The Use Of Social Media Influencers in Digital Marketing to Target Consumer Buying Interest

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Abstract

Communication and relationship building have become easier thanks to technological advances such as social media apps. One of the offenders that contribute to the success of digital marketing platforms such as social media is the use of influencers. Effective marketing entails keeping a product in front of consumers' minds so that they choose to purchase the products on offer. The goal of this study is to find out how digital marketing via social media influencers influences consumer purchasing behavior. According to AISAS streams, micro-influencers, macro-influencers, and mega-influencers can create content that piques the interest of many netizens. The number of likes and comments on an influencer's account can indicate how popular the account is with followers. Influencers can also use their visual style to communicate various types of promotions and personal jargon This is exemplified by appealing photography and copywriting. It is obvious that affected netizens have the potential to search for products (search), buy products (action), and review products, which can have an impact on companies that can promote their products to influencers. As a result, influencer marketing has grown in popularity as a marketing strategy for influencers because they can present posts that promote brand image and characteristics that have a significant impact on their consumers.

Keywords : *Digital Marketing, Social Media, Influencer, Buying Interest, Aisas Stream.*

INTRODUCTION

In this digital era, the rapid advancement of technology has had a significant impact in a variety of fields. One of the most important technologies that can evolve quickly is the Internet. Current habits have finally changed behavior in marketing their products, according to Maulin Purwaningwulan et al. (2019). As a result, how businesses promote their products has shifted, particularly using digital platforms. The previously offline digital era has now transitioned to the internet. Technology such as social media apps have made communication and relationship building easier. The use of influencers is one of the offenders that underpins the success of digital marketing platforms such as social media. Influencers are internet users who have social media accounts and continue to spread their message, as well as to strengthen the message or content, send campaign messages or content to other netizens (Arianto and Risdwiyanto, 2021).

Influencers include celebrities, politicians, public figures, entrepreneurs, and others. Influencers, who are becoming more popular, are important in product promotion. Influencer marketing effectively encourages consumers to make immediate product purchases. This is

consistent with Cahya's (2022) research, which discovered that social media influences consumers' purchasing intentions positively. Similarly, Darmanto et al. (2022) discovered that digital marketing is effective in attracting consumers and increasing consumers' purchasing interest based on descriptive analysis.

However, product innovation and interesting content to regular and continuous communication are the keys to imprinting in the minds of consumers so that consumers are interested in these products in today's digital era. Many businesses believe that relying solely on social media marketing can help and add value to their products while also saving time. The impact on sales will be significant if a large number of consumers and customers visit the site and become acquainted with the brand offered. One of the goals of effective marketing is to keep a product in the minds of consumers long enough for them to purchase the product offered.

So, based on the foregoing, the formulation of the problem in this research is how the application of digital marketing using social media influencers to consumers' purchasing interest. The purpose of this research is to find out how digital marketing through social media influencers affects consumer purchasing behavior. In general, research benefits are expected to help business offenders compile and develop their businesses. Furthermore, it can help businesspeople make the best decisions to increase buyer trust. The company was able to increase sales through digital marketing by attracting consumers' purchasing interest through social media influencers.

According to Hersa Muhammad Cahya's (2022) research, advertising disclosure has a significant positive influence on trust, a significant positive influence on expertise, and a significant positive influence on buying intentions. Significantly improved purchase intentions.

Meanwhile, according to the findings of a study conducted by Friana Amelia Ibnu Wasiat and Eka Bertuah (2022), digital marketing and social media influencers have a direct influence on Customer Online Reviews, and digital marketing, social media influencers, and Customer Online Reviews have a direct influence on purchase intentions. The Customer Online Review variable, on the other hand, has not been proven to be an intervening variable between digital marketing and so on.

Furthermore, according to Wendra Setiawan and Hendi Sama's (2020) research, using social media as a marketplace and market share is very helpful and useful because it allows customers to communicate directly with them without having to meet and get feedback, and customers can also spread the information they have. Purchase it from the seller. Many people of various ages find Instagram social media easier to understand because Instagram provides its primary services in the form of images and videos, allowing people to easily see advertisements or brochures shared via Instagram social media.

