

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Brand Ambassadors are people or groups that work with companies to become 'icons' or 'faces' of brands. In this era of rapid competition, company management is required to be more creative to get people's attention. One of the methods used by many companies is to use brand ambassadors. The success of a brand ambassador in carrying out its functions according to Shaz Smilansky can be measured by attractiveness, expertise, trust, and strength (Smilansky 2009). According to Lea-Greenwood, A brand ambassador is a tool used by companies to communicate and connect with the public, regarding how they actually enhance sales (LeaGreenwood 2012, 88). Using a Brand Ambassador is considered very effective because consumers today often consider brand ambassadors as a reason to buy a product. The more famous brand ambassadors that have been contracted, the more likely the product will sell. This aims to make consumers interested in using products, especially because the selection of brand ambassadors is usually based on imaging through a famous celebrity (Royan 2004, 7). A brand ambassador is very obliged to show their liking and satisfaction with the products owned by the product. They can show this through a variety of ways, such as through social media, or events created by the brand or the ambassadors.

Besides, in carrying out their duties, brand ambassadors must obey the prohibitions, also do everything that is ordered, and the provisions made by the

company. Therefore, a brand ambassador must be able to display the image and character in accordance with the product it represents. Besides, they must also be able to promote subtly to be able to influence many people to buy or use the services they represent. There are five characteristics of brand ambassadors according to (Lea Greenwood 2012, 77). First, transference is when a celebrity supports a brand that is related to their profession. Second, congruence, the concept of ensuring compatibility between brands and celebrities. Third, credibility is the degree to which consumers can see the ambassador has the expertise and knowledge that is relevant and can be trusted to provide information. Fourth, attractiveness, non-physical appearance that can support a product or advertisement. Lastly, Power which charisma emitted by sources to be able to influence consumers. Brand Ambassadors must be passive and compliant agents in their relations with the company that houses them. This happens because to preserve the name and image of the brand. An example of one case that occurred was in a study “Studi Kasus pada XL AXIATA di Pelajar dan Mahasiswa Yogyakarta” by Panji Eka Prasetyo. Tara Basro was appointed as a brand ambassador, she was expected to be able to represent the dynamic, modern, and brave XL provider personality. As an ambassador, Tara Basro helped educate the public and XL customers about the various benefits of XL services and also participated in promoting the brand. It can be seen that as ambassador, Tara Basro is a passive and obedient agent towards the company.

Nevertheless, humans can also be active actors in their relations to an institution or company, where they do not have to always obey the wishes of the

company. One case of employee non-compliance with the company is seen in the journal article “Gambaran Faktor yang Mempengaruhi Ketidakpatuhan Menggunakan APD di SPBU ‘X’ Surabaya”. In the journal, workers did not comply with the company's desire to use PPE for a variety of reasons such as being uncomfortable, hampering movement while working, making it more difficult. This non-compliance makes them more flexible with the rules and desires of a company. This also happens to brand ambassadors who are more flexible in their online performance, which is where they make their social media as a front stage or backstage. The front stage is a stage where the actor plays the best role in front of the audience to achieve the desired goals, while backstage is a stage where the actor can relax and escape all the complete equipment used to present himself (Goffman 1959). This is what makes the brand ambassadors very interesting to study, especially about their identity performance.

Emina Girl Gang Ambassador Universitas Airlangga is an influencer community of makeup and cosmetics that is spread in many school and campus, which contains students who have girly personalities, or in line with the concept that is owned by the Emina Cosmetics. Besides Emina Cosmetics, many cosmetic brands also use brand ambassador method to attract more buyers and customers, such as; Wardah and Makeover Cosmetics that have their own concepts and characteristics. Students who try their luck to become ambassadors have a variety of reasons behind them to register to become an Emina Girl Gang Ambassador. Based on my pre-research observation, during become ambassadors, they are obliged to do many things that are certainly related to Emina Cosmetics, such as

creating beauty classes, workshops, introducing Emina products, sharing experiences while becoming a member in social media and many more, which must be operating following the concepts set by the company.

Emina Cosmetics has published a variety of cosmetics, ranging from foundation, blush on, lipcream, liptint, to skincare such as sheet masks, lip scrubs, micellar water, and many more. This brand that is identical to the cute and girly impression always has packaging or appearance that seems very cheerful and portrays young people.

