

## The Influence of Blackpink as Oreo Brand Ambassador on Consumer Purchase Interest: Survey of Oreo Instagram Followers @oreo\_indonesia

Ratu Tria Nurhanifa<sup>1</sup>, Kurniawan Prasetyo<sup>2\*</sup>

*Universitas Mercu Buana, Jakarta, Indonesia<sup>1,2</sup>*

\*Author correspondence: [kurniawan.prasetyo@mercubuana.ac.id](mailto:kurniawan.prasetyo@mercubuana.ac.id)

### ABSTRACT

A brand ambassador is one of the artists chosen by the company to represent the company's products. The use of brand ambassadors is considered effective because it can increase consumer buying interest in a product. Therefore, researchers are interested in examining whether there is an influence of using Blackpink as an Oreo brand ambassador on consumer purchasing interest. This research aims to measure and explain the influence of Blackpink as the Oreo brand ambassador on consumers' purchasing interest in Oreo X Blackpink. The research method used is quantitative research with a variant of the survey method on followers on Instagram @oreo\_indonesia. From a population of 99,000 Oreo Instagram followers, a sample of 100 people was taken. The sample was determined using a non-probability sampling technique, namely purposive sampling (consideration sample) using the Yamane formula. The instrument used was a questionnaire. The data analysis techniques used are correlation coefficient analysis, coefficient of determination analysis, and simple linear regression analysis. To test the hypothesis, use the t-test and f-test. The research results showed that there is a significant influence between Blackpink as the Oreo Brand Ambassador of 20% on Consumer Purchase Interest, while the other 80% is influenced by other factors.

**Keywords:** Brand Ambassador, Purchase Interest, Influence, Consumer, Quantitative

### INTRODUCTION

In today's increasingly modern era, with the advancement of technology, people can easily access information from all around the world through mass media. This phenomenon enables cultures from other countries, such as South Korea, to enter and spread through various media such as music (K-Pop), dramas (K-Dramas), food, fashion, and films. This has led Indonesia to become one of the countries with the largest K-Pop fan base in the world, known as the Korean Wave. According to Kim, Cho, & Jung (2014) as cited in Setyani & Azhar (2021), the Korean Wave successfully touches emotions such as sympathy and empathy, and a positive image can influence consumer behavior in purchasing interest that may support purchasing decisions. Due to the enthusiasm of society towards South Korean culture, companies must compete to attract consumer

attention with effective and efficient marketing strategies and create a strong brand image.

With this increasing competition, companies are now seeking to capitalize on available business opportunities and implement appropriate marketing strategies to dominate the market. To achieve this, a business needs to enhance its internal strengths by presenting its advantages or uniqueness compared to competitors, with the aim of attracting buyers' interest. Changes in taste, lifestyle, and the development of social media compel businesses to continuously innovate, create new ideas to capture consumer attention.

Therefore, there is a need for innovation in marketing approaches, including leveraging the rising trend of South Korean culture. In facing this challenge, companies are required to carefully understand the intricacies of the market so that they can identify emerging business opportunities and adapt suitable marketing strategies. Thus, companies can not only survive amidst fierce competition but also dominate the market with unique and appealing product or service offerings to consumers.

One of the strategies used is by using K-Pop artists or idols as brand ambassadors, company icons, or through collaborations. When a beloved artist becomes the face of a brand or product, it creates an emotional bond between consumers and the brand. Consumers who idolize or admire the artist are likely to feel personally connected to the brand or product represented by the artist. Therefore, the presence of a well-known and respected brand ambassador can be a crucial factor in driving consumer interest in purchasing. Moreover, it is important to determine the extent to which a brand ambassador impacts consumer purchasing interest. Many products and companies in Indonesia collaborate and use foreign artists, including those from South Korea, as their brand ambassadors, such as Lemonilo X NCT Dream, Nu GreenTea with NCT 127, Sasa, and Indomie with Siwon as their brand ambassador, Scarlett Whitening, and Song Joong-Ki.

