
Effects of Virality: Culinary MSME Brand Orientation in Using Social Media Influencers

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ABSTRACT

In this study, marketing techniques for MSMEs are examined, including the usage of influencers to support product brands. However, whether or not viral content is contentious, it will undoubtedly have an impact on MSMEs. The goal of this study was to ascertain the influence of virality, brand orientation, and influencers on MSME product brands and how they affect these items. The results of this study indicate that the use of influencers as a marketing strategy can provide significant benefits for culinary MSMEs. Influencers can create virality that increases brand awareness, consumer perceptions regarding brand quality, brand preferences, and consumer purchase intentions. Therefore, culinary MSMEs can take advantage of the potential of influencers and virality as an effective way to increase their marketing success and business growth. This study uses a questionnaire as a research instrument with a Likert scale (5 scales). Respondents to this study were 115 culinary MSME actors who used social media in running their business. The findings of this study suggest that culinary MSMEs can profit significantly from using influencers as a marketing approach. Influencers can encourage virality, which raises consumer perceptions of brand quality, preferences for brands, and buy intentions. As a result, culinary MSMEs can effectively boost their marketing success and company growth by using the potential of influencers and virality.

Keywords:

Virality, MSME, Brand Orientation, Influencer

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1. Introduction

MSMEs in Indonesia have an important role for the economy because they greatly contribute to the formation of gross domestic product (Permana, 2017). MSMEs have many challenges that are generally related to the products and marketing methods that will be carried out (Cant & Wiid, 2016). The majority of Indonesian micro-small-scale businesses or industries (IMK) are engaged in the food sector. According to data from the Central Statistics Agency (BPS), the number of MSMEs in the food sector reached 1.51 million business units in 2020. The proportion of MSMEs in the food sector reached 36% of all national MSMEs, which totaled 4.21 million business units (Ahdiat, 2022).

MSMEs engaged in the culinary field, such as restaurants, snack businesses, or restaurants, commercialize their culinary products, which means that MSMEs in the culinary field cannot be underestimated. This is due to the enormous development and future potential of MSMEs in the food sector. As reported by SWA1 in an interview with the Minister of Cooperatives and Micro, Small, and Medium Enterprises (UMKM), Puspayoga assesses that the culinary sector has the potential to become one of the largest contributors to national income from the creative economy sector, especially during this pandemic. MSMEs in the culinary sector still have the opportunity to continue to grow. This is not without reason, namely because of the great need for food.

Food is one of the primary needs of every human being. As a primary need, the development of society, which continues to experience an increase, has an influence on food demand. This is in line with the theory put forward by Maltus in his *Essay on Population*, which states that population growth is in line with geometric progression while food growth is in arithmetic progression. So that the rate of population escalation cannot be matched by the increase in food ingredients.

MSMEs must be able and willing to adapt to the digital era of 4.0 (Sholihin, 2019). Information and communication technology for marketing can be done through social media. The presence of social media gave rise to a new culture, namely the culture of sharing content by social media users. Content becomes a basic commodity on social media, which is produced, disseminated, and consumed by social media users (Putri Nur Anggraeni, 2022). The use of social media in digital marketing has created a new profession called influencer. In marketing, influencers are a marketing strategy (Idris, 2022). The influencer's job is to influence, change opinions, and change the behavior of his audience online with the influencer's character. In carrying out their duties, influencers will usually get promotions with endorsements. Endorsement, or endorsement, is a form of advertising or promotion carried out by public figures, including influencers. (Qothrunnada, 2022; Erwin et al., 2023; Prahendratno et al., 2023).

Influencers themselves are divided into categories by the total number of followers and platforms used. The more followers you have, the more expensive the influencer will be. In addition, viral

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content also affects product brand awareness. The term viral has become one of the terms we have often heard in recent years, both on social media and conventional media. Viral is often associated with content that is talked about by many people. For example, some time ago, social media in Indonesia was busy talking about 'Odading Mang Oleh'. This started with a video uploaded by a man promoting pillow cake (odading) using coarse Sundanese language, which was later re-uploaded by many other social media users. The content 'Odading Mang Oleh' also became viral on social media, including Twitter and Youtube (DetikInet, 2020). This term was originally an English term that was then absorbed into Indonesian (Kurniadi, 2020). This term is then used for social media content that is quickly spread or duplicated by social media users. (Augustine, 2020).

