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THE EFFECTS OF BRAND AMBASSADOR, SOCIAL MEDIA MARKETING, AND ADVERTISING CAMPAIGN OF SOMETHINC PRODUCT ON PURCHASE INTENTION (Study on Somethinc Users in Medan City)

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Abstract

The increasing awareness within the community regarding the significance of skincare, especially for the face, has led to a high demand for facial care products, resulting in the emergence of numerous new skincare brands in the market. Among these brands, Somethinc has gained prominence, particularly in Medan City, where it secured the top position in skincare sales on e-commerce platforms in 2022. This research aims to investigate the impact of brand ambassadors, social media marketing, and advertising campaigns for Somethinc products on purchase intention within the Medan City community. The study employs a quantitative research approach with an associative methodology and utilizes SPSS software for data analysis. The research population comprises all members of the community in Medan City who use Somethinc, with a total of 100 respondents as the sample. The findings indicate that the brand ambassador variable has a negative and statistically insignificant effect on purchase intention, while the variables of social media marketing and advertising campaigns have a positive and statistically significant impact. The F-test results reveal that all three independent variables collectively influence the purchase intention of Somethinc products within the Medan City community, explaining 64.9% of the variance.

Keywords: *Advertising Campaign, Brand Ambassador, Purchase Intention, Social Media Marketing*

1. INTRODUCTION

Indonesia has unmistakably established itself as one of the world's largest consumer markets for skincare and beauty products. The data, as reported on the goodstats.id website in 2022, demonstrates the remarkable growth in the utilization of beauty products throughout Indonesia. In 2021, there was a notable 7% surge in the usage of such products, and this upward trajectory is anticipated to persist until the culmination of 2022. The burgeoning consumption of skincare and beauty products harmoniously aligns with the increase in the number of industry players in this sector within the nation. The period spanning from 2020 to 2022 saw a distinct dominance by local Indonesian manufacturers in the production of skincare and cosmetic products, reflecting the domestic industry's dynamism and the rising awareness of skincare among the populace.

Among the array of local skincare brands that have garnered prominence, Somethinc stands out as a noteworthy player renowned for its exceptional quality. Introduced to the Indonesian market in 2019, Somethinc has swiftly ascended as a key player in the beauty industry. The brand has carefully curated a spectrum of facial and body care products, encompassing an array of essentials such as face wash, sunscreen, serum, moisturizer, as well as cosmetic products like lip serum and lip balm. These offerings are thoughtfully tailored to suit the Indonesian skin type, making them highly

accessible to the local populace. The affordability of Somethinc's product line further contributes to its popularity and growth. Over the course of three years, Somethinc has claimed the mantle of the leading local skincare brand in Indonesia. It is worth noting that the data from Compas.com in 2022 substantiates this by reporting impressive sales figures of Rp 53.2 billion achieved through popular e-commerce platforms like Shopee and Tokopedia in the second quarter of 2022. This resounding success can be attributed to Somethinc's strategic marketing approach and innovative strategies.

Somethinc's remarkable success in the Indonesian beauty market is a testament to the meticulous planning and execution of its marketing strategies. A key component of Somethinc's marketing strategy has been its adept utilization of the Korean Wave phenomenon, exemplified by its collaboration with the popular K-pop group, NCT Dream, as brand ambassadors. This strategic move has played a significant role in enhancing Somethinc's resonance with its target audience, effectively aligning the brand with prevailing trends in popular culture. Moreover, Somethinc has carved out a substantial digital footprint, actively leveraging social media platforms like Instagram and TikTok. With a substantial following of 1.3 million on Instagram and 2.2 million on TikTok, Somethinc has artfully crafted content that not only engages but also deeply resonates with its audience. This heavy reliance on social media as a cornerstone of its marketing strategy has been instrumental in nurturing a loyal and highly engaged customer base.

