



INTISARI

Jumlah *e-commerce* di Indonesia sekarang semakin bertambah. Masing – masing *e-commerce* di Indonesia juga memiliki *brand ambassador*. Elevenia dengan Cinta Laura, Shopee dengan Prilly Latuconsina, Berrybenka dengan Raline Shah, Tokopedia dengan Isyana Sarasvati dan 3second dengan Ari Irham.

Selain itu, penjualan per bulan di Kesupermarket.com juga semakin menurun. Berdasarkan hasil rapat internal perusahaan, diperlukan suatu gebrakan baru agar Kesupermarket.com dapat meningkatkan *brand awareness* sehingga diharapkan dapat meningkatkan penjualan. Oleh karena itu, Kesupermarket.com sebagai *e-commerce* bahan makanan melakukan pemilihan *brand ambassador*.

Penelitian ini dilakukan dengan metode deskriptif untuk menganalisis pemilihan *brand ambassador* Kesupermarket.com (*E-commerce* Ranch Market dan Farmers Market). Penelitian ini dilakukan dengan menggunakan pendekatan metode kualitatif untuk mendapatkan informasi yang mendalam untuk memilih *brand ambassador* Kesupermarket.com.

Peneliti menargetkan kaum muda berumur 25 sampai 35 yang berdomisili di Jakarta dengan sosial kelas A-B dan pernah berbelanja di Kesupermarket.com minimum satu kali sebagai narasumber. Teknik pengambilan sampling yang digunakan dalam penelitian ini adalah *non probability* sampling. Wawancara dilakukan dengan *in depth interview* terhadap 20 orang narasumber.

Hasil pemilihan *brand ambassador* untuk Kesupermarket.com (*E-commerce* Ranch Market dan Farmers Market) adalah sebanyak 60% dari seluruh narasumber memilih Raisa dan Hamish sebagai *brand ambassador* Kesupermarket.com. Mayoritas narasumber menginginkan strategi pemasaran dengan melakukan aktivitas bersama Kesupermarket.com di sosial media *brand ambassador*.

Kata kunci: *e-commerce*, *brand ambassador*, strategi pemasaran



ABSTRACT

The number of e-commerce in Indonesia is now increasing. Each e-commerce in Indonesia also has a brand ambassador. Elevenia with Cinta Laura, Shopee with Prilly Latuconsina, Berrybenka with Raline Shah, Tokopedia with Isyana Sarasvati and 3second with Ari Irham.

In addition, monthly sales at Kesupermarket.com are also decreasing. Based on the results of the company's internal meetings, a new breakthrough is needed so that Kesupermarket.com can increase brand awareness that is expected to increase the sales. Therefore, Kesupermarket.com as an e-commerce groceries conducts research to choose brand ambassadors.

This research was conducted with descriptive method to analyze the selection of brand ambassadors Kesupermarket.com (E-commerce Ranch Market and Farmers Market). This research was conducted using a qualitative method approach to get in-depth information to choose Kesupermarket.com's brand ambassador.

The research target is youth with ages 25 to 35 who live in Jakarta with social class A-B and have shopped at Kesupermarket.com at least once. The sampling technique used in this research is non-probability sampling. Interviews were conducted with in depth interviews with 20 informants.

The results of the selection of the brand ambassador for Kesupermarket.com (E-commerce of Ranch Market and Farmers Market) were most respondents chose Raisa and Hamish as Kesupermarket.com's brand ambassadors. Most respondents want a marketing strategy by conducting social media activities with Kesupermarket.com on brand ambassador's social media.

Keywords: e-commerce, brand ambassador, marketing strategy