

The Role of Global Ambassador and Brand Ambassador for Indonesian and Malaysian Youth

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ABSTRACT

The growing digital era, the role of influencer marketing has become one of the most effective marketing strategies and one of the important aspects in influencer marketing is the involvement of Global Ambassadors and Brand Ambassadors. This study aims to explore the implementation of the role of Global Ambassadors and Brand Ambassadors for Young People in Indonesia and Malaysia. The research methodology was carried out through the first stage, namely observation, development and use of the theory of global ambassadors and brand ambassadors ranging from providing testimonials, providing encouragement and reinforcement (Endorsement), acting as actors in the advertising topics they represent. The second stage is to test the theory through interviews to get feedback, visual representations, and problem-solving creativity that can identify opportunities that exist and be applied in business. The results of this study show that Global ambassadors play a major role for Indonesian and Malaysian youth, especially in shaping their lifestyle image and identity, encouraging consumption of international products, and shaping global trends. However, young people retain local cultural values that influence their perception of products and brands.

Keywords: role, global, ambassador, youth. Indonesia, Malaysia

Introduction

The digital era continues to develop, the role of influencer marketing has become one of the most effective marketing strategies (Andika et al., 2024; Campbell & Farrell, 2020; Farivar & Wang, 2022; Glenister, 2021; Haenlein et al., 2020). One important aspect in influencer marketing is the involvement of Global Ambassadors and Brand Ambassadors. Although both have a role in promoting brands, they have significant differences in terms of focus, scope, and impact. Why are their roles so important in the world of marketing, the increasingly complex global marketing stage, the role of ambassadors has become key in shaping brand image, building consumer engagement, and

expanding market reach. Two types of ambassadors that are often in the spotlight are Global Ambassadors and Brand Ambassadors. Although both function as brand spokespersons, their involvement and responsibilities can vary significantly. As for the specific objectives of the study.

What is meant by Brand Ambassador (Kertamukti, 2015) is a celebrity or figure who is known for his achievements in various fields and can also differ from the product class he supports, while Global Ambassador is a Brand Ambassador who is assigned to promote products or brands worldwide, such as Korean artist Han So Hee became Ambassador "Somethinc", Twice and Exo became ambassadors "Scarlett Whitening, Cha Eun Woo became Ambassador "Ms Glow", Nct Dream became Brand Ambassador "Mie Lemonilo". In addition, Lisa Blackpink became the Brand Ambassador of the Investment Application "Ajaib", and Blackpink became the Brand Ambassador of Shopee, Tokopedia, and Oreo which have high rankings. Based on this, it is necessary to conduct research on the role of Global Ambassador and Brand Ambassador for Indonesian and Malaysian teenagers. to attract interest, buy the first effort from the appearance of the influencer or the brand ambassador (Nurfalah et al., 2024).

The Research Team wants to implement the role of Global Ambassador and Brand Ambassador for Teenagers in Indonesia and Malaysia as well as a feasibility study of the results of the development of the theory of the role of global ambassadors and ambassadors by also exploring the enthusiasm of the Role of Global Ambassadors and Brand Ambassadors that occurs in Indonesian and Malaysian teenagers. The problem formulation of this study is The Role of Global Ambassador and Brand Ambassador for Indonesian and Malaysian Teenagers needs to be developed more innovatively and creatively, to increase interest in the product. The role of Global Ambassador and Brand Ambassador for Indonesian and Malaysian Teenagers needs to be implemented and developed by exploring the testing of the theory of global ambassadors and brand ambassadors through interviews to get feedback, visual representations, and creativity in problem solving that can identify existing opportunities and be applied in business, so that the development of the ambassador theory can be implemented in the business world.

Research Method

Uses qualitative descriptive with a purposive sampling informant selection technique of 4 (four) teenagers. According to Sugiyono (2019) there are two types of data used in this study, namely primary data in this study is the result of interviews with informants. Furthermore, secondary data is obtained related to the problems raised. Based on journal and book references. The data

validity technique used in this study is Triangulation. data source Data analysis techniques use There are three qualitative analysis paths, namely data reduction, data presentation, and verification states that the term descriptive comes from the English term to describe which means to explain or describe something, in the form of circumstances, conditions, situations, events, activities, and others based on the data obtained.