METHODOLOGY

According to Anggito (2018), this is an example of qualitative research, which does not use statistics but instead collects, analyzes, and interprets data. This qualitative study is concerned with comprehending social problems in a holistic, complex, and detailed natural setting or setting. As a result, in order to obtain data relevant to the research title, the author

employs a data collection method based on field research (field research), specifically field research from the subject under study.

This is a descriptive analysis, a type of research that provides an overview and as clearly as possible describes the situation without treating the object under study (Arikunto, 2013). This study relies on two types of data: primary and secondary. Hardani claims that (2020), data collected in the field, specifically through structured and unstructured interviews, are considered primary data sources. Purposive sampling is used to determine the research subject who will be the sample of this study, where this technique is used if the sample members are specially selected or there are certain considerations so that it is thought to be capable of providing maximum data. Secondary data is information obtained from indirect or used sources such as government-owned written sources, libraries, official documents, books, research results in the form of reports, and so on. The secondary data for this study was obtained from books and journals.

RESULTS AND ANALYSIS

We used digital marketing with social media influencers to target consumers' purchasing intentions in this study. According to data obtained by the author from both primary and secondary data sources, social media influencers can help increase purchasing interest through digital marketing.

Several large corporations, as well as small and medium-sized businesses (SMEs), have begun to use social media influencers to help their businesses. Influencers are chosen not because they have many followers, but because they frequently use their own soft selling style to promote products, which later becomes testimonials to increase their followers' trust. This is almost certainly going to increase product brand awareness. This demonstrates the significance and effectiveness of leveraging influencers to raise brand awareness for businesses. Brand awareness must be done in such a way that people trust it before making a purchase decision. If the company increases promotions on a regular basis, it will be known that potential customers' purchase decisions will be easier to make first.

This study looks at how social media influencers use digital marketing to influence consumer purchasing intentions. Based on the explanation above, here is the frame of mind in this research:

Figure 1. Frame of mind

Influencers are regarded as an effective marketing strategy due to their ability to establish strong trust with their followers. Furthermore, the Instagram market is currently dominated by millennials, particularly generations Y and Z. Individuals from the Millennial generation with internet access prefer an online approach in the form of User Generated Content (UGC). They gather information through social media and base purchasing decisions on customer or other user reviews or testimonials.

The target demographic whose purchasing habits correspond to the AISAS marketing communication model is millennials. Sugiyama and Andree (2011:79) believe that AISAS is an effective model approach for small target audiences due to advances in internet technology. AISAS is an acronym that stands for Attention, Interest, Search, Action, and Share.

The target audience will first see the advertisement (attention) and become interested in learning more about the product before making a decision. The consumer considers the options and makes a purchase during the search process (action). The customer provides additional information. Customers provide additional information in the form of comments, testimonials, or reviews on the Internet after making a purchase. When making purchasing decisions, other prospective customers use the information provided as a guideline.
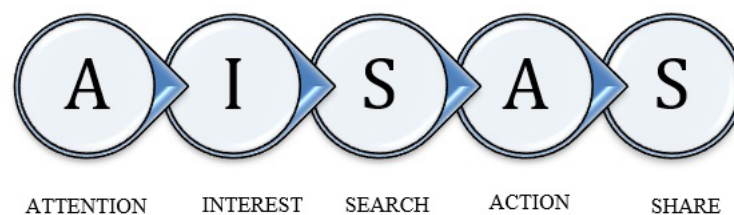

Figure 2. Flow Chart AISAS (Arini, 2019)

Influencer marketing can also effectively reach the intended audience. Influencer followers typically act or express interest in the same manner as their influencers. If an influencer's content is relevant to a brand, the target audience will be exposed to the brand through the influencer. For example, if a food brand collaborates with a food influencer, the intended followers will be relevant because the influencer's followers are interested in the culinary field. An influencer's job is to provide reviews that instill trust in their followers while also delivering engaging content.

