

ABSTRACT

Marketing communication activities with the strategy of using celebrities as endorsers, such as the movie stars and famous athletes to create a particular brand personalities through advertising with alternative mediums like Youtube are the approaches adopted by the seller as one of the ways that they believe can enable consumers to recall a brand and differentiate the brand against competitors. In the model of meaning transfer, endorsement plays a very important role in the transition process of the image. By signing Derrick Rose, Adidas tried to transfer it like a personality that is owned by the athletes. The purpose of this study was to analyze the relationship, and the influence of expertise, trustworthiness and attractiveness within endorser, towards the personality of the brand Adidas Rose Basketball 3 on Community member Kaskus Regional Yogyakarta. The kind of this research is quantitative. Method was used is survey method which took 52 respondent as the sample. The analysis technique used is the correlation product moment analysis and Cronbach's Alpha to measure the validity and reliability of the item statement. Multiple linear regression analysis was used to determine the effect of independent variables on the dependent variable. Hypothesis testing using t-test, f- test and coefficients determination. The results showed that almost all respondents agree that Derrick Rose can shape the personality of the brand Adidas Rose 3. The results of hypothesis testing showed a positive and significant correlation between expertise, trustworthiness and attractiveness towards brand personality amounted to 83,6%. Trustworthiness is the most dominant variable in shaping the personality of the brand, followed by a attractiveness and then expertise in the last position. In sum, celebrity endorsement strategy can be an effective weapon amid complex competition in the world business such as the increasing number of choices brand facing society, the difficulty of differentiation between brands based on attributes of the function, and saturated audiences about over exposure of brands advertising through mass media.

Keywords: Expertise, Trustworthiness, and Attractiveness Celebrity Endorsment On The Brand Personality.