

Brand Credibility and Response Consumer on Youtuber Endorsement

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Abstract

A company is developing a strategy for product introduction to a crowded audience. An effective promotional method involves endorsements by prominent figures such as celebrities and community leaders. The company utilizes its service, branded as Shipper, to deliver products. Pair Gram and a currently trending YouTuber serve as endorsers for the product. The endorsers in question are Fiki Naki and Dayana. However, disputes arose between the endorsers, leading to misunderstandings in the digital realm. This conflict resulted in many followers expressing dissatisfaction and unfollowing Dayana's account. The objective of the study is to analyze digital advertising's impact on brand credibility and consumer response to Shipper's products using ethnographic methods. The methodology involves detailed observation of social media data from Instagram, particularly the comment sections on Fiki Naki's endorsement content. The study's findings indicate that the brand credibility associated with Fiki Naki and Dayana received negative feedback from their followers in the comments. Followers perceived the endorsed products as inauthentic, viewing the videos as mere entertainment rather than genuine endorsements. The findings highlight two key concepts, consumer understanding of endorsement activities and the professionalism inherent in endorsement collaborations.

Keywords: Digital Advertising, Credibility Brand, Response Consumers, endorsements, Netnography

Abstrak

Perubahan teknologi yang begitu cepat menuntut perusahaan untuk secara aktif merancang strategi pengenalan produk kepada khalayak ramai. Salah satu metode yang efektif adalah dukungan dari orang-orang terkenal seperti selebriti, tokoh, komunitas, dan pemuka agama dalam mempromosikan produk. Sebuah perusahaan menggunakan Pair Gram serta seorang YouTuber yang sedang viral di media sosial untuk menjadi *endorser*, yaitu Fiki Naki dan Dayana. Namun, di tengah jalan, kerja sama yang terjadi justru kesalahpahaman antara kedua endorser tersebut menjadi perdebatan yang ramai di dunia maya. Sebagian besar followers dari kedua endorser tersebut marah hingga melakukan aksi *unfollow* pada akun Dayana. Tujuan penelitian ini untuk melihat bagaimana iklan digital melalui kredibilitas brand dan respon konsumen terhadap produk perusahaan dengan metode etnografi. Metode ini menggunakan sumber data media sosial Instagram dan observasi dengan cara mendetail dan terperinci pada kolom komentar akun Instagram Fiki Naki terkait *endorsement*. Temuan menggambarkan bahwa kredibilitas brand yang di-*endorse* oleh Fiki Naki dan Dayana mendapat respon negatif dari para followers di kolom komentar. Para followers merasa bahwa produk palsu dalam tayangan video fiksi yang berdurasi panjang tersebut merupakan hal yang wajar, sehingga hilang, dan hanya menjadi konten hiburan. Selanjutnya, studi ini mengungkap tingkat pemahaman konsumen terhadap kegiatan dan profesionalisme dalam kolaborasi *endorsement*.

Kata kunci: Iklan Digital, Kredibilitas Merek, Respon Konsumen, dukungan, Netnografi

INTRODUCTION

Digital transformation drives changes in advertising methodologies. Organizations have shifted from analog to digital formats. The prevalence of digital media is substantial. The integration of digital technology profoundly affects the media industry (Lee & Cho, 2020). Changes are observable in advertising methodologies. Advertisements increasingly leverage digital media, leading to digital advertising. Rodgers and Thorson (2018) characterize 'digital advertising' as branded content across diverse digital platforms, such as social media and blogs (Rodgers & Thorson, 2018). Studies show that digital advertising promotes higher active engagement compared to traditional media. Attention is crucial for improving receptiveness and responsiveness to digital advertising (Taylor, 2009). Enhanced engagement may mitigate adverse effects linked to digital advertising. The media transformation is complex, highlighted by two significant technological advancements. The first involves the systematic codification of digital information, which aids in identifying user needs and behaviors. As a result, digital media advertisements can achieve extensive outreach through interconnected networks. In the digital milieu, media content surpasses conventional printing and broadcasting constraints, permitting economical reproduction and distribution (Couldry, 2009). However, this potential undermines the financial structures of media enterprises reliant on content duplication sales (Messaris, 2006). Consequently, numerous companies increasingly embrace digital media for advertising purposes. Prominent digital advertisers also remunerate agencies for continuous ad placements, aiding advertisement creation. As technology progresses and user preferences evolve, advertisers modify their online tactics to sustain efficacy (Skudiene et al., 2015).