Oreo is one of the brands that use a K-Pop group as their brand ambassador, namely Blackpink. Researchers chose Oreo as the research object because Oreo is a very famous and popular milk biscuit brand, especially in Indonesia. Almost everyone knows

this brand, and Oreo has become a common term for milk biscuit snacks. The chocolate biscuit with white cream has a strong reputation and is known for its iconic tagline, "Twist, Lick, Dunk." Oreo has gained great popularity in our society, and its distinctive shape has hardly changed for a long time. Nevertheless, Oreo also follows the trends by adding some new flavor variants to meet the evolving needs and tastes of consumers. Oreo is a product in the biscuit sandwich category, similar to Roma, Ritz, Monde, Slai Olai, Better, Trenez, and many others.

PT. Kraft Indonesia, as the owner of the Oreo brand, uses a positioning strategy as follows: (1) Oreo conveys to the public that its products are made with very strict quality standards, using selected ingredients, making Oreo a quality, hygienic, and healthy biscuit; (2) Oreo consistently maintains marketing communication by regularly airing advertisements in mass media; (3) Oreo continues to maintain its product image as a healthy and enjoyable biscuit. In Indonesia itself, based on data obtained from the Top Brand Award, it is shown that in 2019, it was superior by 42.10%. In 2020, it was 40.90%, in 2021, it was 40.20%. Meanwhile, in 2022, it increased again by 40.60%, and in 2023, it was 35.30%.

Figure 1: Top Brand Index Biscuit Sandwich

Brand	2019	2020	2021	2022	2023
Better	25.40	25.50	23.60	24.10	22.20
Oreo	42.30	40.90	40.20	40.60	35.30
Slai Olai	28.70	28.40	25.00	26.70	19.90
Trenz	2.30	2.70	1.90	2.30	0.80

The table above shows that from 2019 to 2023, Oreo has consistently been the top brand in the sandwich biscuit category. This indicates that many consumers choose Oreo as their preferred biscuit. Blackpink is a South Korean girl group with a significant presence in the K-pop world. Oreo collaborated with Blackpink to launch the latest product innovation, Oreo X Blackpink. According to Mataram.antaraneews.com, Marketing Head of OREO SEA and Indonesia, Vikram Chandratrey, announced on Thursday, March

13, 2022, that Blackpink is the newest brand ambassador for Oreo. It is expected that this collaboration will unite Blackpink fans (Blinks) to create enjoyable and exciting moments.

Blackpink is one of the most popular and influential female music groups globally, especially among teenagers and young adults. Moreover, many renowned brands have chosen Blackpink as their brand ambassador, including Adidas, CHANEL, Celine, Dior, Shopee, and many others. Not only representing brands, but Blackpink has also achieved numerous accolades, such as being the most-listened-to female K-pop group on Spotify in 2020.

According to Kompas.com, Oreo X Blackpink is an exclusive edition only available in the Asian market and was officially launched in Indonesia on January 6, 2023. However, Indonesia was the first country to receive the initial distribution. Oreo X Blackpink features pink-colored sandwich biscuits filled with chocolate cream in the center. The color scheme was chosen to represent Blackpink's character, pink and black. The biscuits also feature a tiara icon, symbolizing Blackpink's "The Album." Each pink-colored multipack packaging contains ten different photo cards of each Blackpink member. The photo cards include two portraits of each member and two group photos of all the members.

The use of brand ambassadors has been considered effective in increasing consumer purchasing interest in a product. When a company selects the right brand ambassador, it is believed to influence the effectiveness of advertisements and generate positive consumer attitudes towards those advertisements. The selection of the right brand ambassador can also increase consumer attention to the brand supported by the ambassador, ultimately leading to consumer interest in the product (Faradila & Andarini, 2022).

