SENSORY REPRESENTATION SYSTEMS OF NLP ON CONSUMERS' RESPONSES TO CELEBRITY ENDORSEMENT

By
Novalia Rahma Dhani[1], Rita Hartati[2]
[1,2] Universitas Negeri Medan
E-mail: [1]nvalia987@gmail.com, [2]ritahartati@unimed.ac.id

Abstract: *The sensory representation system is how people perceive what comes in through the three senses, visual, auditory, and kinaesthetic (Vaknin, 2008). This study aims to analyze the sensory representation systems in neuro-linguistic programming (NLP) found in consumers' responses to celebrity endorsement Nagita Slavina in a post on Instagram account @buttonscarvesbeauty. This study used qualitative textual analysis using the theory of sensory representation systems by Vaknin (2008). This study showed that there were 300 data found. 70 (23.3%) data as visual, 16 (5.3%) data as auditory, and 214 (71.4%) data as kinaesthetic. NLP sensory representation system has benefits in making marketing communications more effective and also helps simplify communication messages so that the messages can be conveyed well to the consumers. Celebrity endorsement Nagita Slavina has a very significant impact on consumers in providing responses. It is hoped that the results of this research will be useful for everyone who wants to study sensory representation systems.*

PENDAHULUAN

People nowadays are inextricably linked to the social media platforms they utilize to share and express their thoughts (Septianasari, 2018). Among many kinds of social media, Instagram has emerged as a popular social media platform for online communication among a wide range of users (Septianasari, 2018). Instagram enables users to post a picture, poster, or video with related words, commonly referred to as a caption and these posts are commented by other followers (Hidayat, Septiawan, Defianty, Sufyan, & Eviyuliwati, 2022). Interestingly, some marketers in Indonesia use Instagram to advertise or endorse their products (Nogra, 2020). Several marketers use a celebritiy as a brand ambassador to advertise or endorse.

A study conducted by (Skinner & Paula, 2003) entitled "Speaking the same language: The relevance of neuro-linguistic programming to effective marketing communications" looks at the relationship between the television advertising and a target group and their preferred representation systems to determine how effective the advertisement is in reaching that group. It was found that participants' responses to the advertisements they thought had the greatest impact were conveyed using language associated with their preferred sensory representation system. Moreover, when individuals with different representational systems choose the same advertisement because it has the greatest impact,

their choices vary based on sensory factors. From the explanation, the research focused on television advertising and focus group discussions to find out about sensory representation systems.

This research aims to analyze the sensory representation systems in neuro-linguistic programming found in consumer responses to celebrity endorsement Nagita Slavina in post on the Instagram account @buttonscarvesbeauty. In addition, this research also aims to provide insight into the relationship between sensory representation systems and the effectiveness of celebrity endorsements, which can be a basis for further research in the field of communication. This study is important because by understanding consumers' sensory preferences, companies can be more precise in crafting messages conveyed through endorsements.

LITERARY REVIEW

Celebrity Endorsement

Humans are social beings, spoken and written communication are integral parts of daily life (Lailiyah, 2023). As science and technology advance, communication becomes simpler thanks to the emergence of social media (Lailiyah, 2023). Information is shared on social media, and some online users provide feedback by liking and commenting (Ambarita, Nasution, & Pujiono, 2023). Interestingly, some marketers in Indonesia use social media Instagram to endorse their products (Nogra, 2020).

An endorser is defined as an advertising star or advertising supporter who endorses a product promoted (Norhidayati & Amrulloh, 2022). A celebrity endorser is defined as someone who is often found in advertisements who provides information about the product in the advertisement (Norhidayati & Amrulloh, 2022). A celebrity endorser is a form of advertising featuring famous figures/ artists/ public figures as messengers in advertisements, with the hope that the message can influence the actions of consumers (Norhidayati & Amrulloh, 2022). Consumers who like or are fans will be attracted to the products advertised by their idols. The effectiveness of endorsements hinges not only on the celebrity popularity but also on how well the endorsement influences the consumers to give the positive responses as the feedback (Ohanian, 1991).

Sensory Representation Systems

Sensory representation system is one of the strategies in NLP (Neuro-Linguistic Programming). Sensory representation system is how people perceive what comes in through the three senses; visual, auditory, and kinaesthetic (Vaknin, 2008). The beauty of sensory representation systems is that people go way beyond how things get into the brain. People can recall and think about the experiences, and create new ones, with the power of the mind (Vaknin, 2008). Much of the power of NLP comes from the ability to work with representation systems.

