

From Celebrity Endorsement to Symbolic Participation: Analyzing V BTS as TIRTIR's Brand Ambassador through Social Media Sentiment and Engagement

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ABSTRACT: This study analyzes how V BTS, as TIRTIR's brand ambassador, transformed celebrity endorsement into symbolic participation within social media conversations. Using a descriptive quantitative approach, the study examined public comments related to TIRTIR's campaign featuring V BTS through sentiment distribution, engagement volume, temporal movement, and active account concentration. The findings show that neutral sentiment dominated the conversation with 2,191 comments, followed by 869 positive comments and only 7 negative comments. This pattern indicates that audience participation was not primarily expressed through explicit product evaluation, but through symbolic presence, repeated mentions, emojis, short expressions, and fandom-based interaction. Temporal analysis also shows that audience attention was strongest in the early phase of observation before declining gradually, while neutral sentiment remained dominant across most periods. The study concludes that brand ambassador effectiveness in social media should not be measured only through positive sentiment or purchase-oriented indicators. Instead, symbolic participation represents an important form of digital engagement because it sustains visibility, activates fandom expression, and strengthens public conversation around the brand.

KEYWORDS: Brand Ambassador, Digital Engagement, Fandom Participation, Sentiment Analysis, Symbolic Participation.

INTRODUCTION

In the contemporary digital marketing communication landscape, the role of celebrity endorsement has expanded beyond the traditional function of transferring celebrity popularity, attractiveness, or credibility to a brand. Social media has transformed endorsement practices into a participatory communication process in which audiences do not merely receive promotional messages but actively respond, repeat, circulate, and symbolically engage with them. Digital marketing communication is increasingly shaped by interaction among brands, platforms, creators, and audiences, making social media an arena for value exchange, attention management, and meaning production rather than merely a promotional channel (Rendi et al., 2026; Libai et al., 2025; Shams et al., 2024). Therefore, brand ambassadors should not only be understood as promotional figures, but also as symbolic actors who activate public attention, fandom expression, and digital interaction around a brand.

This shift is particularly relevant in the beauty and cosmetics industry, where brand meaning is strongly shaped by visual appeal, emotional association, symbolic representation, and audience trust. Beauty brands often rely on public figures to strengthen visibility and create effective connections with consumers. Previous studies have shown that influencer and celebrity credibility can influence consumer trust, perceived quality, brand image, and purchase intention, especially through dimensions such as attractiveness, expertise, authenticity, and trustworthiness (An et al., 2024; Garg & Bakshi, 2024; Hossain et al., 2025). However, in social media environments, audience responses to brand ambassadors are not always expressed through direct product evaluation. Many responses appear as brief comments, emojis, mentions, greetings, repeated names, or expressions of fandom that do not clearly indicate positive or negative evaluation but still contribute to brand visibility and public attention.

The appointment of V BTS as TIRTIR's brand ambassador provides an important case for understanding this expanded function of celebrity endorsement. As a global celebrity with a strong transnational fan base, V BTS brings not only individual popularity but also symbolic capital, affective attachment, and fandom-driven participation into the brand's communication ecosystem. Studies on Korean celebrity credibility show that celebrity endorsers can transcend national contexts and shape cross-cultural brand perceptions, especially when audiences perceive them as credible, attractive, and symbolically compatible with the brand



(Rosli et al., 2025). In this context, V BTS's presence in TIRTIR's campaign potentially activates different layers of audience engagement, ranging from admiration for the celebrity, curiosity toward the brand, emotional support from fans, and symbolic participation in the comment space.

Recent studies on influencer marketing, parasocial relationships, and electronic word of mouth suggest that audience engagement with public figures is shaped by more than rational evaluation. Parasocial relationships can create a sense of emotional closeness between audiences and celebrities, while eWOM allows users to transform promotional exposure into public conversation (Nadrou et al., 2024; Ngo et al., 2024). Influencers and celebrities function as strategic communication sources because their credibility, persuasive messages, and parasocial engagement can reinforce each other in shaping audience responses (Alkan et al., 2025). This means that the comment section of a brand ambassador campaign should be understood as a space where audiences perform identification, affiliation, admiration, and community participation. For global fandoms, participation may not always take the form of evaluative statements about the product. Instead, it can emerge as a symbolic presence, repetition, affective support, and interactional activity that keeps the campaign visible within platform circulation.

