high, then the variable value Y will be high too.

The significance of the relationship between the two variables can be analyzed with the following conditions: If the probability is <0.05, the relationship between the two variables is significant. If the probability is > 0.05, the

relationship between the two variables is not significant. In the table, the probability number of the relationship between the *brand ambassador* variable and the company's image is equal to 0,000. The probability number between these variables is <0.05 so that it can be said that the relationship between the two variables is considered significant.

After knowing that there was a strong and significant relationship between the independent variables, namely the *brand ambassador* of Cinta Laura, in The Body Shop PR campaign " *Forever Against Animal Testing* " and the dependent variable was the company image. Next researcher wants to see how much the independent variable can affect the dependent variable.

Table 1.4: Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,532 ^a	,283	,277	7,276

a. Predictors: (Constant), Brand Ambassador

From the table above it can be seen that the value of R (correlation coefficient) shows a value of 0.532. When included in the equation the coefficient of determination, the result:

$$Kd = (R)^2 \times 100\%$$

$$Kd = (0,532)^2 \times 100\%$$

$$Kd = 28.3\%$$

This means that 28.3% of the company's image variable is a contribution from Love Laura's *brand ambassador* variable in The Body Shop PR campaign

"Forever Against Animal Testing". While the rest, amounting to 71.7% (100% -28.3%) can be explained or influenced by other variables not examined by the researcher.

3.1 Simple Linear Regression Test

Table 1.5: Simple Linear Regression Test Results for *Brand Ambassador* Variables

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	26,419	3,985		6,630	.000
Brand Ambassador	,487	,072	,532	6,767	.000

a. Dependent Variable: Corporate Image

The equation obtained from the table above is: A constant value (variable Y: company image) of 26.419 and constant value b (variable X: *brand ambassador*) of 0.487. From these results the regression equation is obtained:

$$Y = a + bX$$

$$Y = 26,419 + 0,487X$$

This states that if X increases in value by one unit, then Y will increase in value by 0.487.

Table 1.6: Simple Linear Regression Test Results of *Brand Ambassador* Dimensions

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
(Constant)	28,591	3,724		7,678	.000
Transference	,735	,434	,197	1,693	,093
Congruence	,135	,550	,021	,205	,838
Credibility	,991	,396	,325	2,500	,014
Attractiveness	,585	,412	,194	1,421	,158
Power	-,465	,427	-,135	-1,088	,279

a. Dependent Variable: Corporate Image

While the table above shows how much the dimensions of X variable (*brand ambassador* dimensions) relate to variable Y (company image). It can be seen that the largest constant value b (dimension X: *brand ambassador*) is the dimension of credibility, which is equal to 0.991.

3.2 Hypothesis testing

In this study to test the hypothesis, the researcher used the t test to see whether there were influences of two paired variables namely X and Y variables, namely the independent variable was *brand ambassador* (variable X) and the dependent variable was corporate image (variable Y). With decision making, as follows:

Table 4.42: Hypothesis Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2423,865	1	2423,865	45,787	.000
Residual	6140,768	116	52,938		
Total	8564,633	117			

a. Dependent Variable: Corporate Image

b. Predictors: (Constant), Brand Ambassador

The steps in testing the hypothesis are as follows: Determine the hypothesis in this study, namely:

Ha: There is an influence between *brand ambassador* Cinta Laura in The Body Shop PR campaign "Forever Against Animal Testing" to the company's image.

Ho: There is no influence between the *brand ambassador* Cinta Laura in The Body Shop PR campaign "Forever Against Animal Testing" to the company's image.

Determining the t table with the 2-party test provisions using a significance level of 5% with the provision of degrees of freedom (df) = 116, the degree of freedom obtained from the number of respondents in the study, 118 respondents, minus the number of variables in this study, namely variable. Then the value of the t table obtained is 1,981.

Comparing t count with t table taking into account the following conditions: If t count > t table then Ho is rejected and Ha be accepted. If t count < t table then Ho is accepted and Harejected.

With the results outlined above, it can be concluded that the value of t is calculated (6.767) > t table (1.981). This number indicates that Ho is rejected and Ha is accepted. This means that there is the influence of Cinta Laura's *brand ambassador* in The Body Shop PR campaign "Forever Against Animal Testing" on the company's image. The influence is positive and significant.

4. Discussion

If viewed from the dimensions of the X variable (*brand ambassador*) in general, it can be seen that the acquisition value of the credibility dimension has the highest yield of 24% from the assessment of correlation per dimension of variable X to variable Y (company image), namely: (0.511). Laura's credibility in the PR campaign "Forever Against Animal Testing" was considered strong in relation to the corporate image of The Body Shop.

While the lowest value is shown by the dimension of *congruence* with a value of 16% from the assessment of correlation per dimension of variable X to variable Y (company image), namely: (0.346). *Congruence* that is owned by Love Laura shows that this dimension has not been able to contribute a large value to variable X (*brand ambassador*).

5. Conclusion

The conclusion of this study is for the results of hypothesis testing the value of t count is 6.767. It can be concluded that the value of t count (6,767) > t table (1,981). This number indicates that H_0 is rejected and H_a is accepted. In the end, this research shows that there is an influence of the *brand ambassador* Cinta Laura in The Body Shop PR campaign "*Forever Against Animal Testing*" to the company's image. It's better for The Body Shop to do more publicity with *brand ambassadors* in their PR campaigns. In this case because of Cinta Laura who is not domiciled in Indonesia, but abroad which makes the effectiveness of the use of *brand ambassadors* not optimal. Although personality PR campaign message "*Free Against Animal Testing*" The Body Shop is in conformity with Cinta Laura personality who are concerned with social and environmental issues coupled Love recognizes him as a figure of animal rights / animal.

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