In the context of consumer behavior, purchasing interest is one of the crucial components of consumption attitudes. It refers to respondents' tendencies to act before the purchasing decision is actually made. Measuring consumer purchasing interest is important to understand customers' desires, whether they remain loyal or may abandon a product or service (Sari Putri Saidah, 2020). Based on the background provided, the research questions for this study can be formulated as follows:

- 1) Does Blackpink's role as the brand ambassador influence the purchasing interest of consumers in Oreo X Blackpink?
- 2) To what extent does Blackpink's role as the brand ambassador influence the purchasing interest of consumers in Oreo X Blackpink?

The aim of this study is to measure and explain whether there is an influence of Blackpink as the Oreo brand ambassador on consumer purchasing interest in Oreo X Blackpink. Additionally, it seeks to determine the extent of the influence of Blackpink as the Oreo brand ambassador on consumer purchasing interest in Oreo X Blackpink.

### **LITERATURE REVIEW & THEORY**

Based on the explanation provided in the background, the study titled "The Influence of Blackpink as the Brand Ambassador of Oreo on Purchasing Interest and Consumer Behavior" (Survey on Oreo Instagram Followers @oreo\_indonesia) aims to further understand the research concept. The researcher attempted to reflect this by referencing various previous studies, including journals and theses relevant to the conducted research concept. Here are the explanations of the previous studies that served as references and comparisons by the researcher as part of the literature review in this study:

1. According to the previous study conducted by Firda Auliya'ul Qisti and Ainur Rochmaniah (2023) titled "The Influence of Blackpink as the Brand Ambassador of Oreo on Purchase Decision and Consumer Behavior," the study aimed to determine the influence of Blackpink as the Brand Ambassador of Oreo on purchase decisions and consumer behavior. The research method used in this study was quantitative. The results indicated that there is an influence of Blackpink as the Brand Ambassador of Oreo on purchase decisions and consumer behavior. This study had the same research object, namely Blackpink as the brand ambassador of Oreo, and used indicators from the VisCAP model for the brand ambassador variable. However, there were some differences. Firstly, the tested variables were different; this study examined the influence on purchase decisions and consumer behavior. Additionally, this study focused on the influence on Oreo

consumers, not just Blackpink fans. Different theories were also used; this study used Sudaryono's theory, consisting of 4 indicators, as the benchmark for the purchase decision variable. The second dependent variable used Sumartono's opinion, with 8 indicators used to understand consumer behavior. Therefore, the researcher was interested in conducting further research on the influence of Blackpink as the brand ambassador of Oreo on consumer purchasing interest, conducted based on a general Oreo consumer survey, not solely Blackpink fans. Additionally, further research using different theories other than those used in this study is needed. The researcher in this study used the AIDDA theory.

2. In a study conducted by Haerunnisa Ediman and Kamaludin Tajibu (2020) titled "The Influence of Actor Choi Siwon as the Brand Ambassador of Mie Sedaap Korean Spicy Chicken on Purchase Interest of Students (A Study on Psychology Students at Makassar State University)," a descriptive quantitative research method was used. The correlation value between the credibility of brand ambassador Choi Siwon in Mie Sedaap Korean Spicy Chicken ads and the purchase interest variable was 0.886, indicating a very strong relationship between the two variables. Therefore, the credibility variable of brand ambassador Choi Siwon in Mie Sedaap Korean Spicy Chicken ads had a 78% influence on the purchase interest variable.
3. Furthermore, in the previous study by Yayan Hendayana and Ni'matul Afifah (2020) titled "The Influence of Brand Ambassadors and Korean Wave on Online Shopping Interest Through the Tokopedia Marketplace," a quantitative research method was used. The purpose of this study was to determine the influence of Brand Ambassadors on online shopping interest through the Tokopedia Marketplace. Additionally, it aimed to determine the influence of the Korean Wave on online shopping interest through the Tokopedia Marketplace. The results showed that partially, the Brand Ambassador had a percentage influence on online shopping interest of 27.4%, with the remaining 72.6% coming from other variables not studied.
4. Another previous study, by Ogrivia Ratih Puspa Ningrum and Juwono Tri Atmodjo, titled "The Influence of Tokopedia Advertising on Purchase Decisions of Mercu

Buana Jakarta University Students," aimed to attract people to open the Tokopedia application and make transactions on the application. The advertising research approach for Tokopedia was using the Heuristic Systematic Model for purchase decisions. This study aimed to determine the influence of Tokopedia advertising on the purchase decisions of Mercu Buana Jakarta University students using the Heuristic Systematic Model.

