

CHAPTER II

AUDIENCE INTEREST IN ADS THAT CHALLENGE BEAUTY IDEALS AND PANTENE INDONESIA'S STRATEGY

To understand the object in this study, a description of the research object is compiled in general terms related to Pantene Indonesia and Keanu Angelo to provide a clear context for the results of this study. The data identification contains the company profile. The researcher explains the brand description to recognize Pantene's profile, the company's organizational structure, and the history of brand ambassador appointments and awards received by Pantene Indonesia compared to other competing brands in Indonesia.

2.1. Procter and Gamble Company (P&G)

Procter and Gamble (P&G) is an international company that produces fast-moving consumer goods, which is the mother brand of Pantene. P&G's headquarters are located in Ohio, United States. The company was founded in 1837 by William Procter, a candle maker, and James Gamble, a soap maker. Alexander Norris pioneered the establishment of a joint venture, organized a meeting, and persuaded them to become business partners. On August 24, 1858-1859, P&G's sales reached \$1 million. Later, the company also began to diversify its products and expanded its business to other countries regarding manufacturing and selling products. P&G also bought several companies, diversified its product line, and significantly increased profits.

The company has a long business history in Indonesia, precisely since the Dutch East Indies era. Its first product was *Palmbooter* branded margarine, which entered the

local market in the 1930s with the main target of the European community. In the early 2000s, P&G restructured its business in Indonesia by selling its factory assets to a local pharmaceutical company, PT Darya-Varia Laboratoria Tbk. P&G's business in Indonesia was then taken over by PT Procter & Gamble Home Products Indonesia, established in 1997. It became the importer of personal care products marketed by the company in Indonesia. As of July 1, 2007, P&G's operations are categorized into three Global Business Units, divided into several business segments: beauty and grooming, household care, health and well-being. P&G has 23 brands valued at more than one billion dollars in annual sales and another 18 brands with sales between \$500 million and 4 billion.

P&G Indonesia certainly has goals and principles that must be implemented and accounted for long-term. Especially in providing various high-quality and valuable products and services to improve consumers' quality of life. With a vision to be recognized as a consumer good company that provides the best service in the consumer world and a mission to provide branded products and services of superior quality and value that improve consumers' lives worldwide, now and in future generations. This can also be seen from its commitment over 30 years in Indonesia to doing the right thing that has been at the core of its values and principles, aspiring to be a positive force for growth and good across each area of citizenship pillars by implementing environmental sustainability, equality and inclusion, community impact, ethics, and corporate responsibility.

To balance their growth, Integrated Growth Strategies are also utilized in serving well through a portfolio of daily-use categories where performance drives brand choice; superiority across product, package, brand communication, retail execution, and value

Productivity in all areas of cost and cash; Constructive Disruption in all facets of operations and a more agile, accountable and empowered Organization operating at the speed of the market (hr.asia, 2023).



Figure 2.1 Procter & Gamble Logo

2.1.1. Company Structure

The Procter & Gamble Company's organizational structure is primarily based on the company's product portfolio; the structure also addresses P&G's business needs based on organizational function and consumer goods market geography. The structure establishes the lines of authority and command in implementing decisions and solutions to solve problems; the company must ensure that the organizational structure remains relevant to current business conditions and continues to evolve and adjust its organizational structure over time. The P&G Company has a product-type divisional organizational structure; the main structural characteristic, in this case, is the set of product-type divisions that influence P&G's managerial decisions and internal business processes. This structural characteristic also determines the essential workforce units that support the consumer goods business.

The Product-Type Divisions involve product groupings based on the product mix; each product-type division addresses business concerns specific to a group of product lines. Only primary or large-scale issues require the involvement of Procter & Gamble's upper management, which helps minimize costs in managing the business. The product-type divisions cover the categories of beauty, grooming, health care, fabric-home care, baby, feminine, and family care. The strategic concern in maintaining this corporate structural feature of P&G is adequate support for managing regional operations. This is mainly because Procter & Gamble has primary international operations in the consumer goods industry with geographical divisions in North America, Europe, Greater China, Latin America, Asia Pacific, India, the Middle East, and Africa. In keeping function-based groups, the company ensures that its structure satisfies fundamental business functions.