The study approach used is a more holistic, inductive, naturalistic approach, while the type of research used is a descriptive-qualitative type, to find what is hidden behind the phenomenon that is something that is difficult to understand considering that life is always changing, and human behaviour is dynamic. The data analysis technique used is qualitative data analysis, by analyzing in depth descriptive data in the form of written oral information from informants, as well as facts and symptoms from observations. The researchers stated that activities in qualitative data analysis are carried out interactively and continue continuously until complete so that the data is saturated. Activities in data analysis are data reduction, data display, and conclusion drawing / verification.

Result and Discussion

In the era of globalization and increasingly developing social media, the role of global ambassadors and brand ambassadors has become a significant phenomenon in marketing, especially among teenagers (Andina et al., 2023; Luo & Kim, 2024; Sari et al., 2023). The concept of a global ambassador refers to a public figure that represents a brand or organization on an international scale, while a brand ambassador is an individual who represents a brand or product in a particular market, in this case related to the context of Indonesian and Malaysian teenagers.

The public figures or influencers they follow more easily influence teenagers, as a group that is very connected to technology and social media. This phenomenon opens up opportunities for brands to leverage the power of famous figures in building an image and attracting the attention of the teenage market, both in Indonesia and in Malaysia, which have quite similar markets and cultures but also have significant differences.

1. The Role of Global Ambassadors in Indonesia/Malaysia

The phenomenon of global ambassadors and brand ambassadors has become an integral part of increasingly dominant marketing communication strategies, especially among young audiences such as teenagers (Aisyah & Handriyotopo, 2024; Allal-Chérif et al., 2024; Feijoo et al., 2023; Jain et al., 2022). In the context of Indonesia and Malaysia, two countries with large youth demographics and high levels of social media penetration, ambassadors (both

global and local) play an important role in shaping consumer perceptions and behaviour. The following are the results of interviews with Informants:

Informant 1 said the following:

"Maybe building a commonality of taste by reflecting, shaping, and mutually inspiring trends in both countries. However, from my knowledge, Indonesian and Malaysian citizens do not interact with each other even though they are in the same region: in Southeast Asia"

The results of interviews with other Informants:

"Playing an important role, because the artist as a global ambassador can advertise the product until fans from different countries are also interested in the product"

Thus, to build a commonality of taste, it is necessary to reflect, shape, and mutually inspire trends in both countries. However, based on the statement of the informant, Indonesian and Malaysian citizens do not interact with each other enough even though they are in the same region, namely Southeast Asia, whereas brand ambassadors play an important role, because the artist as a global ambassador can advertise the product until fans from different countries are also interested in the product.

The following are the results of an interview about Global Ambassadors in promoting their products that Global Ambassadors in promoting their products, based on the following interview results:

"Social media or online campaigns as a whole are the most important. Instagram, TikTok, Twitter; these three are the ones that I think have the strongest influence globally. The online world has now surpassed print media as well as TV and radio broadcasts".

While the results of interviews with other informants are as follows:

"They go to the event which makes their fans also follow the event, they use their products in everyday life which makes fans interested in buying, and there is much more that global ambassadors do".

Thus, social media or online campaigns are the most important. Instagram, TikTok, Twitter, all three according to the informant have the strongest influence globally. The online world has now surpassed print media as well as TV and radio broadcasts. They go to events that make their fans also follow the event, they use their products in everyday life so that they can make fans interested in buying, and there are many more things that global ambassadors do.

As for Brand Ambassadors in promoting their products, as follows:

"It's the same but on a smaller scale. Brand Ambassadors also appear more often in conventional advertisements such as TV, magazines, billboards, etc. Because brand ambassadors generally represent brands that are more accessible to the general public"

Another informant said the following:

"The same as global ambassadors, only the impact for global ambassadors is wider"

The same as global ambassadors, but on a smaller scale. Brand Ambassadors also appear more often in conventional advertisements such as TV, magazines, billboards, and so on, because brand ambassadors generally represent brands that are more accessible to the public, but global ambassadors have a wider impact.

