

**THE EFFECT OF BRAND AMBASSADOR  
TOWARD BRAND IMAGE AND PUBLIC AWARENESS  
(CASE STUDY IN TAMAN SARI ROYAL HERITAGE SPA  
JAKARTA FROM 2005-2011)**

**By**

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**Hotel and Tourism Management**

**A Thesis presented to the  
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In partial fulfillment of the requirements for  
Bachelor Degree in Economics Major in Management**



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## **PANEL OF EXAMINERS APPROVAL SHEET**

The Panel of Examiners declare that the thesis entitled “ **The Effect of Brand Ambassador toward Brand Image and Public Awareness (Case Study In Taman Sari Royal Heritage Spa from 2005-2011)** ” that was submitted by Berry Osten majoring *Hotel and Tourism Management* from the *Faculty of Economics* was assessed and approved to have passed the Oral Examination on June 4, 2012.

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RECOMMENDATION LETTER**

This thesis entitled **“The Effect of Brand Ambassador toward Brand Image and Public Awareness (Study Case In Taman Sari Royal Heritage Spa Jakarta from 2005-2011) ”**. prepared and submitted by Berry Osten in partial fulfillment of the requirements for the degree of bachelor in the Faculty of Economics has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia, May 30<sup>th</sup> 2012

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## **DECLARATION OF ORIGINALITY**

I declare that this thesis, entitled “**The Effect of Brand Ambassador toward Brand Image and Public Awareness (Study Case in Taman Sari Royal Heritage Spa Jakarta from 2005-2011)**”. Is to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in a part, to another university to obtain degree

Cikarang, Indonesia, May 30<sup>th</sup> 2012

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Berry Osten

## ABSTRACT

Spa industry has a role to provide services and completed with products which manage for commercial purpose. Its sector is important in term of economic growth. Despite the growth currently taking place in the spa industry, there are still challenges to consider by some company to running this business. The purpose of this research is to analyze the effect of having Miss Indonesia Universe 2004 as brand ambassador toward its brand image and public awareness as a study case in Taman Sari Royal Heritage Spa Jakarta

The researcher used the marketing mix theory as a foundation to address the problems; in this case the researcher is more emphasis on promotion that used to analyze it. This company is used promotion as a weapon to communicating with the public in an attempt to influence them toward buying its products and services. All the ways available to make a product and service known to and purchased by customers, including used spoke person or brand ambassador as a tool to promote by advertising it, in some social media.

The research was designed using qualitative method, which focuses on words rather than number. Used primary and secondary data which were utilized in the process of interview, investigation and selection of respondents; the set of survey questionnaires and procedures. The data from the insight of the company a varied of sales report it's compared with the result interview and questionnaires used to analyze in order to obtain the result and answers the stated in problem.

The researcher conducts to use depth interview into the sales manager and head of communication which consist of 4 questions. Also 15 questionnaires that gave to the loyal customers that are all related with the topic and theory. Those things become the primary data result. The secondary data used to strengthen the primary, its data such as: data sales report during 2005 until 2011 and more detail on January-December 2011, the agreement latter as evidence and newsletter about brand ambassador. The result from the analysis show, its effective campaign to use it as part of promotion and able to bring company in top of mind into customers purchase intention indeed spa business rivalry.

The researcher findings that is brand ambassador able to bring benefit for the way the company promotes the product and service. In these ways, due to increase brand image and improve public awareness be in the know the extent of the role spokesperson. The brand ambassador able to maintain or even increase the sales and public awareness since 2004 until 2011, that's proving by her existence in nowadays. With this research can be concluded how the role of promotion in doing business and to evaluate the company to maintain or even continue to enhance the promotion regularly in order to always get into profit.

***Keywords: brand ambassador, Miss Indonesia Universe 2004, sales boosting, public awareness.***

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**Jakarta, May 30th 2012**  
**Berry Osten**

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## LIST OF ACRONYMS

AIDA	: Attention, Interest, Desire, Action
Ads	: Advertising
3B	: Beauty, Brain, Behavior,
VisCAP	: Visibility, Credibility, Attraction, Power
Etc	: et cetera

# **Taman Sari Royal Heritage Spa Jakarta**

## **COMPANY'S CONFIRMATION LETTER**

Here with, I am :

**N a m e** : Mega Angkasa, MM  
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Confirms that:

**N a m e** : Berry Osten  
**Student ID** : 010200800001  
**Faculty/Major** : Economics / Hotel and Tourism Management  
**University** : President University

has done his research in our company in order to write the thesis, title :

**THE EFFECT OF BRAND AMBASSADOR TOWARD BRAND IMAGE AND PUBLIC AWARENESS (CASE STUDY IN TAMAN SARI ROYAL HERITAGE SPA FROM 2005-2011)**

since January 23, 2012 until May 8, 2012, and has discussed with us the content of his thesis, including the findings and recommendations.

Jakarta, June 6, 2012

Taman Sari Royal Heritage  
Spa Jakarta

**Mega Angkasa, MM**



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# **CHAPTER I**

## **INTRODUCTION**

In general, this chapter will contain several research elements including; background of study, problem identification and statement, scope and limitation of the study, research objectives, research benefit, and research method.

### **1.1. Background of Study**

Hospitality business is very widespread in several big cities in Indonesia. Recently many service industries has develop become a pledge business in this country. Hospitality itself has many parts of business such as; hotel, food and beverages, dining, club, restaurant, spa, convention, entertainment and other services for travelers and tourists. Its industry has now developed into a reliable, becoming one of the main support in the development of tourism in this country. Prospects are very promising from the hospitality business is very attractive interest companies and organizations to not miss enliven the hospitality business in Indonesia. Spa is the part business service which very popular in develop city in Indonesia. In this country spa has its own placed and business value as a support service after hotel and restaurant. A famous spa well known in Indonesia comes from Bali as the best spa in the world. Many spa businesses are spread all over Jakarta; Taman Sari Royal Heritage Spa is one of spa business that has just come to enliven the hospitality business in Jakarta.

Taman Sari Royal Heritage Spa should have a strategy in developing its business to facing the competitor in the same business aspect. Spa business in Jakarta become huge, has now become part of lifestyle over the middle of Jakarta. Knowing or realize the costumer expectations are the key successes in order to increase and maintain the customers being loyalty on it. Many the local or even foreign customers appraise the value in according



the experience and knowledge to discover or avoid any disappointed on one thing. Taman Sari royal Heritage Spa has Miss Indonesia Universe 2004 as brand ambassador to approach customer interest and trust about the spas. In the book titled "*Strategic Advertising Management*" by Larry Percy and John R .Rossiter (2001), mentioned that celebrities or public figure can be used by marketers boosting the communication, which means celebrities or public figure will be able to help brand awareness, brand recognition, brand recall and increases in brand purchase, from this phenomena the marketers start to use the rising popularity to become an endorser in its product advertising.

The growth on its business starting from woman`s desire, so in order to meet the customer wants and needs as example about beauty, brain and behavior which every women would sense the treatment such a princess and have same result with beauty purposes, as a smart choice and act like a beautiful woman with princess manner and behave inside, its only in Taman Sari Royal Heritage Spa.

At this time not only the women who take a pleasure in this spas but many man interest with this spas as a metropolitan or even for healthy purposes, because of that its perceive this opportunity and provide all the customer need and it`s back to the history that spas able to savor for every gander and were Princess and King former times.

## **1.2. Problem Identification and Statement**

Brand images are compassed the business identity which are the cover on its business and the people could perceive the differences between the competitors and the business itself. How about Taman Sari Royal Heritage Spa? The founder conducted and prepare well with good consideration in decision making to took or figure out the thing that capable

or qualified with their business segment, and finally Miss Indonesia Universe 2004 become part of their business.

At this time many competitors and its need to be more bloom with creativity and the idea especially for mass media that really effective to promote directly and indirectly by using Miss Indonesia Universe 2004 as a role model their business or spa image within 3B (Brain, Beauty, Behavior), as the background stated that nowadays the company tends to apply special strategy in delivering the message into consumer mind by using public figure as the most common strategy which widely used for long period, so all the customer able to sense the experience and empire atmosphere.

Based on this research, the researcher will figure out how big the level of relationship and how it's impact the brand image and public awareness through its brand ambassador periods in the company. Thus, the statement of problem would be:

1. Is the Miss Indonesia Universe 2004 will affect the brand image of Taman Sari Royal Heritage Spa as a brand ambassador?
2. How's the effectiveness of Miss Indonesia Universe 2004 as brand ambassador for Taman Sari Royal Heritage Spa to gain public awareness?

### **1.3. Scope and Limitations of the Study**

This study is an attempt to analyze the actual relation of spas business in this particular case and try to provide an explanation about how the effect of the brand ambassador in the business nowadays, related on the topic and theory.

#### **a. Setting of the study**

This research is conducted in Taman Sari Royal Heritage Spa Jakarta, this place is not familiar and the researcher is not the employee on there, there is limited scope to find a data and socialize with the employees.

## **b. Respondents**

The respondents of this research are the 15 loyal customers as a comparison data of Taman Sari Royal Heritage Spa Jakarta and some important peoples behind in this success spa business such as: Sales Manager, Corp. Public Relations Manager, and Artika Sari Devi as Miss Indonesia Universe 2004. In This case the researcher will facing the time difficult to make appointment with the busy people such them to do interview and investigate the truth data and phenomena.

## **c. Time frame**

The Present investigation covered started from January 23, 2012 until May 8, 2012 which all the data were gathered from the company data base. In here the researcher were found the difficulties just because any of the data are confidential for public to know it.

### **1.4. Research Objective**

The objective of the research is to analyze whether the Miss Indonesia Universe 2004 is important in order to maintain or to increase the people or public awareness as a tools to promote, influence, and attract with purpose it could bring benefit for rises brand image of Taman Sari Royal Heritage Spa Jakarta. The result will give us a clear outline about the importance of the brand ambassador roles in nowadays.

### **1.5. Research Benefit**

To weathering and win the competition which has gotten higher, and tighter, nowadays, in particular spas need to apply in a right and correct way the business in order to survive the market competition. The result of this study will be useful information for the researcher, company, and the university, those might be able to use this study result as a continuous research.

a. For researchers

This research represents an opportunity for writers to apply the hospitality business, which have acquired during college and broaden researcher horizons about the brand ambassador in effecting the consumer purchase intention toward the company sales boosting and public awareness.

b. For the company

As for the company the researcher have a high confidence that this thesis would advantage the company where the company can have more knowledge and awareness how important to apply the brand ambassador in a correct way, and the messages they are trying to tell arrives to its target market. As well this research will help the company to understand the relation between the numbers of sales can be boost before and after the use of brand ambassador.

c. For university

Hospitality is a core subject, that at least every Hotel and Tourism Management student in President University must know and aware about the basic understanding in order to survive the global market competition in this aspect. It indicates that Hospitality Management is very important in a company where they will work later. This research will elaborate a part of hospitality which is very important and vital.

As the President University targeted the entire student to have a good job after graduate, then the researcher sure that this research, will give the slightest ideas of how every student can use and maximize the available brand ambassador nowadays in order to promote their business. Researcher hope that this research will give more information about this issue to the President University students in general.

## 1.6. Research Method

There are two different ways to distinguish distinctive method while doing research, quantitative and qualitative methods. The main difference between the two methods concerns use the numbers and statistics. A quantitative method is formalized and structured by surround information that can be measured and valued numerically and approach is usually applied when the purpose is to verify existing theories or test hypothesis developed based on previous research.

According to Cooper and Schindler (2006), qualitative research includes” *array of interpretive technique in which seek to describe, decode, translate, and otherwise come to term which meaning, not the frequency, of certain more or less naturally occurring phenomena in the social world*”.

The researcher chooses to use qualitative method to analyze the effect of brand ambassador toward sales boosting and public awareness, study in Taman Sari Royal Heritage Spa. The qualitative method, which is associated with interpretative worldview, is believe to be able to analyze the social phenomenon happens in societies. Its refuses the unity of knowledge principle and assumes that social science deal with unrepeated unique phenomenon. On the other hand, qualitative methods are deeper to create understanding in an exact subject, occurrence or situation. The central is to get a deeper understanding of the studied problem, collecting, analyzing and interpreting data that cannot be expressed in numbers. This research aims to achieve an in-depth understanding of situations.

## **CHAPTER II**

### **LITERATURE REVIEW**

In this chapter the researcher will describe and explain about the theory that is being used to analyze the problem in this research. The theory that will be described is the theory about marketing mix, the brand ambassador, the evaluation of using brand ambassador in advertising and how its effect to gain the people awareness by evaluates it using VisCAP theory and purchase intention.

#### **2.1. Marketing Mix**

Marketing mix is the set of controllable tactical marketing tools consist of, *product, price, place and promotion* that the firm blends to produce the response it wants in target market. As has explained above promotion is a part of marketing mix elements, which will lead the communication strategy in selling the product or service. Promotion means “*activities that communicate the merits of the product and persuade target consumer to buy it*” (Kotler, 2008).

Therefore, the marketers today need to have an insight about the innovative ways in making promotional activities, because the right promotion strategies are very helpful in developing a product or brand to be accepted and consumed by consumers quickly. Promotional activities can be said successful when sales increase and gain benefits such as profits, which are increasing high as well as increased working capital.