In the skincare industry landscape, Somethinc's marketing approach presents a stark departure from that of its competitors, including MS Glow and Wardah. While competitors have adopted a multifaceted approach, incorporating various advertising channels, from television commercials to Google's AdSense, Somethinc has charted a distinct course. Its primary reliance on straightforward yet informative promotional flyers, elucidating product details for consumers, sets it apart. This unique strategy, combined with its formidable presence on social media platforms, highlights the innovative nature of Somethinc's marketing strategies, differentiating it from competitors. This distinctive approach has not only proven highly effective but also underscores Somethinc's ability to capture consumers' attention in a manner that deviates from conventional industry practices.

The success of Somethinc in the Indonesian beauty market also underscores the changing landscape of marketing strategies in the digital age. While traditional advertising channels continue to wield influence, Somethinc's emphasis on social media and its capacity to craft immersive and relatable content reflects a paradigm shift. This not only attests to the evolving dynamics of consumer engagement but also underscores the adaptability of contemporary brands. Furthermore, Somethinc's commitment to simplicity and transparency in its promotional materials aligns with the trend of authenticity in modern consumer behavior. In an era where consumers seek genuine connections with brands, Somethinc's strategy fosters trust and resonates with those who prioritize clarity and reliability in their purchasing decisions. As such, Somethinc's innovative marketing tactics offer valuable insights into the dynamic interplay between traditional and digital marketing in the beauty industry and underscore the importance of aligning with evolving consumer preferences.

The preliminary study conducted on 30 Somethinc users yielded intriguing insights. It was apparent that consumers exhibit a keen interest in purchasing Somethinc products through social media, which evidently serves as a potent and effective marketing medium.

However, what sets the stage for an engaging avenue of further research is the observation that the selection of NCT Dream as a brand ambassador and the utilization of advertising campaigns appear to exert a comparatively less pronounced influence on consumer behavior. This intriguing finding serves as a catalyst for a more comprehensive study to explore the nuanced interplay between foreign brand ambassadors, social media marketing, and advertising campaigns, and how these factors collectively influence consumer preferences when it comes to purchasing products from local skincare brands.

2. LITERATURE REVIEW

2.1. Brand Ambassador

Brand ambassadors, also known as brand endorsers and celebrity endorsers, are terms often used interchangeably with additional phrases such as brand supporters, advertising spokespeople, and promotional ambassadors (Firmansyah, 2019:137). They serve as icons or representations of a brand, symbolizing individual achievements and personal excellence in the context of the commodification and commercialization of a product (Royan, as cited in Sihombing et al., 2022:107). Kotler (2018:163) further elucidates that brand ambassadors, typically associated with celebrities and public figures, wield significant influence in a given country. They are believed to be a pivotal factor capable of shaping consumers' beliefs and attitudes toward a brand they may choose.

2.2. Social Media Marketing

Social media marketing is a promotional tool employed by companies to share textual, visual, and auditory content of products or services (Kotler, 2018:568). According to Gunelius, as cited in Angela and Siregar (2021:421), social media marketing constitutes a form of marketing, whether direct or indirect, aimed at building awareness, recognition, recall, and attitudes toward a brand, product, person, or entity. This is accomplished through the use of various social media platforms such as social bookmarking, blogging, microblogging, social networking, and content sharing. A similar understanding is shared by Mulyansyah and Sulistyowati (2021:1100), who define social media marketing as a marketing model that utilizes the internet and serves the purpose of achieving marketing goals through various social media networks.

2.3. Advertising Campaign

An advertising campaign is a marketing component comprising two English words, "advertising," referring to non-personal presentation promoting paid ideas or services, and "campaign," which denotes a coordinated set of activities. An advertisement is effective when the message is delivered by a widely recognized figure, such as an actor, celebrity, model, athlete, or public figure (Kotler, 2018:452). Belch and Belch, as mentioned in Ambarwati and Sukamdiani (2022:24), assert that an advertising campaign is part of Integrated Marketing Communication (IMC) and involves communication activities centered around a specific theme or idea with a specific timeframe. The campaign's theme should be a powerful idea through which the message can be effectively conveyed.