This research examines the marketing strategies that are generally used today, namely the use of influencers to support product brands for MSMEs, but the effects of viral content, whether controversial or not, will certainly have an impact on MSMEs. Therefore, the purpose of this study was to determine the effect of influencers, virality, and brand orientation on MSME product brands and how they impact these products.

2. Literature Review

2.1 Brand Orientation

Brand Orientation is a way to design the formulation of a business strategy based on a brand by focusing on the availability of resources and the company's commitment to building a brand. According to Urde (1994), companies are able to present brand-oriented models or systems through product concepts, company names, trademarks, positioning, target groups, brand visions, and corporate identity. Brand Orientation can be used as a strategic approach that directs all interactions that occur between stakeholders in creating ongoing processes or activities so that they are centered on the brand identity of the organization, where these efforts are closely related to business development and financial performance (Gromark and Melin, 2011).

Based on research conducted by Urde (1999), "Brand orientation is an approach in which business processes within a company revolve around creating, developing, and protecting the identity of a brand in its interaction with the target market in order to be able to achieve a sustainable competitive advantage". In his research, Urde emphasized that Brand Orientation is not only used to fulfill customer demands and offers but also significantly leads to the development of the brand itself as a platform, which is the center of integration of all activities or processes that occur within the company and has a function as a starting point. to better describe the brand orientation domain.

Not only that, in Baumgarth (2009), according to him, brand orientation is an approach that is intended so that an organization is within the scope of the process of creating, developing, and protecting the company's brand identity in order to establish continuous interaction with target customers to achieve competitive advantage. As for the understanding above, the dimensions of the brand orientation are creating brand identity, developing brand identity, and protecting brand identity. According to Hawes and Lumpkin, Sproles and Kendall (in Ling, 2010), as well as several other studies, one of the important factors that shapes purchase intention is brand orientation. The existence of brand orientation has an effect on loyalty, which has a strong impact on purchase intentions. A strong brand name is not only able to attract new customers but is also able to make customers feel comfortable with the purchasing decisions they make. Based on the conclusions made by Jayawardhena et al. (2007), brand orientation has a positive relationship with customer purchase intentions.

The importance of the brand (BIM) also plays a role in representing the attitudinal aspect of the brand orientation itself, which reflects a strong organizational mindset, especially in appreciating the brand as a significant asset in the company and also attaching great importance to efforts in terms of branding (Bridson & Evans, 2004; Greyser & Urde, 2019; Urde et al., 2013). In particular, based on an overall review of the brand orientation literature, it is detected that brand orientation is a multidimensional superordinate construct (Edwards, 2001) that captures the extent to which organizations seek to adopt attitudes toward the brand as a critical marketing asset (BIM), develop a brand that is distinct from competitive and unique (BDIF), achieve a brand character that remains consistent and also aligned with brand values over time (BCON), and engage in activities that incorporate brand knowledge and manage it in a way that retains the brand's understanding of its target market (BINT). Brand orientation directs companies to prioritize the brand as a strategic asset, build consistent brand value over time, strive to achieve a distinct competitive advantage over competitors, and develop knowledge that helps manage and develop the brand.

2.2 Social Media Influencer

An influencer is a person or figure with a large number of followers on social media who is able to influence the behavior of their followers (Hariyanti & Wirapraja, 2018: 141). Based on a report by We are Social, a social media expert agency in New York, there will be around 191 million active social media users in Indonesia by 2022, which means that there will also be hundreds of millions of interactions taking place on it. Aside from being a communication medium, social media is also used for marketing a business's products and as a medium for building a career. The existence of influencers on social media has become a culture on any social media platform, both as influencers

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who bring positive and inspirational content and as influencers who only discuss gossip and provide less educational influence. In the business world, an influencer can be a determinant of customer decisions. As concluded by Brown & Hayes (2008), influencers are third parties who are absolutely stated to be able to shape customer buying decisions or are also responsible for it.