##### **2.1.1. Promotion mix**

*The specific blend of advertising, sales promotion, public relation, personal selling, and direct marketing tools that the company uses to persuasively communicate consumer value and build consumer relationship”* Kotler (2008). He was divided promotion mix in four elements:

a. Advertising

Any paid form of nonperson presentation and promotion of ideas, goods, or service by identified sponsor.

b. Sales promotion

An incentive form of promotional activity that is applied by the company, to increase sales, either directly or indirectly, which is usually performed in a short time.

c. Personal selling

Is an oral presentation or face to face in one or more prospective buyers, with purpose of selling a product.

d. Publicity and public relation

It is a submission that is individual and non-individual, addressed to the general public. Contain the company's activities and an explanation of the products produced.

The promotion mix element that will be discussed further and related with this research is about advertising. The use of advertising media is very needed, if the company wants to introduce and maintain product or brand to be remembered by the consumer.

### **2.1.2. Advertising**

Advertising campaign is one of the best promotion media, which is widely used by the company especially in the rapid economy growing with highly competition situation. Advertising media is very appropriate to introduce and to keep product or brand to be remembered by consumers, there is several understanding about advertising:

- a. Kotler (2008) stated advertising as *“Any paid form of nonperson presentation and promotion of ideas, goods, or service by identified sponsor”*.

- b. Shimp (2010) described that "*Advertising is a process of persuasion directly or indirectly to give the information about the product benefits, which is designed to create a good impression and turn on consumer mind toward purchasing*".

From the definitions above can be concluded that advertising is a form of message presentation from some idea, goods or services that are paid by the company in order to provide information, persuade or influence the general public especially the target market to make them interest and finally buy the product.

### **2.1.3. Advertising objective**

The advertising objective as the specific communication task to be achieved with a specific target audience during a specified period of time. The purpose of advertising can be classified based on the primary goal, whether the aim to *inform, persuade, or remind*.

#### **1. Informative advertising**

Informative advertising is use when the product is newly entering the market, the intended to influence the buying interest and build brand image. In this case, advertisers deliver benefits and the uses of the products offered.

#### **2. Persuasive advertising**

Intended to create preference and beliefs on purchase of Products and services, some of these ads have become comparative advertising, in which a company directly or indirectly compares its brand with one or more other brands.

#### **3. Reminder advertising**

Is important for the mature product, it helps to maintain customer relationships and keep consumer thinking about the product.



#### **2.1.4. Above the line and below the line advertising**

The advertising media could be divided in two categories, which is the above line, and *below the line* (Widyanatama, 2007).

##### **1. Above the line advertising**

Above the line is advertising activities, which involve the mass media. The mass media means that large numbers of target audience, some media included as above the line media are; newspapers, magazines, tabloids, television, radio.

##### **2. Below the line advertising**

Below the line media is advertising activities that do not involve any advertising in mass media, generally this type of advertising is use inside of the promotion place. According this theory, TV advertising is included in above the line advertising, which is involve in mass media, with large target audience.

#### **2.1.5. Design the effective advertising**

There are several criteria to make the effective advertising, which can successfully capturing the audience attention (Royan, 2005: 20).

##### **1. Communicative**

The message, which is built in the advertisement, should be about the intended target. According to the formula given by Philip Kotler, in making the advertisement should refer to the **AIDA** formula, the advertising message should get audience's attention (attention), interest (interest), generating desire (desire), and generate action (action).

##### **2. Advertising should entertaining**

This is relates to the appeal of advertising, how to make an ad watched by the audience, especially when the message delivered by the brand ambassador or endorser it should be heard, seen and felt clearly.

### 3. Products related to brand relevance

If advertising created only to make the audience interest but it doesn't have any relevance with the product, in result the message becomes blurred.

### 4. Respect

The advertising impressions should be able to create sympathy for the consumers who see the advertising. If an ads is shown on television, it is must be able to make consumer not change channels.

## **2.2. The Brand Ambassador**

A Brand Ambassador is a person employed by a company to be the sales representative and physical representative of the company with respect to sales and marketing. The Brand Ambassador is meant to embody the corporate image in appearance, demeanor, values, and ethics.

A brand ambassador is an official representative of a brand, a product or a company. Its duty is usually to help customers, answer their questions and motivate them to purchases by the appearance and image. Brand ambassadors contribute to building brand-awareness, help to customer understanding and indirect promotion using media.

Many brands are using celebrities as spoke person, to enhance the brand image. If changes in the image of an endorser come to affect consumer perception of the brand, then one could assume that there would be a decline in such endorsements. Advertisers have been using well known personalities from the world of entertainment and support to endorse their brands. As celebrity or public figure endorsement increased over the years, advertiser evolved the concept of brand ambassador.

Company often used as testimonial, endorsement, actor or spokesperson by the firm. A firm that decides to employ a celebrity to promote its products or services has several choices to use the celebrity as:

### 1. Testimonial

If the celebrity personally used a product or service to attest the quality, then he or she may give a testimonial about benefits.

### 2. Endorsement

Celebrities often lend their names to ads for product or services for which they may or may not be the experts.

### 3. Actor

A Celebrity may be asked to present a product or service as a part of character enactment rather than personal testimonial or endorsement.

### 4. Spokesperson or brand ambassador

Celebrity or public figure who represents a brand or company over extended periods of time often in print and TV ads as well as in personal appearances is usually called a company's spokesperson. Schiffman and Kanuk (2008), the reason for using celebrities or public figure spokesperson goes back to their huge potential influences, compared to other endorsers, types, famous people its achieve a higher degree of attention and recall.

## **2.3. The Evaluation of Using Brand Ambassador in Advertising**

Royan (2005) declared that " *brand ambassador or endorsers should be selected based on personal characteristics attributed in order to influence certain communications or to promote an event/program*".

In evaluating the brand ambassador, VisCAP theory will describes about the evaluation process, this model presenting the brand ambassador or endorser characteristics, VisCAP model consists of four major characteristics of the brand ambassador, which is *Visibility, Credibility, Attraction, and Power* (Royan, 2005:15). Companies can use VisCAP model as qualitative checklists to evaluate the endorser. VisCAP model developed by Rossiter and Percy (1987: 294-301), this theory is continuously used as the measurement in evaluating celebrity endorser or well known now as

brand ambassador attributes, as the latest one VisCAP theory is mentioned and described in Frans M. Royan book titled “Marketing Celebrities” (2005). The essence of this theory is explaining the character of the celebrity endorser or brand ambassador, which must be tailored to the advertising communication objectives in order to give positive impact to the audience. VisCAP model consists of four important elements:

No	Endorser or Brand Ambassador Characteristics	Communication Objective
1.	Visibility	Brand Awareness
2.	Credibility - Expertise (knowledge about the product) - Objectivity (ability to convince and make consumer confidence)	Information about brand attitude; low involvement and high involvement
3.	Attraction -Likability (interesting appearance and personality) - Similarity (similarity between endorser and the product)	Change of strategy brand attitude: low and high involvement
4.	Power (authoritative personality)	Brand Purchase intention

Source: Rossiter and Percy. Advertising and Promotion Management (1987)

### 1. Visibility

Visibility shows the popularity of brand ambassador or endorser in public or social life

## 2. Credibility

There are two factors related to the credibility of a Brand Ambassador as Public Figure

- a. Expertise, which involves the knowledge of brand ambassador about the advertised product
- b. Objectivity, ability of brand ambassador to make consumer confidence to the product

Brand ambassador who already have trusted ability, her/his credibility will represent the brand in advertisement. Therefore, the company use it depend on the information that they want to deliver into target audience, if the information is only for low involvement. It means they do not need to have a brand ambassador with high credibility. Meanwhile, for products that require information with high involvement; at least the brand ambassador or endorser should have trusted ability. As a result, credibility will be useful when the purpose of communication is to create brand attitude (ability of brands in creating motivation and emotion of audiences)

## 3. Attraction

There are two important things related to the attractiveness:

- a. Attractive appearance and personality (likability).
- b. The similarity of personality with the product (similarity)

To make the personality of brand ambassador desired by the target, at least it should reflect the brand personality, which wants to build through advertising. The problem is how to find relating information about brand ambassador personality which can be connect with in consumers eyes. Therefore, company have a challenge to know what is suitable image related to the brand ambassador or endorser, in order to make effective communication, so the brand attitude can be built.

#### 4. Power

Power is the last element in the model VisCAP, power means the brand ambassador that used in advertising must have commanding personality and power to influence or stimulate the target audience emotion to make a purchase decision. Hence, "power" can be effective if the purpose of communication is the brand purchase intention. The selection of brand ambassador at this stage is classified as a very difficult, because it requires who has deeper level of worship by the audience in high level of worship, will give strong impetus to the audience in buying the advertised the company.

#### **2.4. Purchase Intention**

Purchase intention can be considered as a set of measures that may be associated with and consideration of consumer attitudes towards a particular brand.

Consumers make many purchasing decisions every day. In the theory of consumer behavior there is a study in the purchase decision process. According to Kotler and Armstrong (2008) there are five stages in the buying decision process, it involves:

##### a. Need recognition

The buying process starts with need recognition. The buyer recognizes a problem or need. The need can trigger by internal stimuli when one of the person's normal needs, also can be triggered by external stimuli.

##### b. Information search

An interested consumer may and may not search for more information. If the consumer's drive is strong and a satisfying product is near at hand, the consumer is likely to buy it then. If not the consumer may store the need in memory or undertake an information search related to the need

c. Evaluation of alternatives

This is about how the consumer processes information to arrive at brand choice. Unfortunately, consumer does not use a simple and single evaluation process in all buying situation. Instead, several evaluation processes at work.

d. Purchase decision

Generally, consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intentions

e. Post purchase evaluation

The type of preceding decision-making process directly influences post-purchase evaluation processes. Post-purchase behavior stage is which consumers take further action after purchase, Based on their satisfaction or dissatisfaction. The duty of marketers is not end when the product is purchased, but the marketers should help the post-purchase satisfaction and post-purchase product usage.

Purchase intention defines as something that related to consumer plan in buying a certain product and service, with a certain quantity for some period of time. Purchase intention can measure the possibility of a consumer to buy a product, and the higher the purchase intention is; the higher a consumer's willingness is to buy a product. An advertising endorser's popularity, expertise, and attractiveness could appeal consumers' eyesight in a short time and increase purchase intention Royan (2005).

It also testified that advertising endorser's exposure rate could change consumer preference and attitude to promote purchase intention. Its considered that endorser marketing could give an endorsed product a brand new image and advance consumer purchase intention, moreover, consumer's brand attitude and purchase intention will be higher when a product has high preference image and familiarity.

## **CHAPTER III**

### **METHOD OF DATA COLLECTING PROCESS AND COMPANY EXISTING CONDITION**

This chapter presents the research method and procedure which were utilized in the process of interview, investigation and selection of respondents; the set of survey questionnaires and procedure in order to obtain information and the data to prove the objective in this research related with the topic.

In general, this chapter will discuss several matters such as; the data collecting process; either primary and secondary data and also company existent's condition such as; the background, vision and mission, the organizational structure, and job description of each division in the company and the company products.

#### **3.1. Data Collecting Process**

##### **3.1.1. Primary data**

Primary data is "Data originated by the researcher for the specific purpose of addressing the research problem" (Malhotra and Peterson, 2004).

##### **a. Questionnaire**

The researcher has chosen multiple choice type questionnaires to collect information from the sample with 15 questions which conducted into; 3 general questions and 12 questions related into topic and theory. The researcher will have to analyze the result per question and make a suggestion by interpret data analysis from the 15 loyal customers in Taman Sari Royal Heritage Spa. All the data result from the questionnaires above will describe on chapter IV with the analysis in each question based on the answers and the example of questionnaire will put on appendix by the researcher.

##### **b. Interviews**

There are three types of interviews conducted in order to gather the data for the purpose of research; unstructured non-standardize interview, semi



structure interview, and semi structure interview. The researcher was using structured individual depth interview which will be conducted with two correspondents which are; Mrs. Ema Octaviana as sales manager and Mr. Mega Angkasa as Corp. Public Relations Mustika Ratu Tbk. The researcher used Q as questions and A as answers.