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Influencers frequently share entertaining photo content, promotions, tutorials, and photos of themselves in everyday situations. It keeps the influencer's personality, increases follower interaction, and keeps the company's brand image while displaying it in a more creative and unique way.

A. Micro *Influencer*

This influencer has less than 100,000 followers. This type of influencer is the most familiar with customers in general. As a result, micro influencers have the highest level of trust when compared to other types. Micro influencers are ideal for businesses looking to increase engagement and convert prospects into buyers. Micro influencers include Rozana Julani, Triwi Dyatmoko, and Rizky Firani. A micro influencer is @birgitastephanie, who has

141 thousand Instagram followers. Account @meongculinary: this inspirational Indonesian influencer who frequently discusses culinary has 30,776 Instagram followers, followed by @yohanna.djong, who has 29,074 followers.
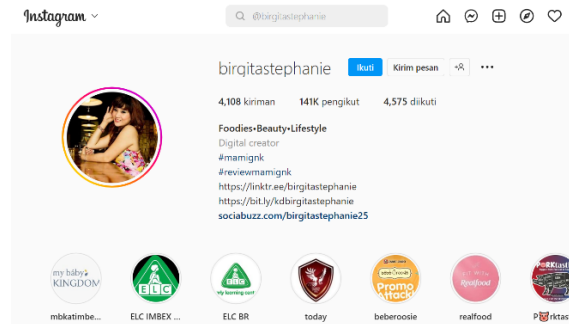

Figure 3. Micro influencer of instagram @birgitastephanie

B. Macro Influncer

Macro influencers include Andika Honda, Nex Carlos, Alifah Ratu Saelynda, and Alexander Thian. Nex Carlos' Instagram account "nexcarlos," for example, chronicles all his activities and is constantly traveling to different countries. Many netizens followed Nex Carlos's account because his content was interesting, and the account eventually became an influential account for his followers. Nex Carlos is a Macro Influencer with 1.1 million followers. Nex Carlos's informal language style when discussing his vacation trip is a review of netizens who plan to vacation while eating in a location that Nex Carlos has visited. A post with a photo of Nex Carlos trying one of Banjar's specialties (Mie Bancir) received a lot of likes and comments. This is due to the photo's good content as well as an intriguing story. This is referred to as luck, and it gives internet users, particularly Indonesian teenagers, hope that luck exists. Nex Carlos' positive influence and large number of followers present an excellent opportunity for various businesses to collaborate. For example, Botol Sosro Tea invited Nex Carlos to collaborate on branding and introducing Solo's food to netizens. Excursions promoting the source of Goat Satay Pak Dahlan are becoming increasingly popular. a tried-and-true strategy for capturing Nex Carlos content viewers' attention.
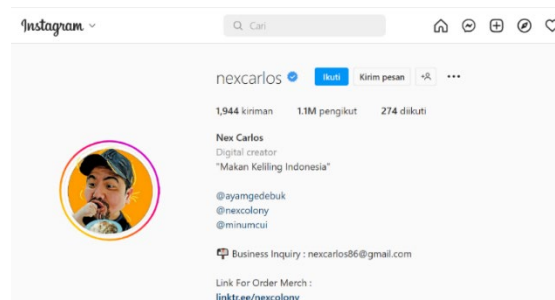