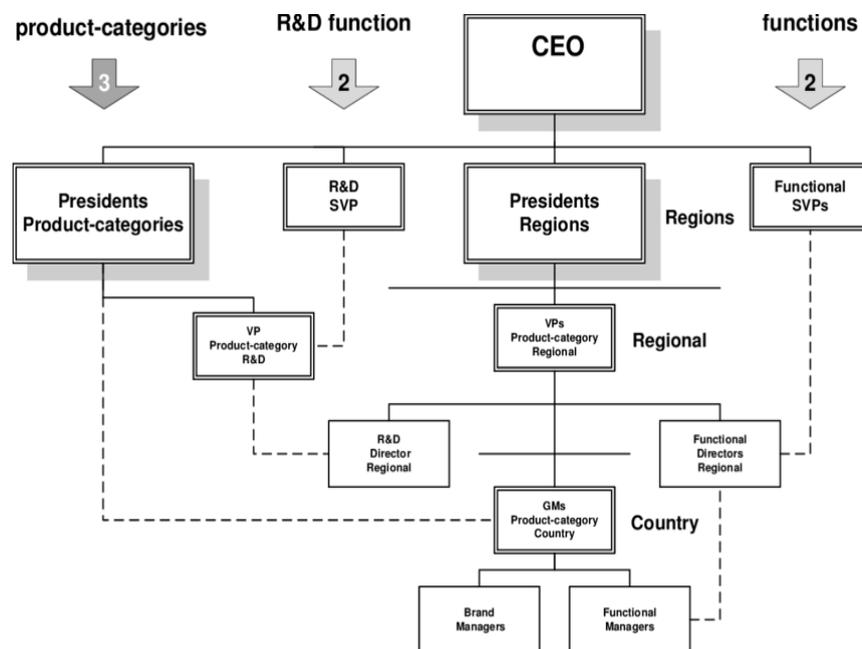


Figure 2.2 P&G Global Organizational Structure
(Degen, 2009)

2.2. Pantene Indonesia

2.2.1. Brand Description

Pantene is an American-based hair care and nourishment brand owned by Procter & Gamble (P&G). Pantene was first launched in Europe in 1947. The name "Pantene" is derived from the product's original ingredient, Panthenol, which is another name for pro-vitamin B-5. This ingredient can help provide care to the hair. Since 1948, Pantene has been a provider of hair care products, and then, in 1973, also presented conditioner products. In 1991, Pantene products were reformulated with vitamin Pro-V and tested in Taiwan with a formula enriched with various essential vitamins needed by hair. This discovery was able to get a positive response that made Pantene gain success in the East Asia region, which then managed to become the best-selling hair care product in the world with a variety of product ranges presented such as shampoo, conditioner, and styling products for various hair conditions.



Figure 2.3 Pantene Logo
(seeklogo.com,2024)

Pantene is one of the most popular hair care products in Indonesia. It can be easily found in various outlets and stores, as well as in shopping centres, and even now, it can be purchased online. Compared to other products under P&G, Pantene is the grooming

brand with the highest sales rate. One of Pantene's outstanding performances is because Indonesians nowadays often experience hair damage, so there is a great intention to use Pantene. Pantene has shampoos, conditions, conditioner supplements, leave-in treatments, and hair treatments based on the product type. Based on the product range, there are several special categories such as *Anti Lepek* (limp) hair products, Daily Moisture Renewal, Total Damage Care, Hair Fall Control, Silky Smooth Care, Micellar Series, Anti Dandruff, Black Glow, Perfect on and gold series.



Figure 2.4 Pantene Hair Care Product
(pantene.co.id, 2024)

2.2.2. Brand Purpose and Value

Pantene Indonesia's vision, mission, and values are clearly illustrated through the promises that Pantene Indonesia always holds to its consumers. Pantene has a passion for creating that strong hair is beautiful. Through this message, Pantene is committed to helping its users create nourished and more robust hair from root to tip with its essential formula, Pro-Vitamin. They are driven by the idea of giving more people more excellent days. The company believes that hair is always more than just hair; it plays a significant role in our perception.

The brand's mission is to provide the best hair care, ensuring its products are safe and effective for its customers. The company also emphasizes the importance of product safety, using industry-leading testing and stability studies to ensure that each product maintains its safety and performance. It also prioritizes sustainability, investing in innovative solutions to reduce its environmental footprint and protect natural resources. Pantene also innovates according to various consumer complaints and adapts to the different hair conditions of Indonesian people. Pantene continues innovating in product creation and increasingly bold marketing communications using technology.