**1. Q: How the extent of the popularity of Miss Indonesia Universe 2004 while serving as the brand ambassador of Taman Sari Royal Heritage Spa?**

**A:** *“After elected as the Miss Indonesia Universe 2004, Mrs. Artika Sari Devi's name is quite popular among the people of Indonesia, he came from the small Islands which Bangka Belitung region and selected in a national event where he showed his performance, and there are many people or company offers to use Mrs. Artika Sari Devi for commercial advertisements, and it is part of a promotion that indirectly her name quite popular both among the national or International. By this circumstance means that we chose her as a brand ambassador is not wrong. Taman Sari Royal Heritage Spa had no difficulty in terms of promotion and advertising, because she already has popularity as a public figure that is very famous as Indonesian femininity and the real beauty. Eventually, Taman Sari Royal Heritage Spa, do not have to start from scratch to boost his name became popular.”***(By: Mrs. Ema Octaviana as Sales Manager of Taman Sari Royal Heritage Spa)**

**A:** *“When selected as the brand ambassador Taman Sari Royal Heritage Spa, Miss Indonesia Universe 2004 (Mrs. Artika Sari Devi) many people talk about her, when his name is mention in public , everyone will remember where she came from the Miss Indonesia Universe Foundation and Taman Sari Royal Heritage Spa . There is a*

*domino effect, when it served as the brand ambassador, the photos of her circulating around the world, because Taman Sari Royal Heritage Spa have a franchise and is owned by the franchiser over the world where there is authority that a photo of her as a brand ambassador can be worn by all the franchiser in the world. We all recognize her as a good public figure, which she start her career from compete the beauty pageant from national (Miss Indonesia Universe 2004) and international (Miss Universe 2005). As the winner from the Miss Indonesia Universe 2004, then the Miss Indonesia Universe foundation was sent her to compete into international pageant in Miss Universe 2005 in Thailand. She becomes top 15 in Universe, where she competes with 81 beautiful women in this universe. On that moment almost around the world watched and recognized her. Finally by that process she becomes popular in national and international scale. Many advertising or entertainment were use her as part of the public figure, meanwhile it is prove that she been exists and famous as an artist, public figure, and brand ambassador of Taman Sari Royal Heritage Spa". (By Mr. Mega Angkasa as Corp. Public Relations Mustika Ratu Tbk.)*

**2. Q: Is there any effect of Miss Indonesia Universe 2004 toward into sales boosting as a brand ambassador of Taman Sari Royal Heritage Spa?**

**A:** *“Does not directly impact can be perceived, because she does brought the image of the service and product of Taman Sari Royal Heritage Spa, and peoples or customer who like her, will use the product or service is because to get the experience that she perceived as a brand ambassador and as a customer prove. The point is to bring people to try the product or service by looking through*

ads. Actually, by the process of being a brand ambassador then to the advertisement were bring impact into customers purchasing decision making into the Taman Sari Products and services. Then we know it is have effect, in which people or customer believe before they decided on it, they would get the experience and knowledge about it by the first sight or well known as advertising follow by implementing the expectation that they wish could be.”(By: **Mrs. Ema Octaviana as Sales Manager of Taman Sari Royal Heritage Spa**)

**A:** “Sales increases and this phenomenon can be seen and verified from the graphic total sales per month or a year while he served as the brand ambassador of Taman sari Royal Heritage Spa. With her as a brand ambassador is there an indirect effect of increased brand image of Taman Sari Royal Heritage Spa, from the existing service and product, almost all of them introduced by her as a role model, and this is a very effective campaign to raise the total sales indirectly.” (By **Mr. Mega Angkasa as Corp. Public Relations Mustika Ratu Tbk.**)

**3. Q: How does Miss Indonesia Universe 2004 obtain the current public awareness as a brand ambassador Taman Sari Royal Heritage Spa?**

**A:** “Miss Indonesia Universe 2004 (Artika Sari Devi), before she becoming a brand ambassador, we provided with the beauty treatments and knowledge of the Taman Sari Royal Heritage Spa, so she could tell about her experiences as one who has felt the benefits of using the service and the product of the existing spa. Hopefully, she could able to convey a message of Taman Sari Royal Heritage Spa`s vision and mission as

*a brand ambassador in public, because it would be more aware on the product and service of it. Obviously he was very affected people to come and visit Taman Sari Royal Heritage Spa.”(By: Mrs. Ema Octaviana as Sales Manager of Taman Sari Royal Heritage Spa)*

*A: “With the promotion and advertising by using Miss Indonesia Universe 2004 (Mrs. Artika Sari Devi) as a brand ambassador, the wider community both nationally and internationally will be aware of what she presented, so that both the service or product will be known and have a good value so as to bring benefits to Taman Sari Royal Heritage Spa as top of mind. Essentially as a brand ambassador she is very fit and has the power to attract peoples and it’s what the company expected. When people saw him, would directly lead to the Taman Sari Royal Heritage Spa. (By Mr. Mega Angkasa as Corp. Public Relations Mustika Ratu Tbk.)*

### **3.1.2 Secondary Data**

Secondary data is “data collected for some purpose other than the problem at hand” (Malhotra and Peterson, 2004).

#### **a. Library research**

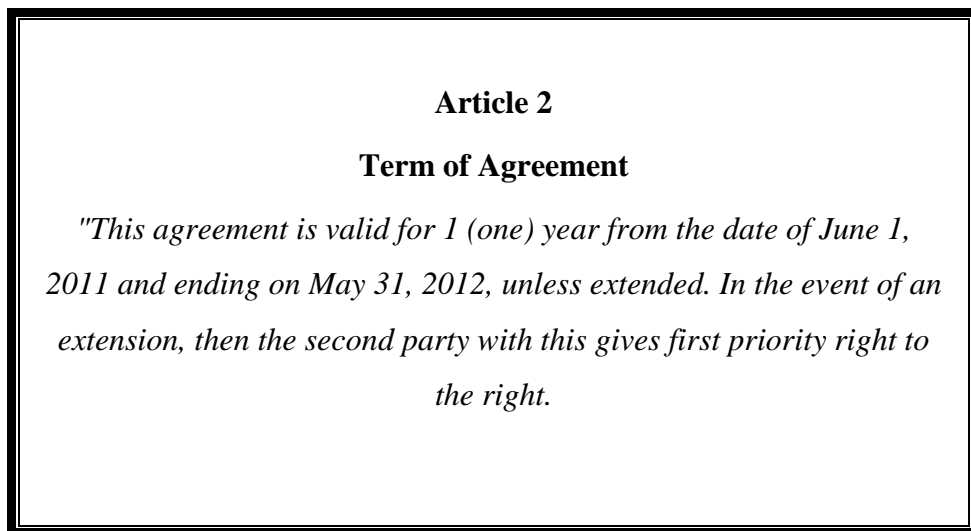
In the library research, any important data including all of the theories, which related to the books gathered by all the books, thesis example, e-journals, literature, and dictionary in the libraries. The theories about this research are collected to create an analytical thinking and to support any descriptions in research background.

#### **b. Document study**

Another data collection technique which is going to be used is studying documentary sources requested by the researcher to the company. Analyzing documents is a useful method due to its unobtrusive and non-

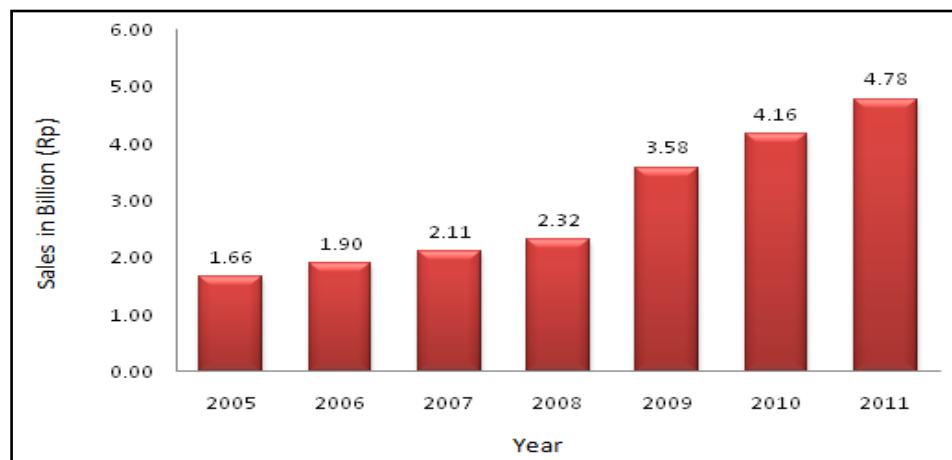
reactive nature, where the access to the information regarding the company is restricted (Daymon and Holloway, 2001). The documents that are going to be collected are the ones, internal documents, mentioned in the secondary data subsection. The documentary materials will includes: agreement letter between Miss Indonesia Universe 2004 and Taman Sari Royal Heritage Spa as brand ambassador, the data sales report. Below are the documents that the researcher will describe and analyze in the next chapter IV:

**i. Agreement latter between Taman Sari Royal Heritage Spa and Miss Indonesia Universe 2004 as its brand ambassador**



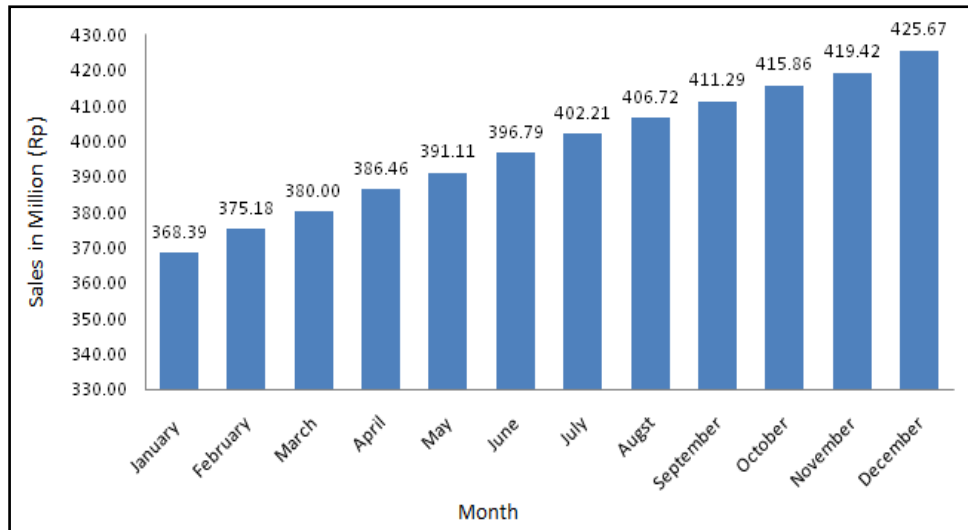
Source: Agreement letter of HRD Taman Sari Royal Heritage Spa

**ii. Figure 3.1 Graphic of Sales Report Period Year 2005-2011**



Source: The data sales report of Finance of Taman Sari Royal Heritage Spa (2012)

iii. **Figure 3.2 Graphic of Sales Report January-December 2011**



Source: The data sales report of Finance of Taman Sari Royal Heritage Spa (2012)

iv. **The news letter's about the existence of Miss Indonesia Universe 2004 as public figure or an artist**

### **Traditional**

**Kiki Oktaviani – wolipop  
Doc. Wolipop**

Miss Indonesia 2004, Artika Sari Devi always looks beautiful at every opportunity. Beauty secrets of the musician's wife of Baim it is with traditional treatments. In today's modern era, technology was developing beauty treatments too and increasingly sophisticated. But she still prefers traditional treatments of natural ingredients that have lived since she was a teenager. "Since starting my period has been told by my mother for a cup of herbal medicine. Traditional treatment the first time I tried was taking turmeric acid. Turmeric acid has been shown to reduce menstrual pain and my skin grew nice and smooth. By

itself until my college and now I still carry that tradition, "said Artika, when found by Wolipop in Mustika Ratu event, 'Modern Loves Women Traditions', Sunday (29/04/2012). Other treatments are undertaken from the mother of

one child is scrubs. As a child, when she visit to his grandmother's house in Solo, she often saw the grandmother mashing scrub and scrub massaged into the body.

Body treatment habit that was 32 years old woman was taken up to now. Artika never revealed her

favorite herbal treatments are herbal cinnamon. Artika habits are to mix the cinnamon scrub with yellow scrubs and essential oils. "I wear piles in the head for blood circulation. It was warm in the head. Then the stomach using Stagen. I also liked the herb bath of wood cup; lemon grass and pandan are mixed into the bath for 40 days. Function for relaxation, so body does not quickly get the wind and not sore, "said the owner of the 168 cm high.

Thanks to the traditional post-partum care, Artik claimed her body recovers faster. Until now, even a movie player 'dime novel' is still entrusted her beauty treatment with traditional

products from natural ingredients

## **3.2. Company Profile**

### **3.2.1. Background of the company**

The history begun with Taman Sari Water Castle was a site of a former royal garden of the Sultanate of Yogyakarta. It is located about 2 km south within the grounds of the Kraton, Yogyakarta, Indonesia. Built in mid-18th century, the taman sari had multiple functions, such as a resting area, a workshop, a meditation area, a defense area, and a hiding place. The

philosophy of Taman Sari means beautiful park, as it says in the history. It is about a ten minutes' walk from the Sultan Palace southwestward. This park was built by Sultan Hamengku Buwono I in 1757. He created a new style that was a mixture of Javanese and Portuguese architecture. Therefore Taman Sari Water Palace is famous as a bathing place where Javanese Royal families, prince and princesses enjoy special and unique beauty treatments, which has the philosophy balancing body and soul or mind and spirit.

Inspired by the real 'Taman Sari', PT. Mustika Ratu created Taman Sari Royal Heritage Spa which opened in the first place in Sheraton Mustika Hotel Yogyakarta, Indonesia, in 1997. Then in Jakarta, Indonesia, on September 2000. Since it also expanding the business in local Indonesia, such as Riau, Palembang, Kampung Sampireun Garut-West Java, Anyer, Bintan also in around the world, such as Malaysia, Zao-Japan, Czech Republik, Whistler-Canada, Bulgaria, also Langkawi – Malaysia in May 2008 and others in the near future. This Business offers treatments that combine traditional Javanese treatments with modern convenience. From the moment customer walk into the Spa throughout the treatments and after the treatment, it strives to bring the exotic, personal touch and luxurious experience of the Royal court of Java to you. The therapists are all professionally trained at its own School of Spa Therapist in Indonesia to bring you the authentic Javanese spa experience that is now available in Taman Sari Royal Heritage Spa Jakarta.

The company wholly realize that the entire thing done not only accounts to business aspect and merely profit-oriented. However hard the business competition in Indonesia, the company still to think further to serve the best for itself. In running its business, the company has responsibilities to the citizen to share its profit to them who needs help. It is implemented in the company activity called corporate social responsibilities (CSR) which represents by the sister company of Taman Sari Royal Heritage Spa that is



Miss Indonesia Universe Foundation. This foundation born the Miss Universe Indonesia as one of the CSR implementation of company`s role in improving its sensitivity and concern to citizen.