This perspective is important because high engagement does not always mean strong positive evaluation, and neutral sentiment does not necessarily indicate weak audience response. In the case of TIRTIR and V BTS, the analyzed data show that neutral sentiment dominates the conversation with 2,191 comments, followed by 869 positive comments, while negative sentiment is minimal with only 7 comments. This pattern indicates that much of the audience participation occurs through non-evaluative or symbolic forms of interaction. Neutral comments may consist of mentions, emojis, short expressions, or fandom-based signals of presence. Therefore, neutral sentiment should not be interpreted as indifference, but as an important form of symbolic participation that contributes to the visibility and circulation of the campaign.

Furthermore, the temporal pattern of the conversation shows that public attention was strongest in the early phase of observation and gradually declined, while neutral sentiment remained dominant across most periods. This finding is consistent with the view that social media analytics can reveal not only the distribution of sentiment but also the temporal dynamics of public opinion, user attention, and digital campaign performance (Almashaleh et al., 2025; Nip & Berthelie, 2024). Positive sentiment appeared as appreciative responses tied to specific campaign moments, while negative sentiment remained very limited. Such a pattern suggests that the role of V BTS as a brand ambassador was effective not only in stimulating favorable responses but also in creating a relatively safe and active digital conversation environment.

The engagement pattern also strengthens the argument that symbolic participation is central to this case. Engagement in the study is operationalized through the number of comments in each sentiment category, and the findings show that neutral comments account for the largest portion of audience participation. Recent engagement literature emphasizes that audience engagement is shaped by emotional and rational processes, perceived relevance, symbolic value, and a sense of connection with the endorser, content, and community (Ballester et al., 2025). Social media branded content can also stimulate active customer engagement when audiences perceive the content as meaningful, entertaining, informative, or socially relevant (Krowinska & Dineva, 2025). This means that the dominant form of engagement in the TIRTIR and V BTS case is not necessarily explicit persuasion, product assessment, or direct support for the brand, but rather symbolic interaction that sustains public visibility.

The concentration of activity among a small number of highly active accounts further indicates the role of fandom-driven participation. The study shows that the most active account contributed 952 comments, far exceeding other accounts in the dataset. This finding suggests that the public conversation around TIRTIR and V BTS was not evenly distributed but was strongly shaped by repeated participation from highly engaged users. Such concentration reflects how fandom communities can intensify campaign visibility through repeated symbolic acts. In the context of eWOM, this pattern is important because public comments function not only as individual expressions but also as social signals that circulate brand-related meanings within a broader digital environment (Liu et al., 2024; Osorio-Andrade et al., 2025).

Despite the growing body of literature on influencer credibility, celebrity endorsement, brand image, eWOM, parasocial interaction, and purchase intention, there remains a need to examine how brand ambassadors generate symbolic participation in social media conversations. Many previous studies still emphasize behavioral outcomes such as purchase intention, while fewer studies focus on the comment space as a site of meaning-making, symbolic presence, and fandom-driven engagement (Kanaveedu & Kalapurackal, 2024; Pan et al., 2025). This study addresses that gap by analyzing social media conversations surrounding V

BTS as TIRTIR's brand ambassador through sentiment distribution, engagement patterns, temporal movement, and account activity.

Based on this background, this study aims to analyze how V BTS, as TIRTIR's brand ambassador, transforms celebrity endorsement into symbolic participation within social media conversations. Specifically, this study examines how sentiment, engagement, temporal patterns, and active account concentration reveal the dynamics of audience participation in the campaign. By doing so, the study contributes to digital marketing communication research by showing that the effectiveness of a brand ambassador should not only be assessed through positive sentiment or purchase-oriented indicators, but also through symbolic forms of participation that sustain brand visibility, fandom interaction, and digital conversation.

MATERIALS AND METHODS

This study employed a descriptive quantitative approach using computational analysis of social media comment data. This design was selected because the study aims to map and interpret audience responses toward V BTS as TIRTIR's brand ambassador through measurable indicators, namely sentiment distribution, engagement volume, temporal patterns, and active account participation. Rather than testing causal relationships, this study describes how digital conversations are formed and sustained around a celebrity brand ambassador campaign. Such an approach is relevant to social media sentiment research because public conversations on digital platforms can be systematically examined through textual classification, sentiment distribution, and temporal changes in audience attention (Mao et al., 2024; Nip & Berthelie, 2024).