2.4. Purchase Intention

Purchase intention, as defined by Kotler and Keller (2018:181), represents consumer behavior where individuals express a desire to use, select, or consume a product offered to them. Schiffman and Kanuk, as cited in Susianawati and Nurtaniono (2022:3), describe purchase intention as the likelihood of a consumer taking action to buy a product. Additionally, according to Priansa, as interpreted in Lena and Susanti (2023:986), purchase intention signifies a consumer's action or behavior that emerges as a response to a product, indicating the consumer's desire to purchase that product. Consumer purchase intent typically arises after consumers have acquired information about a particular product.

2.5. Conceptual Framework

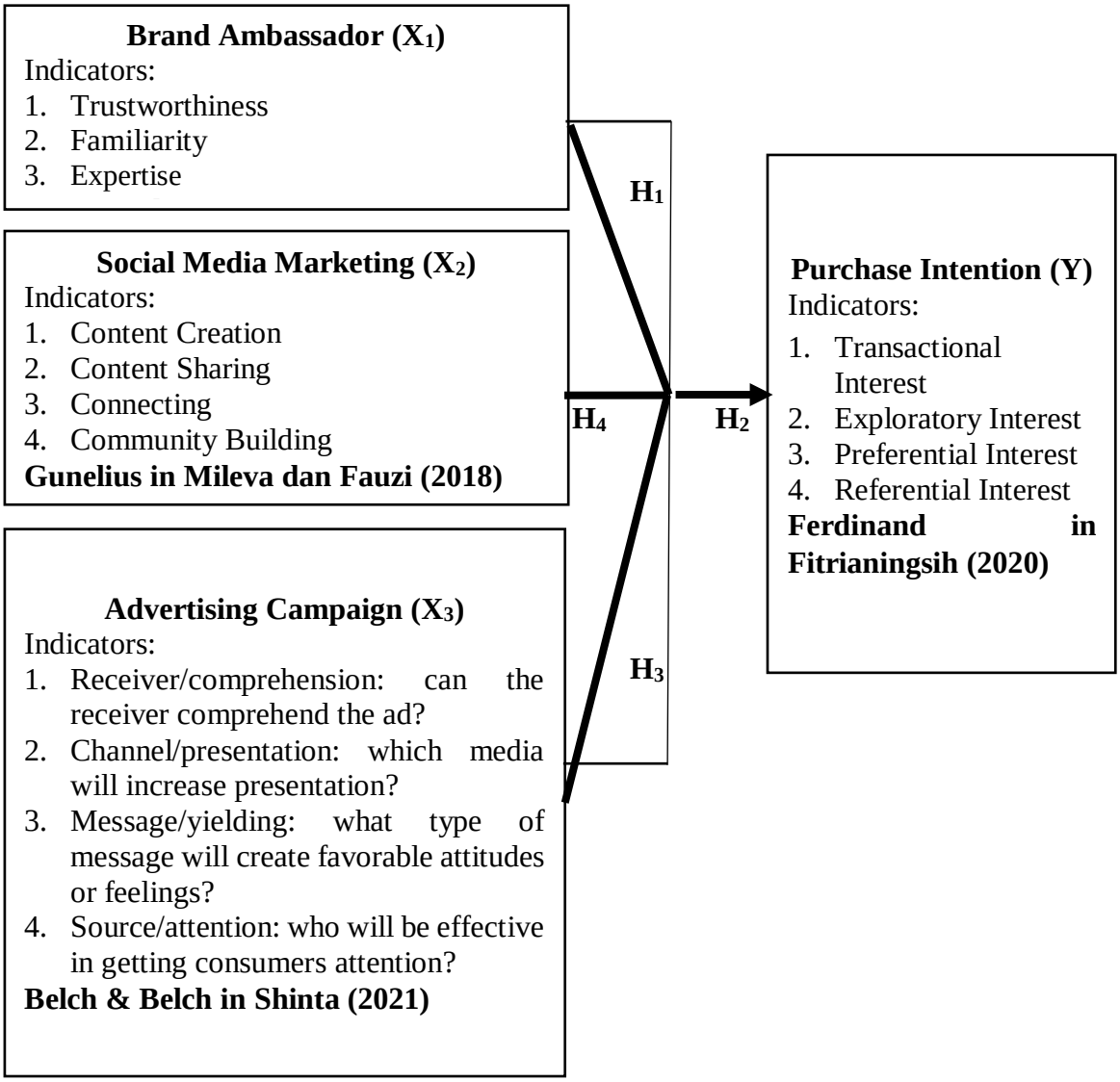

Figure 1. Conceptual Framework

3. RESEARCH METHODS

This study is quantitative research with an associative approach. The research population focuses on the entire population of Medan City who use Somethinc products, with a sample size of 100 respondents. Sampling was conducted during the period of March to May 2023 using the purposive sampling method. Primary data were obtained through the distribution of questionnaires.

Data analysis involved a series of statistical tests, including validity tests, reliability tests, classic assumption tests, multiple linear regression analysis, T-tests, F-tests, and coefficient of determination tests. The entire data analysis was conducted using SPSS software. The objective of this research is to identify and analyze the relationships between the variables in the context of Somethinc product usage in Medan City. Through the data obtained, it is expected that this study will provide a deeper understanding of the factors influencing the purchase intention of Somethinc products among the residents of Medan City.

4. RESULTS AND DISCUSSION

Table 1. The Results of Preliminary Research on Somethinc Consumers

Questions	Percentage
I am interested in purchasing Somethinc products because NCT Dream has been chosen as the brand ambassador.	33.3%
I am interested in purchasing Somethinc products because they market through social media (Instagram and TikTok).	86.7%
