

Via Vallen's selection process as the local singer for Lead the Way film's official soundtrack

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ABSTRACT

Background: Using celebrity endorsement to represent a brand can provide various advantages. However, if in selecting a celebrity endorser, the brand has not carried out the selection process correctly and precisely; then the brand can be threatened to face various risks due to celebrity endorsement tactics. Walt Disney Studios Indonesia experienced this in selecting Via Vallen as the singer of the localization song for the "Lead the Way" Official soundtrack. **Purpose:** This study aims to describe and analyze the selection process of Via Vallen. **Methods:** This study uses a qualitative approach with a descriptive type of research. Data collection techniques used are observation, interviews, and literature study. The data validation technique is done by using source triangulation. **Results:** The results showed that in the selection process of Via Vallen, the Walt Disney Studios Indonesia had carried out a series of selection stages as follows: market research, presentation, discussion to narrowing of candidates, meeting to final negotiations, and ending it with the signing of the contract. However, Walt Disney Studios Indonesia has not yet done the steps of contacting a PR agency to create an MPR campaign and proposing the use of celebrity endorsement tactics by the PR agency. **Implications:** Based on this research, it can be concluded that Walt Disney Studios Indonesia and similar companies could be more careful in choosing celebrity endorsers to represent brands to avoid disadvantages that could harm the brand. In addition, to strengthen this model, quantitative research can be carried out to see whether this model has a relationship with the success of choosing a celebrity endorser that can benefit a company.

Keywords: Celebrity endorsement; marketing public relations; PR Agency; official soundtrack; movie

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INTRODUCTION

A celebrity is defined as someone whom many people know. Since 1900, in the field of Marketing Communications, celebrities have used the services of various brands to represent a certain brand to the public. Celebrity representation of a brand is called a celebrity endorsement. Celebrity endorsement is a way for a brand to communicate, where a celebrity becomes a spokesperson for a brand by offering personality, fame, prestige, or even expertise in representing a brand (Shouman, 2020). Celebrities are seen as amazing role models (super-consumers), so the appearance of celebrities in representing a brand can give a certain meaning (Hollensen & Schimmelpfennig, 2013)

Celebrity endorsements have been proven to shape and increase consumer attention, media coverage, consumer memory of the brand, and product credibility (Hollensen & Schimmelpfennig, 2013). Besides that, Keller also stated that using a spokesperson to represent a brand is one of eight categories that Marketing Communications practitioners can use to transfer the company's positive image to the public (Hollensen & Schimmelpfennig, 2013). With the various benefits that brands can get, brands invest large sums of money in using celebrities to represent a brand in advertisements. Data on a global scale evidence this; approximately every fifth advertisement of a brand uses the services of a celebrity (Halonen-Knight & Hurmerinta, 2010; Hollensen &

Schimmelpfennig, 2013).

Even though it has been used since 1900, in fact, until now, marketing practitioners still consider celebrity endorsements as an effective tactic to promote consumer products and services. In fact, according to <https://web.northeastern.edu/>, businesses that do not apply celebrity endorsement tactics can be categorized as businesses that have lost the opportunity to raise awareness, form positive perceptions of a brand, and, most importantly, improve business finances (Tabor, 2021).

Advertisement is a message medium that is quite effective for promoting a product (Indriani et al., 2019). However, in the twenty-first century, celebrity endorsement tactics are not limited to being used in advertisement strategies with television, billboards, and print platforms. But it is also used as a Marketing Public Relations (MPR) strategy with internet platforms and social media.

The MPR strategy is considered a more effective and comprehensive communication strategy than the advertisement strategy. MPR can add credibility to the message because consumers perceive that MPR is more reliable news or opinion (Giannini, 2010). In addition, increasing advertising costs, decreasing advertising effectiveness, and an increasingly competitive market create a conducive environment for the growth of MPR.

Meanwhile, social media is considered a very appropriate tool to be able to optimize the MPR's strategy. This is due to the nature

of social media, which can support the dissemination of information quickly and widely. Moreover, in Indonesia itself in early 2021, *We Are Social* reported 170 million social media users, meaning that more than 60 percent of Indonesia's total population has used social media (Kemp, 2021).