1. An auditory person will typically code experiences through sounds they hear (voice, listen, hear, shout, say, sound, talk, tune, tempo, rhythm, etc.).
2. A visual person will typically code experiences through a sequence of images "in their mind's eye". Information is best learned and understood by visual stimuli (see, watch, sight, blurred, bright, colored, shine, size, distance, perspective, frame, brighten, appears, visibly, etc.).

3. A kinaesthetic person will typically code experiences through the emotions they elicit from their external experiences. Kinesthetics focus on physical sensations, feelings, and actions. (feel, touch, pressure, buy, sensitive, happy, wet, movement, take to heart, rough, feel in bones, try, cold, etc.

Neuro-Linguistic Programming (NLP)

In 1970s neuro-linguistic programming was developed at the University of California, Santa Cruz (Tosey & Mathison, 2010). Richard Bandler, an information scientist and mathematician, and linguist John Grinder were its creators and main writers. Other early developers like David Gordon and Robert Dilts made substantial contributions, as did their collaborators Leslie Cameron-Bandler and Judith DeLozier (Tosey & Mathison, 2010).

Three components make the idea of neuro-linguistic programming (Sharif & Azis, 2015). The basic notion that neurological processes underpin behavior is symbolized by the term neuro, which comes from the Greek word for nerve, *neuron*. The field of linguistics, named after the Latin word *lingua*, meaning language, holds that the way we communicate and use language displays, organizes, and structures the activity of our brains. The process of organizing a system's components to achieve certain outcomes is called programming. In this instance, sensory representations make up the system's components (Dimmick, 2017).

In the field of neuro-linguistic programming, every message that a person receives is initially perceived by them through their exterior surroundings before being inwardly processed and coded. Studies of NLP, humans often code their experiences using preferred modalities or sensory representation systems (Bashir & Ghani, 2012). In order to create the most successful communication, NLP offers the concept of matching. By matching the verbal and nonverbal behavior of another, a person can connect with his representational system and perspective (Birknerova, Misko, Ondrijova, Tomkova, Cema, & Cigarska, 2022).

RESEARCH METHODOLOGY

This research uses qualitative textual analysis to identify types of sensory representation systems. The data are taken from consumers' responses on Instagram account @buttonscarvesbeauty. After releasing the post for 18 days (February, 25 to March, 13), the post received 1,773 responses from consumers. However, from 1,773 responses there are 300 consumers' responses dealing with Nagita Slavina as the celebrity endorsement.

The researcher chooses the data source from Instagram account @buttonscarvesbeauty because the brand ambassador is Nagita Slavina with the largest number of Instagram followers in Indonesia (belitongekspres.disway.id). Besides that, Buttonscarves won the Pia Alisjahbana Award at Jakarta Fashion Week 2023 (wolipop.detik.com).

In collecting the data, the researcher will take screenshots of the responses, translating the responses in English because the responses are in Indonesian, then clarify the data using the theory of sensory representation systems conducted by Vaknin (2008). Then, the researcher analyzes the data by following some steps, such as selecting the consumers' responses, looking for the words of sensory representation systems, coding the consumers' responses into the theory proposed by Vaknin, (2008) (visual, auditory, and kinaesthetic), conceptual refinement, and compiling the findings.

RESULT AND DISCUSSION
Result
Data 01/ Visual 1/ @reniafikii

Response: "*Mama Gigi ahh cakep udh klau ini*"
Translate: "Mama Gigi is so **beautiful**"

This response focuses on the Nagita's visual as the celebrity. The word 'beautiful', showing that Mama Gigi (Nagita), as the perfume brand ambassador, has an attractive appearance or is pleasant to look at.

Data 02/ Auditory 1/ @ekamulyasp

Response: "*Suara mba Gigi enak banget didengerr, harus buruan CO nih biar samaan sama mba Gigi*"
Translate : "*Mbak* Gigi's **voice** is really nice to **hear**, you have to check out (CO) immediately so you can have the same perfume as *Mbak* Gigi has"

The use of the word 'voice' indicates that the focus is on the auditory aspect. The phrase 'really nice to hear' shows that *Mba* Gigi's voice is considered pleasant, beautiful, or pleasant to listen to. It may also indicate that the voice gives a feeling of joy or comfort. However, this sentence can trigger a kinaesthetic reaction such as the feeling of comfort that arises when listening Mama Gigi's voice.