I am interested in purchasing Somethinc products because they use advertising campaigns as a promotional medium for marketing.	40%

4.1. Research Results

4.1.1. Instrument Validation

Presented below are the results of instrument validation in this research, specifically the validity testing of four variables.

Table 2. Results of Validity Testing for Each Variable

No.	Brand Ambassador	r-statistic	r-table	Description
1.	X1.1	0,395	0,196	Valid
2.	X1.2	0,359		Valid
3.	X1.3	0,384		Valid
4.	X1.4	0,245		Valid
5.	X1.5	0,444		Valid
6.	X1.6	0,574		Valid

No.	Social Media Marketing	r-statistic	r-table	Description
1.	X2.1	0,442	0,196	Valid
2.	X2.2	0,453		Valid
3.	X2.3	0,482		Valid

4.	X2.4	0,296		Valid
5.	X2.5	0,401		Valid
6.	X2.6	0,290		Valid
7.	X2.7	0,527		Valid
8.	X2.8	0,388		Valid
9.	X2.9	0,533		Valid
10.	X2.10	0,426		Valid

No.	Advertising Campaign	r-statistic	r-table	Description
1.	X3.1	0,623	0,196	Valid
2.	X3.2	0,658		Valid
3.	X3.3	0,513		Valid
4.	X3.4	0,538		Valid
5.	X3.5	0,500		Valid
6.	X3.6	0,616		Valid
7.	X3.7	0,522		Valid
8.	X3.8	0,565		Valid

No.	Purchase Intention	r-statistic	r-table	Description
1.	Y1	0,244	0,196	Valid
2.	Y2	0,546		Valid
3.	Y3	0,236		Valid
4.	Y4	0,294		Valid
5.	Y5	0,413		Valid
6.	Y6	0,441		Valid
7.	Y7	0,545		Valid
8.	Y8	0,566		Valid

Validity testing conducted on the four variables yielded a critical value (r-table) of 0.196. Based on the data analysis performed, the r-statistic for each statement within each variable exceeded 0.196. Therefore, it can be concluded that all statements are considered valid and suitable for inclusion as research instruments.

Table 3. Results of Reliability Testing for Each Variable

No.	Variable	Cronbach's Alpha	Significance	Description
1.	Brand Ambassador	0,845	0,6	Reliable
2.	Social Media Marketing	0,897	0,6	Reliable
3.	Advertising Campaign	0,908	0,6	Reliable
4.	Purchase Intention	0,826	0,6	Reliable

Reliability testing conducted on the four variables resulted in a Cronbach's Alpha coefficient value of 0.6. Based on the data analysis performed, the Cronbach's Alpha values for each variable exceeded 0.6. Therefore, it can be concluded that all statements are deemed reliable and can be used in this research.

