



Social Media Influencer Communication Efficiency On Instagram

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Abstract

These days, with the speed at which technology is developing, a lot of businesspeople employ digital platforms as a tool for their marketing strategies. There are advantages and disadvantages to the unrestricted flow of knowledge across time and place. The public's use of social media has changed as a result of the quickly evolving internet technologies. A true example of technological advancement from the emergence of new media is social media. Social media is an internet platform that facilitates communication between users. one of the phases of product marketing that involves developing a consumer perception of the brand. The capacity of customers or potential customers to recall a brand is known as its brand image. Endorsements are one method for doing this. Marketing communications has led to the current social media endorsement phenomena. Businesses use influencers, who are typically celebrities or well-known personalities with societal notoriety, to pique customers' interests. Determining Influencer Communication on Instagram Social Media is the aim of this study. Quantitative research methodology is applied. There were 51 responders in the sample. The correlation coefficient (r) between influencer communication and brand image is 0.325, indicating a somewhat good link, according to the findings of calculations performed with SPSS 25.

Keywords: *Digital Marketing Platforms, Social Media , Brand Image*

INTRODUCTION

Because of the intense competition that exists in the business sector today, entrepreneurs are utilising a wide range of marketing techniques. As a result of the quick advancement of technology, a lot of entrepreneurs are utilising digital platforms as tools for their marketing strategies. There are advantages and disadvantages to the unrestricted flow of knowledge across time and place. The public's use of social media has changed as a result of the quickly evolving internet technologies. A true example of technological advancement from the emergence of new media is social media. Social media is an internet platform that facilitates communication between users. As a result, information is exchanged more quickly, effectively, and efficiently.

Information can now be obtained with much greater ease, making it a useful tool for product introduction or marketing to a large consumer base. There are currently a number of methods available for carrying out marketing communications when promoting a product. These days, social media is the primary platform for product

marketing. Social media may be utilised for a number of things, including product promotion and marketing. Delzio claims in (Mukhtar et al., 2020) that social media facilitates communication and interaction between customers and businesses. Customers reward organisations that maintain a media presence, in keeping with their significant expectations. Because of this, a lot of work has gone into marketing a product that can work with internet-based technology.

In order to reach a larger consumer base, businesspeople must engage in some type of brand promotion. Sales marketing is crucial, particularly for businesses that manufacture goods or services with the general public as their primary market. Naturally, you can learn about the benefits of the product and become familiar with the brand through marketing.

one of the phases of product marketing that involves developing a consumer perception of the brand. The capacity of customers or potential customers to recall a brand is known as its brand image. Tjiptono in (Novrian, 2022) defines brand image as the capacity to identify and retain a brand when presented with a signal code. When trying to launch a specific brand, businesspeople find that this stage is crucial. A number of actions are taken to present a brand to consumers.

Endorsement is a cooperative process that yields reciprocal benefits. Online retailers and celebrities that are well-known on social media and have a large following work together in this kind of arrangement. It makes it possible for the online store to sell more products. Novrian (2023). As per Keller's assertion, endorsements function as a form of promotional initiative that leverages celebrity to promote a product or service and boost sales.

Influencers are typically identified using a variety of characteristics, including social reputation, physical beauty, personality alignment with your brand, and more. These signs will persuade customers to purchase the good or service. Novrian (2015) said.

Businesses use influencers, who are typically celebrities or well-known personalities with societal notoriety, to pique customers' interests. When it comes to marketing, businesspeople need to consider the newest consumer trends and desires as well as techniques for sustaining goods and services through informational advertising. Influencers have an impact on consumers' perceptions of the products they promote. The most common method of showcasing a product is through original material, such as

images or films with fascinating facts, which is subsequently shared on the influencer's social media accounts.

LITERATURE REVIEW

Promotional Content

Effective integration of marketing and communication forms a fundamental component of marketing operations. How can entrepreneurs use communication channels to make customers aware of, familiar with, and interested in purchasing a good or service? attempts to educate, draw in, and communicate to customers—directly or indirectly—about a good or service that a business actor is marketing. A new field of study known as marketing communication is created when marketing and communication are combined (Novrian, 2020).

Influential People

Endorsers are categorised into two groups: public personalities, athletes, musicians, and other celebrities who are well-known to the public in domains unrelated to the product category they are endorsing. Moreover, the usual endorser group consists of regular people (non-celebrities) who support a business actor's product or service. Image of Brand (Novrian, 2022).

Social networks

New media, according to West in Yusuf et al. (2022), is a technology that provides hypertextual, digital, and virtual interactive characteristics. The internet, social media, and online-based entertainment are examples of new media. The evolving nature of media that has already existed is referred to as "new media." The purpose of this word is merely to characterise emerging traits; it is not intended to take the place of traditional media. A social network that is a component of new media is called social media.

