Jurnal Manajemen (Edisi Elektronik)

Sekolah Pascasarjana Universitas Ibn Khaldun Bogor

Analysis Of The Credibility Of Utilizing Brand Ambassador To Compete Between Shopee And Tokopedia Using Social Network Analysis On Twitter

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A R T I C L E   I N F O

A B S T R A C T

Human life has become more practical with the internet. Nowadays, people prefer to shop online on marketplaces. The development of the market in Indonesia is increasingly rife, such as Shopee and Tokopedia, which compete in Indonesia. The existence of celebrities who are involved in promoting products and services is a phenomenon that many companies use today to attract the attention of consumers or the wider community. Brand ambassadors can have a passion for brands and are considered capable of influencing or inviting consumers to buy or use a product or service. This research aims to discover the differences in social interaction among brand ambassadors between Shopee and Tokopedia using the Social Network Analysis method. This type of research uses a qualitative approach using the Social Network Analysis (SNA) method. The analysis process on Twitter uses Social Network Analysis (SNA), namely modelling users with node symbols, and the relationships between users are symbolized by edges. This requires analysis to provide new things to understand individuals and society regarding patterns of social relations. The results obtained from SNA are big data. After data visualization, the results of the study showed a lot of interaction between Twitter users who talked about the brand ambassadors Blackpink, Straykids at Shopee, and BTS at Tokopedia. Tokopedia "Bts" is the most discussed content among the three content. This makes the marketplace widely known to the public.

1. INTRODUCTION

Currently, technology is developing very fast, so it significantly impacts human life. Before the internet developed, people carried out buying and selling transactions directly. Consumers who buy products visit the store to see conditions and make transactions. However, now the internet is changing lives. Sellers do not need to meet consumers directly. Because consumers and sellers can agree, and then the goods will come to the consumer's location without having to waste time coming to the store (Fauziah,M, 2020). This has increased internet users in Indonesia (Wardani and Sukaris, 2021). In short, human life has become more practical with the internet. Currently, people prefer to shop online in marketplaces. (Puspita *et al*., 2022) With the internet, users can easily make transactions on the marketplace. Buyers get convenience; consumers can more easily access all store catalogues, compare prices and brands, and make orders and transactions anywhere.

The development of the marketplace in Indonesia is currently increasingly widespread, so many types of marketplaces have emerged that consumers can use (Dameria *et al*., 2022). The marketplaces that are widely used by the public are Shopee and Tokopedia. Shopee and Tokopedia are two competing marketplaces in Indonesia (Wulandari 2021). (Probosini *et al*., 2021) There are many marketplaces, and their offers make the competition between companies even tighter. This makes the company must create an effective strategy in order to survive and be able to compete.

The existence of celebrities involved in promoting products and services is a phenomenon that many companies are currently using to attract the attention of consumers or the wider community. According to (Aini, 2020) a celebrity with fans can be used as media for suggestions and considerations in purchasing decisions for his fans. This is due to the belief factor that fans have in the celebrities they like. (Ayu *et al*., 2021) Moreover, ability and attractiveness can make consumers buy or use products.

A brand ambassador is someone a company uses to attract attention and influence consumers in making decisions because they are considered to be able to persuade consumers to buy products or use services. (Brestilliani, L., & Suhermin, 2020) Brand ambassadors can have a passion for brands and are considered capable of influencing or inviting consumers to buy or use a product or service. The research (Elvina *et al*., 2021) contains comparisons of the influence of brand ambassadors on buyer decisions at Shopee and Tokopedia. The results showed that the Shopee and Tokopedia brand ambassadors had a positive and robust effect on the purchasing agent's decisions.