The data used in this study consisted of secondary data collected from public comments on social media posts related to TIRTIR and V BTS as brand ambassadors. Secondary data were used because the study seeks to capture audience responses that naturally emerge in digital spaces, rather than responses generated through surveys or interviews. The comments are understood as part of electronic word of mouth, or eWOM, because they represent user-generated expressions that contribute to brand perception, public conversation, and social proof (Liu et al., 2024; Ngo et al., 2024). Therefore, comments in this study are not treated merely as individual reactions, but as digital participation surrounding a celebrity endorsement campaign.

The unit of analysis was the individual comment posted by a user account. Each comment was treated as one observation and analyzed based on its textual content, sentiment category, timestamp, and account identity. This unit was chosen because each comment reflects a specific act of participation in the digital conversation. Even when a comment does not contain a clear evaluative statement, it may still represent symbolic presence, fandom expression, or audience attention. The use of comments as units of analysis is consistent with social media analytics research that examines sentiment, engagement, temporal behavior, and participation structures in user-generated content (Almashaleh et al., 2025; Nip & Berthelie, 2024).

Data collection was conducted through digital documentation by compiling public comments from social media posts related to TIRTIR's campaign featuring V BTS. The collected data were organized into a structured dataset containing account name, comment content, and comment timestamp. These elements were required to connect sentiment classification with engagement patterns, temporal movement, and active account analysis. Before analysis, the dataset underwent preprocessing to improve data quality and reduce noise. This process included removing blank entries, duplicate comments, unreadable characters, irrelevant comments, and other elements not related to the research objectives. Preprocessing is important because social media comments often contain informal language, emojis, repeated expressions, usernames, and non-standard spelling (Mao et al., 2024; Nip & Berthelie, 2024).

After preprocessing, comments were classified into three sentiment categories: positive, neutral, and negative. Positive comments refer to expressions of support, appreciation, approval, admiration, or favorable responses toward TIRTIR, V BTS, or the association between both. Neutral comments refer to responses that do not explicitly express support or rejection but still indicate audience presence, attention, or participation. Negative comments refer to criticism, rejection, dissatisfaction, or unfavorable evaluation. This three-category classification follows common procedures in social media sentiment analysis (Davoodi et al., 2026; Nip & Berthelie, 2024). However, this study gives particular attention to neutral sentiment because, in the context of symbolic participation, neutral comments may represent fandom presence, repeated mentions, emojis, or brief acknowledgments rather than indifference.

Engagement was operationalized through the number of comments in each sentiment category. Comments were selected as an engagement indicator because they represent direct audience participation in social media conversations. Recent brand

engagement studies emphasize that participation is shaped by emotional attachment, perceived relevance, symbolic value, and connection with a brand, content, or public figure (Ballester et al., 2025). Social media branded content may also encourage active engagement when audiences perceive it as meaningful, entertaining, informative, or socially relevant (Krowinska & Dineva, 2025). Therefore, engagement in this study includes both explicit evaluative responses and symbolic forms of interaction.

Data analysis was conducted in four stages. First, sentiment distribution analysis calculated the number and proportion of positive, neutral, and negative comments. Second, engagement by sentiment was analyzed by comparing comment volume across sentiment categories. Third, temporal analysis examined changes in sentiment and audience participation over time based on comment timestamps. This step is important because public opinion and audience attention on social media are dynamic and may shift according to campaign momentum, fan activity, and platform circulation (Almashaleh et al., 2025; Nip & Berthelie, 2024). Fourth, active account analysis identified accounts with the highest comment frequency to determine whether participation was broadly distributed or concentrated among highly active users. This step is relevant because eWOM operates not only as an individual expression but also as a social signals that circulate brand-related meanings in digital environments (Liu et al., 2024; Osorio-Andrade et al., 2025).

To maintain validity and reliability, only comments relevant to TIRTIR and V BTS were included. Data cleaning and categorization were conducted consistently, and sentiment categories were clearly defined before classification. The interpretation of neutral comments was conducted carefully by considering the symbolic and spontaneous characteristics of social media communication. Since public comments may contain brief, informal, and context-dependent expressions, validity in this study depends not only on technical classification but also on careful interpretation of user-generated content (Mao et al., 2024). This study used publicly available comments and focused on aggregate patterns of sentiment, engagement, temporal movement, and account activity rather than private user information. Account activity was analyzed only to understand participation concentration in the campaign conversation.

