



## The Phenomenon of Using Korean Pop Culture as a Marketing Strategy of Indonesian Product Advertisement

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### Abstract

*Currently, many product advertisements in Indonesia use Korean cultural trends by using Korean artists as brand ambassadors. Indonesia is a country with quite a lot of K-Pop fans in the world. This is an opportunity to carry out marketing activities by approaching consumers through the use of Korean cultural elements. One of them is by using Korean artists in product advertisements in Indonesia. This research focuses on the phenomenon of product advertising in Indonesia which uses brand ambassadors from Korea with Pop culture as a marketing strategy. Data collection methods use observation, interviews and literature study methods. Data analysis in this research uses the AIDA model marketing communication variables which are linked to the role and function of the Korean brand ambassador in product advertising. The conclusion of this research shows that the use of brand ambassadors in product advertising in Indonesia is the right marketing strategy to reach the target market in Indonesia. Brand ambassadors are a key element in every stage of the AIDA concept. Choosing a Korean brand ambassador can help to direct attention, generate interest, strengthen desire, and encourage consumer action regarding the product or service being promoted.*

**Key words:** Korean Pop Culture, Marketing Strategy, Product Advertisement

### 1. Introduction

The advertising industry is a sector that is always transforming along with changes in culture, trends and consumer preferences. The current trend in the world of advertising is the use of Korean artists in product and brand promotions. This phenomenon cannot be separated from the interest in Korean pop culture, especially K-pop, among global society, including in Indonesia. K-pop has become a cultural force that inspires, entertains and connects millions of people around the world. The aim of this research is to observe and analyze the phenomenon of using Korean artists in product advertising in Indonesia. In recent years, there has been a significant increase in the use of Korean artists as brand ambassadors or influencers in product advertising campaigns in

the Indonesian market. This is due to various factors, including the rapidly increasing popularity of K-pop, K-drama, and Korean pop culture in general among Indonesian people.

The important of understanding the dynamics of using Korean artists in advertising in Indonesia is not only related to consumer trends, but also to significant economic impacts as the K-pop industry continues to grow, Korean artist have become global icons who have a major influence on consumer preferences. That's why, companies in Indonesia are more careful in choosing the right Korean artist to communicate their brands and products to a wide and diverse market.

Korean culture is currently quite popular in various countries, including Indonesia. Data obtained from GoodStats (<https://goodstats.id/>) shows that in 2021 Indonesia was in first place out of 20 countries with the largest number of K-Pop fans. From this data, the Philippines is in second place. Meanwhile, South Korea, as a country that has a K-Pop culture, is actually in third place. This has become a concern for several brands to look for opportunities in marketing activities related to their market segmentation. In marketing activities, understanding the target market is a very important thing to do.



Figure 1. Data on countries with the largest number of K-pop fans in the world 2021

Jin (Amri, 2020) describe that the beinning of the development popularity Korean wave or Hallyu began in East Asian countries. After that, the Korean wave or Hallyu became popular



throughout the world and even to Indonesia. Korean culture is not only popular among women, but also men aged up to thirties. Hallyu was first used by “The South Korean Ministry of Culture and Tourism” when planning, producing and distributing music CD from Korean musicians to neighboring countries in 1999.

Samra and Wos argue that regular and repeated consumption is an important indicator of certain emotional investments from fans (Perbawani & Nuralin, 2021). Fuschillo argued that fandom is an expression of a larger phenomenon related to consumption-related and brand-related fanaticism in modern society. Fans who consume because of fanatic are fans who have a form of loyalty to a particular brand.

However, beyond the obvious benefits, there are still questions that need to be answered in the context of this research. What is the role of Korean brand ambassadors in help to achieve the AIDA stages in product advertising in Indonesia? This research will answer this question and provide a deeper understanding of the role of Korean brand ambassadors in product advertising in Indonesia. The results of this research will provide insight for companies wishing to use this strategy, as well as contribute to our understanding of the relationship between pop culture and advertising in the era of globalization.