5. Lastly, the study by Desttiyana Ramadhaniar titled "The Effectiveness of Brand Ambassadors in the Nu Green Tea X NCT 127 Campaign" in Increasing Purchase Decisions aimed to determine the influence of Tokopedia advertising on the purchase decisions of Mercu Buana Jakarta University students using the Heuristic Systematic Model.

Among these five previous studies, the novelty of this research lies in the shift of focus from purchase decisions and consumer behavior to consumer purchasing interest. In the context of the influence of Blackpink as the brand ambassador of Oreo, this study delves deeper to understand the extent to which the brand ambassador influences consumer purchasing interest in the product, providing more specific and relevant insights. This research introduces novelty by selecting Instagram followers @oreo\_indonesia as the research object, reflecting the contemporary marketing reality increasingly focused on social media. Additionally, novelty lies in the use of the AIDDA theory as the theoretical framework. This study poses new questions about the extent to which this theory can explain and understand the influence of the brand ambassador on consumer purchasing interest.

The marketing communication mix, also known as the marketing mix, is a combination of variables or activities that form the core of a marketing system, controllable by a company to influence consumer responses in its target market. The marketing communication mix integrates five communication models in marketing: advertising, sales promotion, public relations, personal selling, and direct marketing (Wijaya & Loisa, 2019). According to Debby (2018), consumer purchase interest arises fundamentally from whether consumers are aware of the product or not, and this is where the role of the brand ambassador comes into play in introducing a product to consumers

and creating awareness in their minds. A brand ambassador is an artist selected by a company to represent its products. According to Lea Greenwood, a brand ambassador is one of the tools used by companies to connect and communicate with the public and can increase sales (Justica, 2021).

John R. Rossiter developed a celebrity evaluation model in advertisements called VisCAP. According to the VisCAP model, there are four elements (Kertamukti, 2017):

1. Visibility: The extent of the celebrity's popularity.
2. Credibility: Expertise (celebrity's knowledge of the product) and objectivity (ability to instill trust in consumers/products).
3. Attraction: The celebrity's attractiveness, seen from the level of likability and similarity to the desired product personality.
4. Power: The celebrity's ability to attract consumers to purchase the product.

According to Ferdinand in Septyadi et al. (2022), indicators are presented to identify purchase interest, namely:

1. Transactional interest, referring to an individual's tendency to purchase a product.
2. Referential interest, referring to an individual's tendency to recommend the product to others.
3. Preferential interest, describing an individual's behavior with a primary preference for the product. This preference will only be replaced if there is a significant change in the preferred product.
4. Exploratory interest, depicting an individual's behavior of constantly seeking information about the desired product and searching for information to support the positive attributes of the product.

These purchase interest indicators can be used as instruments in designing questionnaires for research related to purchase interest. After consumers purchase a product, the consumer behavior process is not complete because consumers will engage in post-purchase evaluation. This evaluation will determine whether consumers are satisfied with the purchased product or not. If consumers are satisfied, they are likely to consider future purchases. However, if consumers are dissatisfied, they are likely to seek information about other products that meet their needs in the future.

**METHODOLOGY**

This study undertakes an in-depth exploration of the relationship between two pivotal variables: the independent variable, represented by the brand ambassador, and the dependent variable, characterized by purchase interest. The examination of the brand ambassador's impact will be conducted utilizing the VisCap model, a comprehensive framework comprising four key elements: Visibility, Credibility, Attraction, and Power, as originally proposed by Kertamukti (2017). Concurrently, purchase interest will be evaluated through Ferdinand's (2016) theory, employing indicators such as transactional interest, referential interest, preferential interest, and exploratory interest.

