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Gen-Z lifestyle trigger of indigenous fabric users @padupadantenun stimulates by brand ambassador differences

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Abstract: This study analyzes the influence of trust values towards brand ambassadors Prilly Latuconsina (X1) and Bryan Domani (X2) on Generation Z's lifestyle in using traditional fabric products, especially through interactions on the Instagram account @padupadantenun. The method used is a quantitative survey with data collection through questionnaires, which are analyzed using the t-test and SPSS. The results of the study indicate that trust values towards brand ambassadors have a significant effect on Generation Z's lifestyle in adopting traditional fabrics. The higher the consumer's trust in the brand ambassador, the greater the positive influence on their decisions. These findings provide strategic insights for the marketing industry in developing effective social media-based promotional strategies to reach Generation Z and encourage cultural preservation with a modern approach.

Abstrak: Penelitian ini menganalisis pengaruh nilai kepercayaan terhadap duta merek Prilly Latuconsina (X1) dan Bryan Domani (X2) terhadap gaya hidup Generasi Z dalam menggunakan produk kain tradisional, khususnya melalui interaksi pada akun Instagram @padupadantenun. Metode yang digunakan adalah survei kuantitatif dengan pengumpulan data melalui kuesioner yang dianalisis menggunakan uji-t dan SPSS. Hasil penelitian menunjukkan bahwa nilai kepercayaan terhadap duta merek berpengaruh signifikan terhadap gaya hidup Generasi Z dalam mengadopsi kain tradisional. Semakin tinggi tingkat kepercayaan konsumen terhadap duta merek, semakin besar pula pengaruh positif terhadap keputusan mereka. Temuan ini memberikan wawasan strategis bagi industri pemasaran dalam mengembangkan strategi promosi berbasis media sosial yang efektif untuk menjangkau Generasi Z dan mendorong pelestarian budaya dengan pendekatan modern.

INTRODUCTION

Indonesia has a very rich and diverse cultural heritage, one of which is reflected in traditional fabrics that have deep meaning for people's lives, such as ikat woven fabrics from East Nusa Tenggara (NTT). Ikat woven fabrics not only function as clothing, but also have high cultural value and an important role in various aspects of life, such as traditional ceremonies, weddings, and as a symbol of respect for guests. The beauty and uniqueness of this fabric are manifested in distinctive motifs that are passed down from generation to generation, reflecting the cultural identity and local wisdom of the NTT community (Oktavia et al., 2024). However, amidst the rapid flow of globalization, understanding and appreciation of ikat woven fabrics are decreasing, especially among the younger generation who are starting to be influenced by modern fashion trends and mass textile products. If this condition continues without any serious preservation efforts, then the survival of ikat woven fabrics as the nation's cultural heritage is at risk of extinction (Indrawati & Sari, 2024). Therefore, strategic steps are needed in the form of education, socialization, and increasing appreciation for this traditional fabric, both through education, social media, and various cultural preservation programs. Thus, it is hoped that the younger generation can better understand, appreciate, and play an active role in preserving NTT's ikat woven fabric, so that Indonesia's cultural wealth remains sustainable and can continue to be passed on to future generations (Semuel et al., 2022).

Generation Z, those born in the late 1990s to early 2000s, have brought significant changes to the fashion world by presenting new trends that combine

cultural values with contemporary fashion, one of which is through the adoption of traditional fabrics in modern clothing styles. This fabric trend has developed into a social phenomenon that not only strengthens cultural identity but also provides a distinctive aesthetic touch to the fashion world. One movement that also encourages the use of traditional fabrics, especially woven fabrics, is Padu Padan Tenun, a community that is active on social media and consistently invites the younger generation to wear traditional fabrics in their daily lives (Dwityas et al., 2023).