## **2. Method**

This research used a qualitative research approach. Depends Moleong, qualitative research to understand the phenomena experienced by research subjects, for example behavior, methods of description in the form of words and language in a special natural context using natural methods (Panuju & Mochammad Arkansyah, 2020). The research method used descriptive qualitative research methods. This research to describe research related to advertising video content analysis within the scope of marketing communication strategies. The purpose of qualitative research is to understand the conditions of a context by directing a detailed and in depth description of the portrait of conditions in a natural context (natural setting) regarding what actually happens according to what is in the field of study (Fadli, 2021) .

Data collection techniques use observation techniques, literature studies and interviews. Observation in this research were carried out by directly observing the advertising content taken as sampling. Literature study was carried out by looking for references from relevant scientific

journal articles. Depends Zed, There are four stages of library study, namely preparing the necessary equipment, preparing a working bibliography, organizing time, and reading and recording research materials (Fadli, 2021). From that, interviews were conducted with two sources. The process begins by observing the three selected advertising videos. Then, data from observations, interviews and literature studies are presented narratively using the AIDA marketing communication model to draw conclusions.

### 3. Result and Discussion

#### 3.1. Presenting the Results

One form of cross-cultural and business collaboration in the current era of globalization is the use of Korean brand ambassadors for original Indonesian products. The product try to combine elements of Indonesian culture by using the popularity of Korean celebrities to create greater appeal in the international market.

Collaborations on beauty products are intended to get the global recognition and increase appeal. Several food and beverage products collaborate with K-POP stars or Korean actors to expand their market. This helps food products in Indonesia gain popularity among K-POP fans.



Figure 2. Y.O.U. Product Advertisement “Radiance Up!”

Y.O.U Long Lasting Beauty is the closing statement made by Kim So Hyun as the brand ambassador in the Radiance Up! Quoted from the YouTube Channel YOU Beauty Indonesia, Y.O.U is a famous beauty brand which was launched in 2018. From to data obtained from [Lintasbabel.inews.id](http://Lintasbabel.inews.id), Y.O.U. is an abbreviation for Youthful Outstanding Unique. Apart from

Indonesia, this product has spread to several countries such as Malaysia, Thailand, the Philippines and other countries.



Figure 3. Mie Sedaap Product Advertisement “Korean Spicy Soup”

Mie Sedaap is an instant noodle brand that is quite well known in Indonesia. Choi Siwon is a South Korean artist who is the advertising star for this product. This strategy is a way for the company to attract the attention of Indonesian consumers by taking advantage of Choi Siwon's popularity as a South Korean artist. The presence of famous artists in marketing advertisements aims to help improve the brand image and increase the product's attractiveness in the market.



Figure 4. Somethinc Product Advertisement

Depends detik.com, Somehinc is a local brand from Indonesia that product beauty using high quality ingredients. Somethinc products have also had a halal certificate since 2019. This brand has collaborated with local and foreign artists. Han So Hee is an artist from South Korea



who is the brand ambassador of the beauty product Somethinc. Han So Hee is admired for her courage to explore roles with various strong characters. Likewise, Somethinc is aggressively innovating in presenting a variety of beauty products.



Figure 5. Sasa Product Advertisement

Dikutip dari Liputan6.com, Choi Siwon is the brand ambassador for seasoning products from Indonesia, namely the Sasa brand. Hastag SiwonxSasa it became the first trending topic on Twitter on Tuesday, February 15 2022 with more than 9,000 tweets. Siwon is a global idol and legendary second generation K-Pop Star. Siwon is known for his worldwide popularity. Siwon's charm is in line with Sasa's main mission, which is the reason this brand invited Siwon to introduce Indonesian spices overseas.

### 3.2. Create a Discussion

One element of marketing are mix which is a variable in marketing in order to meet sales targets. The elements in the marketing mix are known as 7p, namely : product, price, place, promotion, physical evidence, process dan people (Hariyanti & Wirapraja, 2018).