To effectively execute this research endeavor, a quantitative approach has been adopted, employing a survey methodology specifically targeting followers of the Instagram account @oreo\_indonesia. The utilization of a Likert scale has been incorporated into the data collection and measurement techniques. According to Sugiyono (2019), the Likert scale serves as a reliable tool for measuring individuals' or groups' attitudes, opinions, and perceptions towards social phenomena. In this study, the Likert scale ranges from 1 to 5 to capture respondents' nuanced responses.

Research methodology, as elucidated by Jaya (2020) in his work titled "Quantitative and Qualitative Research Methods: Theory, Application, and Real Research," encompasses a systematic and scientific approach comprising rationality, empiricism, and systematic procedures employed by researchers within a specific field of study. The procedures, techniques, tools, and research design employed are intricately interlinked within the research method. The research design, delineating the procedures or steps to be undertaken, the research duration, data sources, and methodologies for data acquisition, processing, and analysis, stands as a crucial aspect integral to research methods (Jaya, 2020).

In the context of this study, primary data are obtained through the survey method, facilitated by the distribution of questionnaires to the identified respondents. Concurrently, secondary data are sourced from internal datasets derived from the research environment, supplemented by external data gleaned from prior research endeavors in the form of journals, books, and scientific publications.

In terms of population selection, the study targets Oreo followers on Instagram, specifically those under the account @oreo\_indonesia, to streamline the research process. As of May 19, 2023, the total population identified amounts to 99,000 individuals. Leveraging Yamane's formula, a sample size of 100 individuals has been determined, employing a non-probability sampling method due to the researchers' predefined characteristics of the population, which include being followers of Instagram @Oreo\_indonesia, awareness of the Oreo X Blackpink collaboration, and having either purchased or not purchased Oreo X Blackpink.

**RESULTS AND DISCUSSION**

Based on the SPSS calculations, data reveals that 12% of the respondents are aged 15–20, while the majority fall within the 21–26 age group, comprising 66% of the total. Furthermore, 16% belong to the 27–32 age bracket, with only 6% falling into the 33–38 age range. From the table above, it is evident that the 21–26 age group dominates, which falls under Generation Z. Consequently, they are more likely to actively use social media platforms like Instagram. Generation Z is also known for their tendency to follow current trends, thus having a greater chance of being aware of Oreo X Blackpink. Conversely, the number of respondents aged 33–38 is minimal, possibly due to their lesser involvement in staying updated with current trends. The analysis results below are the outcomes of the calculations using SPSS 25, namely:

**Table 1: Analysis Results of Correlation Coefficient Test**

		Correlations	
		Brand Ambassador	Minat Beli
Brand Ambassador	Pearson Correlation	1	,447**
	Sig. (2-tailed)		,000
	N	100	100
Minat Beli	Pearson Correlation	,447**	1
	Sig. (2-tailed)	,000	
	N	100	100

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

Based on the data table above, it can be observed that the significance value is 0.000, which is less than the significance level of 0.05. Therefore, it can be interpreted that there is a significant and positive relationship. Furthermore, it can be said that there is a significant relationship between the Brand Ambassador variable and Consumer Purchasing Interest.

Moreover, the obtained correlation coefficient value is 0.447. According to the interpretation guidelines for correlation coefficient values, a coefficient interval of 0.40 - 0.599 indicates a moderately strong relationship. Thus, the level of relationship between the brand ambassador variable and purchasing interest can be considered moderately strong, given the value of 0.447.

**Table 2: Analysis Results of Coefficient of Determination Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.447 <sup>a</sup>	.200	.192	3,530

a. Predictors: (Constant), Brand Ambassador

Based on the test results provided above, it can be inferred that the variable Blackpink, serving as the Brand Ambassador, exerts an influence on the variable Consumer Purchasing Interest. This inference is drawn from the R Square value obtained, which amounts to 0.200 or 20%. This signifies that 20% of the variation in Consumer Purchasing Interest can be attributed to the influence of Blackpink as the Brand Ambassador.