Digital advertising, akin to traditional methods, engages target audiences effectively (Glucksman 2017). Various segmentation strategies are utilized to classify consumers based on distinct criteria. These strategies encompass usage, demographic, lifestyle, and geodemographic segmentation. In the current digital milieu, consumers demonstrate heightened awareness of brand information, often exceeding their direct experiences (Moran et al., 2014). This evolution has fostered digital networks that elucidate consumer interactions and identities. Consequently, brands can precisely tailor marketing strategies to engage specific consumer demographics, enhancing advertising efficacy (Barabasi, 2003). Moreover, digital advertising platforms have revolutionized consumer engagement through non-linear communication. Consumers can readily seek information, share insights, and interact bilaterally with brands and peers (Truong & Simmons, 2010). Various content forms, whether branded or unbranded, can captivate consumers beyond conventional advertisements, fostering a community and facilitating shared experiences within the digital advertising domain (Santoso et al., 2020).

In digital advertising, brand credibility is significant and known as consumer trust in a brand's information that assures reliability and capability (Erdem & Swait, 2004). Brand credibility encompasses two dimensions: expertise and trustworthiness. The former denotes a brand's reliability in fulfilling promises, while the latter signifies its capability to exhibit expertise (Sallam & Wahid, 2012). A credible brand enhances consumer perceptions of product quality and brand equity, indicating that credibility fosters brand equity (Erdem et al., 2006). Furthermore, higher brand credibility facilitates information gathering and processing, reducing perceived risks. Moreover, a credible brand's ability to enhance brand equity reflects consumer trust and the brand's commitment to excellence. Brand credibility may also be affected by the credibility of the information source. Companies can enhance brand credibility by utilizing celebrity endorsers. According to Star, Belch emphasizes that such endorsements capture consumer attention, effectively communicating trust and expertise in advertising (Belch & Belch, 2013).

The typical endorsers enhance advertisement credibility and message effectiveness (Munnukka et al., 2016). Endorsers are compensated based on brand efficacy, often leveraging familiarity, likability, and strong influence. Conversely, rare endorsers foster positive attitudes that are advantageous for advertisers. Moreover, positioning an endorser as authentic and credible can facilitate the internalization of promotional messages (Kapitan & Silvera, 2016). Credible endorsers

significantly affect the evaluation of advertisements and brands (Sallam & Wahid, 2012), as they can shape consumer perceptions regarding brand stereotypes (Huber et al., 2013). Literature identifies five categories of endorsers (Schimmelpfennig, 2019). The first category is celebrity endorsers, comprising public figures from entertainment who promote goods or services. The second category is consumer endorsers, representing ordinary individuals lacking specialized knowledge about the promoted products. Additionally, expert endorsers possess superior knowledge or training regarding the advertised product, akin to consumer endorsers but highlighted by their expertise. The fourth category includes president or CEO endorsers, who are the heads of the companies marketing their products. Lastly, supported endorsers include animated characters or objects that serve as visually appealing spokespersons, facilitating creative symbolic communication of brand attributes and benefits (Chen & Lin, 2018).