4.1.2. Classical Assumption Testing

The Kolmogorov-Smirnov test was employed to assess normality in the research data. If the significance value (sig.) is > 0.05 or 5%, it indicates that the data follows a normal distribution, while if the sig. value is below 0.05 or 5%, it suggests that the data does not adhere to a normal distribution.

Table 4. Results of the Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters [a,b]	Mean	.0000000
	Std. Deviation	2.17952022
Most Extreme Differences	Absolute	.089
	Positive	.059
	Negative	-.089
Test Statistic		.089
Asymp. Sig. (2-tailed) [c]		.113

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

The Kolmogorov-Smirnov test yielded a value of 0.113. This value is greater than the specified significance level, which is 0.113 > 0.05. According to this criterion, the data obtained from this research is considered suitable, meets the normality assumption, and follows a normal distribution.

Table 5. Results of Multicollinearity Test

Variable	Collinearity Statistic		Information
	Tolerance	VIF	
Brand Ambassador	.792	1.263	Multicollinearity symptoms are not observed
Social Media Marketing	.469	2.130	
Advertising Campaign	.471	2.125	

In the multicollinearity test of this research, the three variables: brand ambassador (X1), social media marketing (X2), and advertising campaign (X3), obtained tolerance values > 0.10 and VIF (Variance Inflation Factor) values < 10.00. This indicates that there are no symptoms of multicollinearity among these three independent variables. Consequently, the data in this study are suitable for use in the regression model.

The results of the multicollinearity test indicate that the points on the scatterplot in this heteroscedasticity test are randomly distributed along the Y-axis, both below and above the 0 line, and do not exhibit any specific pattern. This demonstrates that there is no evidence of heteroscedasticity in the data of the regression model used in this research. Below is the scatterplot test results for heteroscedasticity:

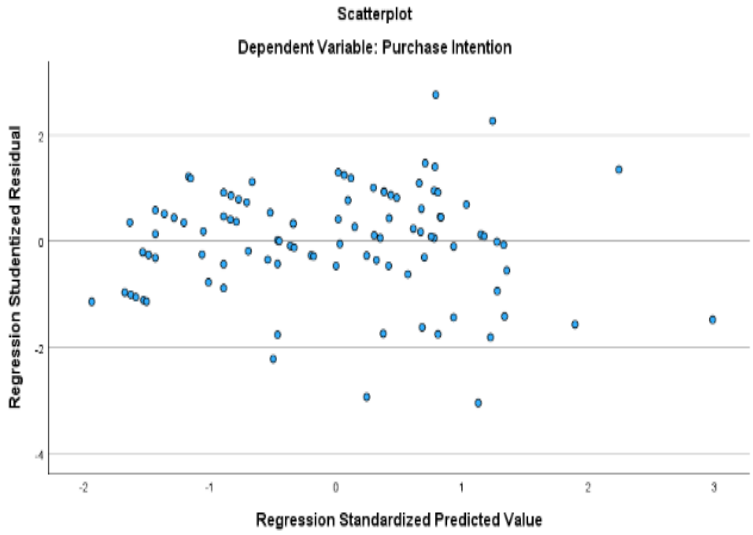

Figure 2. Heteroscedasticity Test Results

4.1.3. Multiple Linear Regression Analysis

Multiple linear regression analysis aims to examine the linear relationship between two or more independent variables (X variables) and the dependent variable (Y variable) and determine the extent of this relationship.

