

THE EFFECT OF ZOZIBINI TUNZI'S SELF-IMAGE ON INSTAGRAM ACCOUNTS ON YOU C 1000 PRODUCT BRAND IMAGE FOR EAST KALIMANTAN TOURIST AMBASSADOR ASSOCIATION

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ABSTRACT

The purpose of this study was to find out how significant and influential Zozibini Tunzi's self-image on her Instagram account is on the YOU C 1000 product brand image. is quantitative, and the type of research used in the form of a survey in collecting data takes samples from the population, namely users of Instagram accounts who follow accounts of daughters and East Kalimantan tourism ambassadors. The sampling technique uses a purposive sample and uses the Slovin formula, which produces 70 people as respondents. The data analysis technique used is descriptive, classical assumption test, simple linear regression analysis, coefficient of determination, and hypothesis testing. Based on the results of the answers from the respondents on the entire self-image variable Zozibini Tunzi (X) a percentage was obtained with a result of 4.32% which can be said to be included in the very good category. And in the results of the overall answer to the brand image variable, getting a percentage with result of 4.33% can be said to be very good. Based on the results of the t-test, the results of Zozibini Tunzi's self-image influence the brand image. This is evident from the results of the t-count test, namely $t_{count} > t_{table}$ ($5.365 > 1.996$). Based on the coefficient of self-image determination, it influences brand image by 50.2%.

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1. INTRODUCTION

Physical appearance is an important factor for individuals as an identity and visual representation to be conveyed to others in social interaction (Minadeo & Pope, 2022). Appearance and beauty are the main assets of each individual. From the past until now, it is undeniable that appearance is one of the things that most often get special attention for a woman. Every country has different beauty standards. South Korea is one of the world's fashion meccas and a center of beauty for women from their teens to adulthood. Beauty according to South Korea is characterized by a slender body, sharp nose, white and smooth skin, big eyes, voluminous forehead, and a sharp chin (Tjandrawibawa, 2020). Western countries also have almost the same ideal body standards which are divided into three, namely thin, slim, and full (Hermanda et al., 2019).

Self-image is a subjective view of oneself that consists of a picture of one's body, way of dressing, and personality (Sari Dewi et al., 2020). A woman's assessment of her body shape is called body image. The image of the human body is a picture of a person's body that is formed in the heart of the individual, or other words, according to the individual himself. Various pictures of women's body shapes make them dissatisfied with their physical condition. A woman often feels fat, has less shiny skin, a less sharp nose, and others. Feelings of satisfaction and dissatisfaction with body shape make a woman have a positive and negative body image (Sugiarto Maulana et al., 2021).

A positive view of the body is the main key that can build psychological health and physical development in women. A person's negative body image will make their body experience many problems, such as dissatisfaction with their body, eating disorders, diets that are too strict, surgery, white injections, and depression (Diputri & Afriani, 2022).

Today, technology is developing rapidly and this development has a major impact on various aspects of life. Over time, a new technological development emerged called new media, better known as the Internet. Since the 1960s, the term "new media" has been used to cover a growing and diverse range of communication technologies (Sulistiyo & Fitriana, 2020). Dozens of social media are scattered in new media. However, not all social media gets the same attention. One of the most popular social media in recent years is Instagram. In 2020, HootSuite is a service site that provides data and trends for social networking sites such as Youtube, Facebook, Instagram, and others. HootSuite released data showing that in Indonesia

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Instagram ranks fourth as the most active social media, which is at 80% used by internet users (wearesocial.com). It can be seen from a survey conducted by HootSuite that there are 63 million Instagram users in Indonesia in 2020 (Jonni & Hariyanti, 2021).

Instagram is used as a medium for sharing information and communication. Along with its development, Instagram is also used as a medium for self-actualization. Through Instagram, a person's personality can be assessed in terms of what they publish or show, be it in a visual form such as photos, drawings, works of art, or videos. Instagram as a social media is currently also used as a medium for self-actualization which will later form an image or branding as desired. Personal branding is a type of personal identity that can create a perception in someone's mind, namely about the value and quality of the owner of the name. Personal branding is also a way to form self-image, and personal character, which aims to form a positive view of everyone. A person's self-image can be formed when that person uploads photos and videos on their Instagram account (Tukau, 2020).