2.2.3. Advertising Activities and Strategies

As one of the oldest shampoo brands, Pantene, which has survived in the market for decades, has undoubtedly tried various strategies to market its products to the public. The number of hair care product brands in Indonesia is a new challenge for Pantene to be remembered by the public and maintain its position as the top brand. In addition to product quality, they must be able to create a brand identity in the hope of providing emotional bonds to potential customers.

For its promotional channels, Pantene still uses most of its promotional budget on conventional media, such as television and print media, where it is considered that these media have a broad reach and are by the behaviour of Indonesian target consumers who like to watch TV. In addition, they have also started to rely on social media channels to approach and listen to direct input from consumers. Not only that, but Pantene also often presents relevant content and shares useful things (Soeprajitno, 2017). Country Communication Manager of P&G Indonesia, Endi Febrina Herlambang, also reinforces the statement that they do not just want to sell shampoo but want to create a relationship

between the product and the consumer's personal life (Salim, 2014). In the current era, companies also try various methods of persuasion to convince potential buyers besides television, and Instagram and YouTube are popular channels for advertising (Wiriany & Vidia Pratami, 2019). As one of the advertising media widely used today, YouTube is a medium that is increasing in popularity along with the number of Internet users. The advertising strategy on YouTube utilizes the power of visuals and audio to attract users' attention and deliver marketing messages more engagingly with more detailed and sophisticated targeting options so that business owners can serve ads to relevant audiences based on demographics, interests, and behavior by providing interaction features in the form of comments, shares, likes/dislikes, and recommendations that allow seeing the response of the audience (Rizky Hantoro & Yulianita, 2023).

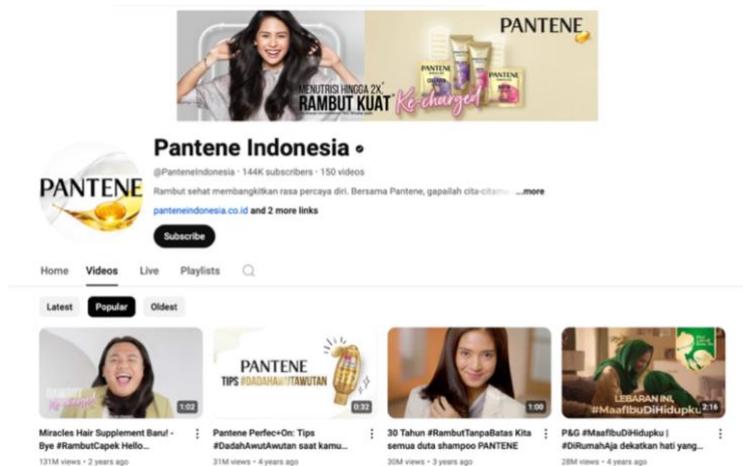


Figure 2.5 Pantene Indonesia's YouTube Channel
(YouTube,2024)

This makes P&G, as the manufacturer of Pantene, realize that the digital world is more beneficial for communicating and reaching the target market of young people. The following is evidence that Pantene and P&G are taking seriously the development of information and communication technology to reach a broader target audience. It can be

seen that Pantene Indonesia has a YouTube channel with 150 videos uploaded and 144 thousand subscribers. Most videos uploaded are various advertisements and campaigns from Pantene Indonesia featuring various Indonesian female brand ambassadors. The main target of Pantene's segmentation was young women to housewives the perception that many other consumers believed that this brand represented the values of beauty, elegance, health, fragrance, luxury, soft, beautiful, thick, clean, bright, smooth, and attractive to carry the good name of the product and company represented (Theniawan, 2013).

In various commercial advertisements, Pantene often also emphasizes their image through scenes, dialogue text, physical characters, locations used, and back sound which certainly has its meaning but can be concluded in one form of overall meaning that builds a social construction (Zuhriya & Pratiwi, 2018). Therefore, the majority of Pantene advertisements have a similar flow or pattern, namely showing a woman who seems to have confidence in the public space with persuasive goals such as reminding and forming attitudes from brand awareness that are positioned in the minds of consumers. Meanwhile, technically, various Pantene advertisements have three acts divided into the structure of the beginning, conflict to resolution, and often also use a variety of shots and moving cameras which certainly have their intentions and objectives for emphasizing the meaning or message that the director is trying to convey to the audience, especially those related (Kotler & Keller, 2016).