Apart from seeing the spectacular number of social media users, the time spent using social media daily in Indonesia is also very high. Referring to *We Are Social*, internet users in Indonesia spend an average of 8 hours a day accessing the internet by spending the most time on social media compared to other users who use the internet (Kemp, 2021). The function of entertainment and information media for some audiences, especially the millennial generation, in Advertisements is starting to be replaced through social media (Abdullah & Puspitasari, 2018).

Being aware of the various benefits that can be obtained. Through social media, the division of an American entertainment company located in Indonesia, namely Walt Disney Studios Indonesia, runs various MPR campaigns as one of the main strategies in promoting Disney Studios films. Walt Disney Studios Indonesia stated that the MPR strategy was considered a very effective promotional strategy in building the target audience awareness of the Walt Disney Studios' film publications. It is because every MPR campaign for Walt Disney Studios has a unique message with a "value" for the target audience and media. Meanwhile, social

media platforms were optimized by Walt Disney Studios Indonesia as a channel for the MPR campaign based on Walt Disney Studios Indonesia's belief to be able to reach its target audience.

In supporting the implementation of the MPR strategy on social media platforms, Walt Disney Studios Indonesia stated that the Walt Disney Studios Indonesia had carried out collaboration with third parties such as celebrities because it was proven to be able to support the effectiveness of the Walt Disney Studios Indonesia's MPR campaign, such as creating awareness to taking action to watch the Walt Disney Studios films in theaters.

Given the many possible risks that will be faced, experts argue that identifying celebrities on the proper use of celebrity endorsement tactics is one of the most important decisions a brand can make. However, apart from the various advantages that a company or brand can get from a celebrity endorsement tactic, marketing practitioners must also consider some of the risks they will face in using a celebrity endorsement. Celebrities who are not liked by the brand's target market will cause a negative shift in the brand value. A stronger celebrity image can defeat the brand image, to the lack of celebrity credibility to represent a brand are problems that marketing practitioners may have to face before making endorsement deals with celebrities. Therefore, thoroughness is needed by marketing practitioners in deciding which celebrity to represent a brand (Halonen-

Knight & Hurmerinta, 2010; Hollensen & Schimmelpfennig, 2013).

Walt Disney Studios Indonesia's thoroughness in selecting celebrity endorsers who can represent the Disney brand has resulted in various successes, as evidenced by the positive response from Indonesian netizens to various Walt Disney Studios Indonesia MPR campaigns through social media platforms. This is reflected in the MPR campaign for music collaboration on the Official Soundtrack "Reflection" from the *Mulan* movie with Yura Yunita, SIVIA, Agatha Pricilla, and Nadin Amizah (2020); the MPR campaign for music collaboration on the Official Soundtrack "A Whole New World" from the *Aladdin* movie with Isyana Sarasvati and Gamaliel (2019); the MPR campaign for the localization of the Official Soundtrack "How Far I'll Go" from the *Moana* movie with Maudy Ayunda (2016).

However in 2021, when Walt Disney Studios Indonesia implemented the celebrity endorsement tactic by choosing Via Vallen as the singer of the localized song Official Soundtrack "Lead The Way" from the *Raya and the Last Dragon* movie on the Disney Music Asia VEVO YouTube, @disneyindonesia and @viavallen Instagram and online music streaming services such as iTunes; Apple Music; Spotify; JOOX; YouTube Music; Music Sky; Deezer; and Resso, this company received various negative comments from Indonesian netizens. The negative comments made by Indonesian netizens are reflected on the @viavallen and

commentacn Sebenarnya ketika gw tau dia dipilih, gw jadi underestimate. Ko bisa gitu

asianwarriorprincess21 Eh kok dia sih? 🙄🙄 apa nggak ada yg lain yg suaranya kayak Lea Salonga misalnya?? 🙄🙄🙄🙄🙄🙄

pamparammmm1266 Salah pilih kah Disney?

d4n_f1co_ sayang bgt...film keluaran studio besar berkualitas....kok jadi begini ya di Indo....semua film Disne begitu masuk Indo...selalu nggak pas pilihan talent nya....dari dulu selalu spt itu....

vagrege1 Gak banget ya. Disney salah pilih singer. Gak ada nuansa Disneynya sama sekali. Im disapointed

Source: Instagram, 2021

Figure 1 Negative Comments by Indonesian Netizens

@disneyindonesia Instagram social media accounts based on Via Vallen's compatibility in localizing the Walt Disney Studios songs. The Figure 1 is some of the comments that are made by Indonesian netizens. According to Walt Disney Studios Indonesia, the negative responses from the Indonesian people were quite expected because of the different associations and genres of Disney music and Via Vallen. However, Walt Disney Studios Indonesia collaborated with Via Vallen based on the *Raya and the Last Dragon* movie, which highlights elements of Indonesian culture.