Article from a scientific journal explains that promotion in any form is an attempt to influence other parties. Promotion is one element of the marketing mix in a company. On the other, Kinnear and Kenneth define promotion as a marketing communication mechanism, the exchange of information between buyers and sellers. Promotion has a role: to inform, to persuade, to remind consumers so that the company gets feedback regarding the products or services offered (Puspitasari et al., 2023)



Firmansyah explained that a brand ambassador is someone who has a passion for a brand and can influence or invite consumers to buy or use a product. The results of previous research by Bhara and Syahida stated that a positive and significant influence was found from the Shopee brand ambassador starring Blackpink. Another research conducted by Brilliani et al., stated that brand ambassadors and sales promotions influence buying interest in the LG G7 ThinQ cellphone. (Hendayana & Afifah, 2021).

The four advertising products above show that the products from Indonesia use brand ambassadors from Korea. Kim So Hyun is the brand ambassador in the Radiance Up! From Y.O.U Beauty. Choi Siwon was chosen as the brand ambassador for the Mie Sedaap advertising product and also the Sasa brand of food seasoning products. Meanwhile, the Somethinc beauty product uses a Korean artist named Han So Hee as its brand ambassador.

Advertising means of marketing goods or services must be able to appear attractive and persuasive. To produce good advertising, apart from get attention to the ad structure, you also apply the AIDA advertising formula (Arianto, 2017). AIDA resume from *Attention, Interest, Desire, dan Action* (Auliasari et al., 2021).

The AIDA model is a step to process that is often used in marketing communications. In one scientific journal article, it is explained that in marketing communication science, the AIDA concept is a reference in creating communication campaign programs. From that, the AIDA concept is often the initial foundation for creating marketing programs (Oktavianti & Hasrina, 2020). AIDA is a model used to understand how consumers react to marketing messages. The following is an analysis of the AIDA model in marketing communications with the functions and roles of brand ambassadors.

## 1) Attention

- a. AIDA : First, AIDA is attracting the target market's attention to the product or service.
- b. Brand Ambassador : As a well-known and respected figure in industry or society, brand ambassadors have the power to attract public attention to the brand or product they are promoting. The existence of a brand ambassador can be a focal point that attracts attention to certain products or services.



2) Interest

- a. AIDA : After get attention, the next step is to generate interest in the product or service.
- b. Brand Ambassador : knowledge of a brand and the trust they have from their fans or followers, brand ambassadors can generate strong interest in a product or service in a more personal and convincing way.

3) Desire

- a. AIDA : After interest appear, the next stage is to create a desire in consumers to own or use the product or service.
- b. Brand Ambassador : recording the emotional relationships they build with their fans, brand ambassadors are able to strengthen consumers' desire to own the product or service they are promoting. Their testimonials and personal experiences can strengthen the product's appeal.

4) Action

- a. AIDA : The final stage is push consumers to take action, such as purchasing or taking certain steps after being inspired, influenced and desired by the product or service.
- b. Brand Ambassador : With their strong influence, brand ambassadors are able to drive consumer action. Their loyal followers may be motivated to follow the brand ambassador's lead or recommendations, such as purchasing a product or service they endorse.

The results from interview conducted with Nuha Zahirah explained that of the four advertisements, Choi Siwon was the brand ambassador who was easiest to recognize. The Mie Sedaap advertisement is an advertisement that is considered interesting because of its unique advertising packaging and the use of Indonesian in the advertisement. The Korean Spicy Soup variant attracts spicy taste fans to try it.

The second source, namely Putri Rahmadani, said that she recognized Choi Siwon and Kim Soo Hyun as brand ambassadors for the advertising product. According to her, the brand





ambassador for the advertising product is an artist who has high value. Until now, Putri still uses the Y.O.U cosmetics brand advertised by Kim Soo Hyun.

#### **4. Conclusion**

AIDA is a model used to understand how consumers react to marketing messages. The AIDA model can help in planning effective marketing messages. By understanding the AIDA model, companies can design appropriate communication strategies according to consumers psychological stages, helping to build brand awareness, maintain interest, and encourage desired consumer actions. From the research that has been carried out, it shows that brand ambassadors can be a key element in every stage of the AIDA concept. Brand ambassadors can also help to direct attention, generate interest, strengthen desire, and encourage consumer action regarding the product or service being promoted. From that, packaging advertising strategies with an attractive concept can make consumers continue to remember the product. This is something important in product marketing activities.

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