Therefore, based on its characteristics and habits in the advertising process, along with edgy, elegant, and classy concepts, Pantene is known as a hair care product identified with women. The concept has been very attached to the minds of the Indonesian people. However, in 2022, Pantene tried to give a new affirmation so that its various products can

be known as inclusive products or be used by anyone. This also stems from the reality that both women and men can have bad hair day situations that can impact one's mood regardless of gender. Therefore, this action taken by Pantene is considered a breakthrough that can change the view of its product image to the public to educate the importance of caring for hair and override various stereotypes that have spread in public.

2.2.4. Brand Ambassadors Through the Years

Today, marketing activities have undergone significant development, from covering traditional product and service marketing activities to being carried out through digital channels. Digital marketing seeks to gain consumers, build consumer interest, and increase sales (Sulaksono, 2020). The brand has a sociological and social dimension, so consumers often form emotional relationships with brands based on experiences, values, and identity associations. So, this brand awareness includes all the associations and relationships in consumers' minds, contributing to their overall brand perception. So, it is essential to be able to choose brand ambassadors who are influential in building brand awareness in the hope that they can help build emotional connections with consumers, create positive influence, and increase consumer trust in brands (Khorsheed et al., 2020).

Companies generally use celebrities for promotion; the selection of character characters to be used in a product promotion activity must be adjusted to the objectives expected from the product image. The presence of celebrities in the marketing agenda certainly supports overall product development to boost the brand image and get the audience's attention. The selection of the character of the figure is also boosted by measuring the popularity of the celebrity; not only the popularity and attractive appearance as the leading benchmark but also the credibility of the image of the public

figure must synergize with the product image by the expectations of the brand owner (Hermanto & Rodhiah, 2019).

Brand ambassadors must have a solid and attractive character, not limited to physical attractiveness and famous factors. This is important to strengthen the product's brand image and direct consumer awareness and knowledge to own the product they see. The role of beauty product ambassadors is not easy; they must be able to spread the product's image by strengthening the brand. Public perception of the figure of a brand ambassador can lead to the decision to buy the product offered. In determining brand ambassadors, Director of P&G Indonesia, Bambang Sumaryanto, said that in addition to achievement, one's character is vital to becoming an icon of a product; physical appearance is an easy thing to maintain, but changing the inner light is a difficult thing (Ratna, 2013).



Figure 2.6 Anggun C.Sasmi, Maudy Ayunda & Raline Shah as Pantene's Brand Ambassadors (Paat, 2018)

Pantene is identical to the female model; female brand ambassadors are considered very suitable for shampoo products, thinking that hair is the crown for women (Handriyotopo, 2018). Pantene's brand ambassadors include Anggun Cipta Sasmi, Maria Renata, Rossa, Nirina Zubir, and Marissa Nasution. In addition, Maudy Ayunda also became the brand ambassador of the famous shampoo product with her long black hair (Rahayu, 2011). Pantene initially chose the role of brand ambassador based on their achievements. Anggun C.Sasmi, an international singer; Raline Shah, considered a finalist for the winner of Miss Indonesia 2008; and Maudy Ayunda, who also reflects the perfect teenager, movie actress, and academic achievements. The three socialites are known for their non-controversial or sensational attitudes (Zarkasih & Fajri, 2023).



Figure 2.7 Keanu Angelo as Pantene Indonesia's first Male Ambassador
(@keanuagl's Instagram Feeds, 2022)

In early 2022, Pantene Indonesia appointed Keanu Angelo as the newest brand ambassador (Kurnia, 2022). The collaboration between the two was confirmed when Keanu shared several content with Pantene products on his personal Instagram page. It

can be said that Pantene dares to get out of its comfort zone after always appointing women as brand ambassadors before, and now, it is introducing its first male brand ambassador. In promoting products, the credibility aspect of brand ambassadors is crucial. Pantene also emphasized that they want to educate consumers about the products. A credible communicator is needed for the education and information conveyed to be accepted and trusted by consumers. With Pantene adding elements of entertainment value to the education process, attractiveness is also important to attract consumers' attention. Moreover, Pantene's brand ambassador is a man who provides information about products used by the majority of women (Setiadi, 2023). The selection of Keanu Angelo as a brand ambassador also leads to his personality, which is considered contrary by the audience to Pantene's personality, which makes this phenomenon exciting and unique (Fadhila & Silvianita, 2023).