The historical relevance of advertising endorsements is acknowledged. Endorsements include attitudes toward specific propositions (Fleisher, 2018). Method A positively influences consumer purchase intentions. Therefore, well-known individuals and organizations are often engaged for endorsements. The objective is to impart a favorable impression on the endorsed product or service. Typically, endorsers are celebrities with particular attractive attributes (Zipporah & Mberia, 2014). Association marketing through endorsements is considered effective for achieving sales success. For example, Crest toothpaste, endorsed by the American Dental Association in 1960 after Procter & Gamble's lobbying, became the top-selling toothpaste in America by 1962 (Daneshvary & Schwer, 2000). Endorsements exhibit three key characteristics. They can be examined in terms of attractiveness, trust, and expertise (Chen & Lin, 2018). A well-known endorser gains fame, akin to the impact of other celebrities, termed the endorsed celebrity effect. Popularity is often categorized as internet celebrity. Research by Chen and Lin shows that endorsements flourish when audiences are engaged by the endorser's charm, aligning with their attitudes and interests. This interaction exemplifies the promotional strategy inherent in endorsements, where endorsers incite strong enthusiasm among followers, thus affecting their interactions with products and services.

A response consumer is a stimulus reaction (Fiore et al., 2005). The hierarchy effect emerges from audience acceptance of A messages via marketing (Kladou et al., 2017). This is why major corporations meticulously develop A. Brand credibility influences consumer responses significantly. Higher brand equity is linked to more favorable consumer responses (Buil et al., 2013). Positive consumer emotions arise from the harmony between the environment and personal goals. Discrepancies can evoke negative feelings (Moore & Moore, 2013). For instance, darkness may induce tranquility for sleep but hinder reading, triggering negative emotions. Wang posited that consumer responses are contingent upon the stimulus environment (Wang et al., 2011). Responses, whether positive or negative, are shaped by the stimulating environment. Digital media serves as an effective advertising platform to elicit consumer responses through its inherent capabilities. Fiore's research indicates that website interactivity enhances consumer responses within a virtual context (Fiore et al., 2005).

The phenomenon of celebrity endorsement is illustrated by the interaction between YouTuber Fiki Nak and Kazakh selebgram Dayana. Their encounter was facilitated through the application Omegle. This platform allows users to engage in video chats with strangers globally without the need for registration. Ome TV distinguishes itself from similar platforms by not requiring personal data from its users. During a random chat, Fiki Nak and Dayana connected, leading to a conversation that Fiki Nak subsequently uploaded to YouTube. This content garnered significant attention from netizens. The connection between these influencers captured the interest of an expedition brand for endorsement. The brand, Shipper, promotes service delivery goods. This interest is attributed to their social media presence. Alternative media has emerged as a significant factor in advertising. Such influence can affect consumer perceptions. The utilization of products and services has become a pivotal strategy in marketing (Indriyani & Suri, 2020). This approach also presents varied persuasive techniques to the audience (Arumsari and Utama 2018).

The situation has been exceedingly troubling on numerous occasions across the globe, specifically regarding the discord between the YouTuber Fiki Nak and an individual from Kazakhstan, Dayana. Following their emergence into the public eye, the repercussions of a romantic liaison that transpired within the digital realm have come to light. Consequently, these two influencers are positioned for ascendance, thereby promoting the services and products of various companies. Nonetheless, during the course of their collaboration, conflicts arise within the partnership, culminating in a confrontation on social media platforms. In accordance with the agreements made with corporations that engage their endorsement services, Fiki was tasked with dispatching merchandise from Indonesia to Kazakhstan as a Valentine's Day present for Dayana. The items were to be delivered via a service known as Shipper. Subsequently, both influencers were required to feature the brands on their respective Instagram accounts, which boast a substantial follower count. However, it has come to pass that Dayana declined this request, and the incident was discussed on Discord.