RESULTS

Temporal Pattern of Sentiment

The temporal analysis was conducted to examine how audience responses toward V BTS as TIRTIR’s brand ambassador changed over the observation period. Unlike overall sentiment distribution, temporal analysis provides a more dynamic view of public conversation by showing when positive, neutral, and negative comments increased, declined, or stabilized. This analysis is important because social media conversations are not static; they move according to campaign momentum, content circulation, and audience participation.

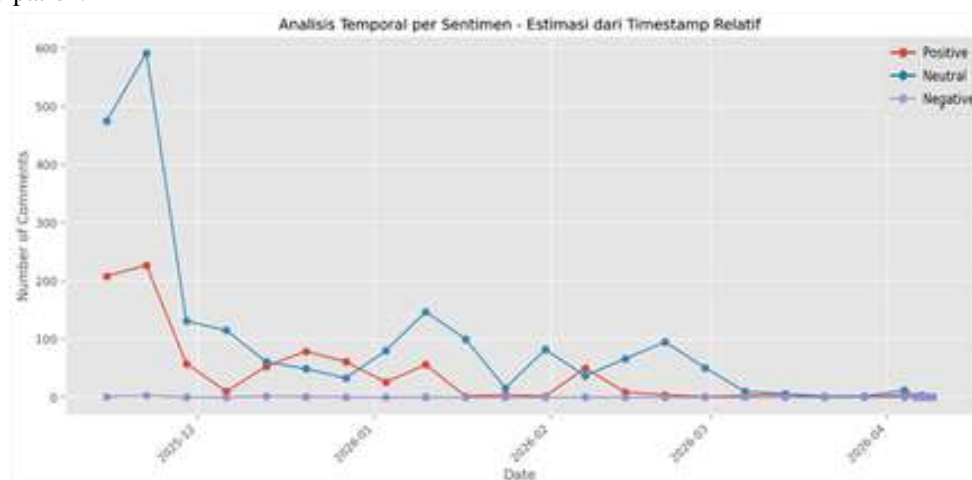


Figure 1. Temporal Analysis of Sentiment Around V BTS as TIRTIR’s Brand Ambassador

Figure 1 shows that neutral sentiment dominated almost the entire observation period. In the early phase, neutral comments reached the highest level, ranging approximately from 470 to nearly 600 comments. After this initial peak, the number of neutral



comments declined sharply and fluctuated at a lower level. However, neutral sentiment remained higher than positive and negative sentiment across most time points. This pattern indicates that public conversation was strongly shaped by comments that did not explicitly express support or rejection, but still represented audience presence and participation.

Positive sentiment appeared as the second most dominant category. At the beginning of the period, positive comments reached approximately 200 to 230 comments, then decreased and fluctuated at a lower level. Several smaller increases appeared across the observation period, suggesting that positive responses were likely connected to specific campaign moments, promotional content, or renewed attention toward V BTS as the brand ambassador. Therefore, positive sentiment can be understood as appreciative but more event-sensitive than neutral sentiment.

Negative sentiment remained very low throughout the observation period. The negative sentiment line stayed close to zero, with only minor increases at certain points. This finding indicates that the digital conversation surrounding TIRTIR and V BTS was not marked by significant criticism, rejection, or controversy. Overall, the temporal pattern shows that the campaign generated strong early attention, followed by declining but continuing participation dominated by neutral responses.

Sentiment Distribution

Sentiment distribution analysis was conducted to identify the overall tendency of audience responses toward V BTS as TIRTIR's brand ambassador. The comments were classified into three categories: positive, neutral, and negative. This analysis provides a general overview of how public conversation was structured in the dataset.