The role of media in supporting this trend is also very significant, because it is present as a platform that allows for the distribution of information widely without spatial limitations and can be accessed from various locations. Among the various digital platforms, social media, especially Instagram, plays a crucial role in shaping fashion trends among Generation Z, given the many digital campaigns that actively promote the use of traditional fabrics in a more modern and relevant way for today's youth. With these campaigns, more and more young people are starting to realize the aesthetic and cultural value of traditional fabrics, thus encouraging them to not only wear them, but also to help preserve Indonesia's cultural heritage through innovative and characteristic clothing styles (Christina et al., 2021).

Marketing communication is a key element in the overall marketing strategy and a determining factor in its success. Marketing communication can be understood by explaining its two main elements, namely communication and marketing (Briandana et al., 2020). In the world of marketing, the role of brand ambassadors is one of the effective strategies in increasing the appeal of a product, because their presence can have a

significant influence on public perception. Brand ambassadors not only function as the face of a brand, but are also responsible for conveying advertising messages persuasively to the wider public, so as to build a positive image and increase consumer trust in the promoted product (Gani, 2022).

Communication delivered by brand ambassadors plays a central role as the main driver in shaping brand awareness, strengthening product identity, and influencing people's purchasing decisions. Therefore, companies tend to choose public figures who have great influence, whether in the world of entertainment, sports, or social media, because they are considered capable of attracting attention and building emotional attachments with the audience. By utilizing the popularity and credibility of a brand ambassador, companies can reach target markets more effectively, increase customer loyalty, and expand market share in increasingly competitive industrial competition (Marta & Rieuwpassa, 2018). In this context, Prilly Latuconsina(X1) and Bryan Domani(X2) as brand ambassadors of Padu Padan Tenun have a significant impact on Generation Z's interest in using NTT traditional cloth. Previous studies have shown that the use of brand ambassadors can influence consumer purchasing behavior, especially in the fashion industry (Madina & Wulansari, 2024).

The consumption behavior of the younger generation is heavily influenced by social media, which has become a major platform for spreading fashion trends. Social media enhances users' ability to share information and participate in trends collectively (Wahyuddin et al.,

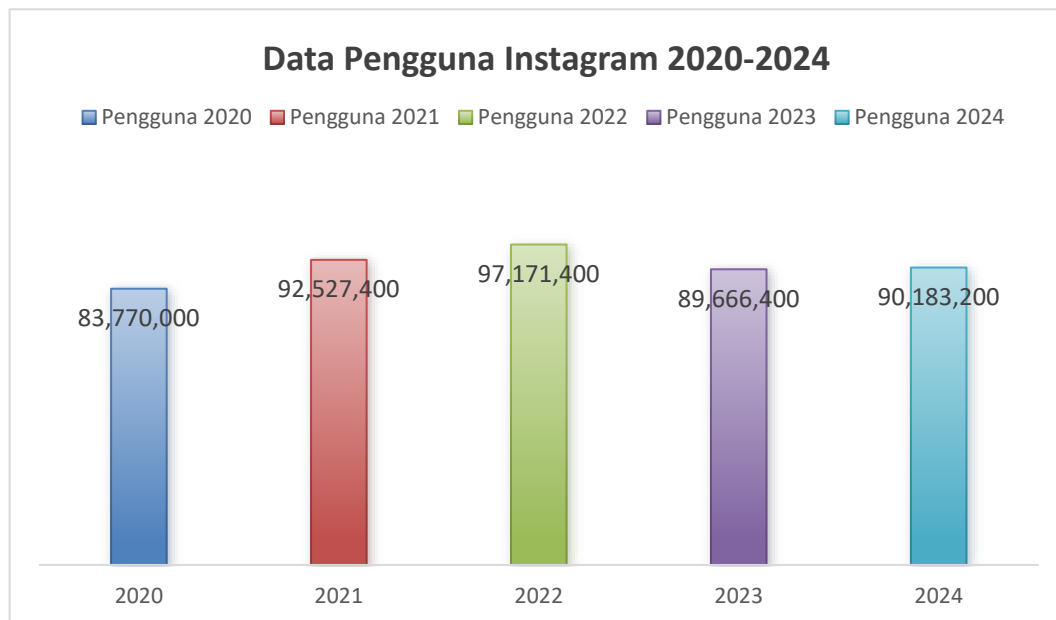
2024). Instagram is one of the most popular social media platforms in