In the midst of turmoil, it is ultimately through social media that Dayana disclosed that the purported delivery of goods was merely a "set-up." Users of the internet expressed feelings of betrayal and articulated their sentiments in a scathing manner, culminating in a substantial unfollow campaign directed at Dayana's account. This incident may also be interpreted as a strategic maneuver to garner attention within the marketing domain via social media platforms. According to Yuswohady, a marketing analyst and Managing Partner of Inventure, the essence of a brand's existence is rooted in its credibility and integrity. Consequently, when a well-known brand exhibits a lack of honesty, it risks inflicting significant harm upon its reputation (Yohana et al., 2021). This issue is particularly salient, as the alignment between promotional content and its audience necessitates meticulous consideration prior to the initiation of advertising campaigns to achieve the desired effects (Putri, 2020). This context has prompted the researcher to investigate the dynamics associated with digital advertising, focusing on brand credibility and consumer responses in the endorsement scenarios involving Fiki Naki and Dayana.

Preliminary findings indicate a significant disconnect between the intended brand message and consumer reception, with followers expressing skepticism towards the authenticity of the endorsed products (Hu et al., 2016; Syafaat & Listiani, 2023). However, studies used quantitative method which may not capture the depth of consumer attitudes and perceptions (Syafaat & Listiani, 2023) and the reliance on self-reported data through questionnaires can introduce biases such as social desirability bias (Ristiani, 2016). This research aims to fill that gap by providing a qualitative analysis of consumer dialogues, revealing the nuances and complexities in how endorsements are interpreted within social media contexts. This study highlights critical factors influencing consumer engagement, including the consumers' understanding of endorsement practices and the professionalism exhibited in collaborative marketing efforts. The insights gleaned from this research contribute to the broader discourse on digital advertising strategies and their effectiveness in fostering genuine consumer connections in an increasingly skeptical marketplace.

METHOD

Netnography constitutes a distinct variant of ethnographic study that possesses tailored attributes differing from various forms of digitally mediated social interactions (Kozinets, 2012). From a theoretical perspective, it can be elucidated that there are four distinct types of ethnographies: traditional and disclosed internet ethnographies (Kozinets, 2010). The fourth distinction that emerges pertains to the contrast between interactive cultural dynamics in online environments and those in face-to-face contexts, as delineated below.

The primary characteristic of interaction pertains to social and cultural transformations, which are inherently constrained by nature and governed by the regulations imposed by technological media. This phenomenon is observable within the realm of location ethnography. Is this occurring via digital platforms and social networking sites? Netnography should be conducted by tracing the technological

artifacts that are disseminated through the media. According to scholarly research, this location ethnography transpires on social media platforms, particularly Instagram, along with its myriad features and functionalities. The account selected for analysis is one that is officially maintained by the fictional entity known as Naki, specifically @fikinaki.tv. This account functions predominantly as a repository for conversational snippets and content. Numerous YouTubers have engaged in collaborative endeavors with Naki through the Ome TV application.

Second, interaction may occur in an anonymous manner; the authenticity of one's 'real' identity can frequently be called into question. This is primarily due to the prevalent practice within the digital realm, where numerous individuals adopt the pseudonym 'samaritan' to obscure their true identities. Consequently, it is imperative for researchers to exercise greater rigor in the process of data collection, given the significant ethical and practical ramifications associated with the methodologies employed in both data gathering and analysis. To safeguard sensitive information, researchers meticulously examined personal informants. A multitude of names derived from these informants is present within the comment section, and the researcher takes measures to anonymize them. This practice is essential for the preservation of confidentiality. The researcher concentrated exclusively on the verbal exchanges and interactions to elucidate the endorsement activities related to Fiki Naki and Dayana.

The third aspect pertains to the extensive accessibility provided by various pertinent social forums where interactions occur. This accessibility subsequently influences the research methodology and frequently modifies data in an automated manner. During the observation within the digital landscape, no direct causative factors or overly complex elements have been identified, as this is an integral component of research. With this particular emphasis, the researcher has already established a distinctive theme that is likely to garner interest and identify specific features of comments presented on Instagram, which serves as a focal point for analyzing the nature of interactions.

