Effectiveness of Mustika Ratu Promotion Using Endorser Miss Indonesia

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The general objectives of this research were to (1) Identified and analyze image of Miss Indonesia. (2) Identified and analyze association Miss Indonesia with product of Mustika Ratu, company of PT. Mustika Ratu, and purchasing decision of Mustika Ratu product. (3) Analyze brand association of Miss Indonesia, product of Mustika Ratu, and company of PT. Mustika Ratu. (4) Recommendation to PT.Mustika Ratu for repaire Miss Indonesia Strategy as Mustika Ratu endorser.

The result of this research showed that cosmetic consumer have positive image about Miss Indonesia, there’s have correlation between Miss Indonesia with product of Mustika Ratu, there’s have correlation between Miss Indonesia with company of Mustika Ratu, and therers no correlation between Miss Indonesia with purchasing decision of Mustika Ratu product. Therefore, PT. Mustika Ratu promotion activity is enough effective.

Brand image of Miss Indonesia is interesting woman, strong, and self confidence. Brand image of Mustika Ratu product is product made for Indonesia skin, product having good benefit, product from natural materials, and also made traditionally. Brand image of PT. Mustika Ratu is company which care to Indonesia woman, care with beauty, tourism, and culture.

Recommendation strategy for PT. Mustika Ratu: (1) Using Miss Indonesia as celebrity of Mustika Ratu product. (2) Improving promotion activity out of Miss Indonesia competition. (3) Communication to consumer that’s Miss Indonesia as PT. Mustika Ratu ambassador. (4) Using positive image about Miss Indonesia maximize