Table 5. Results of Multiple Linear Regression Analysis

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	8.400	3.196		2.628	.010
Brand Ambassador	-.042	.117	-.030	-.359	.720
Social Media Marketing	.337	.100	.363	3.385	.001
Advertising Campaign	.322	.086	.401	3.742	<,001
a. Dependent Variable: Purchase Intention					

Based on the data presented, the multiple linear regression equation in this study is as follows:

$$Y = 8.400 - 0.042X1 + 0.337X2 + 0.322X3$$

a. The constant coefficient is 8.400, which means that when the values of the variables Brand Ambassador (X1), Social Media Marketing (X2), and Advertising Campaign (X3) are all equal to 0, the variable Purchase Intention (Y) will have a value of 8.400.
b. The regression coefficient for the variable Brand Ambassador (X1) is -0.042, indicating that for every one-unit increase in the value of X1, there will be a decrease of 0.042 in the variable Purchase Intention (Y).
c. The regression coefficient for the variable Social Media Marketing (X2) is 0.337, meaning that for every one-unit increase in the value of X2, there will be an increase of 0.337 in the variable Purchase Intention (Y).

d. The regression coefficient for the variable Advertising Campaign (X3) is 0.322, signifying that for every one-unit increase in the value of X3, there will be an increase of 0.322 in the variable Purchase Intention (Y).

4.1.4. Hypothesis Testing

Partial hypothesis testing, commonly known as the T-test, aims to assess the significance of the relationship between the variables X (Brand Ambassador, Social Media Marketing, and Advertising Campaign) and the variable Y (Purchase Intention). The conditions used in the partial test involve employing the T-value (T-test) with a significance level of 0.05 or 5% (two-tailed test) and degrees of freedom (df) equal to n-k = 97. By referencing the T-table, a critical value of 1.661 is obtained. The results of the partial test (T-test) will be presented in Table below:

Table 6. Partial Hypothesis Testing Results (T-test)

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	8.400	3.196		2.628	.010
Brand Ambassador	-.042	.117	-.030	-.359	.720
Social Media Marketing	.337	.100	.363	3.385	.001
Advertising Campaign	.322	.086	.401	3.742	<,001

a. Dependent Variable: Purchase Intention

a. The variable Brand Ambassador (X1) towards the variable Purchase Intention (Y) yielded a T-statistic of 0.359, which is less than the critical T-table value of 1.661, with a significance level (p-value) of 0.720, which is greater than the chosen alpha level of 0.05. Consequently, it is concluded that the variable Brand Ambassador (X1) has an insignificant effect on the variable Purchase Intention (Y). Thus, the hypothesis H01 is accepted.
b. The variable Social Media Marketing (X2) towards the variable Purchase Intention (Y) yielded a T-statistic of 3.385, which is greater than the critical T-table value of 1.661, with a significance level (p-value) of 0.001, which is less than the chosen alpha level of 0.05. This leads to the conclusion that the variable Social Media Marketing (X2) has a significant effect on the variable Purchase Intention (Y). Consequently, the hypothesis Ha2 is accepted.
c. The variable Advertising Campaign (X3) towards the variable Purchase Intention (Y) yielded a T-statistic of 3.742, which is greater than the critical T-table value of 1.661, with a significance level (p-value) of 0.001, which is less than the chosen alpha level of 0.05. Thus, it is concluded that the variable Advertising Campaign (X3) has a significant effect on the variable Purchase Intention (Y). Consequently, the hypothesis Ha3 is accepted.

Table 7. Simultaneous Test Results (F-test)

ANOVA[a]					
Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Regression	437.759	3	145.920	29.787	<,001[b]
Residual	470.281	96	4.899		
Total	**908.040**	**99**			

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Advertising Campaign, Brand Ambassador, Social Media Marketing

Based on the data presentation, the F-test resulted in a significance value of 0.001, which is less than 0.05, and an observed F-value (F-statistic) of 29.787, which is greater than the critical F-table value of 2.70. This indicates that the variables X (Brand Ambassador, Social Media Marketing, and Advertising Campaign) collectively or simultaneously influence the variable Y (Purchase Intention). Therefore, the F-test in this research yields the conclusion that Ha4 is accepted.