Finally, ethnographic research can be conducted through automated filing systems that facilitate the documentation of our dialogues and the data encountered in online environments, thereby transforming the methodologies employed for data collection and subsequent analysis (Kozinets, 2010). Within the realm of research, the investigator engages in the observation of interactions and cultural phenomena by scrutinizing comments associated with pertinent content in relation to the activities of the endorsers. Subsequently, I will systematically review and catalog certain relevant data for the purpose of material analysis. This compilation of data will subsequently enhance the credibility of the brand and elucidate the responses of consumers regarding Fiji's endorsement cases, specifically Naki and Dayana, in relation to the efficacy of the brand's service delivery.

RESULT AND DISCUSSION

Endorsements have been very frequently used to promote products. However, changes in technology make endorsement activity change and customize technology. From the analysis conducted, various themes have emerged pertaining to the function of the endorser, the comprehension of consumers regarding endorsement, and the professionalism exhibited by the endorser.

The role of celebrity endorsement in digital age

Endorsements have become a prevalent strategy for promoting products, particularly in the rapidly evolving digital landscape. The advent of technology has transformed traditional endorsement practices, allowing for more customized and engaging promotional activities. A notable example of this shift is the endorsement activities carried out by Fiki Naki, a popular YouTuber known for his viral content on platforms like OmeTv. Fiki's unique ability to communicate with individuals from diverse backgrounds, coupled with his proficiency in various languages, has significantly contributed to his rise as a social media influencer. His popularity eventually led to a partnership with Shipper, a delivery

service, where he and fellow influencer Dayana were tasked with promoting the service through a Valentine's Day campaign.

In this campaign, Fiki Naki sent a gift to Dayana in Kazakhstan, which was publicized on their Instagram accounts. The gift, which appeared to be shoes, was showcased in an Instagram story (Figure 1.), highlighting the delivery service they were endorsing.



Figure 1. Shape products and endorser testimonials from Youtube accounts @fikinaki.tv in 2023

From the pictures above, see that the endorser only displays the Name of the product they use. Endorsers also give testimony about the product they are using. The consequence often happens as damage or lateness comes from goods sent so no satisfying and disappointing user service. Understanding Consumer-endorsement activity. Therefore, the presentation of the endorsement raised questions among followers regarding the authenticity and reliability of the service, as doubts often arise surrounding the timeliness and condition of delivered goods.

The partnership between Fiki Naki and Shipper, particularly during the Valentine's Day campaign, highlights the innovative strategies brands are employing to leverage social media for promotional purposes. By integrating personal storytelling—such as the act of sending a gift to Dayana in Kazakhstan—the campaign sought to create an emotional connection with followers. This approach is indicative of a broader trend in digital marketing, where brands aim to craft narratives that resonate on a personal level, thereby enhancing consumer engagement (Madhvapathy, 2014; Kolarova, 2018).

However, the execution of this campaign also sheds light on the potential pitfalls associated with celebrity endorsements in the digital age. The publicized gift, presented as part of the endorsement, raised skepticism among followers about the authenticity and reliability of the Shipper service. Such doubts are not uncommon in the digital marketplace, where consumers are increasingly discerning and demand transparency from brands and influencers alike (Kolarova, 2018; Murdoch, 2017). The immediacy of social media allows for rapid feedback, and negative perceptions can spread quickly, potentially undermining the intended positive impact of an endorsement (Barta et al., 2021; Kolarova, 2018).

Consumer Understanding of Endorsement Activities

Research indicates that consumers possess a substantial understanding of endorsement activities, particularly when they are executed by well-known figures such as YouTubers and social media influencers. Followers tend to recognize that these endorsements are a strategic method of

product promotion. The trust that influencers like Fiki Naki and Dayana have cultivated with their audiences can significantly enhance product visibility and sales. Despite the natural content that Fiki typically produces, followers are aware that endorsement activities often involve a degree of arrangement and commercial intent (Mulhern 2009).

In the comment sections of their Instagram posts, followers actively engage in discussions about the endorsements, demonstrating their understanding of the promotional nature of such activities (Figure 2.). This engagement reflects a broader consumer awareness of endorsement practices and the expectations surrounding them.