Negative comments regarding the selection of Via Vallen as the singer for the localized Official Soundtrack "Lead The Way" from the *Raya and the Last Dragon* movie cannot be separated from the Walt Disney Studios Indonesia celebrity selection process. The celebrity endorser selection process presents a series of stages for companies to consider the

practical use of celebrities to make the right selection decision. It also follows Walt Disney Studios Indonesia's message: selecting the right celebrity must go through comprehensive selection stages (Erdogan & Drollinger, 2008).

Then, based on the information from the Walt Disney Studios Indonesia, in general, the process of selecting a celebrity endorser used by the Walt Disney Studios Indonesia starts from the stage of contacting a PR agency to create an MPR campaign involving celebrities; PR agencies research celebrity candidates; the PR agency presented and invited the Walt Disney Studios Indonesia to narrow down celebrity candidates; PR agencies contact celebrity candidates; until the finalization of the collaboration. However, in selecting Via Vallen as the singer for the localized Official Soundtrack "Lead The Way" from the *Raya and the Last Dragon* movie, the Walt Disney Studios Indonesia went through several stages due to the regulations of the Walt Disney Studios (Burbank).

Based on the negative comments regarding the collaboration of the Walt Disney Studios Indonesia and Via Vallen, as well as the differences in the process of selecting a celebrity endorser in the MPR localization campaign for the Official Soundtrack "Lead The Way" from the *Raya and the Last Dragon* movie with the process of selecting a celebrity endorser in other MPR campaigns that had achieved several successes, researchers are interested in researching "How was the process of selecting

Via Vallen as the singer of the localized Official Soundtrack "Lead The Way" from the *Raya and the Last Dragon* movie that the Walt Disney Studios Indonesia conducted?"

RESEARCH METHOD

This study uses a qualitative approach. Qualitative research is a research method that intends to understand phenomena about what is experienced by research subjects, such as behavior, perceptions, motivation for action, and others, holistically and employing descriptions in the form of words and language in a special context that is natural and using natural methods (Moleong, 2017). At the same time, this study's research type is descriptive. Descriptive research only describes a particular event or phenomenon and does not look for or explain relationships or hypotheses or make certain predictions (Rakhmat, 2018). Even so, this research still requires research accuracy in its discussion because descriptive research does not only describe but also combines the data that researchers have obtained. The data obtained is combined with other related data so that researchers can describe the phenomenon being studied clearly and in detail.

The subjects of this research were the parties involved in selecting Via Vallen as the singer for the localized Official Soundtrack "Lead The Way" from the *Raya and the Last Dragon* movie. At the same time, the object of this research is selecting a celebrity endorser by Walt Disney Studios Indonesia. The

determination of informants in this study was carried out by purposive sampling technique. Researchers used data collection techniques with participatory observation, structured interviews, and literature studies. Researchers used the Miles & Huberman model to analyze the data in this study. According to Miles & Huberman, the data analysis techniques consist of data reduction, data display, and drawing and verifying conclusions (Sugiyono, 2013). The data validation and validity technique used in this study is source triangulation.

RESULTS AND DISCUSSION

Campaigns are individual or group communication activities carried out institutionally and aimed to create a certain effect or impact (Pertama & Mochtar, 2019). In Marketing Public Relations (MPR), campaigns are also defined as persuasive activities influencing one's attitudes and opinions. However, in the MPR, the campaign ultimately aims to stimulate consumer purchases and satisfaction through the communication of reliable information and through impressions that link the company and its products according to the needs, wants, concerns, and interests of consumers (Septiawan, 2016).

MPR campaign creation can be categorized as a very complex process. This is because in making campaigns, MPR practitioners must be able to follow a series of steps that can support the success of the campaign, such as (1) research, (2) establish marketing objectives, (3)

define target audiences, (4) determine messages, (5) select Public Relations tools, (6) implement Public Relations plans and (7) evaluate results (Gani, 2014).

