

ABSTRACT

Wlack and Bhite is a premium clothing brand that was born in Bandung, September 2017. Wlack and Bhite have products in the form of T-shirts, jackets, sweaters, and totebags that prioritize the quality of the materials used, simple designs that have certain values which is nationalism, and focuses on the use of monochrome colors. Wlack and Bhite products are focused on men, but generally can be used by women or can be said to be unisex. Throughout 2018, sales of products from Wlack and Bhite is 72% came fro direct marketing or as many as 113 products, produced through direct marketing directly to consumers, who are usually friends of Wlack and Bhite owners, while sales were generated through online marketing only 28% or 43 products, because they only do marketing by creating an account on Instagram, Facebook and Website.

Pandji Pragiwaksono is a celebrity and comedian who often raises the theme of nationalism almost in everytime he did a stand up comedy. Pandji Pragiwaksono is planned to be a celebrity endorser for Brand Wlack and Bhite. The methodology used in this study is path analysis, to determine the magnitude of the influence of the Pragiwaksono Pandji as a celebrity on Wlack and Bhite's online sales through Instagram, taking into account the VisCAP variable owned by Pandji. The path diagram is made using draw.io and the calculation is done using IBM SPSS.

The results of the study show that the greatest influence factor of the Pandji Pragiwaksono is the inviting power and physical appearance. From these factors a strategy suggestion can be made for Wlack and Bhite to increase online sales..

Keywords: Wlack and Bhite, Pandji Pragiwaksono, Path Analysis, VisCAP