In modern times, social media has become an online media known to the public because it is easy to use. *Twitter* is an application often explored and used by Indonesians because it is quite effective in spreading information. This is none other than companies using it as a tool for marketing (Putri *et al*., 2019). The analysis process on Twitter uses *Social Network Analysis* (SNA)**,** which is user modeling with the symbol nodes, and the relationships between users are symbolized by edges. This requires analysis to provide new things to understand individuals

and society regarding patterns of social relations. The results obtained from SNA, namely *big data*, are data that has a large size when processed in a conventional database system, and big data have large data volumes and fast movements (Alamsyah, 2018).

Currently, Shopee and Tokopedia are used by the people of Indonesia because they provide online shopping services that are fast, safe, reliable, and have an easy payment system. The marketing strategy to attract consumers' attention is to make famous public figures as brand ambassadors, such as Shopee inviting Blackpink and Stray Kids, While Tokopedia invites BTS as the foremost brand ambassador. This research focuses on Korean artists who become brand ambassadors, Shopee during the 2018-2020 period only used Blackpink and Straykids brand ambassadors, while Tokopedia from the 2019-2021 period only used BTS. The results of the study (Bhara and Syahida, 2019) show that advertisements on Blackpink shopee are deliberately displayed in Indonesia because of the large number of fans. These advertisements can attract people's attention to carry out online shopping activities. In research (Faradasya and Trianasari, 2021) shows that stray kids brand ambassadors do not significantly influence purchasing decisions at shopee. Research (Sanjaya, 2023) shows that the BTS brand ambassador does not significantly influence purchasing decisions on Tokopedia.

This research was conducted to determine how brand ambassadors are used between Shopee and Tokopedia using social network analysis on Twitter. This research aims to discover the differences in social interaction among brand ambassadors between Shopee and Tokopedia using the Social Network Analysis method. The reason researchers use Shopee and Tokopedia as objects is because, currently, the two marketplaces are the marketplaces that are of interest to the Indonesian people.

2. RESEARCH METHODS

This type of research uses a qualitative approach using the Social Network Analysis (SNA) method (Harry and Hastuti, 2022). This type of research is qualitative. This study uses the SNA method. SNA according to (Rabbani *et al*., 2020) it is data that has a large size that can show user relationships on social media and is denoted by nodes and edges. Its network properties can be used to map node interactions that show individuals, groups, or organizations on the network. (Sihombing *et al*., 2021) Users interact via social media, Twitter. User interactions on Twitter generate data in the form of tweets. The social network data modeling with the SNA method that has been obtained can then be analyzed.

This data collection can be done in relatively little time and is quite easy to do. This technique is called crawling data. The research was carried out on Twitter by taking data from social media. The object of this research is those with a relationship or connection with users on Twitter social media on the Shopee and Tokopedia marketplaces. This research requires keywords to be used as search keywords so that the data can be seen and tested.
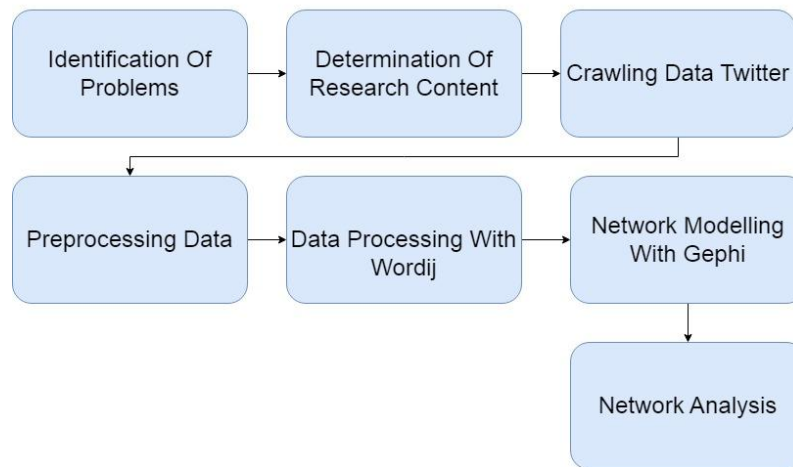
Figure 1. Research flow
Source: Data processed by researchers, 2023