Therefore, to be able to create campaigns that suit the needs and desires of the company or brand, in general, in the professional world of Marketing and Public Relations, a company requires the role of a third party (PR agency) who is considered as a professional in making Marketing Public Relations campaigns. In engaging a PR agency to create an MPR campaign, the company will first determine the objective of the MPR campaign; then, the company will determine the PR agency. Finally, the company will contact the PR agency to request the creation of an MPR campaign with specific objectives (Hollensen & Schimmelpfennig, 2013).

Walt Disney Studios Indonesia, as a branch division of a leading company in the American film industry, involves PR agencies in making MPR campaigns to promote films. This company believes that working with agencies in making MPR campaigns is very much needed so that the MPR campaigns that are being run professionally can be handled so that the expected output and outcome of the campaigns being carried out can be achieved. But specifically for the localization campaign of the Official Soundtrack "Lead The Way" from the *Raya and the Last Dragon* movie, it was not made by a PR agency (Magnifique) but by the Walt Disney Studios Burbank (headquarters).

This is because the *Raya and the Last Dragon* movie is a top-tier Walt Disney Studios movie, so the promotional campaign has a larger budget than other Walt Disney Studios movies. The larger campaign budget affects who will make the campaign out of the movie.

Even though Magnifique did not make it, Magnifique was still involved in implementing and evaluating the MPR campaign for the localization of the Official Soundtrack “Lead The Way” from the *Raya and the Last Dragon* movie. So, the first stage in the election of celebrities in the localization campaign for the Official Soundtrack “Lead The Way” from the *Raya and the Last Dragon* movie was not implemented (Hollensen & Schimmelpfennig, 2013).

A celebrity endorser can directly convey messages and represent a product or service in promotional activities that aim to support the effectiveness of delivering product messages. (Amin & Natalia, 2017). The use of celebrities in marketing communications has its own charm, where celebrities not only have the power to attract consumers’ attention, but they also have the power to persuade, seduce and influence target consumers with their fame (Mega et al., 2017). By using this fame, it is hoped that selected celebrities can seduce consumers to buy the product that is being promoted so that; awareness, recall, and recognition of the brand represented by the celebrity are easy to obtain.

Since 1900 until now, marketing practitioners have considered the use of

celebrity endorsements as an effective tactic to be able to promote consumer products and services. Specifically, it is stated that the advantages that a company or brand can obtain by using celebrity endorsement tactics are: (1) establishing credibility, (2) getting attention, (3) getting a higher level of memory, (4) getting associative benefits, (5) connection demographics and (6) mass appeal (Zipporah & Mberia, 2014). Recognizing the benefits a brand can get from celebrity endorsement tactics, various PR agencies that have integrated their services with marketing practices suggest using celebrity endorsement tactics in MPR campaigns to be run by clients (companies or brands using the PR agency’s services) to achieve a certain objective.

Generally, In this stage, the PR agency will submit several MPR campaigns that are tailored to the MPR campaign objective requests from companies, including MPR campaigns that involve the use of celebrity endorsement tactics; then the PR agency and the company will discuss selecting the MPR campaign that the PR agency has submitted; until finally PR agencies and companies agreed to run MPR campaigns using celebrity endorsement tactics (Hollensen & Schimmelpfennig, 2013). But it cannot be denied because the celebrity endorsement tactic has been around since 1900; well-known companies that have been around for tens to hundreds of years and have experienced the various benefits that can be obtained from using the celebrity endorsement

tactic when they want to ask a PR agency to make the MPR campaign, they immediately stated that the MPR campaign must involve a celebrity endorser. This is implemented by one of the divisions of a well-known branch company that leads the film industry in the world, namely Walt Disney Studios Indonesia.

By applying celebrity endorsement tactics to every MPR campaign in promoting movies, Walt Disney Studios Indonesia feels that using celebrity endorsement tactics is very effective in creating awareness so that it can finally persuade people to watch the Walt Disney Studios movies that are currently showing in theaters. So it can be concluded that the second stage, where conceptually PR agencies should propose the use of celebrity endorsement tactics in the MPR campaign to companies in selecting celebrities for the Official Soundtrack localization campaign “Lead The Way” from the *Raya and the Last Dragon* movie nor was implemented by the Walt Disney Studios Indonesia and Magnifique (Hollensen & Schimmelpfennig, 2013).