Influencer is a term that comes from the English influencer," which means to influence. So, influencer refers to someone who has the ability to make a positive impact on the public. Utilizing the services of celebrity programs or the like for both artists and non-artists who are currently booming is a form of mutually beneficial cooperation between the two parties. Data on social media users in Indonesia shows that the average Indonesian can spend 3 (three) hours and 26 (twenty-six) minutes in one (one) day using social media (Indonesia Digital Report: We are Social, 2020). This shows the very high daily intensity of the Indonesian people's use of social media, and this is a valuable opportunity to take advantage of marketing strategies. Influencers play a big role in influencing or persuading many people to be interested in the product being promoted. Influencers don't need to fully understand the product being promoted. This is a differentiator from endorsers, where a company gives a product to an endorser who then tries it first and then honestly discusses the results with his followers.

Since influencers are often seen as role models, the use of influencers contributes to the brand building process, as influencers are people who have a direct impact on society. Influencers create eWOM (Electronic Word of Mouth) within themselves to share with their followers so that the process of sharing information about a product becomes faster and better (Liu et al., 2015). Theoretically, it can be seen that when influencers carry out promotions, in a relatively short time, product information through the comments column and the share function that can be carried out on social media becomes eWOM. Information: Information will shape eWOM and ultimately influence brand perception. According to Jin and Phua (2014), "a high number of followers means that many people are attracted to a particular account, for example, those who subscribe to its updates". People also rely on these cues to gauge the popularity of someone who is perceived as more attractive, extraverted, trustworthy, approachable, and socially desirable. Therefore, it makes sense that influencers with a large number of followers are considered highly influential. Instead, the facts show that consumers see influencers as a valuable source of information. Don't just take advantage of its popularity. (Quoted from Marijke, D.V., et al., 2014; Erwin et al., 2021; Erwin et al., 2023)

The decision to purchase culinary products for SMEs using digital marketing and influencer strategies only costs 10% when compared to the cost of advertising on television. This is also reinforced by research from GetCRAFT, which reveals that on a social media platform with as

many as 37,290 viewers, for example, an ad promoter only costs around USD 0.0039 for each impression.

2.3 *Virality*

Virality is an umbrella term that refers to a new video, product, or anything else that becomes famous by generating millions of views on social media. In business or business development, the concept of virality can be a marketing strategy to increase product sales volume. Based on the results of a study conducted by Deza and Parikh (2015), viral content has a higher virality score when compared to other content. The virality score is measured by the number of content viewers (views), the number of users who like the content (up votes), the number of users who dislike the content (down votes), and the number of users who re-share the content (shares). When talking about virality, there is a link between the popularity of content and social media as a container that can be accessed without space and time limitations. As concluded by Van Dijk and Poell (2013), social media has popularity characteristics that can make its users popular and create competition. interpersonal to produce content that is predicted to have a chance to be famous in cyberspace. According to Turban (2018), viral marketing is a word-of-mouth marketing strategy using electronic media where consumers or companies disseminate information and opinions to others about a product or service. According to Kaplan and Haenlein (2011: 253), there are three dimensions that can be used as a benchmark for the viral marketing concept: finding the right group of people to disseminate information about the product (such as market experts, social hubs, and sales), the quality of the message conveyed (such as attractive and memorable product messages), and environmental conditions around the perpetrators or the target market of viral marketing.

The viral marketing concept originated with the Hotmail marketing campaign (Montgomery, 2001) and quickly became popular due to its advantages of cost-effectiveness, fast diffusion speed, good information integrity for customers (Bampo et al., 2008), and so on. Advertising messages are propagated through passive broadcast approaches, such as inserting hyperlinks into every email sent on online social networks for early-stage viral marketing. Previous studies have shown that most viral messages are primarily mass media-driven (Goel et al., 2016), while some successful instant messaging software, such as Gmail, Facebook, and WeChat, are primarily driven by existing social networks. For new telecommunications communication services, the adoption rate of network-based marketing is much higher than other marketing approaches (Hill et al., 2006).

The development of Social Networking Services (SNS) broadens the scope of viral marketing. The personalized sharing approach actively allows the user to select a message forwarding target from a list of friends. The viral marketing strategy with an active personalized sharing approach has

been implemented by many new companies for customer acquisition and established companies for new product diffusion. Viral marketing has been a hot research issue since it was proposed in 1996 (Rayport, 1996; erwin et al., 2023). The company rewards several influential individuals, namely seed individuals (Chin et al., 2021), to start viral marketing campaigns. Then they increase the customer's motivation to convey the message for the next diffusion process. The former process is called seeding strategy (Zeng et al., 2017), and the optimization problem about it is usually known as the target set selection (TSS) problem (Chen, 2009; Mochalova and Nanopoulos, 2014). TSS is considered to be more cost-effective than the latter process (van der Lans et al., 2010), so much work has been concentrated on this subject.