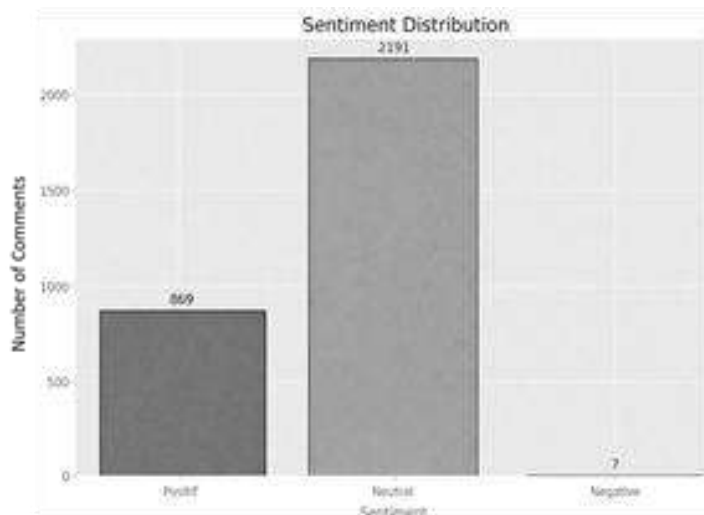


Figure 2. Distribution of Comment Sentiment

Figure 2 shows that neutral sentiment was the most dominant category, with 2,191 comments. This number was substantially higher than the positive and negative sentiment. The dominance of neutral sentiment indicates that most audience responses did not directly evaluate the brand or the celebrity in explicitly positive or negative terms. Instead, many comments likely consisted of brief expressions, mentions, emojis, greetings, repeated names, or other forms of symbolic presence.

Positive sentiment was the second largest category, with 869 comments. This finding shows that the campaign received a meaningful level of supportive response. Positive comments may represent admiration toward V BTS, appreciation of the campaign, acceptance of the association between V BTS and TIRTIR, or favorable responses toward the brand ambassador strategy. Although positive sentiment did not dominate the conversation, its volume still indicates that the campaign was able to generate favorable audience evaluation.

Negative sentiment appeared in only 7 comments. This very small number suggests that the campaign did not generate significant resistance in the observed comment space. The low level of negative sentiment also indicates that the use of V BTS as TIRTIR's brand ambassador was relatively safe from reputational conflict in the analyzed dataset. Nevertheless, negative comments remain analytically relevant because they may signal early indications of disapproval or mismatch, even when their overall proportion is very small. Overall, the sentiment distribution shows that the conversation was dominated by neutral-to-positive responses. This

pattern suggests that the campaign successfully generated visibility and interaction without producing a meaningful wave of rejection.

Engagement by Sentiment

Engagement by sentiment was analyzed to identify which sentiment category contributed most to audience participation. In this study, engagement was operationalized as the number of comments in each sentiment category. Comment volume was used because comments represent direct audience participation in the digital conversation surrounding the brand ambassador campaign.

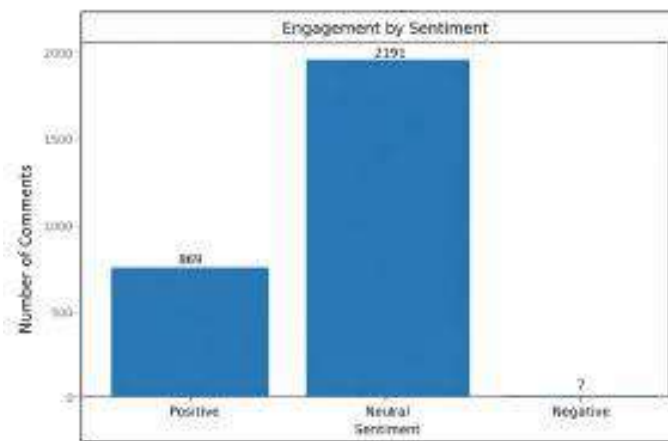


Figure 3. Engagement by Sentiment

Figure 3 shows that neutral sentiment produced the highest engagement, with 2,191 comments. This finding confirms that the main form of audience participation was not explicit approval or rejection, but symbolic interaction. Neutral engagement may include short comments, mentions of V BTS, emojis, repeated expressions, or other forms of fandom-based participation. Therefore, neutral engagement should not be interpreted as a weak audience response. Instead, it reflects the audience's willingness to participate in the conversation even without making a direct evaluative statement.

Positive engagement was represented by 869 comments. This indicates a significant level of favorable audience participation. Positive comments are important because they demonstrate support, admiration, and acceptance of the campaign. In digital marketing communication, this category contributes to a favorable brand image and reinforces the emotional association between the brand, the celebrity, and the audience.

Negative engagement was very limited, with only 7 comments. This finding suggests that audience participation was not driven by criticism or resistance. The extremely low level of negative engagement indicates that the campaign conversation remained relatively stable and safe. Overall, the engagement analysis confirms that the campaign's visibility was built primarily through symbolic participation, followed by positive support, and only minimally affected by negative responses.