Data 03/ Kinaesthetic 1/ @nasyamichella

Response: "*Sama donk ak jg dah pakee*"
Translate: "I have been **wearing** (the perfume) too"

The words "wearing (the perfume)" indicate the physical act of applying perfume to the body. It is a kinaesthetic action that involves hand movements and the physical feeling of spraying or applying perfume. The sentence "I've been wearing (the perfume) too" is kinaesthetic, especially seen in the act of applying perfume. Wearing a perfume or the process of spraying or applying perfume is a physical action carried out by the consumer. The following is a table of the percentage of types of sensory representation systems.

Table 1. Types of Sensory Representation Systems Percentage

No	Types of Sensory Representation Systems	Frequency	Percentage
1	Visual	70	23.3%
2	Auditory	16	5.3%
3	Kinaesthetic	214	71.4%
	Total	300	100%

From 300 data found, there are 101 distribution of distinct words for each type of Representation system; 27 words as visual words, 16 words as auditory words, and 58 words as kinaesthetic words.

Table 2. Words Distribution of Types of Sensory Representation Systems Percentage

No	Words Distribution of Types of Sensory Representation Systems	Frequency	Percentage
1	Visual Words	27	26.74%
2	Auditory Words	16	15.84%

3	Kinaesthetic Words	58	57.42%
	Total	101	100%

From the 70 visual data analyzed, there were 2 visual focuses found in consumers' responses, Nagita Slavina's visual as a celebrity endorsement and the visual of the perfume as an endorsed item. The words that show visual can be seen in the following table.

Table 3. Visual Words

Cantik 'Beautiful'	*Melihat* 'See'	*Keren* 'Cool'
Gemes/Lucu 'Cute'	*Warna* 'Color'	*Melihat* 'Look at'
Kelihatan 'Looks'	*Kreatif* 'Creative'	*Kecil* 'Small'
Warna pink 'Pink'	*Elegan* 'Elegant'	*Mewah* 'Luxurious'
Menonton 'Watch'	*Kurus* 'Skinny'	*Gaya* 'Style'
Membayangkan 'Imagine'	*Perfek/Sempurna* 'Perfect'	*Kemasan* 'Packaging'
Cantik 'Pretty'	*Bagus* 'Good'	*Menarik* 'Attractive'
Lebih cantik 'Prettier'	*Luar biasa* 'Extraordinary'	*Penampilan* 'Appearance'
Unik 'Unique'	*Mode/gaya* 'Fashion'	*Rose gold* 'Rose gold'

From the 16 auditory data analyzed, consumers only focused on Nagita's voice when endorsing the perfume. The words that show auditory can be seen in the following table.

Table 4 Auditory Words

Mendengar 'Hear'	*Aksen* 'Accent'	*Suara* 'Sound'
Serak 'Hoarse'	*Lembut* 'Soft'	*Jelas* 'Clear'
Suara 'Voice'	*Musik* 'Music'	*Merdu* 'Melodious'
Tenang 'Calm'	*Berkata* 'Said'	*Mengobrol* 'Talk'
Berbicara 'Speaks'	*Nada* 'Tone'	*Menyampaikan* 'Telling'
Mengenali 'Recognize'		

From the 214 kinaesthetic data analyzed, there were 2 focuses found in consumers' responses, namely feeling and action. The words that show kinaesthetic can be seen in the following table.

Table 5. Kinaesthetic Words

Ingin 'Wants'	*Takut* 'Afraid'	*Menyemprot* 'Spray'
Penasaran 'Curious'	*Nyobain* 'Try'	*Cek out* 'Check out'
Mengoleksi 'Collect'	*Yakin* 'Sure'	*Membeli* 'Buy'
Khawatir 'Worry'	*Sama* 'Same'	*Berharap* 'Hope'
Bersaing	*Terpecahkan*	*Ketinggalan*