As Instagram users, people can play roles and form what self-image they want to show on their Instagram social media. An example is Zozibini Tunzi, who is one of the winners of the Miss Universe world-class beauty event in 2019. Zozibini Tunzi is also one of the brand ambassadors for the YOU C 1000 product. You can see Figure 1. which shows Zozibini Tunzi is the brand ambassador for the YOU C 1000 product.



Figure 1. Zozibini Tunzi as YOU C 1000 Brand Ambassador
Source : <https://youc1000.com/>

Zozibini Tunzi is trusted to be the brand ambassador for health products with the trademark YOU C 1000. YOU C 1000 is an energy supplement drink produced by PT. Djojonegoro is a subsidiary of the Orang Tua Group which obtained a license from Takeda Food Product Ltd. Japan. YOU C 1000 officially entered the Indonesian market in early 2004, this product was introduced to the Jakarta and Bali areas and received a positive response. In late 2006, this product spread to all markets in Indonesia. Until now, YOU C 1000 is still the most popular vitamin C drink. This can be seen from a survey conducted by Mybest, which is a site that introduces the best product recommendations. In 2019 YOU C 1000 ranks first as the best and most recommended vitamin drink (my-best. id) (Derajat, 2021).

At the beginning of 2019, the YOU C 1000 product as a health and beauty beverage product launched a new campaign, namely "True Beauty". A place for women to show true beauty. This campaign has the goal of giving confidence to every woman that real beauty is not only judged by skin color, body shape, hair shape, and body size, but real beauty comes from within, namely from having a good personality and having intelligence (Sinambela et al., 2022).

Zozibini Tunzi as the media delivered a new campaign for the YOU C 1000 product, namely True Beauty, with the hope of being able to attract consumers and be able to inspire displaying the true charm of beauty. As a brand ambassador, Zozibini Tunzi has a fairly high level of popularity in the public eye. It can be seen from his Instagram social media account which has 2.6 million followers and is registered as a verified account or often called a blue tick, which means that the account has been authenticated and is known globally as a public figure. As seen in Figure 2 which shows a verified Zozibini Tunzi Instagram account.



Figure 2. Zozibini Tunzi Instagram account
Source: <https://www.instagram.com/zozitunzi/>

Through her Instagram account, Zozibini Tunzi often uploads photos and videos showing herself as someone who has a cheerful character because, in every photo and video, she uploads she always smiles. Zozibini Tunzi too is a woman who is intelligent and active in various social activities. This can be seen from several uploaded photos showing him as a guest star at several activities. And she always looks confident as a woman of color. This shows Zozibini Tunzi showing herself to have a positive self-image, which means she can accept herself and know herself well. With Zozibini Tunzi's positive self-image, which is shown through her Instagram social media account, it is hoped that it will strengthen the image of YOU C 1000 as a health and beauty drink on the market (Dhaefina et al., 2021).

Promotional activities and campaigns from the YOU C 1000 product tagline are carried out via Instagram, namely @youc1000. YOU C 1000 uploaded its promotional activities to its Instagram account by showing several videos and photos showing Zozibini Tunzi as its brand ambassador. The upload received various responses, some positive and some negative. Of the 983 comments given by the Instagram user community, it seems that more bad and negative comments were given, such as the comments given by the account @leosaputra2929, and @tansstp said they disagreed with the election of Zozibini Tunzi as the YOU C 1000 product brand ambassador also, many other negative comments that insult the physique of Zozibini Tunzi.

(Restusari & Farida, 2019) previous research on "the influence of brand ambassador Dian Sastrowardoyo on the brand image of l'oreal Paris makeup products" revealed that Dian Sastro was not worthy of being made a brand ambassador by YouTube account users based on comments seen on l'Oreal's YouTube page. Parisian Oral. However, after being examined with different research samples, namely UMB Yogyakarta students, it produced significant results, namely Dian Sastrowardoyo influenced the brand image of L'oreal Paris products. From the background above, the purpose of this study is to find out whether the new brand image of YOU C 1000 as a beauty drink that can inspire self-confidence is influenced by the image of Zozibini Tunzi shown through his Instagram account.