Descriptive research using a quantitative technique is used in this kind of study

Research that is used to characterise an object or the function itself is known as descriptive research. The quantitative approach is a method of conducting research that makes use of numerical data analysis. (Kushendar, 2022)

A survey instrument with a questionnaire is the method employed. In order to collect data from many targeted samples of respondents that are representative of the population, the survey method process is methodical and meticulous.

The impact of influencer communication on brand image is gauged by this indicator. The primary and secondary data sources used in this study are books, magazines, literature reviews, articles, the internet, and scientific writings that are relevant to the topic being studied. Primary data sources are those that the researchers collected by giving questionnaires to respondents.

METHODS

This style of study employs descriptive research with a quantitative focus.

Descriptive research is conducted to characterise something or the function itself. A quantitative approach is a research method that employs in-depth numerical examination of data. (kushendar, 2022) The approach employed was a survey using a questionnaire instrument. Survey techniques use a planned and comprehensive approach to collect data from a sample of respondents who reflect a given community.

This metric is used to assess the impact of influencer communication on brand image. The data source in this study consists of primary data sources, which are data obtained by the researcher by disseminating the questionnaire to the respondent, and secondary data sources, which are data obtained by researchers through books, magazines, literary studies, articles, the internet, and scientific writings related to the problem under study.

RESULTS AND DISCUSSION

Correlation Test

This research uses the correlation test

Pearson Product Moments

Regression Test

This research's regression test uses simple linear regression.

Tabel 1. Output SPSS Regresi Variabel X dan Variabel Y

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.325 a	.155	.155	2.52554

Source: Questionnaire results processed with SPSS 25

Based on the table above, the R-square results show that the influence of Influencer communication on buying interest is 0.155, which means that the magnitude of the influence of the independent variable in influencing the dependent variable is 15.5% while the remaining 52.5% is influenced by other variables. Apart from that, the R result is .325, so this shows that there is a positive influence.

T test

The T test is used to prove how far influence Influencer communication has on brand image which will be used with a regression equation. (Purwanto, 2018)

Tabel 5. Output SPSS Uji T

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.313	2.805		2.515	.015
Influencer Communication	.325	.105	.325	3.020	.004

a. Dependent Variable: Brand Image

Source: Questionnaire results processed with SPSS 25

Based on the table data above, it is known that the T test table:

a. Value a = 5.313

b. The b value = 0.325

The bigger the influencer, the bigger the Y variable, namely brand image, then if the X variable gets smaller, the Y variable will also get smaller.

Hypothesis testing

Hypothesis testing was carried out to see whether there was an influence on the attractiveness of the Pocari Sweat animated advertisement on purchasing interest. This hypothesis test is also called the t-test. This aims to test the significance of the dependent variable with the independent variable. This hypothesis test is carried out with the following formulation:

H₀ (Alternative Hypothesis): There is an influence of Influencer communication on Instagram on brand image

H_a (Negative Hypothesis): There is no influence of Influencer communication on Instagram media on brand Image

Tabel 5. Output SPSS Uji Hipotesis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.313	2.805		2.515	.015
Influencer Communication	.325	.105	.325	3.020	.004

Source: Questionnaire results processed with SPSS 25

Based on the results above, t is obtained

a. Linear regression equation $Y = 5.313 + 0.325X$

Based on the equation above, we can see that variable X, namely communication, is calculated at 3.030 and with a significance level of 0.004. Where t count 3.030 > t table 2.015 thus it can be said

H_0 is accepted and H_a is rejected because t calculated is greater than t table. Therefore, it can be said that there is an influence between Influencer communication on brand Image. If Influencer communication is improved, it will increase brand Image by 0.325.

CONCLUSION

From the findings and data analysis, in addition to the discussion covered in the previous chapter, it is clear that influencer communication has the potential to favourably impact brand image and help business people. This finding, which was derived from the correlation test, suggests a somewhat strong reciprocal association between influencer communication and brand image. It is known that the regression test's R square value is 15.5%, and that other variables have an impact on the remaining 52.5%. Furthermore, it is possible to assert that influencer communication affects brand image. Enhancing communication with influencers will boost brand perception.

Because influencers are well-known members of the public and play a significant role in raising brand awareness, businesses use them to promote their brands. Influencers are respected for their good looks, knowledge, and self-assurance in persuading followers to use their products. Influencers can raise brand awareness by their visibility (popularity), trustworthiness (credibility), attractiveness (attractiveness), and strength (power). Thus, it can be said that brand image is positively and significantly impacted by influencer communication.

Professionals in the business world need to be able to develop novel marketing plans utilising the generally accepted digital platforms of today. Influencers must be creative and professional while executing marketing campaigns, and the brand image they project must be suitable and on point in order to raise brand awareness while taking into account the VisCap model's components. It is essential for businesspeople to consider compatibility between the Influencer and the product being advertised when selecting which one to use, as this will help to align both and enhance the brand's image.

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