Table 8. Coefficient of Determination Test Results (R^2)

Model Summary[b]				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.694[a]	.482	.466	2.213

a. Predictors: (Constant), Advertising Campaign, Brand Ambassador, Social Media Marketing
b. Dependent Variable: Purchase Intention

Based on the data presentation, the R-squared (R^2) test yielded an R value of 0.694 and a coefficient of determination value of 0.466. This indicates that the relationship between the variables Brand Ambassador (X1), Social Media Marketing (X2), and Advertising Campaign (X3) with Purchase Intention (Y) is 69.4%, signifying a strong relationship between these three independent variables and the dependent variable Y. The coefficient of determination value of 0.466 implies that these three variables (X) can explain 46.6% of the variance in Y, while the remaining 53.4% is influenced by factors not addressed in this study.

4.2. Discussion

4.2.1. The Influence of Brand Ambassador on Purchase Intention for Somethinc Products

Several local skincare products have engaged foreign celebrities as their brand ambassadors, such as Somethinc, Scarlett, Azarine, Whitelab, and others. Somethinc, being a well-known skincare product in Indonesia, requires a brand ambassador to visually represent the product to its target market and gain recognition among the public. Since 2019, Somethinc had not specifically appointed a public figure as its brand ambassador. It seemed that only a few local influencers collaborated to promote specific products, and this did not encompass all products produced by Somethinc. In 2022, Somethinc began appointing NCT Dream as its global brand ambassador for all its products. They chose NCT Dream due to shared values and goals with Somethinc's products, in addition to their collaborations with major global fashion brands like Louis Vuitton and Polo Ralph Lauren.

Furthermore, NCT Dream, as one of South Korea's preeminent boy groups, boasts an impressive track record of numerous hit singles and successful albums, along with a string of prestigious accolades. Their influence and recognition span the globe, underscored by their extensive and devoted global fanbase. Such widespread acclaim and attention on the international stage place a significant responsibility on NCT Dream to uphold a positive and reputable image within the entertainment industry. With fans and followers hailing from all corners of the world, the group must continuously strive to meet and exceed expectations, ensuring that their actions and behavior align with the high standards expected of public figures and idols in the entertainment realm. The maintenance of this positive image not only contributes to their individual and collective success but also plays a vital role in fostering goodwill and trust among their fanbase, which, in turn, perpetuates their popularity and longevity in the competitive world of K-pop.

After further data analysis, the regression results for the variable "brand ambassador" on "purchase intention" yielded a regression coefficient of -0.042, a T-statistic of -0.359 (which is less than the critical T-table value of 1.984), and a significance value of 0.720 (which is greater than 0.05). This suggests that the "brand ambassador" variable has a negative and non-significant effect on "purchase intention." Therefore, H01 is accepted, and Ha1 is rejected. This may be attributed to the fact that before the appointment of NCT Dream as the brand ambassador, consumers, particularly the respondents in Medan, were already familiar with Somethinc due to its diverse product range tailored to the needs of Indonesian consumers and the product's quality. Somethinc's achievements, such as being named a Top Brand Indonesia in the facial care category since 2020-2021, were notable within a year of launching their products. Somethinc was also able to compete with other local skincare products such as MS Glow, Scarlett, Wardah, and others, ranking third in e-commerce sales in the local skincare brand category with sales of Rp 8.1 billion in 2021, well before NCT Dream's appointment as a brand ambassador.

The findings of this research are supported by a study titled "The Influence of Brand Ambassador and Event Sponsorship on Purchase Intention with Brand Image as an Intervening Variable (Case Study of Vivo Smartphone Products among Students at Sultan Ageng Tirtayasa University)," conducted by Ernie Larasari in 2018, which showed that the brand ambassador variable has a positive but not significant effect on the intention to purchase Vivo smartphones.

4.2.2. The Influence of Social Media Marketing on Purchase Intention for Somethinc Products

Since its introduction to the market in 2019, Somethinc has effectively used social media as a platform for marketing and introducing its products to the public, particularly on Instagram and TikTok. With a significant following of 1.3 million and 2.2 million on each platform, it is one of the local skincare products with a substantial online following. This demonstrates that the use of social media for marketing has been successful. Somethinc frequently shares content related to product introductions and promotions on their social media feeds, engaging and piquing the interest of their followers.