The remaining 80% of the variation in Consumer Purchasing Interest is influenced by other factors. This suggests that while Blackpink's role as the Brand Ambassador significantly contributes to consumers' purchasing interest, there are additional elements at play that also impact their decision-making process. Further analysis and exploration of these other factors could provide a more comprehensive understanding of consumer behavior and purchasing patterns in relation to the Oreo X Blackpink collaboration.

**Table 3: Results of Simple Linear Regression Analysis**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,289	5,531		2,764	,007
	Brand Ambassador	,681	,137	,447	4,953	,000

a. Dependent Variable: Minat Beli

Based on the presented test results, it is evident that the constant coefficient value obtained is 15.289. The regression equation derived from this analysis is  $Y = a + bX$ , which translates to  $Y = 15.289 + 0.681X$ . Consequently, both variables involved in the regression analysis demonstrate significance, with variable X (Blackpink as Brand Ambassador) exerting an influence on variable Y (Consumer Purchasing Interest).

The regression equation elucidates that the regression coefficient value for Blackpink as Brand Ambassador (X) stands at 0.681. This signifies that the utilization of Blackpink as a Brand Ambassador will contribute to the augmentation of Consumer Purchasing Interest, with an effect magnitude of 0.681 or 68.1%. This emphasizes the substantial impact that Blackpink's endorsement can have on consumers' inclination to purchase Oreo products, highlighting the effectiveness of leveraging celebrity endorsements in marketing strategies.

**Table 4: Results of T-Test**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,289	5,531		2,764	,007
	Brand Ambassador	,681	,137	,447	4,953	,000

a. Dependent Variable: Minat Beli

Based on the test results provided above, it can be interpreted that the obtained statistical significance level is 0.000, which is less than the conventional threshold of 0.05. This signifies that the null hypothesis ( $H_0$ ) is rejected, and consequently, the alternative hypothesis ( $H_a$ ) is accepted. Therefore, based on the regression formula, it can be asserted that the regression is valid. Consequently, there exists an influence between the variable Blackpink as the Brand Ambassador and Consumer Purchasing Interest. Moreover, it is

noteworthy that the obtained T-value is 4.953, surpassing the critical value of 1.984, thus signifying the significance of this research. Hence, it can be concluded that there exists a significant influence of Blackpink as the Brand Ambassador on consumer purchasing interest in this study.

**Table 5: Results of F-Test**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	305,800	1	305,800	24,534	,000 <sup>b</sup>
	Residual	1221,510	98	12,464		
	Total	1527,310	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Brand Ambassador

From the test results above, it can be interpreted that the obtained statistical significance level is 0.000, which is less than 0.05. This indicates that the null hypothesis (Ho) is rejected. Therefore, based on the regression formula, it can be stated that the regression is valid. Thus, there is an influence between the variable Blackpink as the Brand Ambassador and Consumer Purchasing Interest. Additionally, it can be observed that the obtained F-value is 24.534, which is greater than 3.94, indicating the significance of this research. Therefore, it can be concluded that there is a significant influence of Blackpink as the Brand Ambassador on consumer purchasing interest in this study.

Based on the research findings, it was discovered that the dimension with the highest value was in the "Visibility" dimension, specifically in the statement "Blackpink has good popularity as a Brand Ambassador," with 67% of respondents strongly agreeing. On the other hand, the lowest dimension was in the "Preferential Interest" dimension, specifically in the statement "I do not choose any other brand besides Oreo X Blackpink for packaged biscuit products," with 4% of respondents disagreeing.

Based on the previous research conducted by Firda Auliya'ul Qisti and Ainur Rochmaniah (2023) titled "The Influence of Blackpink as Oreo's Brand Ambassador on Purchasing Decisions and Consumer Behavior," this study aims to determine the influence of Blackpink as Oreo's Brand Ambassador on purchasing decisions and consumer behavior. The method used in this research is quantitative. The results of this study show

that there is an influence of Blackpink as Oreo's Brand Ambassador on purchasing decisions and consumer behavior.