Indonesia and provides great opportunities for its users to explore and imitate various trendy clothing styles. Along with its development, Instagram not only functions as a means of communication and sharing moments, but has also become an inseparable part of modern society's lifestyle trends. This platform plays an important role in encouraging the emergence of various fashion trends that continue to develop over time, making it a place for individuals to express themselves through the fashion choices and lifestyles they adopt. The use of Instagram also has a significant impact on the attitudes and behavior of its users, where some individuals become more creative in experimenting with their appearance and pay more attention to aesthetics in dressing, while others tend to show their social status through the ownership of luxury goods displayed in their uploads (Putri et al., 2024).

This phenomenon creates a new dynamic in social life, as if Instagram has become a competitive arena where self-image and social status become factors that are taken into account. This is in line with the concept of lifestyle, where lifestyle is a person's pattern in living life that is reflected in their activities, interests, and opinions, which in the modern context are increasingly influenced by the presence of social media, especially Instagram, as the main medium in shaping people's preferences and habits (Madina & Wulansari, 2024). Figure 1 is the data on Instagram users in Indonesia in 2020-2024:

Figure 1

Instagram usage data 2020-2024 in Indonesia



SOURCE: Upragaded.id
(Saturday, November 2, 2024)

Fashion trends are reflected in how a person expresses themselves according to what they observe and are interested in. In today's digital era, Instagram serves as one of the main platforms for uploading and sharing photos and videos, which are not only a means of communication but also serve as a reference for many people in following the latest fashion trends. Through Instagram, users can find similarities in style with other individuals they meet in cyberspace, thus forming a community with similar fashion preferences. However, on the other hand, this phenomenon also encourages some people to continuously buy trending products without considering whether the clothes really suit their personal style. In fact, it is not uncommon for them to forget about the clothing collection they previously owned, because they are more focused on changing trends and impulsive

consumption driven by exposure to attractive visual content on social media (Mangngi et al., 2024). This condition is increasingly visible when someone is going to travel, where they spend a lot of time just choosing the clothes they will wear, because of the desire to always look attractive and follow the aesthetic standards they see on Instagram. This phenomenon shows that a person's fashion decisions are not only influenced by visual trends that are widespread on social media, but also by psychographic factors such as personal motivation, life values, and perceptions of the self-image they want to show in front of the public (Marta & William, 2016).

In market segmentation, the Values and Lifestyles (VALS) approach is used as a method to understand consumer motivations in shopping and in adopting fashion trends, which reflects how a

person's values and lifestyles influence their purchasing decisions. Consumers can be categorized based on their value orientations and the resources they have, which ultimately have implications for the fashion consumption patterns they apply in their daily lives.(Putri et al., 2024). This approach provides deeper insight into the reasons behind differences in consumer behavior, where some individuals tend to be impulsive in following emerging trends, while others are more selective in choosing fashion styles that suit their identities, preferences, and values.(Agung, Marta, et al., 2021).

In the context of fabric trends, VALS can serve as an effective tool in identifying market segments that have a greater interest in the use of traditional fabrics in modern fashion, thus enabling the fashion industry and marketers to develop more appropriate strategies in introducing and promoting traditional fabrics to more relevant consumer groups. With a better understanding of the motivations and consumption patterns of various market segments, fashion industry players can optimize their marketing strategies to increase the appreciation and adoption of traditional fabrics in today's clothing trends, while helping to preserve cultural heritage through more innovative approaches that are in line with the preferences of the modern generation (Nugroho et al., 2018). However, in addition to the psychographic factors explained in VALS, external elements such as brand ambassadors also have a significant role in shaping consumer preferences and behavior in choosing fashion products. Brand ambassadors are one of the external aspects that can influence product selection and consumer lifestyles. Research conducted by Alam et al. (2024) shows that the image and

achievements of a brand ambassador can increase the appeal of a product in the eyes of consumers. In this case, the selection of Prilly Latuconsina and Bryan Domani as brand ambassadors aims to increase Generation Z's interest in East Nusa Tenggara (NTT) woven fabrics through a social media-based marketing strategy, considering that both are public figures who have strong influence and great appeal among young people. By utilizing their popularity, this campaign is expected to introduce and instill a deeper appreciation for traditional fabrics, thus encouraging Generation Z to adopt woven fabrics as part of their daily clothing style (Gani, 2022).