Testimonials delivered by Global Ambassadors in Indonesia and Malaysia, based on the interview results as follows:

"Maybe if my testimonials are less attentive, usually I tend to pay more attention to the concept conveyed and the visual packaging"

While other informants said the following:

"They often praise the quality and benefits of the products they represent, highlighting their advantages and positive impacts"

While testimonials delivered by Brand Ambassadors in Indonesia and Malaysia are as follows:

"Same as Global Ambassadors, but with the note that Brand Ambassadors, from what I see, usually emphasize the testimonial element more than Global Ambassadors"

While other informants stated the following:

"Highlighting quality, uniqueness, comfort of wearing in everyday life"

Encouragement and reinforcement (Endorsement) carried out by Global Ambassadors in Indonesia and Malaysia is as follows:

"Their role tends to be more passive, because apart from usually being world-class figures, endorsements are usually carried out more by the marcomm brand itself. However, they will also be included in exclusive or large-scale events". The results of other informant research are as follows:

Brand ambassadors in acting as product spokespersons as follows:

"Attending product launch events, press conferences or promotional events to increase visibility and attract local media attention"

Popularity (Visibility) Global Ambassadors in Indonesia and Malaysia

Based on the following interview results:

"Depends on who the figure is made the Global Ambassador, and the demographics that are the target audience of the brand itself"

Based on the following interview results:

"Very famous, Maudy Ayunda GBA Samsung Galaxy"

Popularity (Visibility) Brand Ambassadors in Indonesia/Malaysia based on the following interview results:

"Usually better visibility than Global Ambassadors, but their shelf life tends to be shorter and their reach is narrower"

Based on the following interview results:

"Very popular, Fadil became the Scarlett Whitening Brand"

Credibility (Credibility) Global Ambassadors in Indonesia and Malaysia, based on the following interview results:

"Generally much more credible than ordinary Brand Ambassadors, because in addition to representing brands that have a global reach, Global Ambassadors themselves are generally figures who are better known people".

Depends on how well they connect with the audience and show authenticity in promoting the product and how relevant it is to their product. Credibility of Brand Ambassadors in Indonesia and Malaysia More varied, from those who are less credible to those who are trusted because they have been in the industry for a long time, Highly influenced by their influence among local audiences, relevance to the product, authenticity in promoting, and how they maintain their personal reputation. Attraction of Global Ambassadors in Indonesia and Malaysia, that the following interview results: Association with the Global Ambassador itself, for example history in the music industry, modelling, film, etc. Thus, several things can be found:

a. Teenage Image and Identity

Research shows that global ambassadors have a contribution in shaping the image and identity of teenagers. Global figures such as international artists, famous athletes, or global influencers who have a large fan base are able to create an aspirational lifestyle that teenagers want. In Indonesia, teenagers who follow global ambassadors, especially in the entertainment and sports world (for example, BTS, Cristiano Ronaldo), often feel more connected to global culture and tend to adopt international trends in terms of fashion, music, and behaviour. Meanwhile, in Malaysia, teenagers are also greatly influenced by global ambassadors who represent international brands. Artists such as Blackpink or Hollywood actors become figures who influence their lifestyle, beauty, and fashion choices.

Building or strengthening resonance with the target audience. The public can empathize with a brand's campaign if it contains the name and/or face of a Brand Ambassador they know. Teenagers, a demographic that tends to be at the epicenter of popular culture, are the potential target for this tactic. For teenagers who like to follow trends and current things, this will have the opportunity to attract their attention.