2. METHOD

The approach used in this study is a quantitative approach with a descriptive analysis design. The type of research used by researchers is survey research. The population used in this study were all East Kalimantan tourism women who actively use the Instagram application and the sample was selected using accidental sampling which randomly selected respondents using YOU C 1000.

The number of samples was obtained through calculations using the Slovin formula so that the final result was 70 respondents. The selection of East Kalimantan tourism ambassadors and women as respondents were based on the same context as the Miss Universe, namely the beauty pageant, and the average members were teenagers aged 17 to 25 years. We're at that age the desire to continue to find identity and exist in the social environment is still high. So that the selection of respondents feels appropriate. This was also done to find out how much influence the self-image of "Zozibini Tunzi" has in the women's community and tourism ambassadors in building self-confidence by consuming and trying YOU C 1000.

Primary data using a questionnaire. Secondary data in research through books, the internet and journals. This study uses classic assumption tests such as normality tests, heteroscedasticity tests, and multicollinearity tests. Whereas hypothesis testing uses individual parameter significance tests (t statistical test), simple linear regression analysis tests, and coefficient of determination test (R^2).

3. RESULT AND DISCUSSION

3.1 Characteristics of Respondents by Age

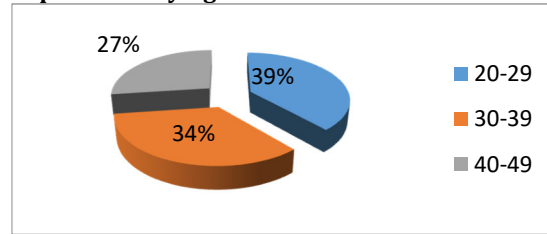


Figure 3. Age Characteristics of Respondents

Based on diagram 3 above, respondents with an age range of 20-29 years totaled 27 people or 38.57%, respondents with an age range of 30-39 years numbered 24 people or 34.28%, respondents with an age range of 40-49 years numbered 19 people or 27.14%, there are no respondents with an age range above 49-50. Based on the data on the age of the respondents above, it can be recapitulated, the members of the East Kalimantan tourism ambassadors are dominated by respondents with an age range of 20-29 years totaling 27 people or 38.57%. Based on the results of the age percentage above, it shows that those who need more vitamins are on average 20-29 years old. This is because at that age a person is in productive age and does a lot of activities. So it needs vitamins to maintain its immune system.

3.2 Characteristics of Respondents Based on Gender

Table 1. Respondents by Gender

No	Gender	Amount	Percentage (%)
1.	Woman	67	95,7%
2.	Man	3	4,3%
	Amount	70	100

Based on the data in table 1. the characteristics of respondents based on gender can be seen, the number of respondents is more dominated by women with a total of 67 people or 95.7% while the number of male respondents is only 3 people or 4.3%. Based on the results of the characteristics of respondents based on gender, it shows that it is women who buy this product more. This is because women are more dominant in consumptive behavior. And the YOU C 1000 product is a health and beauty drink product, so the target market is women. Because women are more concerned about health and beauty.

3.3 Classic assumption test

3.3.1 Normality test

Table 2. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		70
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	7.32467379
Most Extreme Differences	Absolute	.129
	Positive	.067
	Negative	-.129
Test Statistic		.129
Asymp. Sig. (2-tailed)		.055 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

From the data above it can be seen that the Asymp. Sig. (2-tailed) of 0.055 or greater than 0.05, meaning that the research data is normally distributed. The normality test can be carried out and the results

can be seen in the form of a p-plot with a provision that if the points appear close to the diagonal line, the data distribution can be said to be normal. The following are the results of the normality test using probability plots and histogram graphs.

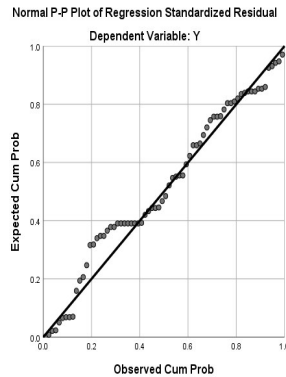


Figure 4. Probability Plot Graph

It can be seen in Figure 4. It shows that the dots spread around the diagnosis line and their distribution is rather close to the diagnosis line so it can be concluded that the data distribution in this study was normal.

