

ABSTRACT

The main problem in this study is to find out the reception of the audience in interpreting the endorsement of Samsung products by Ikhsan Lemon. This research focuses on how audiences who have different backgrounds but similar interests. In the following research, the author uses a qualitative descriptive approach. The research approach uses descriptive qualitative studies to describe individual or group thoughts, actions, and feelings. Based on Sugiyono (2019), this qualitative descriptive research method is a research method with the aim of examining the natural conditions of objects, where the author acts as a key instrument. This study shows that factors such as influencer credibility, quality of endorsement content, and relevance of the product to the needs of the audience greatly affect the reception of endorsements on social media. Ikhsan "Lemon," as a credible influencer who has a strong relationship with his followers, is able to influence the perception and intention to buy Samsung products. These findings are in line with reception theory, which emphasizes the active role of the audience in interpreting messages based on their backgrounds and experiences. Perception of Ikhsan "Lemon" as an Influencer: Ikhsan "Lemon" is considered a very influential and inspiring influencer, especially among eSports and Mobile Legends fans. His credibility and reputation as a professional gamer make his recommendations for Samsung products highly trusted by the public.

Keywords : *Samsung; Endorsement; The reception of The Audience; Ikhsan Lemon*