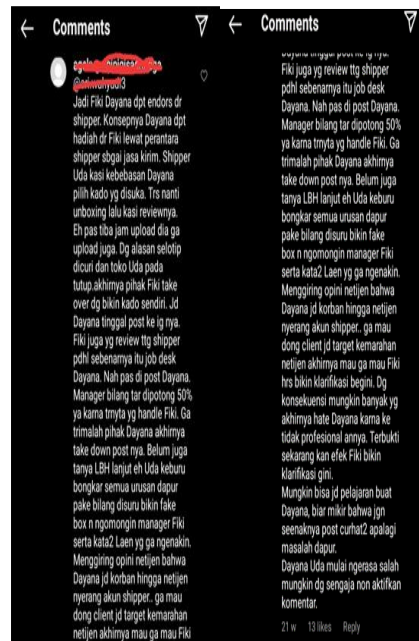


Figure 2. Follower responses and comments from Youtube account @fikinaki.tv in 2023

From comments submitted by followers who became candidates, consumers see that endorsement activity is a practical matter. The follower even wrote a comment to explain to other followers who asked what happened to Fiction Climb so that there would be a viral case between him and Dayana.

However, it also highlights the potential pitfalls when endorsements are perceived as disingenuous or lacking professionalism, as was the case with the misunderstandings between Fiki and Dayana (Figure 3.). Followers discern that there exists a lack of professionalism among endorsers, as evidenced by the absence of cooperative agreements between the two parties. The assertion can be substantiated by examining the comments concerning the reduction of the honorarium by 50% that the Fiction Climb party has enacted.

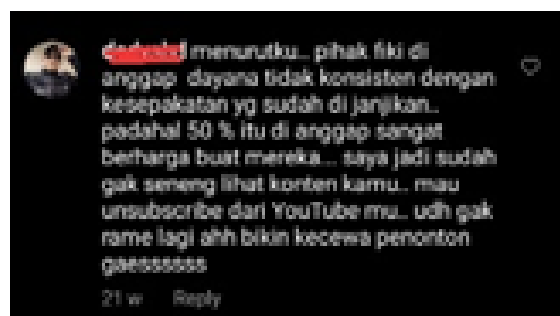


Figure 3. Other follower responses and comments from instagram account @fikinakii in 2023

According to Khamis, Ang, and Welling (2017), social media influencers play a crucial role in shaping consumer attitudes and behaviors, making it imperative for brands to select endorsers who resonate with their target audience. Research indicates that consumers are increasingly discerning about the nature of endorsements, recognizing them as strategic promotional tactics rather than spontaneous endorsements (Ong, et. al., 2022; Ristiani, 2016). This understanding is reflected in the active discussions within comment sections on social media, where followers articulate their perceptions of the endorsements, demonstrating a critical engagement with the content (Hu et. al., 2016). However, the potential pitfalls of perceived inauthenticity and lack of professionalism can undermine the effectiveness of such endorsements. The misunderstandings between Fiki and Dayana exemplify this risk, as followers noted the absence of formal agreements, leading to skepticism regarding the professionalism of the endorsers (Ristiani, 2016). This aligns with findings that highlight consumer expectations for transparency and authenticity in influencer marketing (Hu et al., 2016). Therefore, while endorsements can enhance product visibility, they must be executed with care to maintain credibility and trust among consumers, as evidenced by the backlash from followers when they perceive disingenuousness in promotional activities.

Professionalism in Endorsement Collaborations

The effectiveness of endorsements hinges not only on the popularity of the endorsers but also on the professionalism exhibited in their collaborations. The public disputes between Fiki Naki and Dayana have underscored the necessity for clear agreements and professional conduct in endorsement partnerships. Followers have expressed disappointment regarding the apparent lack of professionalism in their collaboration, which has led to negative perceptions of the endorsed product (Figure 4.).