Problem identification is the first step that must be carried out, namely, to find and determine a problem topic that will be used as a research object to see what influences Twitter through a keyword with a social network analysis (SNA) approach. Then, determining research content, namely the stage where the researcher determines the content that will be used as research so that he can see objects on Shopee, namely Blackpink and Stray kids, then for Tokopedia, namely BTS, which will be the focus of this research. After determining the research content, the crawling of Twitter data can be carried out. The process of crawling Twitter data is to retrieve data on Twitter in the form of tweets with the keywords "blackpink", "stray kids", and "bts". The data withdrawal process requires tools, namely Jupyter Notebook. The data taken is a minimum of 1000 criteria per year for 2018, 2020 and 2019-2021. This data is still in error, so it cannot be processed. Then, preprocessing the data. This data is still in j.son format, which will then be converted into csv format. The data that has been collected into tweets will be filtered with the help of a dictionary. Dictionary tools using stopword.id are tools used to filter or help normalize non-standard words. Next, processing using wordij and format results obtained in Excel, net, stp, and stw formats. For this reason, the data can be further analyzed and visualized. The next step is to create a network model with Gephi. At this stage, the data can be visualized with the network model with the help of Gephi software version 0.9.2 so that the active discussion of the keywords on Twitter can be seen clearly. The last step is network analysis, which is a form of commentary on research data to find out the results of data processing and see the effect between data between Blackpink, Stray kids, and BTS. To find out who is superior.

3. RESULTS

The first analysis to be carried out is to collect data (crawling data) by taking data from Twitter users where the results of the tweet are as follows:

Table 1. The Total Ambassador Content Data

No	Ambassador Content	Year	Amount Of Data
1.	Blackpink	2018	1,273
2.	Stray kids	2020	1,500
3.	Bts	2019-2021	54,860

Source: Data processed by researchers (2023)

Table 1 shows that the number of tweets obtained from the results of data collection (crawling) tweets with the keywords to be examined, focusing on the content of Shopee ambassadors, namely Blackpink and stray kids, while for Tokopedia, namely BTS. The research took data in 2018, 2020, and 2019-2021. Retrieve this data as much as a minimum of 1,000 data on each criterion per year by utilizing the integrated development environment (IDE) called jupyter notebook. The data obtained from the keyword Blackpink in 2018 is 1,273. Then the data obtained for the keyword stray kids in 2020 is 1,500. Then the data obtained from the BTS keyword in 2019-2021 is 54,860.

After carrying out the data collection or crawling process, the following process must be carried out to preprocess the data with the help of a dictionary. This is done with the aim of eliminating irrelevant tweets so that when carrying out the analysis process, it is easier to do. This process is called the filtering process so that it is free from noise or removes words that are not used, then it is processed using wordij.

Table 2. Results of Data Processing Using Wordij

No	Focus	Number Of Tweet Shopee	Year	Total Entire Words	Unique Words	Average Total
1.	Blackpink	2,773	2018	11.176	784	14.255102
2.	Stray kids		2020	18018	122	147.688525

Source: Data processed by researchers (2023)

Table 2 is the result of data processing using wordij. The table above states that the number of tweets from Shopee is 2,773. Then in the total number of words in the Blackpink keyword in 2018, there were 11,176. Then in terms of the total number of words in the keyword stray kids in 2020, there are 18,018.

Based on the table above, there were 784 unique words for the Blackpink keyword in 2018. Then, the unique words for the stray kids keywords obtained as many as 122.

The average number of keywords in Blackpink in 2018 was 14.255102. Moreover, the average number of keywords stray kids in 2020 is 147.688525.

Table 3. Results of Data Processing Using Wordij

No	Focus	Total Tweet Tokopedia	Year	Total Entire Words	Unique Words	Average Total
1.	Bts	54,860	2019-2021	308,082	7,403	41.615831

Source: Data processed by researchers (2023)

Table 3 is the result of data processing using wordij. The table above states that the number of tweets from Tokopedia is 54,860. In the total number of BTS keywords in 2019-2021, there are 308,082. In the unique words section for BTS keywords in 2019-2021, 7,403 were obtained. The average number of keywords BTS in 2019-2021 is 41.615831.