DISCUSSION

The findings of this study show that V BTS's role as TIRTIR's brand ambassador cannot be understood only through the conventional logic of celebrity endorsement. In traditional endorsement studies, the effectiveness of a celebrity is often measured through attractiveness, credibility, trustworthiness, perceived product fit, or purchase intention. However, the results of this study indicate that social media audiences do not always respond to brand ambassador campaigns through explicit product evaluation. Instead, much of the interaction appears in the form of symbolic participation, especially through neutral comments, repeated expressions, mentions, emojis, and short fandom-based responses. Therefore, the case of V BTS and TIRTIR demonstrates that celebrity endorsement in social media environments operates not only as persuasion but also as a mechanism for activating visibility, affective attachment, and participatory conversation.

The dominance of neutral sentiment is the most important finding in this study. Neutral sentiment accounted for 2,191 comments, far exceeding positive sentiment with 869 comments and negative sentiment with only 7 comments. This pattern shows that the



largest portion of audience response did not explicitly express approval or rejection. However, neutral sentiment should not be interpreted as audience indifference. In the context of fandom-driven communication, neutral comments may represent symbolic presence, affective support, and participation in collective visibility. A comment that only mentions the celebrity's name, uses emojis, or repeats short expressions may not contain evaluative language, but it still contributes to the circulation of the campaign within the platform. Thus, neutral sentiment functions as an important indicator of symbolic engagement.

This finding expands the way engagement should be interpreted in digital marketing communication. Engagement is often associated with positive responses, persuasive outcomes, or measurable behavioral intentions. However, the results of this study suggest that engagement may also emerge from non-evaluative forms of participation. Audiences may participate not because they are directly evaluating the product, but because they want to mark their presence in a public conversation related to a celebrity figure they admire. In this sense, V BTS becomes more than a promotional figure for TIRTIR. He functions as a symbolic actor who activates a participatory space where fans and audiences can express affiliation, attention, and emotional proximity.

The temporal pattern of sentiment also strengthens this interpretation. The data show that audience attention was strongest in the early phase of observation, when neutral comments reached the highest level. After this initial peak, the volume of comments declined, but neutral sentiment remained dominant across most time points. This pattern indicates that the campaign generated strong initial attention, which then gradually decreased as the campaign momentum moved away from its peak. Such a pattern is common in social media campaigns, where public attention is often event-driven and shaped by content release, platform circulation, and fan mobilization. However, the persistence of neutral sentiment shows that symbolic participation continued even after the initial campaign momentum declined.

Positive sentiment, although not dominant, remains analytically significant. The presence of 869 positive comments indicates that the campaign generated a meaningful level of favorable response. These comments may reflect admiration toward V BTS, appreciation of TIRTIR's decision to appoint him as brand ambassador, or approval of the symbolic association between the celebrity and the brand. Positive sentiment contributes to the emotional and reputational value of the campaign because it signals acceptance and support from the audience. Nevertheless, the fact that positive sentiment was lower than neutral sentiment suggests that the campaign's main strength lies not only in explicit praise, but in its ability to stimulate broad symbolic participation.

The extremely low number of negative comments also has important implications. With only 7 negative comments, the campaign did not appear to generate significant rejection, criticism, or controversy in the observed comment space. This finding suggests that the association between V BTS and TIRTIR was relatively safe from reputational conflict within the analyzed dataset. In digital marketing communication, low negative sentiment is important because celebrity endorsement may also carry reputational risks when audiences perceive a mismatch between the celebrity, the brand, or the campaign message. In this case, the minimal negative response indicates that the campaign was able to generate visibility without producing meaningful resistance.

The concentration of participation among highly active accounts further shows the role of fandom in sustaining campaign visibility. The finding that one account contributed 952 comments indicates that engagement was not evenly distributed across all users. Instead, the conversation was shaped by repeated participation from highly active accounts. This pattern reflects the logic of fandom-driven engagement, where certain users repeatedly participate to amplify visibility, support the celebrity, or maintain the campaign's presence in the comment space. From the perspective of electronic word of mouth, repeated comments are not merely individual expressions. They also function as social signals that can make the campaign appear active, visible, and socially relevant.

