

## **ABSTRACT**

*Industrial development beauty and skin care services currently shows a very rapid rate of progress, can be seen with so many skin care clinics scattered in various parts of the country in the world. MD Clinic by MD Glowing Skin is one of many beauty clinic bussines in Indonesia that comes from Bandung. Since two years ago, MD Clinic decided to tighten it's strategy with the help of celebrities in the country, because the use of celebrity as an endorser is considered the right decision for MD Clinic.*

*Therefore, the researcher is interested in researching and analyzing the celebrity endorser of MD Clinic on Instagram @mdglowingskin which is based on VisCAP Model theory by Rossiter&Percy. In this study, researchers used descriptive qualitative methods, where researchers conducted data collection techniques in the form of interviews to informants, with the aim of the researcher wanted to know how the analysis of VisCAP on Instagram @ mdglowingskin account.*

*The result of this research is, in the selection of celebrity endorser, MD Clinic decided to measure how far popularity of celebrity to be used based on followers of their instagram account. The celebrity didn't need to have the ability and special knowledge of the company, because the celebrity will still be taught about product knowledge and given treatment experience after they became an official celebrity endorser for MD Clinic. In the process of election celebrity endorser, MD Clinic choose a celebrity who has a beautiful face and handsome, and has a hobby of traveling to be able to establish public perceptions that also match with the personality of the brand, MD Clinic also used celebrity assistance to "ordered" the consumers to find out information about products, and having products through the giveaway.*

**Keywords : analysis, celebrity endorser, VisCAP, Instagram.**