Social Norms and Social Pressure Theory explains that adolescents often feel pressured to adopt lifestyles or behaviours that are considered “popular” or “normal” among their peers. If a global ambassador or brand ambassador becomes a symbol of a lifestyle desired by a particular social group, adolescents may feel pressured to imitate or purchase the products promoted by the ambassador.

b. Increasing Teen Engagement with International Brands

Indonesian and Malaysian teenagers are more likely to purchase products or services promoted by global ambassadors they idolize, especially in the fashion, cosmetics, and technology categories. For example, beauty products promoted by international celebrities or gadgets used by global athletes are the main choices. In addition, social media plays an important role in this process, where Indonesian and Malaysian teenagers are very active in following updates from global ambassadors via Instagram, TikTok, and YouTube, which leads them to purchase decisions.

c. Social and Cultural Norms

Global ambassadors often carry more universal social values and norms. However, in the context of Indonesia and Malaysia, the influence of local culture is still very strong. Although teenagers are influenced by global lifestyles, they also tend to adapt to local cultural values such as customs, religion, and language. Teenagers in Malaysia, which has a multi-ethnic population (Malay, Chinese, Indian), are also highly influenced by global ambassadors who have diverse cultural backgrounds, which creates a tendency to celebrate diversity in marketing campaigns.

2. Brand Ambassadors for Indonesian and Malaysian Teenagers

a. Brand Preference and Loyalty

Brand ambassadors in Indonesia and Malaysia have a more specific and local role compared to global ambassadors. Local or national brand ambassadors, such as artists, singers, or celebrities who are very famous in their respective countries, are able to create a closer emotional connection with teenagers. This makes teenagers more loyal to certain brands, be it clothing brands, fast food, or beauty products. For example, in Indonesia, brand

ambassadors such as Raisa Andriana for beauty products and Nicholas Saputra for technology products have a strong influence on teenagers' purchasing decisions. In Malaysia, celebrities such as Neelofa who become brand ambassadors for fashion and beauty products have also succeeded in increasing the popularity of the brand among teenagers.

b. Formation of Lifestyle and Consumption of Indonesian and Malaysian Teenagers

Brand ambassadors often become lifestyle role models for teenagers. Indonesian and Malaysian teenagers tend to imitate the lifestyle and consumption choices of their brand ambassadors, whether in terms of fashion, music, or how to dress. The lifestyle promoted by brand ambassadors is often considered cool and aspirational by teenagers. In addition, teenagers who follow brand ambassadors are also more likely to share their experiences with the brand on social media, which strengthens the social influence of the brand ambassador. For example, teenagers in Indonesia who see celebrities using certain products will feel more confident to buy the product, in the hope of getting social recognition from their friends. Teenagers tend to view brand ambassadors as figures they can use as references or role models. Brand ambassadors they idolize or respect can create strong emotional appeal, influencing their consumption behaviour.

c. Brand Communication through Social Media

Teenagers in both countries, Indonesia and Malaysia, are very connected to brand ambassadors through social media, which allows direct interaction and relationships that are more personal. Brand ambassadors who are active on platforms such as Instagram, TikTok, or YouTube have great power in building closeness with teenage audiences. This study shows that collaboration between brand ambassadors and social media creates a snowball effect, teenagers not only buy products but also share their experiences, increasing the reach and influence of the brand.

3. Differences between Global Ambassadors and Brand Ambassadors in Indonesia and Malaysia

In Indonesia, teenagers tend to be more open to international brands promoted by global ambassadors, but they also prefer local brands when the chosen brand ambassador is a figure they know and respect. In Malaysia, with more complex cultural diversity, teenagers tend to prefer brand ambassadors who can represent their ethnicity and culture, and brands that uphold diversity and cultural tolerance are more popular with Malaysian teenagers. Thus, global ambassadors and brand ambassadors play a role in teenagers' perceptions and consumption behaviours, as well as their identity and lifestyle.

Conclusion

Global ambassadors play a significant role for Indonesian and Malaysian youth by shaping their lifestyle image and identity, influencing the consumption of international products, and driving global trends. Despite this influence, young people continue to uphold local cultural values that affect their perceptions of products and brands. Similarly, brand ambassadors, particularly local or national figures, can significantly impact brand loyalty and preference among youth due to their close connection with the audience and their ability to communicate culturally relevant values. For marketers and brands, it is crucial to select ambassadors who are not only well known but also capable of forming emotional and cultural connections with young audiences. Additionally, international brands aiming to penetrate the Indonesian and Malaysian youth market should consider collaborating with global ambassadors who understand local values and can integrate inclusive messaging into their campaigns.

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