Though the company knows better about its needs, this stage can also be adjusted according to its needs (Hollensen & Schimmelpfennig, 2013). Even based on the interviews that are conducted by Hollensen & Schimmelpfennig in 10 Europe well-known companies regarding the use of celebrity endorsement tactics, 7 out of 10 of them stated that the proposal for the use of celebrity endorsement tactics had never been initiated by a PR agency (Hollensen &

Schimmelpfennig, 2013).

However, the use of a PR agency specializing in celebrity endorsements is certainly needed in the hope of evaluating the eligibility of celebrity candidates in a much more sophisticated way than what the company’s Marketing division does (Hollensen & Schimmelpfennig, 2013). So that in the MPR campaign for the localization of the Official Soundtrack “Lead The Way” from the *Raya and the Last Dragon* movie, the Walt Disney Studios Indonesia still involved a PR agency (Magnifique).

The involvement of a PR agency (Magnifique) in the MPR campaign for the localization of the Official Soundtrack “Lead The Way” from the *Raya and the Last Dragon* movie began at the market research stage to find pre-selection of candidates. Market research is crucial in selecting celebrities for celebrity endorsement tactics. The celebrity selection process cannot be delegated to a marketing practitioner or even the entire marketing team if it is based on subjectivity or instinct. In fact, according to MIT lecturer Sloan Miro Kazakoff, choosing a celebrity endorser must be based on data (research) (Majeed, 2021). It is because the selection of celebrities to represent a brand must be carried out properly, or the brand is threatened with risks in using celebrity endorsement tactics, such as (1) negative publicity, (2) overshadowing, (3) over-exposure, (4) over usage and (5) extinction (Hollensen & Schimmelpfennig, 2013).

By conducting market research, the

selection of celebrities will be based on objective data and will be not from the PR agency's personal interest bias towards certain celebrity candidates. Market research to pre-screen celebrity candidates is carried out by PR agencies after receiving orders from clients to run campaigns using celebrity endorsement tactics. Generally, in this stage, the PR agency will conduct market research, then the PR agency will pre-negotiate with the celebrity management until finally, the PR agency will find some celebrity candidates (Hollensen & Schimmelpfennig, 2013).

In conducting research, PR agencies most often conduct qualitative research by conducting focus group discussions and peer-opinion research (Erdogan & Drollinger, 2008). In line with this, in the market research to find pre-selection candidates for the singers of the localized Official Soundtrack "Lead The Way" from the *Raya and the Last Dragon* movie, Magnifique conducted some qualitative research. However, the research is not limited to just conducting focus group discussions and peer opinions. Magnifique also does google to check the background of singer candidates and monitors singers' social media (YouTube and Instagram) to see their followers and engagement rates. Magnifique believes that by carrying out a series of qualitative research, the results of the research for localizing the Official Soundtrack "Lead The Way" from *Raya and the Last Dragon* movie have been carried out objectively and accurately.

Although, quantitative research by conducting Q-Ratings should also be carried out by distributing questionnaires to individuals who have a relationship with the brand as an efficient method for screening and selecting celebrities for the brand in terms of popularity (Majeed, 2021).

Then, in general, market research indicators to find pre-selection candidates for the localized Official Soundtrack "Lead The Way" from the *Raya and the Last Dragon* movie are popularity and image. According to research, it is stated that 692 respondents in India are exposed to celebrity endorsers from a brand or product; these indicators are two of the five special attributes that must be considered in selecting celebrities as endorsers (Gupta et al., 2017). It is also stated that these indicators have high reliability and validity to be a guide for marketing practitioners in choosing the right celebrity endorser for the brand (Gupta et al., 2017).

However, not limited to the singer's candidate skill, popularity, and image, in the localization campaign of the Official Soundtrack "Lead The Way" from the *Raya and the Last Dragon* movie, Magnifique also saw several specific indicators, including the singer compatibility with the *Raya and the Last Dragon* movie, the suitability of the singer with the "Lead The Way" song and the character of Raya, to the unique things that are attached to the singer and can be associated with Indonesia.

Even so, the most important thing that

companies should do in conducting research on celebrity candidates is to look at the suitability of celebrity associations with brands (Erdogan & Drollinger, 2008) hasn't really been a concern for Magnifique because Magnifique and the Walt Disney Studios Indonesia wanted to highlight the Indonesian culture. In fact, according to Biswas, the use of celebrity endorsement tactics will only work if there is a match between the celebrity and the brand represented (Majeed, 2021). Even so, it is stated that if the celebrity association is very contradictory to the brand association, then the target market perception that is raised will be contradictory; the target market can only remember the celebrity and not the product so that the brand value will be weakened and confuse the target market (Sudarti, 2012).