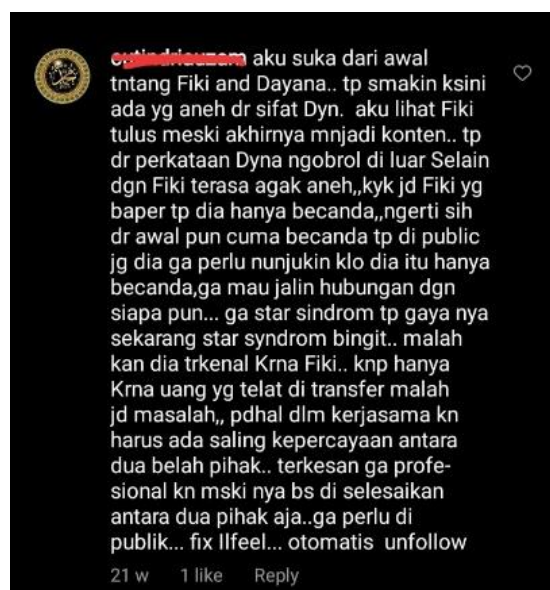


Figure 4. Follower responses and comments negative from Youtube account @fikinaki.tv in 2023

The organization must initially allocate substantial focus towards the actions executed by both endorsers. Based on the feedback provided in the commentary section, it is evident that prospective consumers exhibit a heightened concentration on the endorsement activities. They underscore the association between Fiki Nak and Dayana. This illustrates how the subsequent selebgram initiated the connection, ultimately culminating in a scenario of dispute arising from a misunderstanding concerning the collaborative endorsement during the subsequent division of parties.

Comments from followers indicate a desire for authenticity and transparency in endorsement activities. When influencers fail to maintain a professional demeanor, it can lead to skepticism about the products they promote. This phenomenon is not solely contingent upon the endorser's popularity but also their level of professionalism. This constitutes the fundamental essence of the matter. Numerous highlights derived from prospective follower interactions evolve into potential consumers of Shipper's offerings. Within the commentary section, participants underscore that the endorser engages in a collaborative endorsement of a product, thereby presenting a challenge among secondary endorsers. The absence of a formalized agreement facilitates a lack of coherence and efficiency in the endorsement partnership. This is evidenced by remarks from one of the account's followers (Figure 5.).

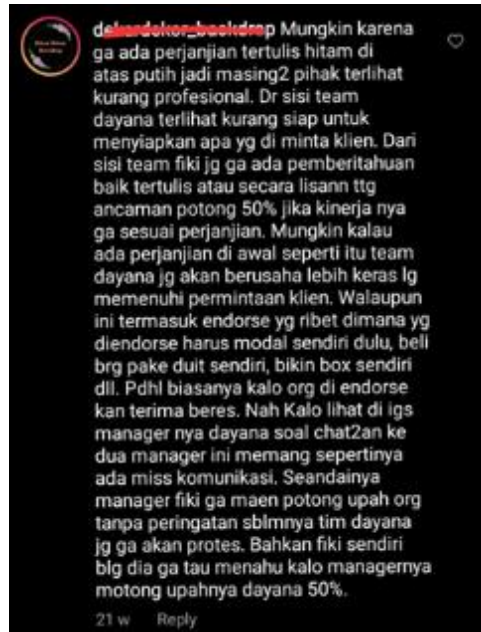


Figure 5: Response to work professionalism from Youtube account @fikinaki.tv in 2023

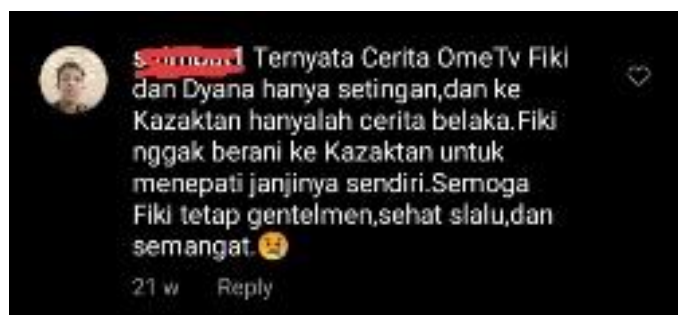


Figure 6: Response to work professionalism from Youtube account @fikinaki.tv in 2023