Additionally, Somethinc conducts live sessions lasting nearly a full day, with various talents responsible for providing information about Somethinc's products and offering attractive promotional prices during these live sessions. After further data

analysis, the regression results for the variable "social media marketing" on "purchase intention" yielded a regression coefficient of 0.337, a T-statistic of 3.385 (which is greater than the critical T-table value of 1.984), and a significance value of 0.001 (which is less than 0.05). This indicates that the "social media marketing" variable has a positive and significant effect on "purchase intention." Therefore, Ha2 is accepted, and H02 is rejected. This aligns with the previous explanations that social media is not only used by Somethinc for product promotion but also for live sales and direct interactions with the public.

The findings of this research are supported by a study titled "The Influence of South Korean Star Brand Ambassadors and Social Media Marketing on the Purchase Interest of Instagram Followers @Scarlett_Whitening," conducted by Nadila Dwi Putri Ramadhani in 2022, which demonstrates that the brand ambassador and social media marketing variables have a positive and significant influence on the purchase interest of Scarlett Whitening's Instagram followers.

4.2.3. The Influence of Advertising Campaign on Purchase Intention for Somethinc Products

In addition to social media, Somethinc also employs advertisements to capture the attention of its audience and encourage them to purchase and use Somethinc products. These advertisements are primarily posted on their social media accounts, as opposed to traditional television advertisements. Somethinc is known for almost never publicizing its advertisements on television, in contrast to other skincare products like Wardah and Emina, which frequently use television advertising. Instead, Somethinc relies on advertising through social media platforms like Instagram and *TikTok* to reach its audience, mainly consisting of teenagers and young adults who extensively use social media in their daily lives.

Somethinc is recognized as a local skincare brand with a target market of young individuals. Consequently, the advertisements are designed to capture the spirit of young people by incorporating trendy colors such as pastels and neon into their designs. The colors purple, green, and yellow are frequently used to represent Somethinc's products. They also use attractive ornaments and abstract shapes, along with unique fonts, in their advertisements, setting them apart from other skincare advertisements.

After further data analysis, the regression results for the variable "advertising campaign" on "purchase intention" yielded a regression coefficient of 0.322, a T-statistic of 3.742 (which is greater than the critical T-table value of 1.661), and a significance value of 0.001 (which is less than 0.05). This suggests that the "advertising campaign" variable has a positive and significant effect on "purchase intention." Therefore, Ha3 is accepted, and H03 is rejected. This indicates that Somethinc's advertising campaigns successfully capture the attention of Medan's residents and prompt them to learn more about Somethinc's products.

The findings of this research are also supported by a study titled "The Influence of Brand Ambassador and Advertising Campaign on Consumer Purchase Intentions on the Shopee Online Shopping Site (A Study on Students in Malang City)," conducted by Sofia Sumalia Santi in 2021. The study shows that the brand ambassador and advertising campaign variables have a positive and significant influence on purchase intentions.

5. CONCLUSION

The research findings shed light on the influence of appointing NCT Dream as a brand ambassador for Somethinc's products in Medan. Surprisingly, the results indicate that this strategic move has not yielded a significant impact on the purchase intention of Somethinc products in this particular region. This might be attributed to the fact that the local residents of Medan had already established an awareness of and trust in Somethinc's product quality prior to NCT Dream's ambassadorship. Consequently, it appears that the influence of a global brand ambassador on a local market may not always translate into a substantial increase in purchase intention.

In contrast, the study underscores the profound impact of Somethinc's social media marketing strategies and advertising campaigns on purchase intention. The statistical analysis reveals a strong and statistically significant positive effect of these marketing approaches on consumers' purchase intentions. This signifies that the adept utilization of social media interactions, coupled with the delivery of impactful messaging through advertising, plays a pivotal role in influencing consumer behavior and purchase decisions. As a result, it is recommended that Somethinc considers adopting a more regionally tailored brand ambassador who can better resonate with the Indonesian market. Moreover, diversifying their advertising campaigns beyond the confines of social media platforms could offer enhanced outreach. Additionally, organizing beauty talk shows in various regions of Indonesia represents a promising avenue for Somethinc to intensify its product promotion and foster closer interactions with consumers, thereby strengthening its market presence and appeal.

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