These findings also suggest that brand ambassador effectiveness in social media should be assessed through broader indicators than positive sentiment alone. If campaign success is measured only by positive comments, the role of neutral participation may be overlooked. In this study, neutral comments formed the largest part of engagement and therefore played a central role in sustaining the campaign's visibility. This means that symbolic participation should be treated as a meaningful dimension of digital marketing communication. A campaign can be effective not only because audiences praise the brand, but also because they keep the brand visible through repeated, affective, and symbolic interaction.

The case of V BTS and TIRTIR also highlights the importance of parasocial relationships in celebrity-based brand communication. Fans may feel emotionally connected to the celebrity and express this connection through comments, mentions, and supportive gestures. These expressions may not always mention the product directly, but they still create a favorable



communication environment around the brand. The brand benefits from the celebrity's symbolic capital because audience attachment to the celebrity is transferred into public interaction with brand-related content. Therefore, the effectiveness of the brand ambassador lies not only in credibility or attractiveness, but also in the ability to mobilize affective communities.

This study contributes to digital marketing communication research by shifting attention from celebrity endorsement as message transfer to celebrity endorsement as participatory activation. The findings show that social media campaigns involving global celebrities operate through multiple layers of audience response. Some audiences evaluate the brand positively, some simply mark their presence, and only a very small number express criticism. These layers create a communication environment where the brand becomes part of a broader symbolic conversation. In this context, the comment section should be understood not merely as a feedback channel but as a public arena where meaning, visibility, and social affiliation are produced.

The findings also have practical implications for beauty brands using celebrity or idol-based endorsement strategies. Brands should not evaluate campaign performance only by counting explicit positive comments or direct product-related statements. They should also examine neutral comments, repeated mentions, emojis, and fandom expressions because these interactions may contribute significantly to visibility and campaign circulation. For brands such as TIRTIR, the challenge is to convert symbolic participation into deeper brand engagement. This can be done by creating content that connects the celebrity's symbolic value with product narratives, beauty routines, brand identity, and consumer experience.

However, the findings should be interpreted with several limitations. First, this study used comment volume as an engagement indicator, which means that other forms of engagement, such as likes, shares, saves, reach, impressions, or purchase behavior, were not examined. Second, sentiment classification into positive, neutral, and negative categories may not fully capture the complexity of fandom language, emojis, irony, multilingual expressions, or context-specific meanings. Third, the concentration of comments among highly active accounts suggests that the dataset may reflect intense fandom participation rather than a fully representative public response. Therefore, future studies may combine sentiment analysis with qualitative discourse analysis, network analysis, or audience interviews to better understand the meaning behind symbolic participation.

Overall, the discussion shows that V BTS's appointment as TIRTIR's brand ambassador transformed celebrity endorsement into a form of symbolic participation. The campaign generated high visibility not primarily through explicit product evaluation, but through audience presence, fandom expression, repeated interaction, and affective association. Neutral sentiment became the central form of engagement, positive sentiment strengthened the favorable image of the campaign, and negative sentiment remained minimal. This pattern confirms that in social media-based brand communication, audience participation is not always evaluative, but it can still be meaningful for brand visibility, symbolic value, and digital engagement.

CONCLUSION

This study concludes that the appointment of V BTS as TIRTIR's brand ambassador transformed celebrity endorsement into a form of symbolic participation in social media conversation. The findings show that audience response was dominated by neutral sentiment, with 2,191 comments, followed by 869 positive comments and only 7 negative comments. This pattern indicates that the campaign did not mainly operate through explicit product evaluation, but through symbolic presence, fandom expression, repeated mentions, emojis, and short interactional responses. Therefore, neutral sentiment should not be interpreted as weak engagement or audience indifference. Instead, it represents a meaningful form of participation that sustains campaign visibility, strengthens public attention, and keeps the brand present within platform-based conversation.

The study also concludes that brand ambassador effectiveness in digital marketing communication should be understood beyond positive sentiment and purchase-oriented indicators. In the case of TIRTIR and V BTS, the campaign's strength lies in its ability to generate a relatively safe, active, and fandom-driven communication environment, as shown by the dominance of neutral engagement, the presence of positive support, the minimal number of negative comments, and the concentration of activity among highly active accounts. These findings suggest that social media endorsement works not only by transferring celebrity credibility to the brand, but also by mobilizing affective communities that participate symbolically around the campaign. Future research may expand this analysis by combining sentiment analysis with discourse analysis, network analysis, and behavioral data such as likes, shares, reach, impressions, and purchase intention to better understand how symbolic participation can be transformed into deeper consumer engagement.

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