3.3.2 Multicollinearity Test

Table 3. Multicollinearity Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients			Correlations			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
(Constant)	24.427	11.619		2.102	.039					
X	.720	.134	.545	5.365	.000	.545	.545	.545	1.000	1.000

a. Dependent Variable: Y

From the results of the multicollinearity test conducted, it is known that the value of the variance inflation factor (VIF) variable is 1, which is less than 10, so it can be assumed that there is no multicollinearity between the independent variables in the regression model.

3.3.3 Heteroscedasticity Test

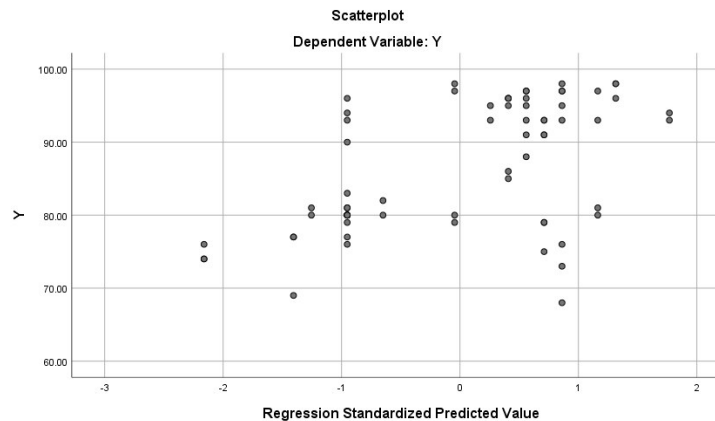


Figure 5. Scatterplot Graph

From the picture above it can be seen that there is no heteroscedasticity because there is no clear pattern and the points spread above and below the number 0 on the Y axis. So it can be said that the heteroscedasticity test is fulfilled.

From the correlation results, it can be concluded that the residuals (errors) that appear in the regression equation have the same variance (homoscedasticity) because the results of the scatterplot test spread on the Y axis, namely above 0 and below 0. This means that there is no heteroscedasticity in the regression model that is researched

3.4 Hypothesis Test (Statistical Test t)

Table 4. Statistical Test t Coefficients

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24.427	11.619		2.102	.039
	X	.720	.134	.545	5.365	.000

a. Dependent Variable: Y

Based on the table above, the t-count value is 5.365, the significance level (α) is 5%, $df = (n-2)$ then $df = 100-2 = 98$, by testing 2 parties so that a t-table is 1.996. Thus $t_{count} > t_{table}$ $5.365 > 1.996$. Thus there is an influence of self-image variables on brand image.

Table 5. Simple Linear Regression Analysis Test

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24.427	11.619		2.102	.039
	X	.720	.134	.545	5.365	.000

a. Dependent Variable: Y

From the linear regression equation formed from the estimation results above are as follows:

$$Y = 24.427 + 0.720X$$

In the linear regression equation above, it can be explained that a constant value of 24.427 indicates that if the independent variable (self-image) is assumed to be 0 (constant) then the value of Y (brand image) is 24.427 times. The self-image value is 0.720, which means that if the self-image variable increases by 1%, the dependent variable, namely brand image, will increase by 0.720 times.

Table 6. Determination Coefficient Test

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.723 ^a	.523	.502	.38255	

a. Predictors: (Constant), X

b. Dependent Variable: Y

The results of the test for the coefficient of determination can be seen based on the R square value of 0.523 from the output. And the coefficient of determination (adjusted R square) in the table above is 0.502 or 50.2%, which means that self-image affects a brand image by 50.2%. While the remaining 49.8% (100 percent - 50.2 percent = 49.8 percent) is influenced by other indicator factors that are not included in this study.

Table 7. Results of the Likert Scale Calculation of Variable X

No.	Celebrity Endorser indicator	Data Processed Results
1.	Perceptual Component	82,78%

2.	Conceptual Component	88,04%
3.	Attitudinal Component	73,24%

Self-image variables consist of perceptual components, conceptual components, and attitudinal components. Of these three indicators, a calculation is carried out with Microsoft Excel by calculating it, namely the total score multiplied by the highest score on the Likert scale and then divided by the number of respondents multiplied by the number of questions on the questionnaire. After doing the calculations and issuing the results shown in Table 7, it can be interpreted that the variable with the highest percentage is the conceptual component of 88.04%. The conceptual component is a person's perception of his characteristics, for example, his abilities, shortcomings, and limitations, or includes his career and achievements.