After doing research, the PR agency should also conduct pre-negotiations to ask about the singer candidate's interest in collaborating, the availability of the singer within the campaign period, and the singer's budget (Hollensen & Schimmelpfennig, 2013). By pre-negotiating, the PR agency will avoid suggesting celebrities who are not available within the required timeframe, asking celebrities who charge too much, celebrities who could make the situation worse, or even celebrities who are not interested in representing the brand at all (Erdogan & Drollinger, 2008). However, in the localization campaign for the Official Soundtrack "Lead The Way" from the *Raya and the Last Dragon* movie, Magnifique did not pre-negotiate the

singer candidates due to the regulations of the Walt Disney Studios Burbank (headquarters) to do pre-negotiation only when there is one name that has been approved by the Walt Disney Studios Indonesia.

Even so, after a series of research stages without pre-negotiations carried out by Magnifique, there were several selected singer candidates who were deemed appropriate by Magnifique's agency to localize the Official Soundtrack "Lead The Way" from the *Raya and the Last Dragon* movie and are ready to be presented to the Walt Disney Studios Indonesia. Those candidates were: Via Vallen, Maudy Ayunda, Rossa, Sheryl Sheinafia, and Audrey Tapiheru.

After finding five singer candidates for the Official Soundtrack "Lead The Way" localization campaign from the *Raya and the Last Dragon* movie, the next step, according to the extended endorser selection process model, is PR agencies present, discuss, and pre-select celebrity candidates with companies (Hollensen & Schimmelpfennig, 2013). Generally, in this stage, PR agencies will present the results of the pre-selection of celebrity candidates to the company, then the PR agencies and companies will discuss the results of the pre-selection of celebrity candidates until, finally, the PR agencies and companies narrow down the celebrity candidates (Hollensen & Schimmelpfennig, 2013).

In the research presentation, Magnifique presented the results of the pre-selection

candidates to the Walt Disney Studios Indonesia by creating a PowerPoint containing profiling (background singers, top songs, followers, awards, and achievements) of singer candidates to make it easier for the Walt Disney Studios Indonesia in understanding the research results and presented by Magnifique at the Work in Progress between the Walt Disney Studios Indonesia and Magnifique.

After Magnifique presented the results of the singer candidate's research to Walt Disney Studios Indonesia, the two parties discussed the research results by analyzing the profiles of the singer candidates and discussing the pros and cons of each singer candidate. This is important for brands or companies to do to ensure that PR agencies do not select celebrity candidates based on subjectivity and instinct (Majeed, 2021). Furthermore, the Walt Disney Studios Indonesia and Magnifique narrowed down five candidate singers to become Rossa and Via Vallen based on the results of discussions that had been agreed upon by both parties. The two singers have a value that can be raised in the localization campaign for the Official Soundtrack "Lead The Way" from the *Raya and the Last Dragon* movie.

Rossa is Indonesia's top pop singer who is known for her achievements in singing abroad. Rossa has also collaborated with Walt Disney Studios Indonesia in singing the Official Soundtrack song "Into The Unknown" from the *Frozen II* movie and received a very positive response from the Indonesian people.

Meanwhile, Via Vallen is a singer who can add value to the Official Soundtrack localization campaign for the "Lead The Way" song from the *Raya and the Last Dragon* movie as a dangdut singer. In addition, Via Vallen is also very popular and has various achievements in singing. By collaborating with Via Vallen, Walt Disney Studios Indonesia and Magnifique believe that this momentum will be very sensational because of the difference between Via Vallen's association with the Walt Disney Company.

After explaining, discussing, and finally narrowing down the candidates, PR agencies, companies, celebrity management, and celebrities meet up to do a final negotiation (Hollensen & Schimmelpfennig, 2013). Generally, in this stage, the PR agency will contact the celebrity management to set up a meeting, then the PR agency; company; celebrity management; and celebrities have meetings until; finally, PR agencies, companies; celebrity management; and celebrities do the final negotiations (Hollensen & Schimmelpfennig, 2013).