The explanation based on table 2 and table 3 can be concluded that in the total number of words section, which has the highest total value is the BTS keyword in 2019-2021, with the total number of words being 308,082. Then in the unique word section, the highest value is BTS in 2019-2021, with a total of 7,403. Moreover, the average number with the highest value is Stray Kids, which totals 147.688525. The data obtained by Tokopedia when using the BTS brand ambassadors was superior to when Shopee used the Blackpink and Stray Kids brand ambassadors. This is because it was not who first used the Korean artist's brand ambassador but because of the large number of BTS fans.

After managing data using wordij, the next step is to do network modeling on Gephi using version 0.9.2. The network itself is a group of computers that can connect devices, and Social Network Analysis (SNA) is a process of interaction carried out by humans with one another. In SNA, there are nodes and edges, and nodes are a point, while edges are a line. This research content is Shopee "Blackpink", Shopee "Stray kids", and Tokopedia "BTS".

Shopee

Figure 2. Network Visualization for BlackPink 2018
Source: Data processed by researchers, 2023

This visualization process is carried out to eliminate irrelevant (not used) tweets so that the analyzing process is easier to do. In the 2018 Blackpink data, which initially had 1,273 tweets, after a filter process was carried out using wordij, there were 74 tweets. Furthermore, the data will be processed to Gephi, where the results of the interaction network model have been filtered

using the keyword "Blackpink," In this network, the results of words that often appear are shopee, Blackpink, advertisements, petitions, KPI, warnings, stop. It can be seen that in these social networks, there are many who discuss BlackPink at Shopee. It can also be seen that Blackpink, shopee, advertisements, and KPI have the most significant nodes, in other words, the number of users discussing this on Twitter. In addition to the thicker edges seen in blackpink, shopee, and advertisements, we can be sure that these three words have a strong connection. The highest user engagement with each other can be seen in Gephi, which is identified by looking at the social network visuals where the undirected graph is selected (undirected graph). So many users (users) use the word "BlackPink" and have a high interest in shopee and form a prominent group even though it is second only to the word "Shopee."

The data that researchers have processed can be seen by calculating the properties of the "Blackpink" social network as follows:

Table 4. Blackpink Network Properties 2018

Network Properties	Mark
Nodes	74
Edges	264
Average Degree	2,237
Average Weighted Degree	175,189
Network Diameters	4
Modularity	0.311

Source: Data processed by researchers (2023)

Table 4 shows the value of social networks with the keyword "Blackpink" on Twitter social media. Judging from the data, the first property is nodes (nodes or points that can be connected). The higher or the more values on the nodes, the more users will interact using the search term or the keyword "Blackpink" on Twitter social media. Showing that the number of nodes in the Blackpink network property in 2018 was 74, this could mean that there were 74 users using the keyword "Blackpink" in interactions or discussions on Twitter social media. The second network property is the edges (lines connecting vertices or points). The more values on the edges, the more discussions are discussed on social media and Twitter, where the property that describes the discussion about "Blackpink" is obtained by several 264, which means that there are 264 discussions that include these keywords. The third network property is the average degree (average number of connections). Explains the average number of relationships between users in a social network. If the value gets bigger, the relationships between users will be more, and information will be widely spread. Shows that the average number of Blackpink network properties in 2018 was 2,237. Furthermore, the fourth network property is the average weighted degree (the average weight of a relationship on the network). Shows that the property of this network is 175,189. Then the fifth network property is network diameter explaining that the distance between nodes in a network, the greater the diameter distance, the longer the information will spread. Showing that the network diameter in this network property is 4, it means that the distance traveled in spreading tweet information requires 4 steps. Moreover, the last

network property is modularity, which measures how well the network is divided into communities. The blackpink network property has a modularity value of 0.311, meaning that groups in different communities form a "Blackpink" network.