This shows that most of the respondents already consider that Zozibini Tunzi has self-esteem qualities, through her career and achievements as miss universe. So that respondents thought that Zozibini Tunzi already had good knowledge, experience, and expertise, and was considered capable of influencing someone in the process of forming a brand image for YOU C1000 products. The statement of how often this brand ambassador appears and is popular, the easier an advertisement will be known (Mocanu, 2013). Throughout her career as a Miss Universe, Zozibini Tunzi has frequently appeared on several beauty pageants and television shows as a guest star. so that it can be concluded that a person can recognize a brand based on career and achievements which will later lead to popularity. The Perceptual Component variable has a fairly high percentage of 82.78%, this can also be said to be positive or affects the dependent variable. The perceptual Component is the image that a person has regarding his appearance, especially the body and the expressions given to other people.

It can be concluded that the appearance and expression of a brand ambassador greatly influence a person's self-image. By looking at a brand ambassador presenting a product, a consumer will see the body shape of the product's brand ambassador. So that later it will cause a desire in a consumer to have the same body shape as the brand ambassador of the product, and decide to buy the product. The last one is the Attitudinal Component based on the test results obtaining the lowest percentage of the three components of self-image which is equal to 73.24%. which means it has a positive effect on building brand image but is not too strong.

Based on the results of the respondent's answers to the overall indicator variable Y, the final result is a score of 70%. These results were obtained from calculations performed using Microsoft Excel, by combining the overall results of the respondents' answers (answers with the highest score, namely 5 multiplied by all respondents' answers, and the results were multiplied again by the number of respondents). So that 20 multiplied by 5 is 100 multiplied by the respondent, namely 70 so that it becomes 7000 and multiplied by the respondent's answer to produce 70% or it can be said to have a very positive effect. It can be said that the Attitudinal Component is the social status and views of others. Zozibini Tunzi has a middle level of social status, this can be seen from her achievements as a world-class beauty queen. but this was not used as a reason for the respondents to build an image and buy YOU C 1000 products, this happened because it is likely that most of the respondents were more focused on other components of self-image.

Table 8. Results of the Likert Scale Calculation of Variable Y

No.	Celebrity Endorser indicator	Data Processed Results
1.	Corporate image	50,49%
2.	User Image	84,66%
3.	Produk Image	88,62%

Variable Y, namely brand image consists of three variables, Corporate image, User Image, and Product Image. Of these three indicators, a calculation is carried out with Microsoft Excel by calculating it, namely the total score multiplied by the highest score on the Likert scale and then divided by the number of respondents multiplied by the number of questions on the questionnaire.

From the test results that have been carried out, it can be seen in Table 8. Image products have the highest percentage, namely 88.62%. Product Image is the consumer's perception of the product which includes product attributes, benefits for consumers, and taste choices. This means that consumers are more likely to buy YOU C 1000 products repeatedly because the factor believes in the benefits it brings, or the tap likes the taste and the shape of the packaging. So that YOU C 1000 products must be able to maintain or improve the quality of their products so that the good brand image of the product is maintained. The

variable user image has a fairly high percentage of 84.66%, user image is the consumer's perception of users who use a product or service, or product quality which is influenced by brand ambassadors. So that means that a prospective buyer can be influenced by a brand ambassador when he wants to buy the product. Or want to look the same as the brand ambassador who represents the product. And the variable with the lowest percentage is a corporate image, namely 50.49%, corporate image is perceived by consumers towards companies that make a product or service or the image of that company. This variable is considered very low or does not affect brand image formation.

So it can be concluded that the image of the company has less influence on consumers in purchasing or forming a product brand image.