Additionally, several adherents articulated their dissatisfaction regarding the endorsement initiatives undertaken by both endorsers. They contend that the concept of endorsement should align more closely with the frequent content produced by the endorsers on YouTube. The authenticity of Fiki Popular Naki's content is perceived to become entirely contrived should he commence accepting endorsements. The followers acknowledge that a clearly defined endorsement activity would entail promoting an existing product or service through a specified promotional effort. Other discontented followers similarly conveyed their dismay concerning the association between Fiki Naki and Dayana. While engaging with the followers through entertainment, they now perceive their endorsement collaboration as deceptive. This sentiment is evident in the subsequent comments (Figure 6.).

The response distinctly indicates that adherents exhibit dissatisfaction towards both endorsers, thereby rendering the product they advocate as a central aspect of endorsement endeavors and the cultivation of trust among followers who transition into potential consumers of the product.

The findings suggest that brands must prioritize professionalism and transparency in their endorsement collaborations. As highlighted by Freberg et. al. (2011), the credibility of endorsers significantly impacts consumer trust and engagement. Therefore, companies should implement clear communication strategies and formal agreements to mitigate misunderstandings and maintain a positive brand image. The public disputes between Fiki Naki and Dayana highlight the critical need for clear agreements and professional conduct within endorsement partnerships. Followers expressed disappointment regarding the perceived lack of professionalism, which led to negative perceptions of the Shipper product being endorsed (Audrezet et. al., 2020; Ong et al., 2022). This sentiment aligns with Hu et al. (2016) and Ardley et al. (2022), who emphasize that consumer skepticism can arise when influencers fail to maintain authenticity and transparency in their promotional activities.

Moreover, the commentary from followers illustrates a desire for genuine engagement, indicating that the absence of professional standards can undermine the credibility of the endorsements (Hermawan, 2020; Turanci, 2019). The feedback also points to a need for the endorsement activities to resonate with the endorsers' typical content, as followers perceive a disconnect when influencers shift towards promotional content that seems contrived (Ardley et al., 2022). As followers transition into potential consumers, their trust in the product hinges on the professionalism exhibited by the endorsers, reinforcing the notion that successful endorsements require more than just popularity; they demand a commitment to authenticity and clear communication (Lou et. al., 2022).

CONCLUSION

Using digital media for advertising poses challenges in selecting effective strategies for promoting products and services. Precautions are essential for maintaining brand credibility and longevity. This approach has generated the desired response. Research indicates that leveraging a popular endorser can enhance product and service promotion. Advertising should incorporate prior experiences related to the activity. Engaging in endorsed activities can yield positive outcomes without negative backlash from followers. Associating a product with an endorsed celebrity creates a synergistic relationship. The study highlights issues stemming from management misunderstandings. Two endorsers can elicit adverse reactions concerning the products they promote. A significant challenge in digital advertising is the visibility of endorsers through digital platforms.

The study's limitations stem from its dependence on social media data, which may inadequately represent consumer attitudes toward celebrity endorsements. The ethnographic method, while offering qualitative insights, may be limited by the subjectivity inherent in online interactions, resulting in potential interpretative biases. Moreover, the concentration on the specific case of Fiki Naki and Dayana may restrict the applicability of the findings to other endorsement contexts. Furthermore, the research fails to consider external influences on consumer behavior, such as market trends or existing brand perceptions, which could further obscure the understanding of endorsements' impact on consumer responses. In summary, these limitations highlight the necessity for additional research employing varied methodologies and broader contexts to strengthen the validity of the study's conclusions.

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