Previous research shows that the effectiveness of advertising involving brand ambassador credibility, which includes trustworthiness, attractiveness and expertise, plays a role in increasing advertising effectiveness.(Alam et al., 2024). When popular figures such as Prilly Latuconsina and Bryan Domani were appointed as brand ambassadors for fashion brands promoted through the Instagram account @padupadantenun, their influence on the market, especially in the East Nusa Tenggara (NTT) region, became very significant, considering the large number of fans they have in the area and their personal appeal that is able to attract the attention of many people. Their presence in social media-based marketing campaigns not only serves to increase public awareness of woven fabrics as part of modern fashion trends, but also aims to build a positive image of the use of traditional fabrics among Generation Z. Overall, consumer behavior in responding to product promotions does not only depend on external aspects, such as marketing strategies, fashion trends, and celebrity influence, but is also influenced by internal aspects that come from within

themselves, including motivation, lifestyle, and the values they adhere to in choosing fashion products that suit their identity (Putri et al., 2024).

This article provides a new perspective on the study of brand ambassadors in cultural product marketing, focusing on the significant role of trust value in influencing Generation Z's decision to adopt traditional fabric products, particularly ikat fabrics from East Nusa Tenggara (NTT). The novelty of this article lies in the use of Instagram as a marketing platform that blends cultural elements with modern fashion, an area that has not been deeply explored in previous studies. This research also introduces brand ambassadors as a central influence on the lifestyle of Generation Z, integrating local culture with global fashion trends, which is highly relevant to today's consumer needs.

Focusing on two public figures, Prilly Latuconsina and Bryan Domani as brand ambassadors, this article offers new insights into how trust value in these brand ambassadors influences Generation Z's consumption behavior towards cultural products. This perspective has not been extensively explored in previous research, thus contributing significantly to studies on culture-based marketing and digital consumer behavior.

METHOD

This study fills a gap in the literature regarding the influence of brand ambassadors on consumer behavior, particularly in the context of cultural product marketing. While several studies have explored the use of brand ambassadors in marketing products, few have specifically examined how trust value in brand ambassadors directly affects lifestyle or consumption patterns related to cultural products among Generation Z. Previous studies have tended to focus on commercial products, but not on the role of

social media in connecting brand ambassadors with Generation Z, who have an emotional attachment to public figures they follow on Instagram.

The method used in this study is a quantitative survey, which was chosen because it allows for the collection of a large amount of data and enables in-depth statistical analysis regarding the relationship between trust values towards brand ambassadors and Generation Z's lifestyle in using traditional fabric products. In data collection, this method utilizes questionnaires as the main instrument. Survey research aims to explore, describe, and explain the phenomena being studied (Syahrizal & Jailani, 2023).

In this study, the purposive sampling technique was used to select respondents who meet certain criteria, namely Generation Z who are active followers of the Instagram account @padupadantenun. This selection is based on the characteristic that the followers of this account show interest in traditional cultural products, especially NTT ikat fabric, which is promoted by brand ambassadors Prilly Latuconsina and Bryan Domani. The detailed criteria for selecting the sample are as follows: First, respondents are active Instagram users, specifically those who follow the account @padupadantenun. Second, respondents fall within the Generation Z category (born between the late 1990s and early 2000s). Third, respondents have knowledge and awareness of NTT ikat fabric through campaigns conducted by brand ambassadors. By using these criteria, it is expected that the selected sample will be highly relevant to the research focus, which aims to assess the influence of brand ambassadors on Generation Z's lifestyle in adopting cultural products.