There is relevance between the research conducted by the researcher and the previous research mentioned above:

1. Focus on Consumer Purchasing Interest: Previous research focused on purchasing decisions and consumer behavior. However, the current study aims to emphasize the influence of Blackpink as Oreo's brand ambassador on consumer purchasing interest. This provides a focus on a more specific aspect, namely, the extent of Blackpink's influence in increasing consumer purchasing interest in Oreo products.
2. Different Respondent Populations: Previous research involved followers of the @Blackpinkpage\_id Instagram account, while the current study will target followers of the official @oreo\_indonesia Instagram account. This reflects a shift in focus from the influence of Blackpink on their fans to the influence on potential consumers of Oreo products in general.
3. Different Theories and Methodological Approaches: The current study uses the AIDDA theory as a basis, which is a change from the theory used in the previous research. Additionally, there are differences in the survey methods used to collect data.
4. Use of Broader Models and Indicators: Although previous research used the VisCAP model for the brand ambassador variable, the current study aims to further explore by using broader indicators or detailing the influence of Blackpink, especially in the context of consumer purchasing interest.
5. Relevance to Current Conditions: Because the research is conducted on followers of the @oreo\_indonesia Instagram account, this reflects efforts to maintain relevance with current conditions and a more specific target market. Therefore, this research can provide more accurate information. Thus, this study is urgent in providing new insights to support and deepen understanding of the influence of Blackpink as Oreo's brand ambassador on consumer purchasing interest, and to explore aspects that may not have been covered in previous research.

## CONCLUSION

Based on the research results and discussions conducted with the aim of finding out the influence and extent of the influence of Blackpink as the brand ambassador of Oreo on consumer purchasing interest in Oreo, several conclusions can be drawn as follows:

1. Based on the findings of this study, it can be concluded that there is a significant influence between the Brand Ambassador variable (Blackpink) and Consumer Purchasing Interest in Oreo X Blackpink. The correlation coefficient of 0.447 indicates a strong enough influence between the Brand Ambassador variable and Consumer Purchasing Interest. Additionally, the coefficient of determination analysis indicates that Blackpink as the Brand Ambassador influences Consumer Purchasing Interest by 20%, while the remaining 80% is influenced by other factors. The results of simple linear regression show that Blackpink as the Brand Ambassador has an influence of 68.1% on Consumer Purchasing Interest in Oreo X Blackpink. Therefore, it can be concluded that the appointment of Blackpink as the Brand Ambassador can increase consumer purchasing interest in Oreo X Blackpink by 68.1%.
2. For the independent variable (X) Blackpink as the Brand Ambassador of Oreo, the dimension with the highest percentage is "Visibility" with the statement "Blackpink has good popularity as a Brand Ambassador," which has a percentage of 67% strongly agree responses. For the dependent variable (Y) Consumer Purchasing Interest, the highest percentage is found in the "Transactional Interest" dimension, with the statement "I am interested in buying Oreo X Blackpink products" at 51% strongly agree responses.

### *Academic Recommendation:*

Based on the research findings, the researcher suggests to other academics who will conduct similar research to explore and investigate other factors that influence consumer purchasing interest. The implication is that this research can provide in-depth insights into how a brand ambassador, particularly Blackpink, influences consumers' attitudes and desires to purchase Oreo products. Other factors can be explored using theories other than AIDDA and VisCap because purchasing interest is

an important aspect and would be highly beneficial for a brand if it has high purchasing interest.

*Practical Recommendation:*

Overall, the influence of Blackpink as Oreo's brand ambassador on consumer purchasing interest is already significant. However, based on respondents' answers in the two smallest dimensions, there are still respondents who answered disagree and neutral (hesitant). Therefore, the recommendation that the researcher can provide to PT. Kraft Indonesia as the company that produces Oreo in Indonesia is to create other marketing strategies to attract consumer purchasing interest. This can be done by using other brand ambassadors or implementing campaigns or promotions that are attractive.

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