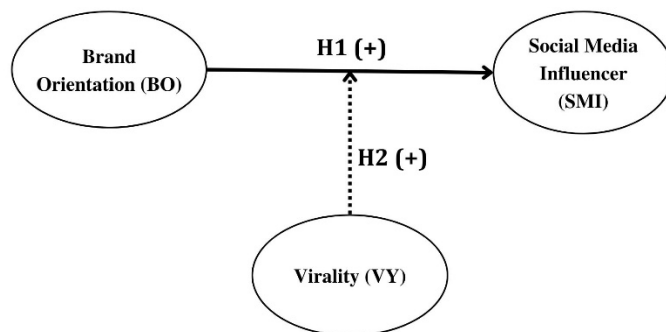
The term viral marketing was put forward by Harvard Business School lecturer Jeffrey Rayport in his article entitled "The Virus of Marketing in Fast Company magazine in 1996. The term viral is used to describe the spread of messages that are very fast and wide, like a virus, on computers, but viral marketing should not be equated with computer viruses that destroy computer software. Swanepoel et al. (2009:3) cite Porter and Golan (2006), who state that the spread of viruses can be likened to the analogy of one sneeze, where each sneeze emits approximately 2 million particles.

The term viral marketing is also often associated with and even equated with other terms. Cruz and Fill (2008: 745) mention several terms put forward by several people, including, according to Blattberg and Deighton (1991), interactive marketing; Goldenberg et al. (2001) call it internet word of mouth and word of mouse; Kaikati and Kaikati (2004) call it stealth marketing; and De Bruyn and Lilien call it referral marketing. and Thomas (2004) try to combine all these ideas with buzz marketing terminology. Some experts say that viral marketing is a word-of-mouth (WOM) marketing model with internet media. Ferguson (2008) says that the desired result of viral marketing is WOM marketing, namely, when someone tells other people about good videos on YouTube or applications on Facebook. The term WOM was first put forward by Arndt (1967), who characterized WOM as oral communication from one person to another between the recipient and the communicator, where the recipient perceives it as something non-commercial, related to a brand, product, or service (Erwin et al., 2023).

2.4 *Research Model and Hypothesis*

2.4.1 *Research Model*

Figure 1. Research Model



Source: design results from researcher

2.4.2 *Hypothesis*

A brand is defined as a name, symbol, trademark, or design that uniquely identifies a retailer's products or services and differentiates them from those of its competitors (Aaker, 1991). In the online marketplace, a company's brand identity is a cognitive and recognition point where customers face a lot of uncertainty (Rajshekhar, Radulovich, Pendleton, and Scherer, 2005).

Several studies have found that interesting content on social media is very effective in building online customer engagement for businesses (Oktaviani & Wahyuni, 2022). The type of content delivered (Elsayed, 2017) and the clarity and attractiveness of the content (Kujur & Singh, 2017) that can attract human attention and provoke customer engagement. Erwin et al. (2023) state that the inclusion of persuasive content such as emotional and philanthropic content increases engagement with a message, whereas informative content such as mentioning price, availability, and product features does not support engagement when presented in separate messages but increases engagement when provided in combination with persuasive attributes. In this case, persuasive content seems to be the key to effective engagement.

H1: Brand Orientation has a positive and significant effect on Social Media influencers.

If viewed based on the virality or viral marketing campaign of a message uploaded to social media, both intrinsically and perceptually, the characteristics of this message are divided into three categories: informative use, content positivity, and emotional reactions (Kim, 2020).

Yenty Boentoro and Sinta Paramita, 2023, mention Viral Marketing is a marketing technique that utilizes social media to achieve a certain marketing goal. The concept works like a virus propagating, that is, multiplying itself, making this concept called Viral Marketing. The concept of

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how viral marketing works is like a virus spreading and multiplying itself. A consumer who is satisfied with a product they have purchased or a service they have received will automatically disseminate the information or product to their relatives to also try and prove it for themselves. Word-of-mouth marketing that is strengthened by the effects of social networks or social media is also included in viral marketing (Kotler, 2009).

H2: Virality strengthens the influence of Brand Orientation on Social Media influencers.