### **3.2.2. Vision and mission**

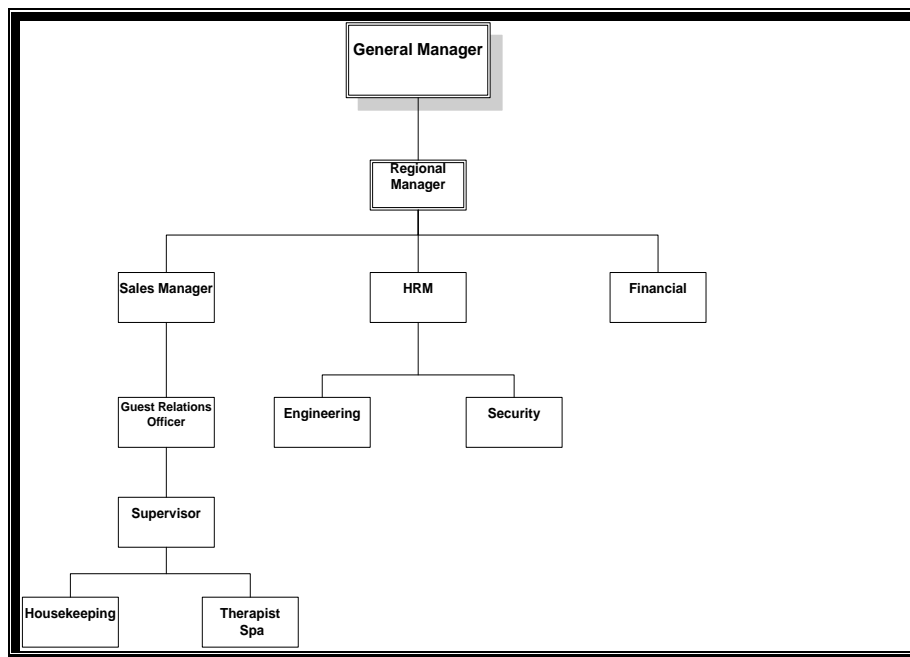
1. **Vision:** *“Making the tradition legacy of the ancestor family as a basis for health care and holistic wellness beauty industry by a sustainable technology modernization process yet in nature still relies on the natural plants”.*
2. **Mission:** *“The philosophy and health and holistic wellness beauty which has been abandoned since a long time by people is re-dug by a place princess as a royal heritage to be spread to the world as the God`s gift in the form of knowledge which shall be maintained and preserved.*

### **3.2.3. Organization Structure and Job Description**

#### **3.2.3.1. Organization structure**

The figure below will illustrate the structure of organization that exists in Taman Sari Royal Heritage Spa. In According to the management, this organization structure was made by the general manager with certainty company condition and activities which are directed toward achievement of vision and mission of company aims. Its allows the expressed allocation of responsibilities for different functions and process to different entities which mean it could determines individuals get to participate what extent their views shape according to the organization`s actions and as foundation of standard operational procedures.

**Figure 3.2 Organization Structure of Taman Sari Royal Heritage Spa**



Source: Taman Sari Royal Heritage Spa (2012)

### **3.2.3.2. Job description**

That organizational above is the main structural organization in Taman Sari Royal Heritage Spa. Each of position has their own main job description as define below:

#### **a. General manager:**

- i). Establishing the goals and objectives and ensure their execution according to the plan of the Tama Sari Royal Heritage Spa in every year

- ii). Managing the other works of the company like setting goals and targets which are efficient performance indicators
- iii). Defining the product sales & marketing plan, and supervising sales and distribution of a product, recruiting and training the hired employees and proper implementation of business plan, maximum utilization of the resources available

**b. Regional manager**

- i). Responsible for overall performance of assigned group of franchisees
- ii). Answer operational questions and issues from franchisees and technicians
- iii). Assist in monitoring overall customer satisfaction and maintain communication with all franchise owners on a regular basis
- iv). Analyze franchisee performance and provide feedback, guidance, training and encouragement in order to impact results

**c. Sales manager**

- i). sales manager closely with marketing team to promote products and services and also provide technical help to customers in Spa
- ii). Suggest new product designs to the production department and analyze and work on the periodic sales reports.
- iii). Work in co-ordination marketing and production department and provide the departments with accurate information on client's requirements and suggestions.

**d. Human resource management**

- i). Work to act as a bridge between the employees and the management and communicate between them.

- ii). Make arrangements for the training and development of spa services and products.
- iii). Work to solve disputes among the employees in the company, and also solve all salary related issues and work to increase employee retention
- iv). Make assessment and standard operational procedures for operational company

**e. Financial**

- i). Plans, organizes, directs, and manages subordinate personnel involved in developing, implementing, and maintaining policies and practices for the financial management in this spa financial chain,
- ii). Budget control, payroll, accounting, and fixed assets system and functions.
- iii). Oversees accounting systems and reports; approves budget modifications of significant amount for product and service of spa

**f. Guest relation officer (GRO)**

- i). A GRO meets and greets arriving guests and bids them farewell as they leave
- ii). Reviews the arrival list daily and assists in preparing and distributing welcome amenities
- iii). Escort VIPs to their rooms and check them in before their arrival
- iv). Attends promptly to customers' inquiries and assists them with their needs

**g. Supervisor**

- i). Coordinate between the departments activities and ensure quality and timely completion of work.

- ii). Help and direct the staff in all its functions like preparing reports, maintaining databases, spa preparations.
- iii). Assist the officials in the process related to employees like recruiting, training, allotting breaks, shift rotations, scheduling
- iv). Supervising timely completion of the respective paperwork and databases and reports.

#### **h. Housekeeping**

- i). Maintain clean and hygienic surrounding Spa area and public area
- ii). Laundry on a daily basis for all the linen on the Spa
- iii). Provide facility is tidy and sanitary and has all the supplies needed to run smoothly
- iv). Maintain a high standard of personal hygiene according to the set standards and work to ensure clean

#### **i. Therapist**

- i). To assess the persons requirements before attempting (or suggesting) any specific therapies.
- ii). Carrying out a high standard of the therapy with trained in whilst ensuring the complete comfort of the customer in according to Taman Sari Royal Heritage Spa.
- iii). Give the best service to the customer according to the SPO( standard operational procedures)

#### **j. Engineer**

- i). Circulate among visitors, patrons, and employees to preserve order and protects property

- ii). Write reports of daily activities and irregularities, such as equipment or property damage, theft, presence of unauthorized persons, or unusual occurrences.
- iii). Answer telephone calls to take messages, answer questions, and provide information during non-business hours or when switchboard is closed.

#### **k. Security**

- i). Monitor and authorize entrance and departure of employees, visitors, and other persons to guard against theft and maintain security of premises in Taman Sari Royal Heritage Spa.
- ii). Write reports of daily activities and irregularities, such as equipment or property damage, theft, presence of unauthorized persons, or unusual occurrences.
- iii). Call police or fire departments in cases of emergency, such as fire or presence of unauthorized persons.

### **3.2.4. Company spa`s Products and Services**

#### **3.2.4.1. Signature treatment**

##### **a. Royal martial happiness**

Experience the sensual the Javanese ancient sensation formulas, there are separate treatment for man and woman that ensure the balance the coupe energy into the body, mind and spirit.



b. 7 `seven` flower ritual treatment

The tradition of ritual ceremonies are important in the Javanese people life, which these ancestor tradition are still carried over into present life. The seven flower ritual treatment will treat and give you a unique experience filled with extract of the sensual 7 flowers life force to promote balance and moisture skin, treats to a hydrating polish that will restore luminosity to the body and soul.

c. The beauty of rose essence

Relax your mind, body and spirit with these ancient and exotic Indonesian rose treatment from Indonesian tradition and take the senses for a stroll through rose petals make perfect sensation for the skin as it soaked in these sensual, romantic package infused with natural Indonesian rose extract to naturally soothe and revitalize.

d. “Ratus” javanese royal experience

Indulge self into a royal Javanese hair and body perfumed tradition this treatment will help to exfoliate dead cells from the skin, leaving soft and supple, reduce the body odor and gain the healthy hair.

**3.2.4.2.Ala carte**

a. Pramesawari queen massage

A unique royal Javanese deep relaxation massage performed by two therapists working together in harmony to bring out of harmonious sense of well being.

b. Boro mustika volcanic stone therapy

The stone is made from volcanic lava combines with high quality natural marble stone



which have been centuries believe for releasing stress body and mind. This is a unique stones therapy will promote deep relaxation and refresh.

c. Taman sari massage

The royal Javanese massage that has been centuries practiced for the former royal family which implemented experienced right now. An intense medium to strong deep tissues massage, using the thumb and palm pressure and firm stroke combines with Indonesian essential oil to improve blood circulation, reduce tension and promote deep felling relaxation.

### **3.2.4.3. Happy martial life**

a. Sakti prabawa janapriya yatna kumara raga

This man package is design restore lost energy, rejuvenation and body cleansing through royal Javanese formula. The experience in a well-tailored treatment of natural ingredient and the royal tradition will completed the body tone.

b. Bhimasara makhrida purasara energizing “bima” body boost

Enjoy and experience the royal Javanese treatment package that has been centuries used for the king and the prince to increase the man vitality and improve life balance.

c. Purna malini upakara

It helps to recover your stamina through especially designed physical and mental treatment in order to improve self-confidentiality and boosting energetic life.



## CHAPTER IV

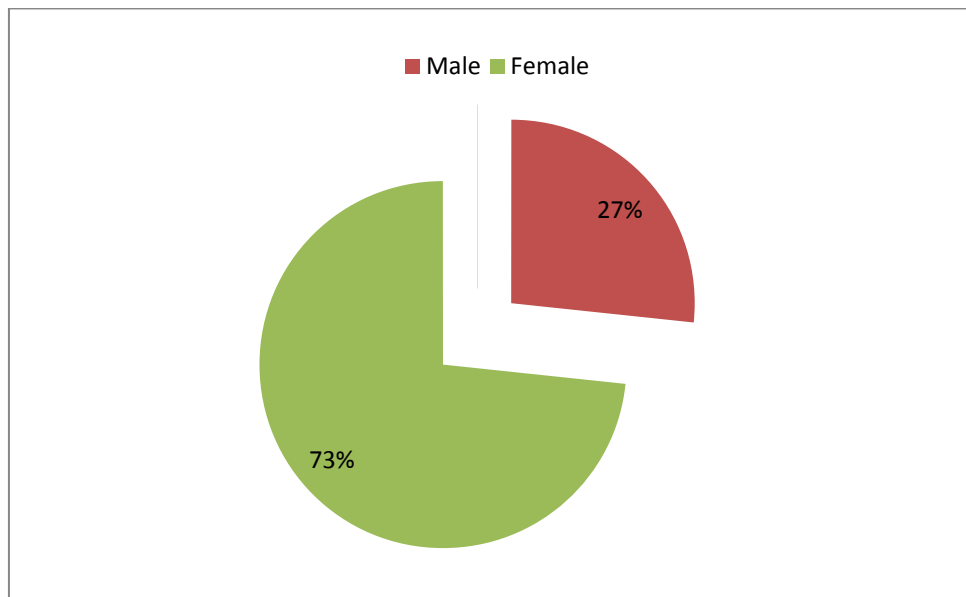
### ANALYSIS AND EVALUATION

In the previous chapter has discussed about how the process of data retrieval carried and where the data are obtain previously. In this chapter the researcher will explain how the data obtain being analyze and evaluated. All the data described earlier will be explaining more deeply in the discussion this chapter.

#### 4.1. Data Analysis

##### 4.1.1. Respondent profile

**Figure 4.1. Respondent Gender**

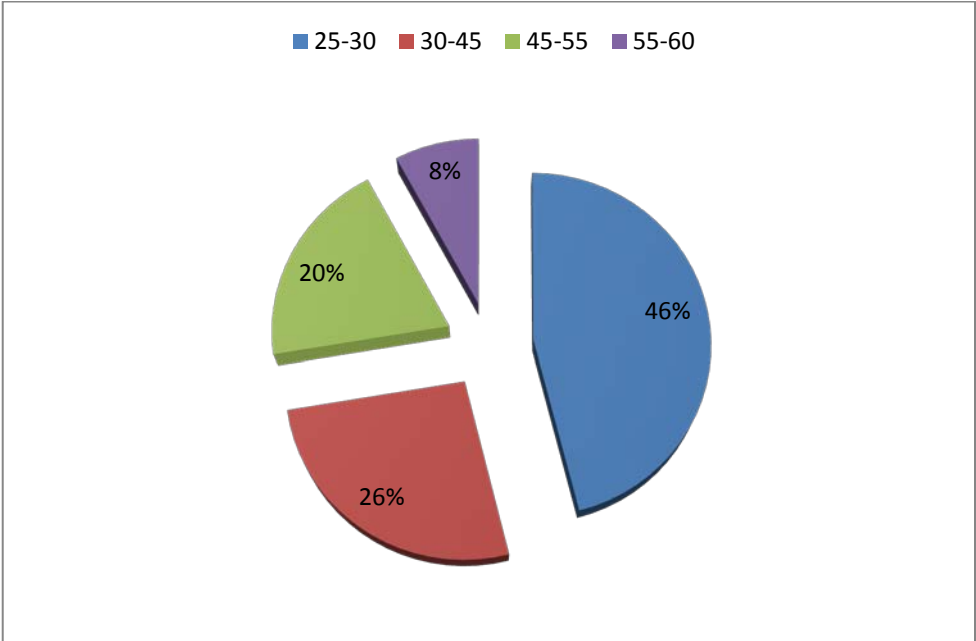


Source: Taman Sari Royal Heritage Spa (2012)

According to the Figure 4.1 shown that the result from the customer`s gender who are visit Taman Sari Royal Heritage Spa are conducted into 73% are female and 27% are male. Its shown that the spa not only for female desire but also for male who needs to do spa activities for

any kind purpose and this prove the history and philosophy were spa created for the princess and king in former.

