

ABSTRACT

This study aims to determine the attractiveness of celebrities as an endorser on the advertisement Naavagreen version of Ayu Ting-Ting in Instagram. Basically the research method used is descriptive analysis is a study that attempts to provide an overview of the object under study which aims to make descriptive or systematic and actual picture of the facts. The selection of informants is based on purposive techniques, since there is no sampling frame from all elements of the population greetings. In this case the subject will be selected purposively in accordance with the needs excavated in this study is the depth of information, not the quantity of respondents. The informants are 5 people in particular they are considered to understand well and can provide correct information related to the problem researchers. While the data collection is done by interview. The results of interviews and observations are then illustrated in the discussion chapters and literature review relating to this research. The results of this study indicate that the attractiveness of the endorser, among others, popularity, physical, and performance. The popularity of Ayu Ting-Ting in the entertainment world is increasingly increasing and the number of followers in Instagramnya also increasing. Physical including beauty and elegance, this attraction becomes an important dimension for the image of a product represented by the celebrity. Performance is to mention the achievements that have been achieved, achievements that have been in the can by Ayu Ting-Ting Indonesian Dangdut Awards 2016 and Ayu record achievements by incised platinum through the sale of his album "Best of Ayu-Ting Ting". Achievements ever owned by Ayu Ting-Ting is then used by the company to make it as a celebrity endorser.

Keywords: Fascination, Celebrity, Endorser, Naavagreen