'Competing'	'Resolved'	'Miss out'
Kehabisan 'Run out'	*Memegang* 'Hold'	*Minta* 'Ask'
Semangat 'Enthusiastic'	*Terjawab* 'Answered'	*Mengiklankan* 'Advertised'
Rebutan 'Grabs'	*Butuh* 'Need'	*Menyesal* 'Regret'
Merekomendasikan 'Recommends'	*Mencari* 'Looking for'	Tak sabar 'Can't wait'
Nyangka 'Expect'	Memakai 'Use'	*Menunggu* 'Wait'
Mendeskripsikan 'Describe'	*Menginformasikan* 'Inform'	*Meluncurkan* 'Launching'
Memakai 'Wear'	*Mendapatkan* 'Get'	*Suka* 'Like'
Menebak 'Guessed'	*Memesan* 'Order'	*Menabung* 'Save'
Semangat 'Excited'	Bahagia 'Happy'	*Bikin* 'Make/Made'
Menemukan 'Found'	*Wahhh* 'Wow'	*Siap-siap* 'Prepared'
Mengisi Kembali 'Restock'	Mengiklankan *'Endorse'*	*Memberi/ngasih* 'Give'
Menambah 'Add'	*Kolaborasi* 'Collab'	*Berpikir* 'Think'
Cium 'Kiss'	*Ragu* 'Doubt'	Horeee 'Hooray'
Biarkan 'Let'	*Terkejut* 'Surprised'	*Tahu* 'Know'
Menyimpan 'Keep'		

Discussion

There are three types of sensory representation systems found in consumers' responses on the Instagram account @buttonscarvesbeauty; visual, auditory, and kinaesthetic. In the visual, people respond to what they see. When a consumer sees a celebrity endorsing a product in an advertisement, they may form a mental image of the celebrity using or promoting the product. This can lead to a visual association between the product and the celebrity. Some consumers focus on Nagita's visuals and some focus on the visuals of the perfume. But the consumers are more dominantly focused on Nagita's visuals.

Nagitas's visual can be seen in terms of her clothes, style and face. This is because Nagita Slavina is a celebrity who has high popularity. Her fans and followers are more interested in her life and appearance. When she appears in an advertisement, consumers' attention tends to be more focused on him than on the product she is promoting. Visuals that include a celebrity's attractive face or appearance can distract from the product. The human eye tends to focus on familiar and liked faces and expressions. Many consumers are attracted to certain products because celebrities they admire use or endorse those products. However, their focus may be more on how the celebrity uses the product in their own lives, rather than the product itself. Often, marketing strategies intentionally highlight the celebrity more than the product to attract initial attention.

Meanwhile, some consumers focus on the visuals of the perfume in terms of packaging, color, and shape. The words "packaging", "color", and "shape" are directly related to visual

representation because they all refer to aspects that can be seen and observed with the eye. Packaging describes the outer appearance of a product. This includes elements such as design, materials, images and text used on the product. An attractive packaging design can attract consumers' attention. Color can influence consumers' perceptions of products. The right choice of color can increase visual appeal and help the product look more attractive or convincing. Shape refers to the physical structure of the perfume. Taken together, "packaging," "color," and "shape" form the visual representation by creating a complete visual experience. These three elements work together to attract attention, evoke emotions, and shape consumers' perceptions of the product. So, visual representation can also influence consumer kinesthetics. For example, when consumers see that the perfume's packaging is good, consumers become interested in buying the perfume. Here, buying is kinaesthetic because buying involves body movement (action).

In the auditory, consumers focus on what they hear. In this analysis, consumers only focus on Nagita's voice when endorsing the perfume. Consumers say that Nagita's voice is pleasant to listen to and addictive. Consumers may remember the product through Nagita's distinctive voice or way of speaking.

Kinaesthetic is linked to feeling and action. Consumers with this preference may respond to the emotional resonance or feeling and physical actions shown in the endorsement. Regarding the feelings, some consumers feel happy with the release of the perfume, and are also curious about the scent. The word "happy" directly describes a feeling of happiness or joy. This can be linked to physical sensations such as smiling. The word "curious" reflects the image of curiosity. Consumers are curious about the scent of the perfume Nagita wears. The word "same" also causes a kinaesthetic sensation if it is connected to feelings. This sensation may be felt as a connection or familiarity that arises from similarities. Consumers want to buy this perfume so they can have the same perfume as Nagita. The word "enthusiastic" describes a high level of persistence or enthusiasm. "Hooray" is an emotional expression of happiness. The word "wow" is a strong expression of admiration or admiration. Then, regarding the physical actions, some consumers want to buy, try, and like the perfume. The words such as "buy," "like," and "try," can evoke kinaesthetic representations because they are associated with physical actions. The act of buying involves physical activity, such as selecting an item, holding it, reaching into a pocket or wallet to remove money, or typing on a device to make an online purchase. All of this involves the sensation of touch and movement. The word "like" often reflects positive or affective feelings. A person who "likes" something may feel sensations of happiness, comfort, or contentment in their body. "Trying" something usually involves a physical action, such as touching, feeling, or moving the body, for example, when consumers try perfume, they will spray it. Some kinaesthetic responses arise because of visual responses. Initially, consumers only see the perfume, then they want to buy it because they are attracted to the color or shape of the packaging.