**Figure 4.2. Respondent Age (Year)**

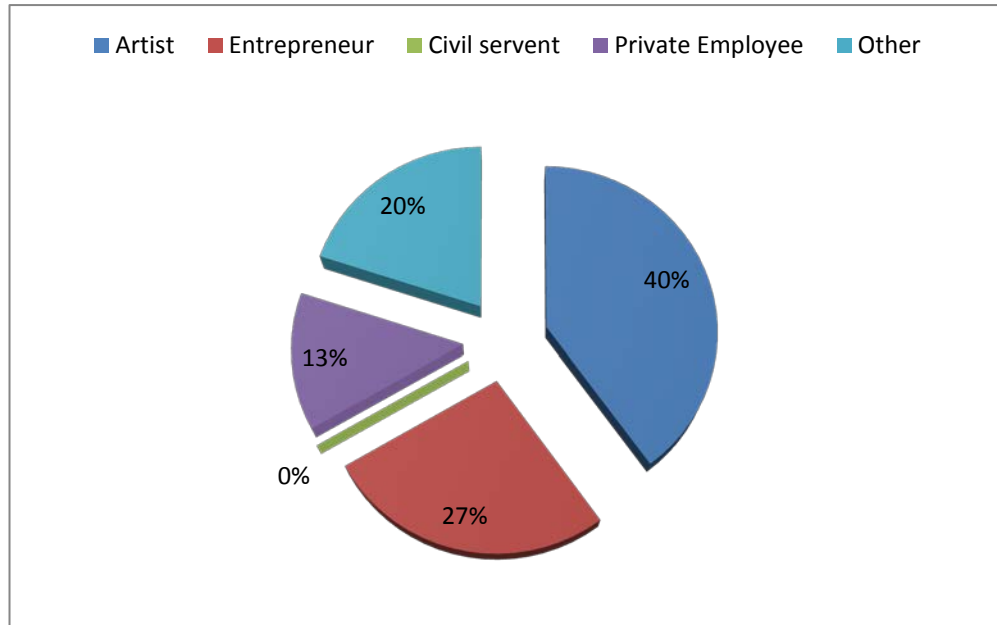


Source: Taman Sari Royal Heritage Spa (2012)

The age group of Taman Sari Royal Heritage Spa`s customers are divided into 4 groups such as: 25-30 years old, 30-45 years old, 45-55 years old, 55-60 years old. With 46% in 25-30 years old group, 26% in 30-45 years old group, 20% in 45-55 years old group, 8% in 55-60 years old group.

Based on the data above the researcher obtains the fact that the customers spread in all age range of group. The result shown that 46% dominated in range 25-30 years old, which has shown on this age the customer starting to sense the spa for any kind purpose. The researcher also obtain the information from the company management that almost all the customer in range age of 55-60 years old are come from foreign customers.

**Figure 4.3. Respondent Occupancy**

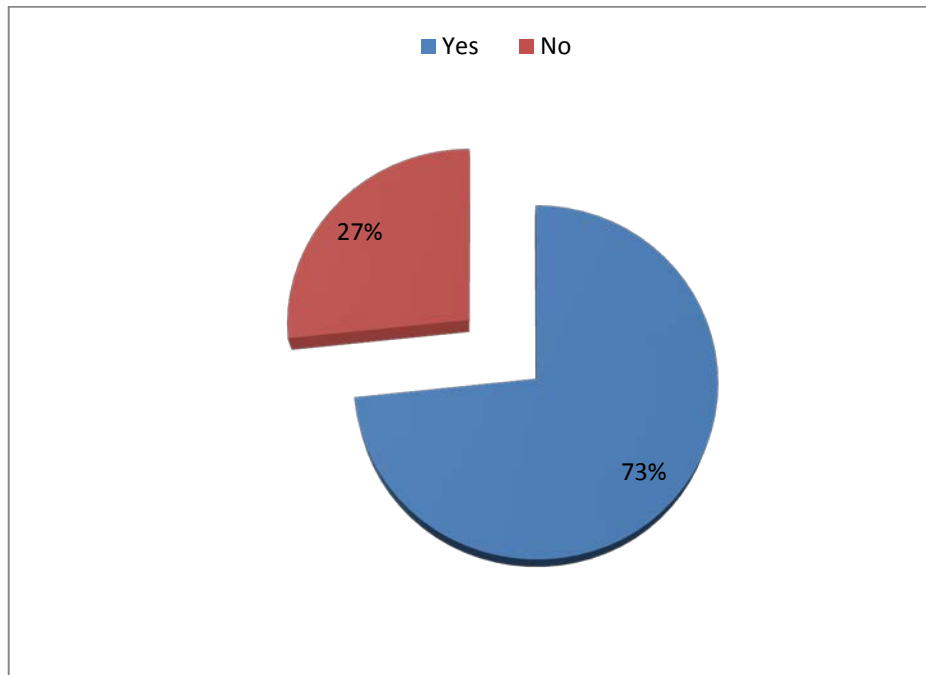


Source: Taman Sari Royal Heritage Spa (2012)

According to data above shown that the customer`s occupancy conducted in; artist in 40%, entrepreneur in 27%, civil servant in 0%, private employee in 13%, and other in 20%. From the data result it`s shown that the occupancy who visit Taman Sari Royal Heritage Spa are dominated come from artist with 40%, which they have assertion from the environment to be role model as public figure in this social life. The civil servant with 0%, it means that the civil servants are uninterested with spa or even too expensive to do that with a middle-low salary.

### 3.1.2. Questionnaire Data Analysis

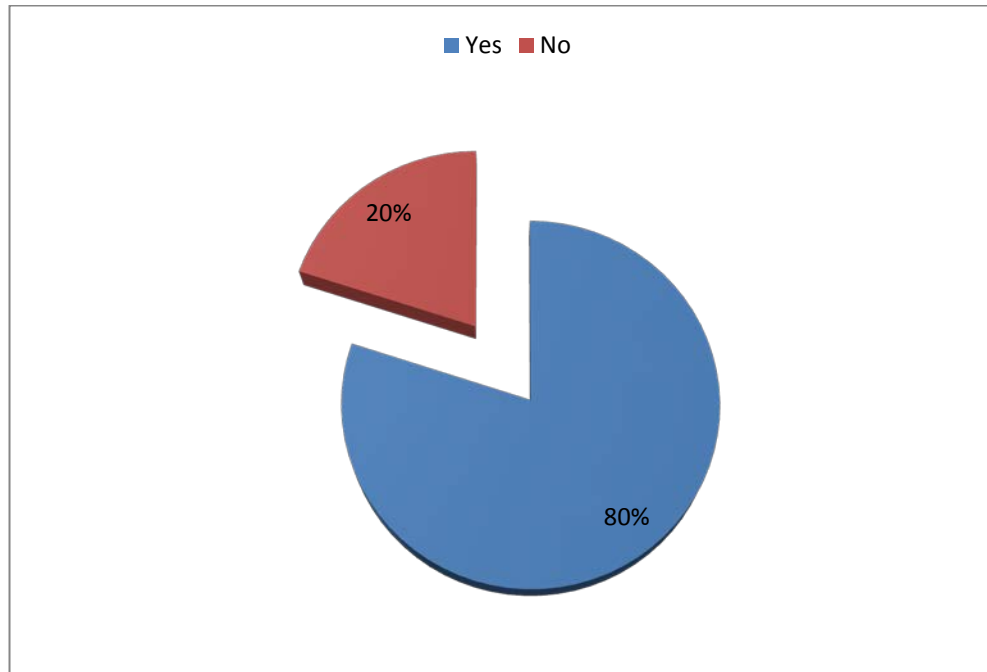
**Figure 4.4. Should a brand ambassador or endorser come from public figure or an artist?**



Source: Taman Sari Royal Heritage Spa (2012)

According to figure 4.4 shown the perception in which should a brand ambassador or endorser come from public figure or artist? This question is to obtain the information from customer's perception and understanding about brand ambassador should be from, the answer **Yes** are dominated in 73% and the rest in 27% are **No**. From this answers shown that the major of customer are agree in which the brand ambassador should be from public figure or artist with perception every people will more easy recognize and become top of mind from the product or service that advertise uses spokesperson. Meanwhile, Shimp (2010) described that *"Advertising is a process of persuasion directly or indirectly to give the information about the product benefits, which is designed to create a good impression and turn on consumer mind toward purchasing"*.

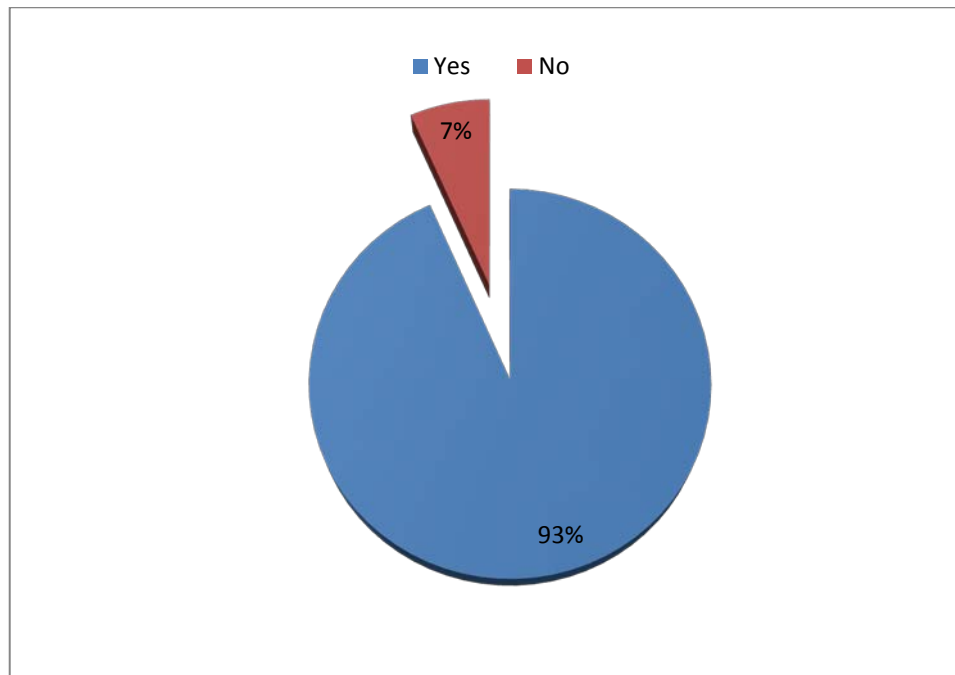
**Figure 4.5. Did you recognize Miss Indonesia Universe 2004 as brand ambassador of Taman Sari Royal Heritage Spa?**



Source: Taman Sari Royal Heritage Spa (2012)

Figure 4.5. were shown the customer`s knowledge about Miss Indonesia Universe 2004 as brand ambassador of Taman Sari Royal Heritage Spa. This question is to obtain the information from customer`s knowledge in order to prove how far customers recognize its brand ambassador indeed popularity is more effect then the people they don`t know. Eventually, the answer **Yes** are dominated in 80% and the rest in 20% are **No**. From its result the researcher assume that it is famous for the customers knowledge, since her existence being top 15 in Miss Universe 2005 at Vietnam and it`s protract until now as public figure in international scale. *According to Schiffman and Kanuk (2008), the reason for using celebrities or public figure spokesperson goes back to their huge potential influences, compared to other endorsers, types, famous people its achieve a higher degree of attention and recall*

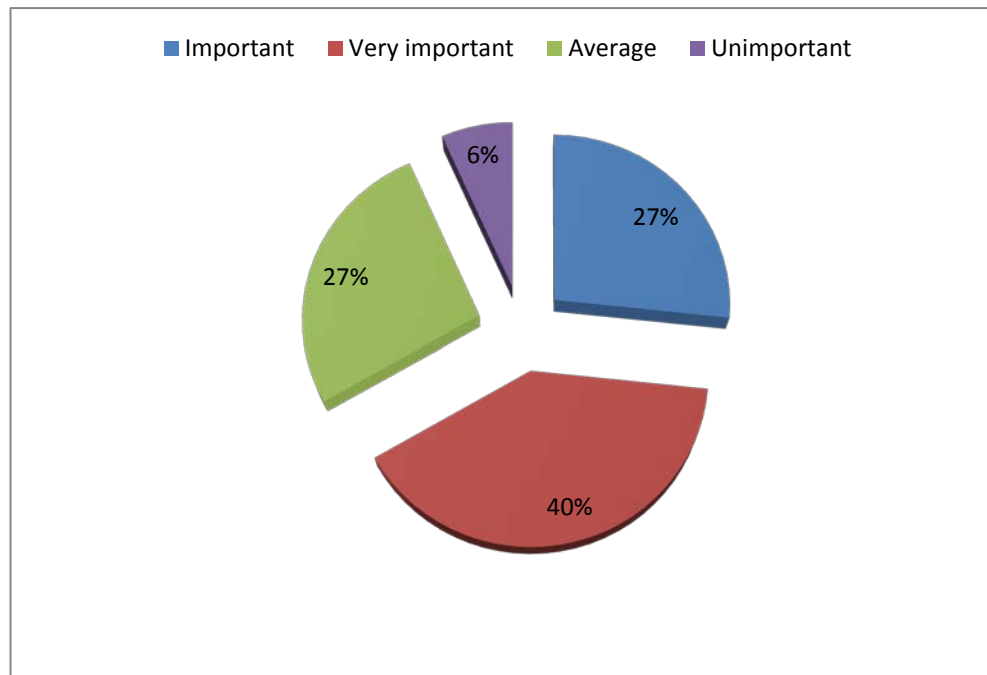
**Figure 4.6. Is Miss Indonesia Universe 2004 qualified as brand ambassador of Taman Sari Royal Heritage Spa?**



Source: Taman Sari Royal Heritage Spa (2012)

Figure 4.6 were shown the customer`s opinion about the qualification of Miss Indonesia Universe 2004 being brand ambassador of Taman Sari Royal Heritage Spa. This question is to obtain the information from customer`s perception by their opinion in order to figure out the suitable person with the company identity. The result described **Yes** are dominated in 93% and the rest in 7% are **No**, the researcher identify that 93% customer`s opinion are agree that its qualified. Royan (2005) declared that " *brand ambassador or endorsers should be selected based on personal characteristics attributed in order to influence certain communications or to promote an event/program*".