The research period was conducted from mid-September 2024 to February

2025, which was used to obtain data from Followers and other data related to the research. In this study, the researcher applied the purposive sampling method, which is a sample selection technique carried out by selecting respondents based on specific considerations or objectives that are in line with the focus of the study, to ensure that respondents meet the specified criteria. The research procedure began with the creation of a questionnaire containing questions related to the value of trust in both brand ambassadors and the lifestyle of using traditional cloth products. This questionnaire was then distributed to respondents directly, with the researcher ensuring that all respondents understood each question before filling it out (Lenaini, 2021).

The instrument used in this study was a questionnaire containing a series of questions, designed with a Likert scale. This scale makes it easier for respondents to provide answers, provide an assessment of statements related to the values of their beliefs and attitudes towards the use of traditional cloth. Data collection techniques were carried out by distributing questionnaires, either directly or through other methods to respondents or through online platforms to reach more participants (Sumartini et al., 2020).

After the data is collected, the method used is data analysis techniques. Data analysis is carried out using SPSS through Validity Test, Reliability Test, and Hypothesis Test. Validity Test measures the accuracy of items in the questionnaire, while Reliability Test assesses the consistency of the measuring instrument. In addition, the analysis also uses statistical formulas such as mean to calculate the average respondent and Pearson correlation to measure the relationship between variables, as well as

the t test to assess the significance of the influence of variables (Ali, 2022). The analyzed data will be compared with the hypothesis that has been proposed to draw conclusions regarding the influence of brand ambassadors on the lifestyle of users of traditional textile products among Generation Z. The research method used is expected to provide valid and relevant results, as well as provide suggestions for the development of marketing strategies for traditional textile products in the future (Putra et al., 2021).

RESULTS AND DISCUSSION

This study involves two types of variables, namely independent variables (free) and dependent variables (bound). In this study, variables refer to elements that are observed or measured to see the influence or relationship between elements that act as important factors that influence or explain the phenomenon being studied. This variable is the center of attention of the study, because it can help answer the questions or hypotheses raised. Research variables refer to the main objects or aspects that are the center of attention in a study (Yuliani & Supriatna, 2023).

According to Sodik & Siyoto (2015) variables in the study are classified into two main categories, There are two types of variables in this study, namely independent variables and dependent variables. Independent variables (free variables) are variables that can influence or cause changes in dependent variables (bound variables). This variable is not influenced by other variables, but has an effect on other variables, often symbolized by "X". In this study, the independent variables used are the level of trust in brand ambassadors, namely Prilly Latuconsina (X1) and Bryan Domani (X2).

Dependent variable is a variable that is influenced or determined by the independent variable. Usually denoted by the letter "Y" or "Z", this variable has a value that depends on the independent variable. The term "dependent" is used to facilitate the process of identifying and analyzing the relationship between variables and their influence. In this study, the dependent variable studied is the lifestyle in the use of traditional cloth products among Gen Z, especially among followers of the Instagram account @padupadantenun. In this study, the dependent variable determined is the lifestyle of the use of traditional cloth products among Gen Z, especially among followers of the Instagram account @padupadantenun

Variable X1, which is related to the influence of brand ambassador Prilly Latuconsina's trust value, consists of several important dimensions that contribute to her effectiveness in building public trust in the products she promotes. The first dimension is popularity, which refers to the extent to which Prilly Latuconsina is known to the public through her various appearances in the media, both television, films, and digital platforms, which directly play a role in attracting the attention of the wider audience and strengthening her credibility as a figure who can be trusted. The second dimension is expertise, which is reflected in her ability to influence consumer perceptions of a product; the positive image she builds and her closeness to fans creates a sense of confidence that the recommendations she provides have reliable value. In addition, the aspect of attractiveness is also a major factor in building trust, where the large number of followers on social media and her active interaction with the audience make her closer to the public and able to create more personal and effective relationships in conveying marketing

messages. Finally, Prilly's strength as a brand ambassador is further strengthened by her broad influence on social media, the positive image she continues to maintain, and her ability to create trends that can direct consumer opinion, making her one of the figures who has a major impact on influencer marketing-based marketing strategies.

