

## **ABSTRACT**

*Currently the use of celebrities in various promotions such as promoting on social media Instagram is the effective marketing communication strategy to develop market share, sales volume and to get the trust from consumer. However, to attract the customers' attention, an advertisement should be designed, so the product or service contained in the advertisement can be delivered. One of the creative way to advertise is using Celebrity Endorser. @berak\_ Instagram is one of distro that using celebrity endorser in the social media Instagram to sell the products.*

*But there is a difference consumer response to the product that promoted by celebrity endorser, it depends on the consumer view to the celebrity endorser. It's because the variety characteristic of isntagram user such as social status or the age of the user. So the message that sent by celebrity endorser throught the product that they promoted is not sure have same response between one instagram user with another instagram user.*

*The aims of this research is to know the effect of celebrity endorser comprise of visibility, credibility, attraction, and power on the response of consumer using AISAS consisting of Attention, Interest, Search, Action and Share @berak\_ Instagram account followers.*

*This research is descriptive and causality with quantitative research methods used. It involving 100 respondents who are followers of social media accounts Instagram @berak\_. This research using a non-probability sampling. This research also using simple analysis regression for analyse the data.*

*The result shows that the celebrity endorser on Instagram account @berak\_ categorized as high with a percentage of 79,9%. The result of the study also shows that a high categorized customers' responses at @berak\_ account with a percentage of 77,3%. The conclusion from this study indicates that there is a significant influence from celebrity endorser to customers' response with the percentage 47,5% while the remaining 52,5% is influenced by other factors not examined by the researcher.*

*Keywords: Celebrity Endorser, Instagram, Consumer Response*