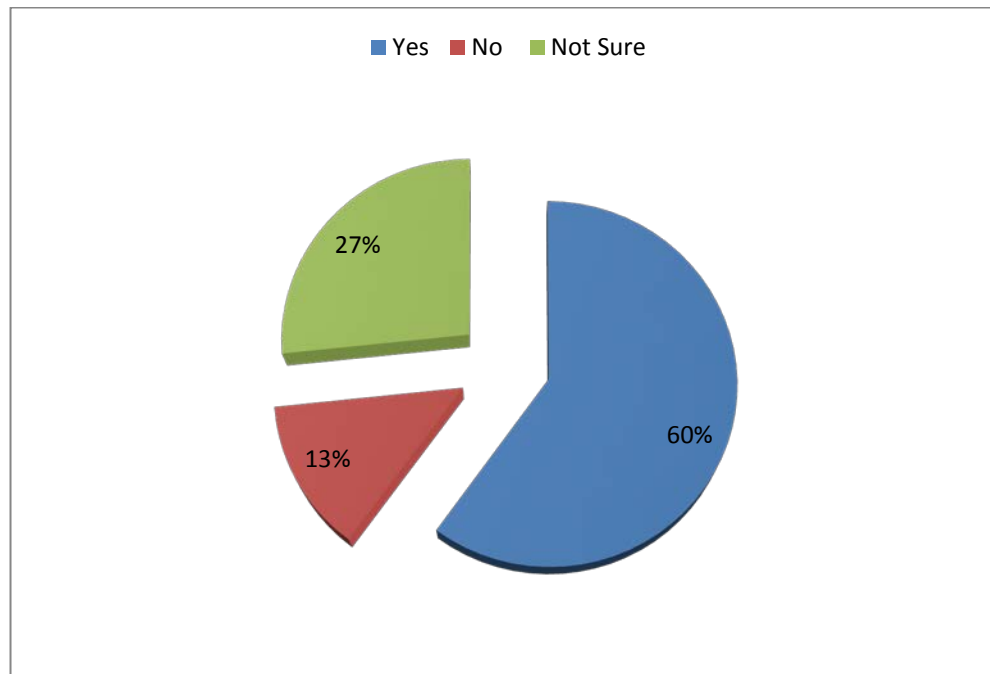
**Figure 4.7. Is promotion necessary to increase public awareness?**



Source: Taman Sari Royal Heritage Spa (2012)

About 40% said that promotion is necessary very important in order to increase public awareness. Promotion is the one of tools to obtain public or people interest indeed product or service. According to the result the researcher realizes that the customers are understand how important the promotion is and its help the company to go public by introducing product or service. Promotion means “*activities that communicate the merits of the product or service and persuade target consumer to buy it*” (Kotler, 2008).

**Figure 4.8. Is the one method to increase sales of product and service by the brand ambassador?**

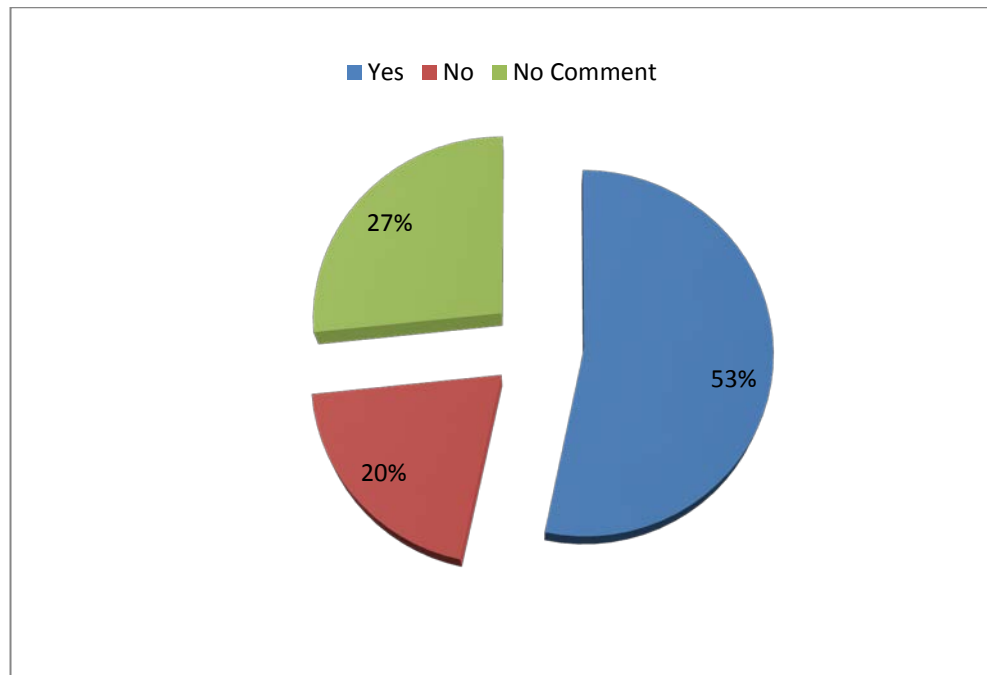


Source: Taman Sari Royal Heritage Spa (2012)

According to the question from figure 4.8, where the one of methods to increasing sales of service or product by use brand ambassador indirectly. The researcher obtains the result from its questions by the customers answer and the result is: **Yes** 60%, **No** 13%, and **Not Sure** 27%. From the data above the researcher concludes that 60% customers said yes, in which the existence of brand ambassador were effect indirectly toward sales of product or service. This statement also support by the management of Taman Sari Royal Heritage Spa in which they are agree with the result. Eventually, the rest percentage of the answer; no in 13% and not sure in 27%, indeed the customers don't know about this effect related with its sales. Meanwhile the researcher get the information from those customers who said that the reason is they don't care with the effect, it's because they don't know exactly about the sales.



**Figure 4.9. Is Miss Indonesia Universe 2004 give her contribution indirectly increase the sales of Taman sari Royal Heritage Spa?**

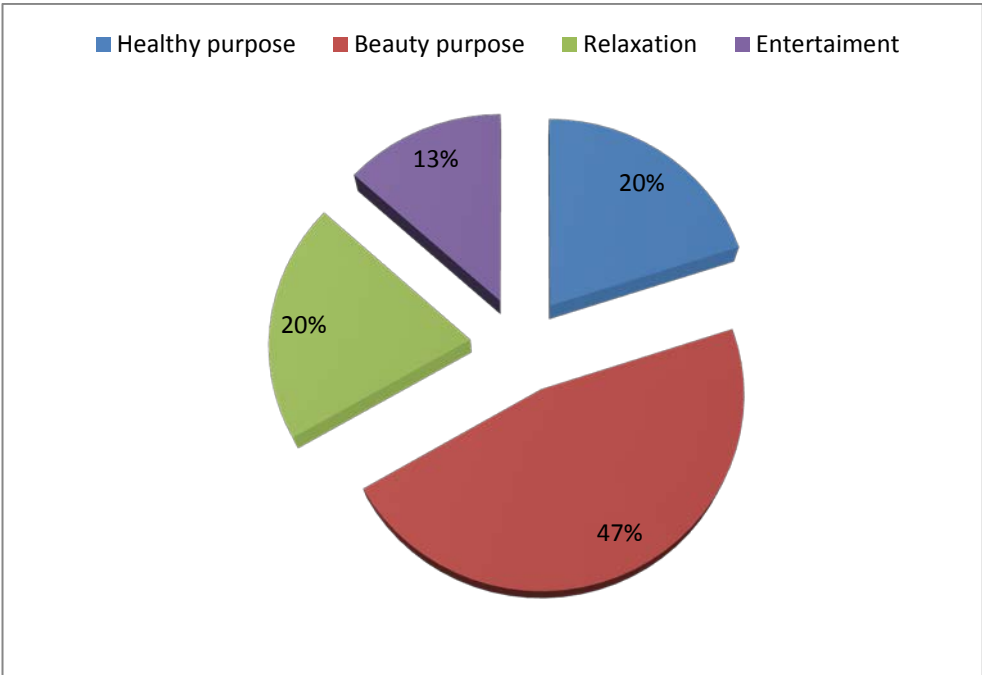


Source: Taman Sari Royal Heritage Spa (2012)

According to the figure 3.9, the researcher would to obtain the information about the contribution that Miss Indonesia 2004 gave into Taman Sari Royal Heritage Spa toward its sales boosting. This question given into the 15 loyal customers as the result is: **Yes** in 53%, **No** in 20%, and **No Comment** in 27%. Based on the data the researcher assume that 53% the customers said yes, which mean the brand ambassador give her contribution in order to increase its sales indirectly. Actually some of the customers give their opinion that this phenomena just the only one of another way to increasing the sales. There are 27% customers said no comment about this phenomena with the reason they are don't understand the effect of the brand ambassador into sales and they assume that people supposed to be know about it, it is the management who handling and know in every single progress on it. The rest answers is 20% is said **No**, it means they believe that its doesn't affect

cause its only part of promotion which mean the sales depend on its service and product, not with the brand ambassador.

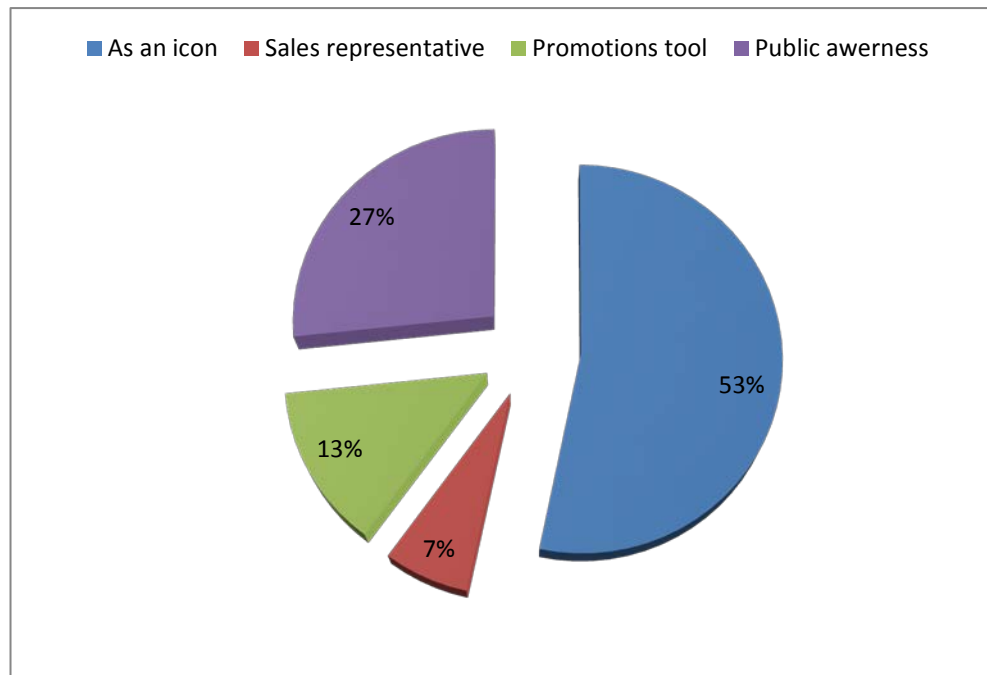
**Figure 4.10. Purpose to Visit Taman Sari Royal Heritage Spa**



Source: Taman Sari Royal Heritage Spa (2012)

According to figure 4.10, shown the customer’s purpose to visit Spa which researcher conducted and obtain the result into; healthy purpose in 20%, beauty purpose in 47%, relaxation in 20%, and entertainment 13%. Those data prove the purpose are dominated as beauty purpose with 47%, it was assume that spa indeed for beauty purpose cause the quality are for maintain and prove the beauty for inside and outside. Based on the information the signature beauty spa well known as traditional Javanese treatment that provided in Taman Sari Royal Heritage Spa, it has been centuries used for the princes and king beauty treatment.