Meanwhile, Variable X2, which is related to the influence of brand ambassador Bryan Domani's trust value, also has a significant dimension in shaping consumer perceptions of the brands he promotes and in increasing purchasing interest among the public. One of the main aspects that supports Bryan's effectiveness as a brand ambassador is his popularity in the media, which directly contributes to increasing public awareness of a brand and creating a positive perception that drives product appeal and increases purchasing potential. In addition, in the expertise dimension, Bryan is known to have a deep understanding of the brands he represents, as well as good communication skills in conveying marketing messages, which makes it easier for him to build trust with the audience and increase engagement in promotional campaigns. The attraction factor is also an equally important element, where Bryan's charm supported by an attractive appearance and his ability to build emotional connections with fans further strengthens his influence in the marketing world. This ability not only helps create a closer bond between the brand and its consumers, but also encourages wider product acceptance. Finally, Bryan's power in influencing consumer purchasing decisions can be attributed to the combination of popularity and credibility that he has, allowing him to become a reliable figure in shaping public opinion about a product. Thus, both Prilly Latuconsina and Bryan Domani have a very important role in influencing the lifestyle

and consumption patterns of Generation Z, especially in the use of traditional textile products, through the trust values they build as brand ambassadors who are able to connect cultural heritage with modern fashion trends (Pramesti, 2024).

The Y variable in this study describes the lifestyle of Generation Z, which is greatly influenced by technological advances and the development of social media, thus forming a dynamic lifestyle that continues to develop along with emerging trends in the digital world. Their lifestyle is not only reflected in their daily activities that are closely related to the creation of creative content, but also in their increasing awareness of social issues, such as concern for the environment and health, which makes them a generation that has a major role in shaping trends and popular culture in the modern era. In addition, their intense involvement in the use of social media shows how important digital platforms are as a means of self-expression, where they are not only consumers of trends, but also play a role in creating and disseminating new trends that can influence the lifestyle of the wider community. Generation Z's activeness in following and creating the latest trends further strengthens their position as a group that has great influence on the

market and industry, especially in the fashion and lifestyle sectors, where their decisions in choosing products are often influenced by exposure to digital content, social media campaigns, and the public figures they follow.

Despite the perception that they are too focused on appearance, Generation Z has a greater openness to diversity and social change. In their daily lives, they tend to spend more time online, both to communicate and to search for information. In addition, Gen Z shows high concern for social and environmental issues, and tends to choose environmentally friendly and sustainable products. They value experiences, such as traveling and attending events, more than buying luxury goods. In addition, they also try to maintain a balance between work and personal life. Generation Z's lifestyle reflects a generation that relies on technology and social media in their daily interactions and decision-making. The final results of this study indicate that brand trust value, which reflects the comparison between the benefits obtained by consumers, has an effect on brand loyalty. In addition, brand trust value also partially affects brand loyalty. Overall, brand trust value has a significant role in building consumer loyalty to a brand (Sari et al., 2021).

Table 1

Operational variables

VARIABLES	DIMENSIONS	INDICATOR
The influence of brand ambassador prily latuconsina's trust value (x1)	1. Popularity (Visibility)	1. Has broad appeal 2. Have many fans 3. Brand awareness 4. Often seen on social media
	2. Skill	1. As a Supporting Aspect 2. Valid 3. Have the ability to promote 4. Delivering a Message
	3. Attraction	1. Physical appearance 2. Captivating charisma 3. Character 4. harmony of style
	5. Have power	1. Able to attract interest 2. Have the influence to convince 3. Concern 4. Ability to influence consumers
	The influence of brand ambassador bryan domani's trust value (x2)	1. Popularity (Visibility)
	2. Skill	1. As a Supporting Aspect 2. Valid 3. Have the ability to promote 4. Delivering a Message
	3. Attractiveness (Attraction)	1. Physical appearance 2. Captivating charisma 3. Character 4. Harmony of style
	4. Have the power (Power)	1. Able to attract interest 2. Have the influence to convince 3. Concern 4. Ability to influence consumers
Lifestyle generation Z (Y)	1. Daily activities	1. Work 2. Hobby
	2. Interest	1. Need 2. Interest
	3. Opinion	1. padupadantenun branded products 2. Product price perception