Based on the results of the respondent's answers to the overall indicator variable Y, the final result is a score of 80.5%. These results were obtained from calculations performed using Microsoft Excel, by combining the overall results of the respondents' answers (answers with the highest score, namely 5 multiplied by all respondents' answers, and the results were multiplied again by the number of respondents). So that 20 multiplied by 5 is 100 multiplied by the respondent, namely 70 so that it becomes 7000 and multiplied by the respondent's answer to produce 80.5% or it is said that the variable Y has a positive influence.

(Nesbitt et al., 2019), describe the brand image as a collection of associations about a brand stored in the minds of consumers. From the test results, it can be concluded that the brand image in the minds of consumers is influenced by three factors: corporate image, user image, and product image. Among the three indicators, product image has a stronger influence on consumers in forming the YOU C 1000 brand image in the minds of consumers. So companies must be able to maintain product quality so that a good image of YOU C 1000 remains embedded in consumers' memories.

Zozibini Tunzi is a winner at the 2019 Miss Universe event, originally from South Africa. Tunzi won her achievement as a Miss Universe at the age of 26 years. With her self-image as Miss Universe, Zozibini Tunzi became an advertising star for YOU C 1000. This is where YOU C 1000 always makes Miss Universe winners as ad stars or brand ambassadors to promote their products. Zozibini Tunzi's victory made him a good image and self-image. As is known that brand ambassadors are usually chosen because of the positive image they have so that they are considered suitable to represent the image of the product and company as a whole.

Each Miss Universe has 2 versions of the commercial, the first is usually looking plain with white dominating the background while the second shows the colorful life of Indonesia. However, not all brand ambassadors have advertisements aired in the media, YOU C 1000 products began promoting their products through social media in 2011.

Instagram is one of the most popular social media. The development of Instagram is very rapid and has had a tremendous impact on life (Tjandrawibawa, 2020). Currently, Instagram is not only used as a medium of interaction and communication by sharing photos and videos but is also used as a new medium that can build one's image and influence everyone. Based on the results of the study using 70 respondents, the number of respondents was more dominated by women with a total of 67 people or 95.7% while the number of male respondents only amounted to 3 people or 4.3% with the average respondent having last education with a bachelor's degree.

Based on the results of the tests that have been carried out, it was found that Zozibini Tunzi's self-image has a significant effect on significant to the brand image of You C 1000 in East Kalimantan Tourism Princess Members. This is evidenced by the output of the One Sample Test table, where it is known that the t value is 5.365, the significance level (α) is 5%, $df = (n-2)$ then $df = 100-2 = 98$, by testing 2 parties, so that t is obtained -table of 1.996. Thus count $<t_{table} 5.365 > 1.996$). And the significance value of the influence of self-image on brand image is obtained by 50.2%. While the remaining 49.8% is influenced by other indicator factors that are not explained by the researcher. And if seen from the results of the overall calculation of the indicator respondent's answers, namely the X variable or self-image has an effect of 70%, and the Y variable or brand image of 80.5%. This means that these two variables have a very strong influence or significance between variable X and variable Y.

Thus there is an influence of self-image variables on brand image. This is to the theory described earlier where the components of self-image, namely the Attitudinal Component, which are one's thoughts and feelings about oneself, status, and views of others, this component is referred to as a conceptual component. And the Perceptual Component is the image that a person has regarding his appearance, especially the body and the expressions given to other people. These three components belong to Zozibini Tunzi. And based on the test results of the self-image and brand image components, the results are mutually influential. So that it can be said that this research obtained significant results from the influence of Zozibini

Tunzi's self-image on the brand image of the YOU C 1000 product as a health and beauty beverage product that was able to build confidence for members of East Kalimantan tourism ambassadors and daughters.

4. CONCLUSION

Based on the results of the tests that have been carried out, the results show that Zozibini Tunzi's self-image has a significant effect on the brand image of You C 1000 in female members and tourism ambassadors for East Kalimantan. Or H_0 is accepted, namely, self-image affects a brand image by 50.2%. Variable X which consists of the Perceptual Component, Conceptual Component, and Attitudinal Component has a positive and significant effect on variable Y which consists of brand image. Evidenced by several test results showing a significant positive level, or there is. An effect of variable X on variable Y.

Companies must continue to maintain taste and quality so that this drink continues to be a vitamin C drink that is liked by the public. Namely by continuing to maintain the quality of taste and adding other benefits that suit the needs of the community.

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