3. Method, Data, and Analysis

3.1 Respondent

Respondents to this study were 115 culinary MSME actors who used social media to run their businesses. These respondents also used the services of influencers and took advantage of the viral effect of the marketing content they made. Research data from respondents was collected using a questionnaire in the form of a Google Form. Respondents filled out the Google Form with the help of research officers. After distributing the questionnaires, the data received was 154 respondents, but only 115 respondents could be processed; therefore, the response rate for distributing the research questionnaires was 74.68%. Respondents to this study came from Culinary MSME actors in regencies and cities spread across South Sulawesi Province. Research respondent data was collected from December 2022 to May 2023.

The characteristics of the respondents are in accordance with the table below:

Table 1. Characteristics of Respondents

Business Location	Number(s)	%	Gender	Number(s)	%
<i>Bantaeng</i>	4	3.48%	<i>Male</i>	43	37.39%
<i>Barru</i>	5	4.35%	<i>Female</i>	72	62.61%
<i>Gowa</i>	4	3.48%	Total	115	100.00%
<i>Makassar</i>	29	25.22%	Respondent Age		
<i>Maros</i>	7	6.09%	<i>16 - 20 Years</i>	21	18.26%
<i>Palopo</i>	10	8.70%	<i>21 - 25 Years</i>	47	40.87%
<i>Pangkep</i>	8	6.96%	<i>26 - 30 Years</i>	38	33.04%
<i>Parepare</i>	12	10.43%	<i>31 Years and over</i>	9	7.83%
<i>Sidrap</i>	6	5.22%	Total	115	100.00%
<i>Soppeng</i>	5	4.35%	Age of Business		
<i>Takalar</i>	4	3.48%	<i>1 - 5 Tahun</i>	79	68.70%
<i>Tana Toraja</i>	4	3.48%	<i>6 - 10 Tahun</i>	23	20.00%
<i>Toraja Utara</i>	7	6.09%	<i>11 Years and over</i>	13	11.30%
<i>Wajo</i>	6	5.22%	Total	115	100.00%
<i>Other Cities/Districts</i>	4	3.48%			
Total	115	100.00%			

Source: the processed data of researchers

Based on the results of the processed data above, it can be seen that the majority of research respondents came from Makassar City with a total of 29 culinary MSME actors or 25.22%, followed by respondents from Parepare city with 12 business actors or 10.43%. , next are respondents from Palopo City as many as 10 business actors or 8.70%, from Pangkep Regency as many as 8 respondents or 6.96%, Maros and North Toraja Regencies each as many as 7 respondents or 6.09, Sidrap Regency and Wajo each with 6 respondents or 5.22%, Barru and Soppeng Regencies each with 5 respondents or 4.35%, Bantaeng, Gowa, Takalar and Tana Toraja Regencies with 4 respondents or 3.48% and 4 other respondents (3.48%) came from other districts in South Sulawesi Province.

Based on the gender of the respondents, the majority of the respondents in this study were female, with as many as 72 culinary MSME actors, or 62.61%. While female respondents were 43 culinary MSME actors, or 37.39%.

The age of the respondents in this study was dominated by culinary MSMEs aged between 21 and 25 years, as many as 47 respondents, or 40.87%, followed by respondents aged 26 to 30 years, as many as 38 respondents, or 33.04%, then culinary MSMEs with ages from 16 to 20 years, as many as 21 respondents, or 18.26%, and respondents with ages above 31 years, as many as 9 business actors, or 7.83%.

Meanwhile, based on the age of the business, respondents in this study were dominated by culinary MSMEs aged between 1 and 5 years, namely 79 respondents or 68.70%, followed by businesses aged between 6 and 10 years, namely 23 respondents or 20.00% are MSMEs that are over 11 years old, namely 13 respondents, or 11.30%.

3.2 Measurement

This study uses a questionnaire as a research instrument with a Likert scale (5 scales), with the number 5 indicating the statement strongly agrees and the number 1 indicating the statement strongly disagrees, according to the research indicators of each variable. The variables in this study are the independent variable, namely brand orientation; the moderating variable, namely virality; and the dependent variable, namely social media influencers. With the following research indicators:

Brand Orientation (BO) variables include I develop the form of promotion that I use from previous promotions (BO1), I try to build identification or introduce my business products (BO2), I expand the distribution channels that I use for my products (BO3), and I try to build the reputation or good name of my product (BO4).