Figure 3. Network Visualization for Stray Kids 2020
Source: Data processed by researchers, 2023

This visualization process is carried out to eliminate irrelevant (not used) tweets so that the analysis process is easier. In the stray kids data for 2020, which initially had 1,500 tweets, after a filter process was carried out using wordij, there were 77 tweets. Furthermore, the data will be processed to Gephi, where the results of the interaction network model have been obtained which have been filtered using the keyword "Stray Kids" in this network, the results of words that often appear are stray kids, shopee, thank you, ba (brand ambassadors). It can be seen that in these social networks, many discuss stray kids at Shopee and have high interest and form prominent groups. The highest user engagement with each other can be seen in Gephi, which is identified by looking at the visuals of the social network where the graph chosen is undirected.

The data that researchers have processed can be seen by calculating the properties of the social network "Stray Kids" as follows:

Table 5. Stray Kids Network Properties 2020

Network Properties	Mark
Nodes	77
Edges	156
Average Degree	2,557
Average Weighted Degree	796,753
Network Diameters	8
Modularity	0.34

Source: Data processed by researchers (2023)

Table 5 shows the value of social networks with the keyword "Stray Kids" on Twitter social media. Judging from the data, the first property is nodes (nodes or points that can be connected). The higher or, the more values on the nodes, the more users will interact using the search term or the keyword "Stray Kids" on Twitter social media. Shows that the number of nodes in the Stray Kids network property in 2018 is 77. This means that 77 users use the keyword "Stray Kids" in social interactions or discussions on Twitter. The second network property is the edges (lines connecting vertices or points). The more values on the edges, the more discussions are discussed on social media Twitter, where the properties that explain the discussion about "Stray Kids" are obtained by a number of 156, which means that there are 156 discussions that include these keywords. The third network property is the average degree (average number of connections). Explains the average number of relationships between users in a social network. If the value is getting bigger, the relationships between users will be more, and besides that, information will be widely spread. The average number of Stray Kids network properties in 2020 is 2,557. Furthermore, the fourth network property is the average weighted degree (the average weight of a relationship on the network). Shows that the property of this network is number 796,753. Then the fifth network property is network diameter explaining that the distance between nodes in a network, the greater the diameter distance, the longer the information will spread. Showing that the network diameter in this network property is 8, the distance traveled in spreading tweet information requires 8 steps. Moreover, the last network property is modularity, which measures how well the network is divided into communities. The stray kids network property has a modularity value of 0.34, meaning that groups in different communities are formed in a "Stray Kids" network.

Tokopedia

Figure 4. Network Visualization for BTS 2019-2021
Source: Data processed by researchers, 2023

Network Visualization for BTS 2019-2021 This visualization process is carried out to eliminate irrelevant (not used) tweets to make the analysis process more straightforward. In the BTS data

for 2019-2021, which initially had 54,869 tweets, after a filter process using wordij, there were 104 tweets. Furthermore, the data will be processed to Gephi, where the results of the interaction network model have been filtered using the keyword "BTS," In this network, the results of the words that appear frequently are bts, tokopdia, thank you, really, twt. It can be seen that in the Twitter social network, a lot discuss BTS on Tokopedia. Moreover, it can be seen that there is one tweet that stands out on the social network and has the right tweet content, namely, the connection between BTS and Tokopedia. The highest user engagement with each other can be seen in Gephi, which is identified by looking at the visuals of the social network where the graph chosen is undirected. So many users use the word "BTS" and have high interest and form a prominent group.