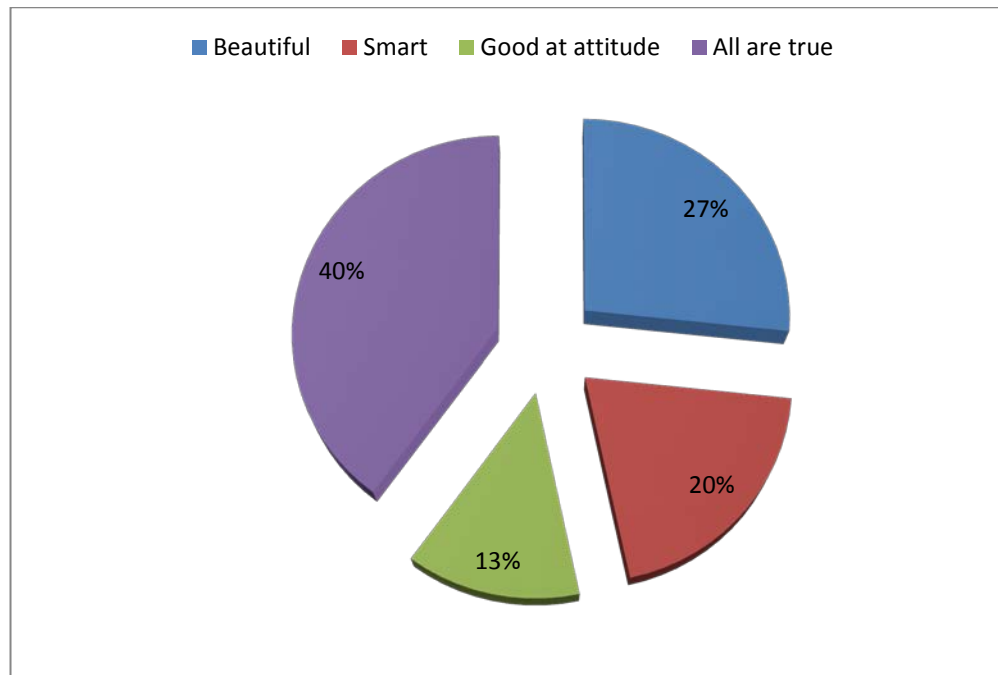
**Figure 4.11. Customer knowledge about brand ambassador in general**



Source: Taman Sari Royal Heritage Spa (2012)

According to figure 4.11, shown the customer's general knowledge about brand ambassador which are conducted and obtain the result into; as an icon in 53%, sales representative in 7%, promotion tools in 13%, and public awareness in 27%. On those questions 53% customers answers are dominated as an icon where almost the customers recognize a product or service in the first time from the first sight which mean before they are discover about it, they obtain the information and experience form the icon or role model about the products or services to ensure the desire in decision making to consume or use its product or service.

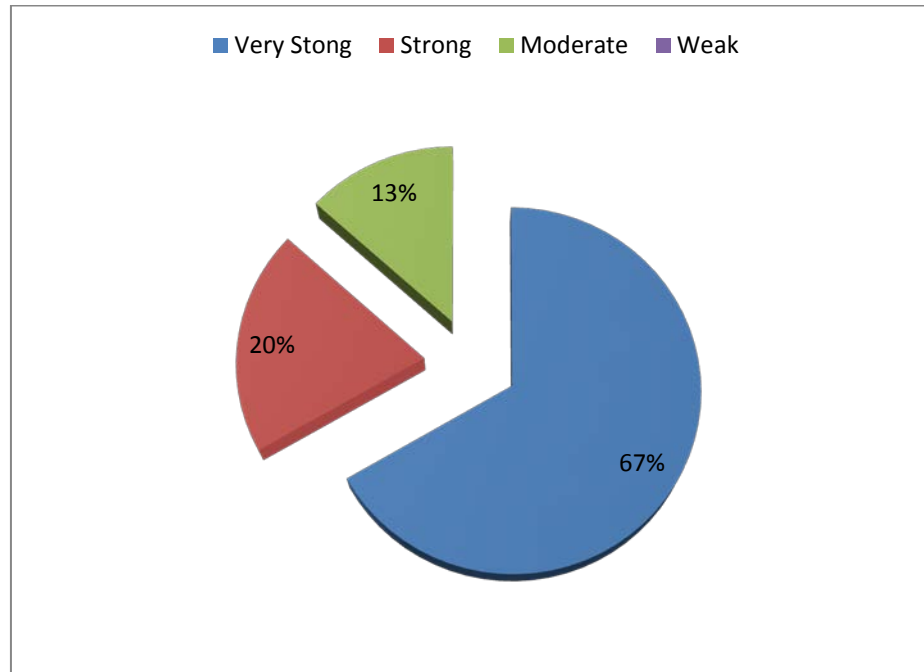
**Figure 4.12. Customer's opinion about Miss Indonesia Universe 2004 related as a brand ambassador.**



Source: Taman Sari Royal Heritage Spa (2012)

Figure 4.12, were shown the customer's opinion about Miss Indonesia Universe 2004 related with her duties as brand ambassador. This question is to obtain the information from customer's opinion. It's more than the appearance from the outside but also from the inside. To reflect the former princess appearances there are some criteria that researcher assume as questions to the loyal customers and the result are: beautiful in 27%, smart in 7%, good attitude in 13%, all are true 40%. From the percentage the researcher conclude that all the customers are agree in which as brand ambassador have all the criteria as role model to influence the customers that should be beautiful, smart, and have a good attitude where suitable with 3B as an icon which are; brain, beauty, and behavior.

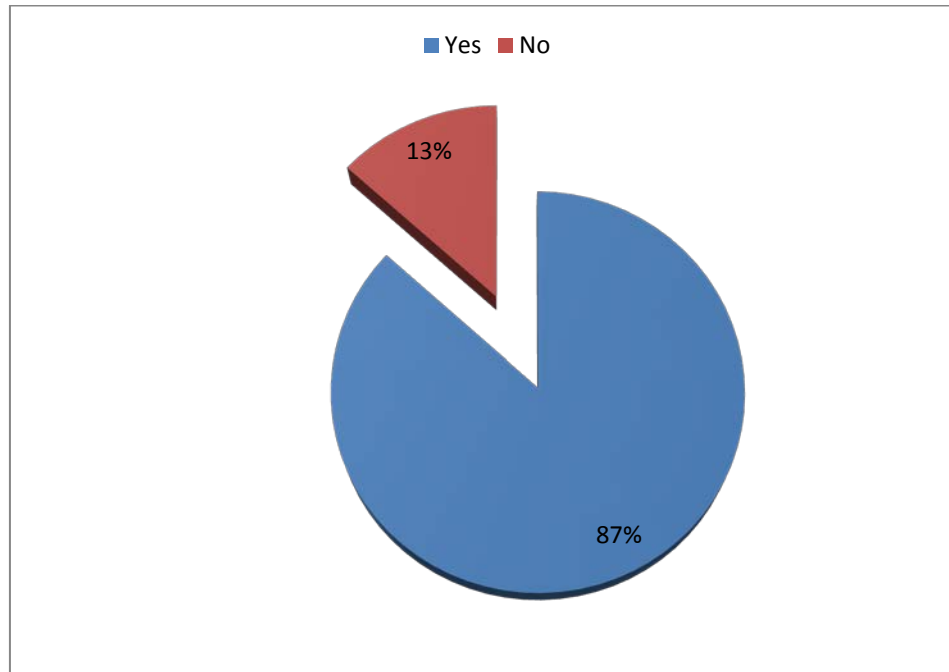
**Figure 4.13. Customer`s opinion about the existence of Miss Indonesia Universe 2004 to promote Taman Sari Royal Heritage Spa.**



Source: Taman Sari Royal Heritage Spa (2012)

In this figure 3.13, the researcher would to know the opinion from the loyal customers about the existence of Miss Indonesia Universe 2004 as brand ambassador in order to help its promotion. As the result said: very strong in 67%, strong in 20%, moderate in 13%, and weak in 0%. The 67% customers said its existence very strong that could help the promotion because the brand ambassador well known as a famous public figure with the good achievement from local or international. She has strong power to influence people when she became a brand ambassador of the company, it will have a good power in their promotion. Meanwhile by this question were prove with 0% result which there is no a weak element from its brand ambassador in order to promote Taman Sari Royal Heritage Spa.

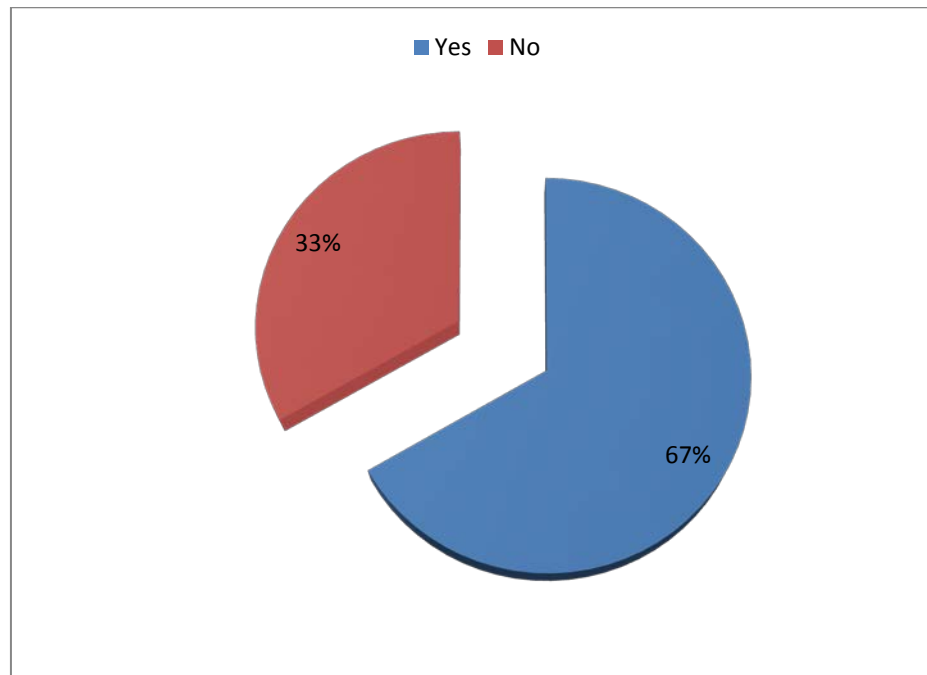
**Figure 4.14. The customers obtain knowledge and experience of Taman Sari Royal Heritage Spa from the existence of brand ambassador?**



Source: Taman Sari Royal Heritage Spa (2012)

According to the result from figure 4.14, which shown in 87% customers said **Yes** and 13% said **No**, those all about the knowledge and experience that they obtain the existence of brand ambassador. Actually with 87% customers said yes are dominated, which mean they are agree were they got the knowledge and the experience spa by on it. The customers expected that in first sight when they saw the advertising by Miss Indonesia Universe 2004, it's able to represent a service and product such a beauty queen and king in this era. Meanwhile as many 13% customers said no or disagree, in this case, the customers are unbelief that the advertising or promotion influence them to get the experience and knowledge about it, on other hand they are got it after sense the service and product by visit directly.

**Figure 4.15. Miss Indonesia Universe 2004 indirectly influences the customers to visit Taman Sari Royal Heritage Spa?**



Source: Taman Sari Royal Heritage Spa (2012)

In 67% customers said **Yes**, which mean they are believed that from the Miss Indonesia Universe 2004 promotion who able to influences them. As brand ambassador, she give her contribution to attract the public attention become a loyal customers. Although it corporate with some media advertising to promote over all product or service. Meanwhile 33% customers said **No**, in this case the customers' feels there is no contribution that able to influence them, the reason when researcher asked about this phenomenon, almost all the answer said that they are visit Taman Sari Royal Heritage Spa because they trust with the quality of service and products without bother about the promotion.

#### 4.1.2. The Analysis of Interview and Document Study

In this part the researcher would to analyze and interpreted the result of interview and documents study. Those to prove and obtain the information that state in problem chapter I, which are related on the topic and the theory such as:

1. The effect of having Miss Indonesia Universe 2004 as brand ambassador of Taman Sari Royal Heritage Spa toward its brand image by the analysis of interview and documents study as follow:

**1. Q: Is there any effect of Miss Indonesia Universe 2004 toward into brand image as a brand ambassador of Taman Sari Royal Heritage Spa?**

**A:** *“Does not directly impact can be perceived, because she does brought the image of the service and product of Taman Sari Royal Heritage Spa, Then we know it is have effect, in which people or customer believe before they decided on it, they would get the experience and knowledge about it by the first sight or well known as advertising follow by implementing the expectation that they wish could be...”* (By: **Mrs. Ema Octaviana as Sales Manager of Taman Sari Royal Heritage Spa**)

**A:** *“....With her as a brand ambassador is there an indirect effect of increased sales of Taman Sari Royal Heritage Spa, from the existing service and product, almost all of them introduced by her as a role model, and this is a very effective campaign to raise the total sales indirectly.”* (By **Mr. Mega Angkasa as Corp. Public Relations Mustika Ratu Tbk.**)

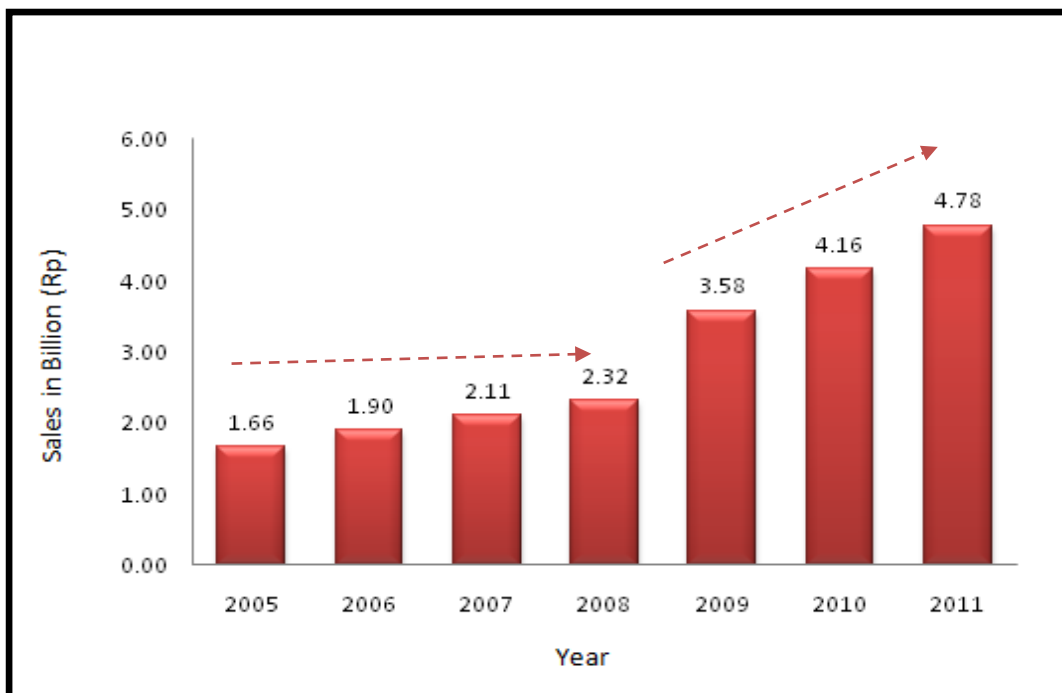
Based on the information and data, she been being brand ambassador since 2005 and exist up till now. The researcher obtain the result as the answers from the respondents above that said it's have effect toward sales boosting which is



indirectly can be perceived this is mean she able to represent the service and product as the tool of promotion in advertising into the social life in national or international scale, on that process many peoples are interesting and influence by that promotion to implement their expectation and obtain the experience and its very effective campaign to raise the total sales indirectly. *Power is the last element in the model VisCAP, power means the brand ambassador that used in advertising must have commanding personality and power to influence or stimulate the target audience emotion to make a purchase decision. Hence, "power" can be effective if the purpose of communication is the brand purchase intention* (Royan, 2005:15).