Figure 4. Macro influencer of instagram @nexcarlos

C. Mega Influencer

Top Indonesian artists are branching out into cyberspace. Their story is fascinating to hear because it inspires millions of internet users to follow social media accounts, particularly Instagram. Ria Ricis, Raffi Ahmad, and Syahrini Influencers of this type are typically artists or celebrities with a following of more than one million people. This type of circle typically

generates income as a secondary influencer rather than the primary one. Mega influencers are ideal for businesspeople seeking to raise awareness due to their broad reach. Princessyahrini, an Indonesian singer, has one of the most powerful Mega Influencer accounts right now. Princessyahrini is a Mega Influencer with over 41 million Instagram followers. Most of the content is about personal life, singing, and being a young wife. Syahrini's services are also used by many commercial businesses to promote their products. Syahrini's video promoting health products with her husband received 115,490 views. Because of Syahrini's compatibility with her husband, influencers can promote family products that are almost certainly in demand among Syahrini's devoted fans.
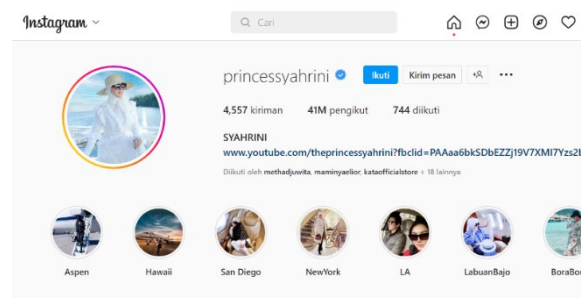

Figure 5. MEGA influencer of instagram @princessyahrini

The way influencers communicate on social media, according to the findings, piques the interest of potential buyers who use video because the video already includes complete audio, text, and photos. It is then confirmed that social media influencers increase consumer interest. As technology advances, entrepreneurs set up selling stalls to persuade millennials to buy and sell.

According to a 2018 study conducted by Sugiharto, Ramadan, and Maulana Rezi, the role of social media influencers in every promotion has dimensions, including high-credibility influencers who attract customers. Other studies show that influencers have a clear picture of products that are appreciated with video when it comes to influencing consumers' purchasing decisions. (Lengkawati, Arti Sukma; 2021), can assist consumers in making more informed purchasing decisions. As a result of incorporating influencers into marketing strategies, others can be persuaded to make firm decisions, resulting in the product being used and business owners earning more money (Lengkawati, Arti Sukma; 2021).

These influencers either directly or indirectly influenced their followers, according to research based on literature reviews and indirect interviews. Unless they are hired by a brand to promote an item or product, these Influencers do not set daily posting goals. If they are asked to promote a new regular item, the content of their post will be decided. They will decide when it is best to post the message, they want to convey in order to gain followers. According to audience statistics, they are most attentive around 12 noon or 6 p.m.

Because this is a powerful time to launch social media. Another consideration is choosing the best verbal or electronic caption for the message they want to convey through the photos they post. To attract the attention of their followers, these Influencers will avoid using negative words or making posts that do not correspond to the photo. They will, however, typically share visually appealing high-quality photos with captions that share

positive personal experiences that can help and inspire others. You can also share something with your followers or ask them for feedback.

Followers of these influencers, on the other hand, claim to be inspired by what they say and do on occasion. For example, they are more likely to purchase a new item if they have already seen reviews from influencers. Some people, on the other hand, are unwilling to follow what the influencer shares because they simply want to enjoy the content of the photos and messages conveyed by the influencer and are unwilling to take the important information shared seriously. The role of influencers in communicating messages via Instagram is a hybrid of mass communication and mass self-communication because what they convey has the potential to influence their followers to provide the information their followers require.

CONCLUSION

Micro, macro, and mega influencers, according to the AISAS stream, can all create content that netizens are interested in. This is demonstrated by the number of likes and comments, which can be used to gauge followers' interest in each influencer's account. Influencers can also communicate various promotions by employing their own visual and linguistic style. This is evident in the selection of photos and copywriting that can entice potential customers. The likelihood that affected netizens will search for products (search), buy (action), and leave reviews is growing, which could have an impact on companies that market to influencers. As a result, influencers are regarded as an effective marketing strategy due to their ability to present posts promoting brands with their own image and characteristics.

According to research, trustworthy social media influencers can increase consumers' purchasing interest. As a result, businesses must identify trustworthy social media influencers, as consumers will have more purchasing intentions if the advertisements, they see are trustworthy.

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