The data that researchers have processed can be seen by calculating the properties of the social network "BTS" as follows:

Table 6. BTS Network Properties 2019-2021

Network Properties	Mark
Nodes	104
Edges	2459
Average Degree	4,524
Average Weighted Degree	2419,808
Network Diameters	2
Modularity	1,541

Source: Data processed by researchers (2023)

Table 6 shows the value of social networks with the keyword "BTS" on Twitter social media. Judging from the data, the first property is nodes (nodes or points that can be connected). The higher or, the more values on the nodes, the more users will interact using the search term or the keyword "BTS" on Twitter social media. This shows that the number of nodes in the BTS network properties for 2019-2021 is 104, meaning 104 users use the keyword "BTS" in interactions or discussions on social media Twitter. The second network property is the edges (lines connecting vertices or points). The more values on the edges, the more discussions are discussed on social media and Twitter. The properties that explain the discussion about "BTS" are obtained for several 2459, meaning there are 2459 discussions covering these keywords. The third network property is the average degree (average number of connections). Explains the average number of relationships between users in a social network. If the value gets bigger, the relationships between users will be more, and information will be widely spread. The number of average degrees in BTS network properties for 2019-2021 is 4,524. Furthermore, the fourth network property is the average weighted degree (the average weight of a relationship on the network). Shows that in this network property is a number 2419,808. Then the fifth network property is network diameter explaining that the distance between nodes in a network, the greater the diameter distance, the longer the information will spread. Showing that the network diameter in this network property is 2, it means that the distance traveled in spreading tweet information requires 2 steps. Moreover, the last network property is modularity, which measures how well

the network is divided into communities. The property of the bts network has a modularity value of 1.541, meaning that groups in different communities are formed in a "BTS" network.

DISCUSSION

Content "BlackPink"

Blackpink is a Girlband (K-Pop Idol) originating from Korea. The girl group, which debuted on August 8, 2016, is under the auspices of YG Entertainment (one of the big agencies in Korea). Blackpink has four members in the group, including Jisoo, Jennie, Rose, and Lisa. Blackpink does not have a position as a leader. Even so, this girl band is trendy not only in their home country, Korea but abroad. This girl band with many fans is quite popular with fans, especially among teenagers, where the Shopee marketplace made Blackpink an ambassador in 2018. The use of BlackPink as an ambassador has caught much attention from the public, especially in Indonesia (Bhara and Syahida, 2019).

The results of the visualization of the "Blackpink" content in 2018 show that many consumers are talking about Blackpink on Shopee. Shopee made an ad by making Blackpink the artist. The advertisement was aired on television stations (tv). The appearance of these advertisements made several parties in the community become pros and cons. With this phenomenon, one of the lecturers from Padjadjaran University, Bandung, Mrs. Maimon Herawati, protested against the appearance of Blackpink advertisements from Shopee. The ad is considered impolite and violates the Indonesian Broadcasting Commission (KPI) rules. Maimon Herawati made a petition with the title "Stop Blackpink Shopeee Ads" of course, with this, it will go viral and will affect society, especially in Indonesia. Not only that, because even KPI (Indonesian Broadcasting Commission) intervened, KPI announced that it was banning television stations from airing the Blackpink advertisement. This statement is in line with research that has been conducted by researchers, namely (Ratu Nadya Wahyuningratna, 2019).

The statement's conclusion in 2018 shows that many people talked about Blackpink as an ambassador at Shopee. Based on Figure 2, the words found include advertisements, petitions, boycotts, impolite clothing, and violations. It can be concluded that the advertisements elicited adverse reactions from the audience, so Twitter users who saw this banned the broadcast and boycotted the brand ambassador.

Content "Stray Kids"

Stray Kids is a boy band (K-pop idol) from Korea that debuted on March 25, 2018. This boy band is under the auspices of JYP Entertainment (JYPE), one of the biggest agencies in Korea. Stray Kids was formed through a competition broadcast on Korean television stations (Mnet). Stray Kids has eight active male members, namely Bang Chan (as leader), Lee Know, Changbin, Hyunjin, Han, Felix, Seungmin, and IN. This group is very famous in Korea and abroad, and there are also many fans. The group is so popular that Shoppe has made them their ambassadors in 2020 (Maulida and Kamila, 2021).