Social Media Influencer (SMI) variables include I use influencer services because of their attractiveness, both in terms of physical appearance and from their social media gallery (SMI1); I

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use influencer services because of the match between the influencer's followers and the target users of my product (SMI2); I use the services of influencers because the accounts and followers are genuine (SMI3); I use the services of influencers who are confident so they can convince their followers (SMI4); and I use the services of influencers who can interact with their followers so they are able to provide a response or feedback (SMI5).

Variable Virality (VY), including my business posts, is that they are liked by many people if I post things that are currently popular (VY1). My business posts are widely shared by others if I post things that are currently popular (VY2), and my business posts get lots of responses or comments on social media if I post things that are currently popular (VY3).

3.3 Data Analysis

The data analysis used in this study was the Partial Least squares structural equation model (PLS-SEM). The use of PLS-SEM in this study was justified because the data obtained was not normally distributed and was considered predictive (Nadkarni & Gupta, 2007; Hair et al., 2017). The data obtained was processed using WarpPLS Version 8.0. The SEM analysis model using WarpPLS was able to identify and estimate the relationship between latent variables, which results from variables; this is useful for knowing whether the relationship is linear or non-linear (Hair et al., 2014).

4. Result and Discussion

4.1 Result

The instruments in this study were tested for validity and reliability before conducting data analysis. Validity testing is used to determine whether the research instrument used is valid. In testing the validity, we used convergent validity and determinant validity tests. Convergent validity test using loading factor and AVE The standard loading factor value required is above 0.70 (Hair et al., 2017), and in this study there were seven (seven) constructs that had values below 0.70, namely BO2 (0.208), BO4 (0.608), SMI1 (0.600), SMI3 (0.095), SMI4 (0.635), SMI5 (0.328), and VY1 (0.690). However, according to Hair et al. (2017), especially for research in the social field, the standard loading factor used can be in the range of 0.40 to 0.60. Therefore, several constructs that do not meet the requirements in this test are BO2 (0.208), SMI3 (0.095), and SMI5 (0.328). And after testing the validity again by removing the three constructs, the instrument used is declared valid according to the existing loading factor values (Table 2).

After testing the loading factor value and getting the instrument used, the next step is to use the AVE value of each construct. The required AVE value is ≥ 0.50 (Hair et al., 2017). Based on the test results from data processing, the AVE values for each variable were all above 0.50 (Table 2). The

next validity test is to pay attention to the root value of each variable as a determinant validity value, where the value required for determinant validity is the root of each tested variable that is greater than the other variables (Hair et al., 2017). According to the results of the data processing carried out, the determinant validity value of each variable was obtained, which was greater than the other variables (table 3). Therefore, it can be said that after testing and adjusting the indicators or constructs in this study, the instrument used can be said to be valid.

Next is the reliability test used to ensure that the instruments in this study are reliable. The test value used is the internal consistency test, which consists of Cronbach alpha and composite reliability values. The value required by each of these tests is ≥ 0.60 . After processing the data and testing the existing instruments, it was found that the value of each test result, both Cronbach alpha and composite reliability, was above 0.60, so it can be said to be reliable (table 2).

Table 2. Validity and Reliability Testing

Variables dan Indicators	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability
Brand Orientation (BO)		0.501	0.617	0.750
B01	0.732			
B03	0.740			
B04	0.647			
Social Media Influencer (SMI)		0.582	0.654	0.733
SMI1	0.565			
SMI2	0.786			
SMI4	0.713			
Virality (VY)		0.589	0.746	0.810
VY1	0.690			
VY2	0.853			
VY3	0.749			

Source: the processed data of researchers

Table 3. Determinant Validity

Variables	(1)	(2)	(3)
Brand Orientation (1)	<i>(0.708)</i>	<i>0.395</i>	<i>0.450</i>
Social Media Influencer (2)	<i>0.395</i>	<i>(0.694)</i>	<i>0.453</i>
Virality (3)	<i>0.450</i>	<i>0.453</i>	<i>(0.767)</i>

Source: the processed data of researchers

The next test is testing the research hypothesis. In this study, there are two research hypotheses, namely, that brand orientation has a positive and significant effect on Social Media Influencers (H1) and that virality strengthens the influence of Brand Orientation on Social Media Influencers (H2). In testing this hypothesis, it can be seen from the effect value given with the indicators used, namely the β value, where a positive β value indicates a positive influence from the hypothesis

that is built and the ρ value indicates the significance of the influence of each hypothesis that is built, where the required ρ value is below 0.05 so that it can be said to have a significant influence. Based on the results of the first hypothesis testing carried out, the results show that H1 is accepted, which means that culinary MSME brand orientation has a positive and significant influence on the use of influencers in social media marketing ($\beta=0,482, \rho<0,001$) (table 4).