For one reason or another, this stage immediately began with Magnifique contacting Via Vallen's management via WhatsApp Chat by explaining what the film was about. What is the offer to Via Vallen? Up to a series of promotions will be carried out if Via Vallen agrees to localize the Official Soundtrack "Lead The Way" from the *Raya and the Last Dragon* movie. After receiving a very positive response from Via

Vallen's management, Magnifique offered Via Vallen's management to hold an online meeting with Walt Disney Studios Indonesia via Zoom Meeting to discuss further collaboration plans, and Via Vallen's management agreed.

When the meeting finally took place, the parties involved were as follows: the Walt Disney Studios Indonesia was represented by the MPR campaign coordinator for localization of the Official Soundtrack "Lead The Way" from the *Raya and the Last Dragon* movie, Magnifique was represented by Community Specialist Consultant for the Walt Disney Studios Indonesia, the management of Via Vallen is represented by the manager, personal assistant, and Via Vallen herself.

The meetings that took place between the parties were held twice. At the first meeting, Walt Disney Studios Indonesia and Magnifique explained to Via Vallen's management and Via Vallen the intent and purpose of holding the meeting, as well as the *Raya and the Last Dragon* movie. At the second meeting, Walt Disney Studios Indonesia and Magnifique explained to Via Vallen's management and singer Via Vallen the form and the flow of the collaboration.

However, before the second meeting took place, Magnifique and Via Vallen's management held exclusive negotiations until they reached the final negotiation via WhatsApp Chat. The exclusive imposition of final negotiations is considered the right move by research findings on the election of Hansi Hinterseer as the

celebrity endorser of the Vitatherm campaign for HINNOVA. Based on HINNOVA's statement, although the meeting was held with Hansi Hinterseer, the creative agency, and HINNOVA's representative, negotiations were carried out exclusively between HINNOVA's creative agency and Hansi's management (Hollensen & Schimmelpfennig, 2013).

The key points that were negotiated to reach a cooperation agreement by Magnifique for Walt Disney Indonesia with the management of singer Via Vallen were the total payment of cooperation and the form of cooperation. The last stage in the celebrity endorser selection process is the contract signing stage, which was done by companies and celebrities (Hollensen & Schimmelpfennig, 2013). By carrying out this stage, cooperation between related parties, namely companies, and celebrities, has been officially enforced so that the collaboration that takes place is legally bound. Generally, in this stage, the company will send a cooperation contract to the celebrity, the celebrity reviews the contract sent by the company, the celebrity agrees to the contract sent by the company until finally, the company and the celebrity sign a cooperation contract (Hollensen & Schimmelpfennig, 2013).

In carrying out the stages of signing a contract with Via Vallen in the localization campaign for the Official Soundtrack "Lead The Way" from the *Raya and the Last Dragon* movie, the Walt Disney Studios Indonesia carried out all of these stages. However, it

was different from the involvement of the parties that were mentioned in carrying out the stages of signing the contract between the Walt Disney Studios Indonesia and Via Vallen; the Walt Disney Studios Indonesia asked for Magnifique's help to handle from the start of contract delivery until finally the contract was returned by Magnifique to the Walt Disney Studios Indonesia. Meanwhile, Via Vallen was also not directly related to Magnifique for the contract signing stage, but Via Vallen was represented by Via Vallen's management. Even so, in the end, the contract was still signed by Walt Disney Studios and Via Vallen.

The cooperation contract was sent by Magnifique to Via Vallen's management on January 20, 2021. The contract contains services, ownership and rights, compensation, recording fees, promotional activities, credit, name and likeness, copyrights and trademarks, guarantees, representation, indemnity, independent legal advice, remedies, choice of law, wrongdoing, and others.

The main points (infringement, damages, and choice of law) that should be stated in the company's cooperation contract with celebrities have been included in the cooperation contract with Walt Disney Studios and Via Vallen. These points can help the company to seek compensation or even terminate the contract with the related celebrity endorser if the celebrity is involved in any situation or event, which, in the company's opinion, makes the company a subject of public ridicule (Ofori-

okyere & Asamoah, 2015).

After receiving the contract that was sent by Magnifique, Via Vallen's management reviewed the contract for two days, from 20 to January 22, 2021. In the process of reviewing the cooperation contract, singer Via Vallen's management asked Walt Disney Studios Indonesia to change the total payment in the form of USD currency and movie video accommodations that are not included in the contract via WhatsApp Chat to Magnifique. Then, the total payment in Rupiah was revised by Walt Disney Studios Indonesia into USD, while movie video accommodations that were not included in the contract were not revised, but Walt Disney Studios Indonesia will still provide these accommodations.