The visualization results of the "Stray Kids" content show that many consumers are talking about Stray Kids. The presence of Stray Kids to become Shopee's ba (brand ambassador) is a

positive thing and has stolen much attention from K-pop fans and the public. This phenomenon resulted in many thanks from Shopee consumers for making Stray Kids an ambassador. This was also conveyed by a Stray Kids fan named Stay, namely discussing hopes for the future to collaborate again. This will make Shopee known to the broader community. This statement is in line with research that has been conducted by researchers, namely (Frederica and Utami, 2022).

The conclusion of this 2020 statement shows that many people are talking about Stray Kids becoming Shopee ambassadors. Based on Figure 3, the result shows that the public gives lots of thanks, especially fans of StrayKids, because Shopee has invited Stray Kids to become brand ambassadors. Collaborating with Straykids has a positive impact on Shopee, such as being able to increase knowledge and introduce more widely to the community of Shopee.

Content "BTS"

BTS (Bangtan Sonyeondan) is a K-pop group that debuted on June 13, 2013, under HYBE, one of Korea's largest companies. This Idol group consists of seven members led by RM and other members, namely Jin, J-Hope, Suga, Jimin, V, and JungKook. The group, which has been active for nine years, has received many awards from various award events. Even BTS has fans not only in Korea but all over the world. Because of their extraordinary popularity, Tokopedia made BTS their ambassadors for 2019-2021 (Naura *et al* ., 2022).

The visualization results of the "BTS" content show that many consumers are talking about BTS. The presence of BTS as Tokopedia's ambassadors resulted in a positive response. This phenomenon received many thanks from the public, especially BTS fans usually called an army. This can make Tokopoedia known more widely. This statement is in line with research that has been conducted by researchers, namely (Lailiya, 2020).

The conclusion of the 2019-2021 statement shows that many people are talking about BTS becoming Tokopedia ambassadors. Based on Figure 4, the result shows that there are lots of thanks from the public, especially BTS fans because Tokopedia has invited BTS to become brand ambassadors. The large number of BTS fans in Indonesia made Tokopedia collaborate with BTS. The response was very positive for Tokopedia itself, such as being able to introduce it to the broader community.

4. CONCLUSION & SUGGESTION

The research results of the network, namely nodes, edges, average degree, average weighted degree, network diameter, and modularity, each have several values. Then, after a comparison of brand ambassador content between "Blackpink" Shopee, "Stray kids" Shopee, and "Bts" Tokopedia, it can be seen that the keyword "BTS," which became the brand ambassador of Tokopedia in 2019-2021, has a superior total node value This means that the Twitter user talks a lot about "BTS" on Tokopedia. Then the edges show that many Twitter users interact with each other about "BTS" at Tokopedia. And the average degree shows that every Twitter user

has many relationships to disseminate BTS information on Tokopedia to consumers. It can be seen by using the Social Network Analysis (SNA) method marketplaces that use brand ambassadors have become widely known to the public.

The findings in this study are that the most searched words for the brand ambassador shopee "Blackpink" are shopee, Blackpink, and KPI. Meanwhile, the most searched words for the shopee brand ambassador "Straykids" are stray kids, shopee, and thank you. And the word most searched for in the Tokopedia brand ambassador "Bts" is BTS, Tokopedia, thank you. In this study, the researchers determined the brand ambassadors for Shopee using two idols. In contrast, Tokopedia used one idol, but Tokopedia made BTS a brand ambassador for over a period.

Suggestions for marketplace shopee should no longer use Blackpink brand ambassadors because the impact shown is not good, especially during advertisements. The suggestion for the Tokopedia marketplace is to continue using the BTS brand ambassador because using BTS can attract people's attention, and Tokopedia is increasingly being discussed. Suggestions for future researchers are to add other brand ambassador keywords, for example, shopee, namely didi kempot, got7, and so on. Not only that, but future researchers can also use other marketplaces such as Lazada, Bblibli, Bukalapak, and others.

ACKNOWLEDGEMENT

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