A celebrity endorsement has a significant influence on consumers' sensory representation systems in providing responses. Celebrity endorsement Nagita Slavina has a very significant impact on consumers in providing responses. Most consumers respond by linking Nagita Slavina to the perfume it endorses. In this case, it can be seen that the presence of Nagita as a celebrity who endorses a perfume in the advertising video can increase the attractiveness of consumers to respond on the Instagram account @buttonscarvesbeauty.

Moreover, Nagita is the celebrity with the largest number of Instagram followers in Indonesia. So, some consumers tend to focus on the appearance and beauty of Nagita, who is their idol. This can increase positive perceptions of the perfume product. In addition, consumers may remember the product through Nagita's distinctive voice or way of speaking. Then, when Nagita uses this perfume, consumers become curious about the scent and are interested in trying and experiencing the scent of the perfume themselves, so that it can strengthen consumers' memories and desire to buy the perfume so they can feel that it has the same scent as Nagita.

The influence of Nagita Slavina as a famous celebrity in Indonesia on consumer responses can be very significant. There are several influencing factors such as popularity and credibility. Nagita Slavina is a public figure who is very well known and has a good reputation in Indonesia. Her credibility and popularity can increase consumer trust in the product or brand he endorses. Then, emotional connection. Nagita's fans and followers tend to have an emotional connection to her. This can cause them to be more open and responsive to the messages conveyed by Nagita in advertisements or promotions. Nagita has a wide and diverse following, including housewives and the younger generation. If the product or brand being endorsed is relevant to this demographic, it is likely to receive a positive response. Then, social influence. As a celebrity, what Nagita does and suggests often becomes a trend among her followers. This can encourage consumption of the products he endorses. Nagita is not only known as a celebrity, but also as an entrepreneur. His experience and involvement in the business world can increase the credibility of his endorsements.

Celebrity endorsements often work through emotional resonance, and these emotions can be experienced through visual, auditory, or kinaesthetic channels. By aligning the celebrity's public persona with the desired emotional response, marketers can create a compelling narrative that resonates with consumers. Overall, sensory representation systems in NLP provide a framework for understanding consumer responses to celebrity endorsements by considering how consumers process information through their senses. By designing campaigns that engage these different sensory systems, marketers can create more compelling and memorable endorsements.

CONCLUSION

This study identified three types of sensory representation systems in consumers' responses on the Instagram account @buttonscarvesbeauty. The most common type of sensory representation system found was kinaesthetic. This suggests that consumers are primarily influenced by emotional and experiential aspects conveyed by the celebrity, Nagita Slavina, which elicits curiosity and interest in the product. Consumers with visual preferences tend to be more interested in the visual aspects of Nagita Slavina as a celebrity, such as Nagita's physical appearance and dressing style. Consumers with auditory preferences are more responsive to audio elements, such as Nagita's tone of voice and the way she speaks in advertisements. Consumers with kinesthetic preferences show a better response to the emotional and experiential aspects conveyed by Nagita, which makes many consumers curious about the product.

Sensory representation system of NLP as one of Innovative Communication Approach makes an important contribution in understanding consumer characteristics that influence

the effectiveness of advertising to be promoted. By tailoring marketing communications to align with the dominant sensory preferences of consumers, advertisers can enhance the impact and reception of their promotional messages. Apart from that, the role of celebrities is also very important in an endorsement, so marketers can choose celebrities with high popularity in order to influence the success of the endorsement.

For further research, it is recommended to explore how sensory systems can be used to increase endorsement effectiveness. In addition, further studies could also investigate differences in sensory representation systems found in consumers' responses based on more specific demographics, such as age, gender and cultural background.

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