The revised contract was sent by Magnifique to Via Vallen's management on January 23, 2021, and it was reviewed for three days, until finally, on January 26, 2021, the contract was returned to Magnifique accompanied by Via Vallen's digital signature. The contract that was signed by Via Vallen was sent by Magnifique to the Walt Disney Studios Indonesia, then the Walt Disney Studios Indonesia sent the contract to be signed along with other collaboration agreements to the Walt Disney Studios Burbank through the Walt Disney Studios Asia Pacific. After the documents were sent, Walt Disney Studios Indonesia waited for four days. Finally, there was information from the Walt Disney Studios Burbank that the documents had been approved, and the collaboration was legally able to take place.

However, the Walt Disney Studios Indonesia did not receive a copy of the contract signed by the Walt Disney Studios Burbank, so the Via Vallen management also did not receive a copy of the cooperation contract for the Official Soundtrack localization campaign “Lead The Way” from the *Raya and the Last Dragon* movie.

CONCLUSION

The market research stage to find pre-selection candidates was carried out by the PR agency (Magnifique) in the MPR campaign for localizing the Official Soundtrack “Lead The Way” from the *Raya and the Last Dragon* movie. However, the suitability of celebrity associations with brands has not been of much concern. The pre-negotiation stage has also not been carried out. Even so, the PR Agency (Magnifique) found several celebrity candidates: Rossa, Via Vallen, Maudy Ayunda, Sheryl Sheinafia, and Audrey Tapiheru.

The pre-selection presentation stage for celebrity candidates was carried out by a PR agency (Magnifique) to a company (the Walt Disney Studios Indonesia) at the Work in Progress (WIP) using a PowerPoint in profiling format. The discussion stage is carried out by analyzing profiles and discussing the pros and cons of each singer candidate. The results of the discussion narrowed down two singer candidates, namely: Via Vallen and Rossa.

The meeting stage was carried out by the PR agency (Magnifique), the company (the

Walt Disney Studios Indonesia), celebrity management (Via Vallen’s management), and the celebrity (Via Vallen) starting with Magnifique contacting Via Vallen’s management by WhatsApp Chat. Then, Magnifique invited Via Vallen’s management to hold a meeting. Meetings were held twice. However, the final negotiations were carried out before the second personal meeting via WhatsApp Chat between Via Vallen’s management and Magnifique.

The contract signing stage between the company (Walt Disney Studios Indonesia) and celebrity (Via Vallen) was not directly carried out by the two parties but was represented by Magnifique (PR agency) and celebrity management (Via Vallen’s management). The contract was sent by Magnifique to Via Vallen’s management. The contract was reviewed by Vallen’s management, and they were not approving four points. The contract was revised by Walt Disney Studios Indonesia and Magnifique. The contract is submitted, reviewed, approved, and signed by Via Vallen. Magnifique returned the contract to Walt Disney Studios Indonesia, and then the contract was forwarded to Walt Disney Studios Asia Pacific to be signed by Walt Disney Studios Burbank. However, there is no copy of the contract that Burbank gave to Walt Disney Studios Indonesia and Via Vallen’s management.

The stage of contacting the PR agency that should be carried out by the company for making an MPR campaign to achieve a certain objective has not been carried out by

the Walt Disney Studios Indonesia in making the MPR campaign localization of the Official Soundtrack “Lead The Way” from the *Raya and the Last Dragon* movie. This is due to the MPR localization campaign for the Official Soundtrack “Lead The Way” from *Raya and the Last Dragon* movie made by the Walt Disney Studios Burbank. Even so, Magnifique remains involved in the implementation process to the evaluation of the campaign.

The PR agency stage proposed the use of celebrity endorsement tactics in the MPR campaign for the company had not implemented by Magnifique in the MPR campaign for localization of the Official Soundtrack “Lead The Way” from the *Raya and the Last Dragon* movie. Even generally, the proposal to use a celebrity endorsement tactic has never been made by Magnifique. The use of the celebrity endorsement tactic was initiated by Walt Disney Studios Indonesia based on experience and has been a form of collaboration between Walt Disney Studios Indonesia and Magnifique since 2019.

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