2.3. Keanu Angelo

Keanu Angelo, or Muhammad Miftahul Huda, is the youngest of three children, born on June 12, 1998, and now lives in Bekasi, West Java, Indonesia (Rachmawati, 2023). Keanu is a social media influencer, content creator, presenter, entertainer, and business owner and is currently starting to explore a career as an actor. His figure began to be recognized by the public when he often appeared on social media and hung out with other influencers; his frontal, straightforward, and couples-cellos speech became his uniqueness. Behind that, his up-and-down life story, from his experience working as a canteen staff to an online taxi driver, also shocked the netizens (Wahyuni, 2022).

Keanu's outgoing and humorous personality also attracted the attention of internet users (Saretta, 2021). In addition, his iconic style when doing comedies, namely

with an overabundance of emotions with the genre "nyinyir" behavior, has made him even more popular with the public because it is considered entertaining (Qonitha Rahmah et al., 2024). According to Keanu, he has long dreamed of becoming an internet celebrity. Not just dreaming, this desire is also accompanied by real action. He continues to hone his marketing skills and creativity by reviewing several products, hoping that many offers of endorsements and collaboration will come to him.

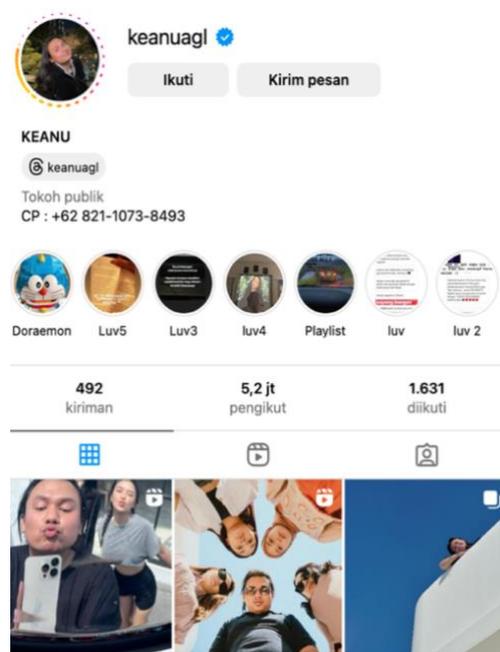


Figure 2.8 Keanu Angelo's Instagram Page / @keanuagl

He became known through his Instagram account @keanuagl, which now has 5.2 million followers. The content created and shared is also quite diverse, ranging from conceptualized product reviews, daily vlogs, and Questions and Answers (QnA), which are sometimes also often posted on his YouTube platform. As someone with more than 1 million followers, Keanu is categorized as a Mega Influencer who is still actively creating content and can influence his followers. This also makes the figure of Keanu

Angelo appealing, with a solid and original representation of his self-image that creates an impression on his followers.

Various product content resulting from collaborations, endorsements, and brand sponsorships is also often made; his trademark in providing reviews is an additional attraction for his followers because of Keanu's funny and out-of-the-box behavior when giving reviews. Not a few MSMEs, online shops, and well-known brands are interested in working with him. Keanu accepts all product categories, including food and beverage, fashion, and even beauty products, and he has proven his ability to promote all types of products with a diverse target market.



Figure 2.9. Keanu Angelo Fashion Brand Endorsement
(Nabilla, 2021)

Keanu Angelo is often known for his unique appearance and is confident enough to show off his fashion style like no other. His attitude proves that he is full of effort and does not hesitate to wear women's clothes to fulfil client requests for endorsements. This shows the versatility of Keanu, who can promote various products; even women's clothes

still look attractive and cute when he wears them and promotes them to followers. Since then, various endorsed products have increasingly flooded Keanu, not a few beauty products, so with the high demand for brands, he is known as a celebrity with high pay and overflowing endorsements. As a public figure, Keanu Angelo has also collaborated with various brands, which are uploaded through Instagram stories, feeds, or reels. He has also collaborated with brands such as MS Glow, Lazada, Somethinc, Silverqueen, Fitbar, Prime Video, Street Boba, etc.