Table 4. Stage 1 Hypothesis Testing

Hypothesis	Result	
H1 = Brand Orientation has a positive and significant effect on Social Media Influencers	$(\beta = 0.482, \rho < 0.001)$	H1 Accepted

Source: test results of researchers

However, after testing the second hypothesis by using the virality variable as a moderating variable, the result is that H2 is rejected, which means that virality actually weakens the influence of culinary MSME brand orientation on the use of influencers on social media in marketing their products ($\beta=-0,483, \rho<0,001$) so that the effect of brand orientation on social media influencers is not significant ($\beta=0,136, \rho=0,068$) (table 5).

Table 5. Stage 2 Hypothesis Testing

Hypothesis	Results	
Effects of Virality to Brand Orientation on Social Media Influencers	$(\beta = -0.483, \rho < 0.001)$	Weaken
H2 = Virality strengthens the influence of Brand Orientation towards Social Media Influencers	$(\beta = 0.136, \rho = 0.068)$	H2 Rejected

Source: test results of researchers

4.2 Discussion

H1: Brand Orientation towards Social Media Influencers

The strategy of using influencers in brand orientation is becoming increasingly popular in today's digital era. By leveraging the power of influencers, culinary MSME brands can reach a wider audience, build brand awareness, and increase sales of their products. Based on research by Elsanty Mega Lestari et al. (2021), it is known that influencers are proven to have a significant influence on purchase intention. This, of course, can be a strategy and input for MSMEs to use influencers as an advertising medium. Brand Orientation also has a positive influence on the use of social media influencers. This shows that the intensity of daily use of social networks by Indonesians is very high, and this is a valuable opportunity to utilize marketing strategies. Influencers play a big role in influencing or persuading more people to be interested in superior products. Influencers don't need to fully understand the product being promoted. This is the

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endorser difference, where a company gives a product to a validator, who will then try the product first and then honestly discuss the results with their customers (Erwin et al., 2023)

The results of testing the first hypothesis show that the culinary UMKM brand orientation has a positive and significant influence on the use of social media ($\beta=0,482$, $\rho<0,001$).

H2: Virality strengthens the influence of Brand Orientation on Social Media influencers.

In the context of using influencers, research results show that influencers have a strong role in creating virality for culinary MSMEs. Influencers, with their reach and influence on social media, are able to introduce MSME culinary brands and products to a wider audience. When influencers recommend or review culinary MSMEs, the content has the potential to go viral and attract the attention of many people. Furthermore, the virality generated by the use of influencers has a positive impact on the performance of culinary MSMEs. Virality creates high exposure for culinary MSME brands and products on social media, increases brand awareness, and expands the reach of potential audiences. (Yenty Boentoro, Sinta Paramita, 2020; Erwin et al., 2023) shows that in collaborating with an influencer,

efforts to get the perspective of someone who is closer to the prospective customer. Consumers tend to see brands that are popular on social media as having high quality and being worth trying. Therefore, the virality generated through the use of influencers can increase consumer perceptions regarding the quality of culinary MSME brands.

After testing the second hypothesis with virality as a moderating variable, it was found that the effect of culinary MSME brand orientation on the use of social media influencers in marketing their products has been reduced by virality ($\beta=0,483$, $\rho<0,001$). As a result, the effect of brand orientation on social media influencers is insignificant ($\beta=0,136$, $\rho=0,068$).

4.3. Conclusion

The results of this study indicate that the use of influencers as a marketing strategy can provide significant benefits for culinary MSMEs. Influencers can create virality that increases brand awareness, consumer perceptions regarding brand quality, brand preferences, and consumer purchase intentions. Therefore, culinary MSMEs can take advantage of the potential of influencers and virality as an effective way to increase their marketing success and business growth.

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