In order to sanction the result of interview that state above, below are the data sales report and agreement latter which has relationship to strengthen the result.

**Figure 4.16 Graphic of Sales Report Period Year 2005-2011**



Source: The data sales report of Finance of Taman Sari Royal Heritage Spa (2012)

The graphic above shows the condition of total sales in Taman Sari Royal Heritage Spa, generally it has positive phenomena in which every year the total

sales always increases, and there is no big issue about loss. The researcher analyze this phenomena that during the brand ambassador occupy, it always bring positive effect which can be seen by the result within the significant effect towards its sales boosting, from 2008 to 2009 in 40% increase on that sales. There are rumor were occurred on that year, where the company have been rise the promotion in all media such as; magazines, TV, and some billboard with purpose it able to influences people and set their mind to visit Taman Sari Royal Heritage Spa, those promotions strategy are different such preceding years. Actually, those positive phenomenon's are maintained until year 2011 and the brand ambassador have been use until this time in according to the agreement latter as follow:

*Article 2*

*Term of Agreement*

*"This agreement is valid for 1 (one) year from the date of June 1, 2011 and ending on May 31, 2012, unless extended. In the event of an extension, then the second party with this gives first priority right to the right.*

**Source: Agreement letter of HRD Taman Sari Royal Heritage Spa**

The agreement latter above were designate the existence of Miss Indonesia Universe 2004 as brand ambassador in which the company been sustain from 2004 until 2011 with a business contract regulation where it able to renewal in every year. According to the time period were she being brand ambassador, it means company invent advantage during those years. Eventuality, it will prolong until next year or depend on the progress occurred in the future. Below are the data sales reports in year 2011 which related with the end of agreement letter.

**Figure 4.17 Graphic of Sales Report Period Month January-December 2011**



**Source: The data sales report of Finance of Taman Sari Royal Heritage Spa (2012)**

The researcher breakdown the sales report above into monthly, where their conducts aim to the last period agreement letter between Miss Indonesia Universe 2004 and Taman Sari Royal Heritage Spa. The data shows the same phenomena such a year sales report, there is no negative effect or declining the sales which mean by this monthly report there will more detail about the information. The graphic show the smooth sales boosting in every month and the company claim there is no crisis effect.

1. In this part, the researcher would to interpreted the analysis of interview and document study such newsletter which related each other in about the effectiveness of Miss Indonesia Universe 2004 as brand ambassador for Taman Sari Royal Heritage Spa to gain public awareness, the result as follow:

**1. Q: How the extent of the popularity of Miss Indonesia Universe 2004 while serving as the brand ambassador of Taman Sari Royal Heritage Spa?**

**A:** *"...Taman Sari Royal Heritage Spa had no difficulty in terms of promotion and advertising, because she already has popularity as a public figure that is very famous as Indonesian femininity and the real beauty. Eventually, Taman Sari Royal Heritage Spa, do not have to start from scratch to boost his name became popular..."* (By: **Mrs. Ema Octaviana as Sales Manager of Taman Sari Royal Heritage Spa**)

**A:** *"...Many advertising or entertainment were use her as part of the public figure, meanwhile it is prove that she been exists and famous as an artist, public figure, and brand ambassador of Taman Sari Royal Heritage Spa..."* (By **Mr. Mega Angkasa as Corp. Public Relations Mustika Ratu Tbk.**)

According to the interview result above which about the extent of the popularity of Miss Indonesia Universe 2004 while serving as the brand ambassador, each of the source of information has a different opinion about this phenomena, but the point form the answers is same in which they believe that it have strong popularity as a public figure with a positive image which mean as a brand ambassador, she able to baring the benefit especially in term of promotion and advertising because many people recognize her become a brand ambassador on it. Eventually the popularity is important as a brand ambassador in order to promote its product or service as part of the responsibility and duty. *"The reason for using celebrities or public figure spokesperson goes back to their huge potential influences, compared to other brand ambassador, types, famous people its achieve a higher degree of attention and recall."* (Schiffman and Kanuk, 2008)

Next information about the activities of Miss Indonesia Universe 2004 related in her existence as public figure or artist in Indonesia where it's about popularity aim to the secret of body beauty maintaining on her.

*Jakarta- Miss Indonesia Universe 2004, Beauty secrets of the musician's wife of Baim it is with traditional treatments. In today's modern era, technology were develop beauty treatments too, and increasingly sophisticated. But the Artika still prefer traditional treatments of natural ingredients that have lived since she was a teenager.*

*"Since starting my period has been told by my mother for a cup of herbal medicine. Traditional treatment the first time I tried was taking turmeric acid. Turmeric acid has been shown to reduce menstrual pain and my skin grew ngerasain nice and smooth. By itself until my college and now I still carry that tradition," said Artika.*

The news above quoted from internet mass media by Lolipop, on that article discuss about the secret of body beauty maintaining that Miss Indonesia Universe 2004 implement those things in daily life since in teenager. The researcher conclude within that information to inform the activities as public figure in which her beauty maintain have strong relationship with where she come from as brand ambassador of Taman Sari Royal Heritage Spa. The popularity of her as public figure is consistence in positive way who able represent Indonesia women's beauty that have been use traditional concoction to maintain beauty purpose, actually it could bring benefit to the company in term of promotion by using her popularity directly into mass media who bring company identity. Subsequently is the interview and the analysis result which have strengthen the stated those above as follow:

**2. Q: How does Miss Indonesia Universe 2004 obtain the current public awareness as a brand ambassador Taman Sari Royal Heritage Spa?**

**A:** "... Hopefully, she could able to convey a message of Taman Sari Royal Heritage Spa's vision and mission as a brand ambassador in public, because it would be more aware on the product and the service. Obviously

*he was very affected people to come and visit Taman Sari Royal Heritage Spa.”(By: Mrs. Ema Octaviana as Sales Manager of Taman Sari Royal Heritage Spa)*

**A:** *“... Essentially as a brand ambassador she is very fit and has the power to attract peoples and it’s what the company expected. When people saw him, would directly lead to the Taman Sari Royal Heritage Spa.”(By Mr. Mega Angkasa as Corp. Public Relations Mustika Ratu Tbk.)*

Generally, those answers above from the respondent were covered the information about the brand ambassador roles in order to attract public awareness during she been serving as brand ambassador of Taman Sari Royal Heritage Spa. The answers are to prove that she give her contribution to attract public awareness to improve the understanding of a society and its attention to give the issues a big thought, encouraging customers to act and to fight against the imbalance of the product and service. *“The specific blend of advertising, brand promotion, public relation, personal selling, and direct marketing tools that the company uses to persuasively communicate consumer value and build consumer relationship”*(Kotler ,2008).

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

In this chapter contains conclusion of problem statement given in chapter I. Several recommendations for Taman Sari Royal Heritage Spa Jakarta and the next research also will be included in the discussion of this chapter.

#### 5.1. Conclusion

According to research result analysis there are several points to discover two things in problem and statement. The researcher concludes some conclusions or answers for this research problem, which are as follows:

1. In this research, the researcher concludes respondents profile which conduct in three categories such as: respondent gender, respondent age, and respondent occupancy. According to the result each other describes that; respondent gender dominated with female in 73%, respondent age in 46% with range age 25-30 years old, and respondent occupancy within 40% mastered by artist. Based on respondent profile result researcher summarize were women's more needs and interests to do spa activities while they are begins in range 25-30 years old and mostly as an artist or public figure who have assertion from its environment and good value for their profession.
2. Below is the result from questionnaires that comprised in 12 questions spread out into 15 loyal customers of Taman Sari Royal Heritage Spa. The questions and the result as follows; brand ambassador come from an artist in 73% said **Yes** it should from, customers recognition about brand ambassador in 80% said **Yes** they are knew it, appropriate/ qualified of being brand ambassador in 93% said **Yes** they are agree, the necessary of

promotion in 40% said very important which mean they are understand about it, a method to increase sales by brand ambassador in 60 % said **Yes** they realize it able to use as a tool, brand ambassador contributions could rise the sales in 53% said **Yes** where they thought there are effect on it, customer purpose to visit Taman Sari Royal Heritage Spa in 47% are for beauty purpose where its dominated for women's desire, customers knowledge about brand ambassador in general within 53% result as an icon which it could influence them to be like that, customer opinion about brand ambassador in 40% said all the criteria are true such as 3B (brain, behavior, beautiful), the existence of brand ambassador in promote spa in 67% said very strong while it's have good power to persuade customer mind, customers knowledge and experience about spa from brand ambassador in 87% said **Yes** which determine the effective campaign of promotion, brand ambassador influences customer to visit spa indirectly in 67% said **Yes** while they are believe it has effect that can perceived circumstantial.

3. According to the result from structured individual depth interview which to prove the existence of brand ambassador is able to contribute a positive phenomenon since 2004 until 2011, although there is indirectly influence can be perceived by the company. Generally, the company aware that if a product or a service wants to be fast known, it must rely on advertising campaigns to make consumers memorize product and service. In here means they use a public figure to represent their brand or product as a strategy will make the company easier in communicating to consumer. Especially if they use the well-known people who is has good exposure in the media, then it could be increase public awareness and able to rise the revenue.
4. In this data sales report the researcher conducted the report into two part which are; the data sales report on year period 2005-2011, and then its breakdown into monthly report in year 2011 in which its aim to the last year



agreement letter. The data sales report describe a positive phenomenon were in every year it was increase, by the presence of Miss Indonesia Universe 2004 able to convey benefit and maintain sales boosting for the Taman Sari Royal Heritage Spa.

## **5.2. Recommendation**

The recommendation that the researcher could give based on this research, as follow:

1. For Taman Sari Royal Heritage Spa Jakarta, especially sales and corp. public relations division need to expand the strategy in promoting the service and product, because the portion of using brand ambassador is major to influence consumer purchase intention. Company must evaluate as its strategy whether a brand ambassador's image matches with a product and service image or in other words, it must be connected well with the company identity or even changes brand ambassador with the new one who represent and attract peoples nowadays in which, each Miss Indonesia Universe have been chosen in every year should be directly being brand ambassador of company.
2. For the next research, it would be better if the researcher can conduct the research with more respondent of interview and more general respondent characteristics, in order to get more information about the problem that state in the research. Use the opportunity as well to obtain the answers of the problem with excellent result by the limited of time, scope of research and etc.

## Article 2

### Term of Agreement

"This agreement is valid for 1 (one) year from the date of June 1, 2011 and ending on May 31, 2012, unless extended. In the event of an extension, then the Second Party with this give first priority right to the Right.

## Traditional

**Kiki Oktaviani – wolipop**

**Doc. Wolipop**



Miss Indonesia 2004, Artika Sari Devi always look beautiful at every opportunity. Beauty secrets of the musician's wife of Baim it is with traditional treatments. In today's modern era, technology were develop beauty treatments too, and increasingly sophisticated. But the Storm still prefer traditional treatments of natural ingredients that have lived

since she was a teenager. "Since starting my period has been told by my mother for a cup of herbal medicine. Traditional treatment the first time I tried was taking turmeric acid. Turmeric acid has been shown to reduce menstrual pain and my skin grew ngerasain nice and smooth. By itself until my college and now I still carry that tradition, "said Artika, when found

Wolipop in Mustika Ratu event, 'Modern Loves Women Traditions', Sunday (29/04/2012). Other treatments are undertaken from the mother of one child is scrubs. As a child, when the Storm visit to his grandmother's house in Solo, he often saw the grandmother mashing scrub and scrub massaged into the body.

Body treatment habit that was 32 years old woman was taken up to now. Artika never revealed her favorite herbal treatments are herbal cinnamon. Artika habits is to mix the cinnamon scrub with yellow scrubs and essential oils. "I wear pilis in the head for blood circulation. It was warm in the head. Then the stomach dibengkung (using Stagen). I also liked the herb bath of wood cup, lemon grass and pandan are mixed into the bath for 40 days. Function for relaxation, so body does not quickly get the wind and not sore, "said the owner of the 168 cm high.

Thanks to the traditional post-partum care, the Storm claimed her body recover faster. Until now, even a movie player 'dime novel' is still entrusted her beauty treatment with traditional products from natural ingredients