Figures 1 Emina Cosmetics



Emina brand often uses bright and very eye-catching packaging colors such as pink, yellow, light green, purple to light blue. Emina cosmetics are also quite cheap because the brand's target is young people and students. Also, the formula used is light so they can practice or experiment with makeup. Brands that have the tag "Born to be Loved" want to convey that beauty is fun, natural and we are born to be loved. This can mean that natural cosmetics can make someone can be loved by others. There is an example can be noted in the Emina advertisement which introduces the "bright stuff" series.

Figures 2 Emina Advertisement



In the advertisement, these teenage girls will meet with their crushes, but they are not ready until finally, they use facial wash and cream from the bright stuff series. Then, when they open the door, the men are fascinated and impressed by their beauty. It can be interpreted that only by using natural cosmetics and skincare, a girl can be loved by the opposite gender.

On this basis, the brand ambassadors appointed are students in schools and universities. In Surabaya, several schools have Emina Girl Gang Ambassador Batch 3, including Wijaya Kusuma University, Surabaya University, Surabaya State University, Universitas Airlangga, Hang Tuah High School, Barunawati High School, and Malang Vocational School. However, Emina Girl Gang Ambassador of Universitas Airlangga has significant things, such as the greater number of members among others, and followers on social media. This is what makes this research focused on Emina Girl Gang Ambassador of Universitas Airlangga.

In this study, researcher examined how the identity performance of Emina Girl Gang Ambassador's using the dramaturgy theory by Erving Goffman. In the drama, actors play different roles and engage in different types of performances to shape their definition of the situation as well as how they are viewed within it(Manusov 2008). In such situations, actors can choose the desired role according to who they are interacting with. Erving Goffman divided it into two, namely the front stage and backstage. The front stage is the version that we believe will be favorable to others, while backstage is the version that often presents to those we are familiar with(Goffman 1959). The front stage and the backstage contained in the life of an ambassador are interesting things to study because basically, people will always try to adjust to the environment where and when they are, as well as the ambassadors. The front stage when ambassadors are doing their role as ambassadors may be different from what they actually feel or do when they are not ambassadors, but as students or ordinary people with all activities that are not bound by regulations. In this study, the researcher will discuss the ambassador of beauty products which are also ordinary students at Universitas Airlangga. The researcher will discuss the background of ambassador, how to interact with people around, and about their life outside of their profession as an ambassador of beauty products. Also, the researcher will describe how the front and backstages of Emina Girl Gang Ambassador Batch 3. Other than that, the researcher will also interpret the results of the front stage and backstage with the identity of the negotiations they carried out while in the back stage.

1.2 Statement of the Problem

Based on the background above, the researcher formulated the problem as follows:

1. How is the identity performance of the Emina Girl Gang Ambassador Universitas Airlangga as Actors in the front and backstages?
2. How is the identity negotiation used by the Emina Girl Gang Ambassador Universitas Airlangga in the front and backstages?

1.3 Purpose of the Study

Based on the formulation of the problem above, the research objectives is:

1. To find out how the identity performance of the Emina Girl Gang Ambassador Universitas Airlangga is in the front and backstages.
2. To find out how the identity negotiation of the Emina Girl Gang Ambassador Universitas Airlangga is in the front and backstages.

1.4 Significance of the Study

The findings of this study will be beneficial to the community considering that there are many ambassadors currently in existence. It can be used as recommendations for programs or policies and applied to the community. For the researcher, the results of this study are expected to be helpful as information and can increase knowledge about the social behavior of young women related to social science, especially in self-identity and dramaturgy. Moreover, this research is also useful for scientific studies which are expected to be used as material for consideration and reference in making programs related to adolescent needs and are expected to be useful as the development of humanity and psychology studies and also additional discourse to enrich references and literature that are studied scientifically, especially in matters of the front and backstage with Emina Girl Gang Ambassador in Universitas Airlangga.

1.5 Definitions of Key Terms

- Actor** : The actor must be physically fit, flexible, able to observe life, master his psychic powers, know and understand the script, concentrate on image, atmosphere, and stage intensity, and must be willing to work continuously and seriously explore training for self-perfection and appearance its role(Mitter 2002).
- Back Stage** : A place where the actor can relax where he can escape all the complete equipment used to present himself(Goffman 1959).
- Brand Ambassador** : A tool used by companies to communicate and connect with the public, hoping they can increase sales (Greenwood, 2012).
- Front Stage** : A place where the actor plays the best role in front of the audience to achieve the desired goals (Goffman 1959).
- Identity Performance** : Interaction behavior that humans do in a show of everyday life as if it is presenting themselves, it is the same as the way an actor displays the character of another person in a drama performance(Goffman 1959).