CHAPTER I

INTRODUCTION

1.1 Background of the Study

People nowadays are inextricably linked to the social media platforms they utilize to share and express their thoughts (Septianasari, 2018). Among many kinds of social media, Instagram has emerged as a popular social media platform for online communication among a wide range of users (Septianasari, 2018). Instagram enables users to post a picture, poster, and video with related words, commonly referred to as a caption and these posts are commented by others followers (Hidayat, Septiawan, Defianty, Sufyan, & Eviyuliwati, 2022). Interestingly, some marketers in Indonesia use Instagram to advertise or endorse their products (Nogra, 2020). Several marketers use celebrities as the brand ambassadors to advertise or endorse.

Celebrity endorsement is one of the most often utilized instruments in marketing communication, which is widely used to promote companies, goods, and services (Calvo-Porral, Rivaroli, & Orosa-González, 2021). Celebrity endorsement is a powerful tool for marketing businesses and products to potential consumers (Calvo-Porral, Rivaroli, & Orosa-González, 2021). As a result, many buyers are prepared to shell out extra money for the things that their favorite celebrities support. Similar to this, celebrities are becoming more influential among consumers these days due to their increased social media presence. A research indicates that celebrity suggestions on social media platforms have a

significant   impact on changing consumer behavior (Calvo-Porral, Rivaroli, & Orosa-González, 2021).

The effectiveness of endorsements hinges not only on the celebrity popularity but also on how well the endorsement influences the consumers to give the positive responses as the feedback (Ohanian, 1991). Responses on a public figure's posts can number in the thousands or even tens of thousands for each post that the person makes (Anggara, Widiono, Hidayat, & Sutarman, 2022). To make sure that their words reach their target audience, marketers depend on having strong communication abilities (Skinner & Paula, 2003). A person experiences any communication through their exterior world before inwardly processing and coding it. Many sensory modalities that humans use to internally reflect their external experiences were described by (Skinner & Paula, 2003).

Individuals process each and every encounter with the external experiences using sensory representation systems (sound, picture, feeling, etc.). Studies of neuro-linguistic programming have indicated that people tend to have preferred modalities or sensory representation systems with which they will code these experiences (Skinner & Paula, 2003). The three main sensory representation systems are visual, auditory, and kinaesthetic (Vaknin, 2008). (Skinner & Paula, 2003) said an auditory person will typically code experiences through the sounds they hear, a visual person through a sequence of images "in their mind's eye", and others, referred to as kinaesthetic in terms of neuro-linguistic programming (NLP), will typically code experiences through the emotions they elicit from their external experiences.

Three components make the idea of neurolinguistic programming (NLP) (Sharif & Azis, 2015). The basic notion that neurological processes underpin behavior is symbolized by the term neuro, which comes from the Greek word for nerve, *neuron*. The field of linguistics, named after the Latin word *lingua*, meaning language, holds that the way we communicate and use language displays, organizes, and structures the activity of our brains. The process of organizing a system's components to achieve certain outcomes is called programming. In this instance, sensory representations make up the system's components (Dimmick, 2017).

Put another way, NLP resembles a brain program that is structured to generate expected outcomes and is communicated through speech (Bailey, 2001). Neuro-linguistic programming (NLP) is also the psychology of excellence (Bashir, 2012) and a technique that can be used to create an excellence model across a range of fields (Walter & Bayat, 2003). Consequently, NLP can also be used as a method to modify the mind (Shapiro, 2012). One advantage of NLP is that it enables people to replace negative attitudes and actions with more positive ones to succeed. NLP is therefore sometimes referred to as brain software or software of the brain for achieving excellence in the brain. In other words, NLP serves as a tool that will change the mind of the next action toward a more positive approach to communication.

A study conducted by (Skinner & Paula, 2003) entitled "Speaking the same language: The relevance of neuro-linguistic programming to effective marketing communications" looks at the relationship between the television advertising and

a target group and their preferred representation systems to determine how effective the advertisement is in reaching that group. It was found that participants' responses to the advertisements they thought had the greatest impact were conveyed using language associated with their preferred sensory representation system. Moreover, when individuals with different representational systems choose the same advertisement because it has the greatest impact, their choices vary based on sensory factors. From the explanation, the research focused on television advertising and focus group discussions to find out about sensory representation systems.