After successfully becoming a celebrity and content creator, Keanu is also known to have begun to enter the country's entertainment world by appearing on many television shows. Not stopping there, Keanu is also known to have tried his luck in the acting realm by starring in several movies (D. M. Sari, 2024). Today, Keanu's name has soared, and his presence that invites laughter has won a place in the public's hearts. Although his success was achieved through his hard work, Keanu humbly admits that his success cannot be separated from the relationships he has with his friends, who are open to sustenance and realizing the importance of connections in leading him to the pinnacle of success to make him successfully transformed into a star.

2.3.1. Pantene's Bye#RambutCapek, Hello#RambutKeRecharged Ad

Based on the results of a finding, it is stated that beauty products played by men tend to cause problems for the brand. Where men represent products, it tends to be problematic for the brand. Because even though the notions of men and cosmetics are both foreign, considering that most male endorsers of cosmetic products have an appearance that to some extent can be characterized as feminine, it can still be assumed that the positive statistical value does not reflect the same opinion about men in general

so that it can result in less effective or irrelevant messages to the audience. However, Pantene sees this phenomenon from a different perspective, where this brand wants to invite all women and men to equally emphasize the importance of maintaining healthy hair in addition to face and body, which stems from the reality that many Indonesians feel dissatisfied with the condition of their hair, such as hair that is less nourished if they only use shampoo.



Figure 2.10. Online Promotional Content on Pantene Indonesia’s Instagram Feed (@panteneid Instagram Platform,2024)

Departing from these concerns, Pantene initially created several pieces of online content on their Instagram feeds and reels, which also contained teasers of advertising videos showing their collaboration with Keanu Angelo. When the full ad version was uploaded on YouTube entitled Pantene Indonesia Miracles Hair Supplement Bye *#RambutCapek*, Hello*#RambutkeRecharged*, the audience enthusiastically welcomed it. In the ad that airs starting January 2022, Keanu brings out the side of himself that is often shown on social media, starting from his loud and angry tone of voice, making Pantene considered brave to get out of the comfort zone that is always to be represented by women figures and identical as women's hair care products only (Martin & Smeckaert, 2022).

Together with Pantene Indonesia, Keanu Angelo, as Pantene's new brand ambassador, has starred in the main advertisement uploaded by Pantene on its YouTube platform. His achievements can be proudly seen in the enthusiasm of viewers in the ad. Seeing the acquisition of Pantene Indonesia x Keanu Angelo advertising content, researchers found and collected data from the content of advertising videos uploaded in 2022. The researcher compiled data related to content reach in the video ad as follows.

Table 1.3. Pantene Indonesia x Keanu Angelo’s YouTube Ad Content Reach
(YouTube Pantene Indonesia,2024)

Video Title	Date Uploaded	Duration	Total		
			Views	Likes	Comments
Miracles Hair Supplement Baru!-Bye#RambutCapek, Hello#RambutKeRecharged	2 nd January 2022	01:01	131.692.039	183.000	9.374

Based on the data displayed in Table 1.3. shows the amount of content reached from the uploaded advertising content. The ad received 131,692,039 views, 183,000 likes, and 9,374 comments until July 10, 2024. Additionally, the Ad also became one of the most viral ads in P&G Indonesia history with 23 million impressions and 98 thousand engagements in less than 24 hours, became news in 52 publishers, and 300 content created across KOL, publishers, and viral accounts in Indonesia, valued at \$142,000. Not only

that, in business results, they experienced double-digit growth at 114% and received several recognitions in Indonesia and Asia awards (dentsu creative, 2022).



Figure 2.11. Pantene Indonesia x Keanu Angelo's YouTube Ad Scenes
(YouTube Pantene Indonesia,2024)

In the ad, Keanu looks frustrated with his tangled and "*capek*" (tired) hair. He then finds a solution and uses Pantene Miracles products to eliminate and overcome his problems to have beautiful hair and a better mood (Kusala, 2022). The uniqueness can also be felt and expressed by people who watch the ad, who say that only Keanu Angelo can express his emotions naturally in the ad. However, the public can still be educated and capture it as entertaining.

This also relates to Pantene's brand ambassador selection process, which has also gone through various considerations; where they believed that Keanu can symbolize brand inclusiveness, adds entertainment value, and has hair problems that can represent the majority of Indonesians and can be overcome using Pantene products according to the Brand Director of Indonesia Haircare (Dianawanti, 2022), so that this advertisement is hoped to be more relatable and acceptable to the audience.