4. Behavior	1. NTT woven clothing consumption patterns
	2. The preferred mix and match fashion model

Source: Researcher's research framework

In the research results section, the author will describe the results of the hypothesis of the variable of the Influence of Trust Value on Brand Ambassadors Prily Latuconsina and Bryan Domani which has been tested partially (t-test) to provide answers to the research questions contained in the problem formulation.

Based on the results of the statistical test (t-test), it shows that there is no significant relationship between variable X1 and variable Y. This can be seen from the calculated t value (0.329) which is smaller than the t table (1.984), as well as the significance value (0.743) which is greater than 0.05. Therefore, the null hypothesis (Ho) is accepted, which means there is no influence between the two variables, and the alternative hypothesis (Ha) is rejected, the relationship between X1 and Y has previously been tested using the VALS (Values and Lifestyles) Theory, which is a lifestyle classification system that groups individuals based on their attitudes, needs, desires, beliefs, and demographics, where the VALS typology is based on psychological needs (values) and behavioral response patterns (lifestyles) predicted by individual values, and divides people into nine lifestyles grouped into four categories based on self-image, aspirations, values and beliefs, and the products they use, which are then derived into dimensions and indicators used in distributing questionnaires to respondents, but the results of this study indicate that X1 has no significant relationship with Y.

The results of the statistical test (t-test) that the author has described in the data analysis chapter above, show that the relationship between variable X2 and variable Y is very strong and positive. This relationship has previously been tested using the VALS (Values and Lifestyles) Theory, which is the main psychographic category developed by the Standard Research Institute (SRI) to analyze market segmentation and set promotional targets based on individual values and lifestyles.

The VALS theory divides individuals into eight main groups, namely Survivors, Sustainers, Belongers, Emulators, Achievers, I-Am-Me, Experimentals, and Socially Conscious. (Nugroho et al., 2018). This classification is based on a person's level of satisfaction with their lifestyle and the values they hold, which play a role in guiding life and determining what is considered important or not by the individual. In this study, the VALS theory is derived into dimensions and several indicators used as a reference in distributing questionnaires to respondents.

Based on the analysis of the data that has been tested, the second alternative hypothesis (Ha2) has strong empirical evidence to reject the null hypothesis (Ho). This hypothesis testing is carried out by making decisions based on the calculated t value which is greater than the t table and the significance value (sig) which is less than 0.05 indicating a significant relationship. The results of the analysis

show a calculated t of 3.024 which is greater than the t table of 1.984, with a significance value of 0.003 which is less than 0.05. Thus, it can be concluded that the alternative hypothesis (H_a) is accepted, which means that there is a significant influence between the variables tested, while the null hypothesis (H_0) is rejected.

This study reveals that the psychographic concept in the VALS theory has a significant impact on variable Y. This shows that the dimensions and indicators applied in this study are appropriate and effective in explaining the relationship between the two variables. In other words, the psychographic elements explained in the VALS theory can provide a clear explanation of how variable X affects variable Y.