This research aims to analyze the sensory representation systems in neuro-linguistic programming found in consumer responses to celebrity endorsement Nagita Slavina in post on the Instagram account @buttonscarvesbeauty. In addition, this research also aims to provide insight into the relationship between sensory representation systems and the effectiveness of celebrity endorsements, which can be a basis for further research in the field of communication.

This study is important because by understanding consumers' sensory preferences, companies can be more precise in crafting messages conveyed through endorsements. For example, if it is found that the most of consumers respond better to visuals, then the company can focus on the visual aspect. On the other hand, if auditory or kinaesthetic is more dominant, marketing communications can be adjusted accordingly. Some examples of consumers' responses to Nagita Slavina's endorsement video in post on the Instagram account @buttonscarvesbeauty can be seen below.

holew.orld 2d
Suaranya kamu enak bgt didenger mbak gigi😍
Reply   See translation

@holew.orld (Your voice is really nice to hear, *Mbak* Gigi)
Figure 1.1 Preliminary Auditory Data

In describing their responses to celebrity endorsement, the word listening is very oriented towards 'hearing', namely hear, listen, sound, resonate, melodic, echo, harmonize, pitch, tone, cadence, etc. This response focuses on *Mbak* Gigi (Nagita)'s voice. This is in accordance with a neuro-linguistic programming approach to information processing by individuals. For someone who processes information through her hearing, it seems understandable that sound can provide many benefits.

youare.lovely_ 14w
Ku tidak sabar mau coba parfume nya
Reply   See translation
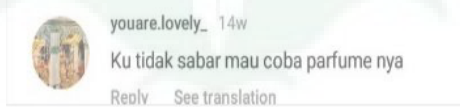
@youare.lovely_ (I can't wait to try the perfume)
Figure 1.2 Preliminary Kinaesthetic Data

The word "can't wait" can be categorized as a kinaesthetic representation because it refers to feelings or experiences related to movement or physical sensations. These feelings are often related to the urge to do something or the discomfort of waiting or not being able to buy the perfume immediately. In linguistic understanding or sensory representation, words or phrases such as "can't wait" are often related to physical or kinaesthetic experiences because they describe underlying feelings or sensations. This can help to understand that kinaesthetic representation does not always have to refer directly to physical

movement, but can also involve sensations or feelings related to the body or movement.

@ashellysb (The packaging is so cute and pink)
Figure 1.3 Preliminary Visual Data

The words "pink" describe the color of the packaging, and the word "cute" also creates a visual image of cute or attractive packaging. It is also a visual description that expresses the beauty or aesthetics of something, such as perfume packaging. It tries to depict something visually in our mind.

In short, the researcher will focus on the consumers' responses on the Instagram account @buttonscarvesbeauty. The responses are then analyzed to identify the sensory representation systems found in the responses.

1.2 Problems of the Study

Based on the background of the study, the problems of the study are:

1. What types of sensory representation systems of neuro-linguistic programming are found in consumers' responses to celebrity endorsement?
2. How are sensory representation systems used by consumers in responding to celebrity endorsement?

1.3 Objectives of the Study

Based on the problems of the study, the objectives of this study are:

1. To analyze the types of sensory representation systems of neuro-linguistic programming found in consumers' responses to celebrity endorsement.

2. To explain the use of sensory representation systems by consumers in responding to celebrity endorsement.

1.4 Scope of the Study

Based on the identification of the problems that have been described, this research focused on the sensory representation systems conducted by (Vaknin, 2008); auditory, kinaesthetic, and visual found in consumers' responses to celebrity endorsement Nagita Slavina on Instagram account @buttonscarvesbeauty.

1.5 Significance of the Study

This study had significance in two areas:

1. Theoretically, the findings of the study added the understanding and knowledge for new research about the theory of sensory representation systems of neuro-linguistic programming and become a new reference for further studies.

2. Practically, for future researchers, this research could be used as a relevant study in preparing a thesis, especially those related to sensory representation systems of neuro-linguistic programming and consumers' responses to celebrity endorsement. For English literature majors, this research could be used as a reference related to sensory representation systems of neuro-linguistic programming.