The results of this study reveal that brand ambassadors Prilly Latuconsina and Bryan Domani have a significant impact on the lifestyle of using traditional textile products among Generation Z. Prilly Latuconsina is proven to have a strong positive influence, encouraging Generation Z's interest and trust in traditional textiles thanks to the emotional connection built through the values she adheres to. Meanwhile, although Bryan Domani's influence is slightly lower than Prilly's, he still contributes positively to introducing traditional textiles to young audiences with his message about the importance of preserving local culture. This study also found that although both brand ambassadors have a positive impact, Prilly

is more effective in promoting traditional textiles. In addition, other factors such as social media, global fashion trends, and community involvement greatly influence Generation Z's choices. Social media serves as a vital platform for brand ambassadors to build deeper interactions with audiences, which increases the appeal of the product. Overall, the results of this study provide important insights for marketing strategies that aim to promote local culture-based products, emphasizing the importance of trust and relevance in selecting brand ambassadors to reach the Generation Z market. The results of the study are proven by the following significant test method (t-test):

The T-test is used to partially analyze whether the independent variable has a significant influence on the dependent variable. This test is carried out by comparing the statistical values of the T-test carefully and in depth. Conclusions are drawn by comparing the calculated t value and the t table. If the calculated t is smaller than the t table and the significance value (sig) is greater than 0.05, then the null hypothesis (H_0) is accepted and the alternative hypothesis (H_a) is rejected. Conversely, if the calculated t is greater than the t table and the significance value (sig) is less than 0.05, then the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted (Agung, Kenny, et al., 2021)

In this study, the researcher used a significance level of 0.05 and calculated the t table value using the following formula:

$$t \text{ table} = t (a/2 : nk-1)$$

Information:

t table = distribution table (df) which functions to determine the hypothesis

a= Significance level value

t table (alpha)

n=Sample

k= Number of Variables

Then we get:

$$t \text{table} = t(a/2:nk-1)$$

$$a = 5\% = t (0.05/2 : 99-2-1)$$

$$= 0.025:96$$

$$= 1.984$$

So the t table value in this study is 1.98

Table 2

Significance test (t-Test) (N=99)

Coefficients a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	35,477	5.109		6,943	.000		
X1	.021	.065	.052	.329	.743	.303	3,300
X2	.177	.059	.476	3,024	.003	.303	3,300

a. Dependent Variable: Y

Source: SPSS 27 data processed by researchers

The results of data processing listed in the table above explain the degree of freedom (degree of freedom) $df = n - k - 1$ or $df = 99 - 2 - 1 = 96$, which is the number of respondents, the t table value is 1.984. From this calculation, the t test results show that the Brand Ambassador Prilly Latuconsina variable (X1) has a t count value of 0.329, which is smaller than the t table (1.984), with a significance level of 0.743 which is greater than 0.05. Thus, the null hypothesis (Ho) is accepted and the alternative hypothesis (H α) is rejected, which indicates that the X1 variable does not have a positive and significant impact

on the Gen Z lifestyle. On the other hand, the Brand Ambassador Bryan Domani Variable (X2) has a t-value of 3.024. The t-value is greater than the t-table (1.984) and the significance level of 0.003 which is less than 0.05 indicates that the null hypothesis (Ho) is rejected, while the alternative hypothesis (H α) is accepted. This indicates that the X2 variable has a positive and significant influence on the Gen Z lifestyle. Overall, the results of the analysis show that Brand Ambassador Prilly Latuconsina does not have a significant influence on Gen Z's lifestyle, while Brand Ambassador

Bryan Domani has a positive and significant impact on Gen Z's lifestyle.

CONCLUSION

This study confirms that brand ambassadors have an important role in influencing the lifestyle of using traditional textile products among Generation Z. This study shows that both Prily Latuconsina and Bryan Domani have succeeded in attracting attention and building trust among Generation Z in traditional textile products. Prily Latuconsina emerged as a more influential figure, thanks to the emotional connection she built with the audience through values that align with theirs. Meanwhile, Bryan Domani also had a positive impact, although to a lesser extent. In addition, this study identified

social media and global trends as important factors that shape Generation Z's preferences for local products. Therefore, for brands looking to expand their market reach, it is crucial to choose brand ambassadors who are not only popular but also have credibility and relevance to the target audience. Overall, this study concludes that an effective marketing strategy must consider the characteristics and values of brand ambassadors, as well as utilize social media as a means to build closer interactions with consumers. Based on these conclusions, this research is expected to be expanded into several more case-based approaches by considering several factors beyond the variables involved in this research's statistical tests.

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