

Impact of Instagram Influencers on the Popularity Level of Tokopedia Promotion

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Abstract:

This paper discusses the impact of Instagram influencers on the level of the popularity of Tokopedia's promotions. Instagram is one of the most used social media in Indonesia. However, only a few users realize that Instagram can help their business. One of the ways is to perform promotions using influencers to influence buyer decisions. The purpose of this research was to determine the effect of using K-POP influencers on Tokopedia's popularity promotions. This research has never been conducted and published even though data were collected on April 2021. This research uses a quantitative approach. The data collection methods were observation and literature review. This research uses a population of all posts on the @tokopedia Instagram account on April 23, 2021 with a sample of 30 posts with influencers and 30 posts without influencers. The influencers observed were the South Korean music groups BTS and Blackpink. The results showed that Tokopedia's posts using influencers get more feedback in the form of likes and comments than posts that do not use influencers. This means that influencers have a positive effect on the popularity of Tokopedia's promotion, especially on social media Instagram, where it is shown that the number of likes and comments on posts with K-POP influencers is greater than the number of likes and comments on posts without influencers.

Keywords: Instagram, influencers, popularity, Tokopedia, promotion.

英史大格拉姆影响者对百科全书推广受欢迎程度的影响

摘要:

本文讨论了英史大格拉姆影响者对百科全书促销活动受欢迎程度的影响。英史大格拉姆是印度尼西亚最常用的社交媒体之一。然而，只有少数用户意识到英史大格拉姆可以帮助他们的业务。其中一种方法是利用有影响力的人来影响买家的决定来进行促销。本研究的目的是确定利用韩国流行音乐影响者对百科全书人气提升的效果。尽管数据收集于2021年4月，但该研究从未进行和发表。该研究采用定量方法。数据收集方法为观察法和文献查阅法。这项研究使用了2021年4月23日@托科百科英史大格拉姆帐户上所有帖子的总体数据，样本包括30个有影响者的帖子和30个没有影响者的帖子。观察到的影响者是韩国音乐团体防弹索尼团和黑粉红。结果显示，百科全书使用影响者的帖子比不使用影响者的帖子获得更多的点赞和评论形式的反馈。这意味着影响者对百科全书推广的受欢迎程度有积极影响，尤其是在社交媒体英史大格拉姆上，其中显示韩国流行音乐影响者帖子的点赞和评论数量大于帖子的点赞和评论数量 没有影响者。

关键词: 英史大格拉姆、影响者、人气、百科全书、促销。

1. Introduction

Currently, information and communication technology continues to develop, increasing the number of internet users worldwide. In January 2022, the total population of Indonesia was recorded at 277.7 million people. There are 204.7 million internet users in Indonesia as of January 2022. That number is a slight increase of 1.03% compared to the previous year. In January 2021, the number of internet users in Indonesia was recorded at 202.6 million. The trend of the number of internet users in Indonesia has continued to increase in the last five years. Compared to 2018, the current number of national internet users has jumped by 54.25% (Annur, 2022).

There were 191.4 million social media users in Indonesia in January 2022. This number increased by 12.35% compared to the previous year (Mahdi, 2022). The number of social media users in Indonesia at the beginning of 2022 is equivalent to 68.9 percent of the total population. The most widely used social media by the Indonesians include Facebook, Twitter, and Instagram.

Instagram is image-based social media platform that provides services for sharing photos and videos online. Hence, Instagram is a completely visual platform. Unlike Facebook, which relies on text and images, or Twitter, which relies solely on text, Instagram's sole purpose is to allow its users to share images or videos with their audience. Instagram's function is also to increase the interaction of its users with the latest service features such as: Instagram Questions, Instagram Direct, and Instagram Stories.

Since its launch, Instagram has added many features that benefit marketers or businesses, both paid advertising features and organic posts. This is what makes Instagram very popular in Indonesia, it is proven that there are 85 million Instagram users in Indonesia as of January 2021 (Kemp, 2020).

Of these users, there are several who realize that Instagram can help their business by making Instagram a platform to promote their business, market their products, and interact with consumers directly (Handika

et al., 2018).

The use of social media to promote business, especially through Instagram, is not a new thing in Indonesia. It even seems as if it is an obligation for an entrepreneur or those who are starting business to use Instagram social media as a promotional medium effectively.

Promotion is one of the variables in marketing that is essential for companies to market products and services, and its function is not only as a means of communication between companies and consumers but also as a tool to influence consumers in purchasing activities or using services in accordance with their wishes and needs (Evelina et al., 2013). Promotion is a way to entice consumers to buy more or try a product or service. Promotion is a company activity to inform, introduce, persuade, and remind consumers of a product or service (Amanah, 2011).

Tajudin and Mulazid stated that promotion is an activity to communicate or inform the benefits of a product or service to encourage consumers to buy these products and services (Tajudin & Mulazid, 2017). Therefore, it can be concluded that promotion is a technique or activity used by a company to inform, introduce, persuade, and remind consumers of a product or service and its benefits to encourage them to buy these products and services. How to convey this promotion using various media, including contemporary social media such as Instagram.

One of the things that can attract the attention of the audience is the accuracy of using the appropriate promotional media and using who the 'character' can be the key to promoting his business venture. In the world of social media, the term Influencer is known, which can arouse the interest of the audience (netizens) to know, recognize, and use the promoted business product.

An influencer is someone who can influence other people (Sugiharto & Ramadhana, 2018). Influencers are people who can influence other people because their views, suggestions or opinions can influence purchasing decisions (Handika et al., 2018). Thus, it can be concluded that an influencer is a person or figure on social media who has many followers whose views,

suggestions, or opinions can influence the buyer's decision. Influencers act as users of a brand so that they can increase sales levels or increase the popularity of the brand (Amalia, 2019).

In the midst of the COVID-19 pandemic, the number of influencers in Indonesia is said to have increased (Maulida, 2021). Market talent and influencers – SociaBuzz reported that before the pandemic, content creators registered with their company about 2,552 per month. However, since 2021 until now, the number has tripled to 7,730 per month. The research entitled “The Role of Influencers in Strategies to Increase the Promotion of a Brand” analyzes the role of micro influencers, macro influencers, and mega influencers, which are marketing strategies that are able to attract the attention and interest of netizens (Hanindharputri & Putra, 2019).

From this research above, it can be concluded that influencers can be a marketing strategy that is considered effective because influencers can have an impact on a brand. Based on the previous explanation, the researcher wanted to know the role of influencers on brand development in their Instagram accounts.

2. Method

This research uses a quantitative approach with observational data collection methods and a literature review. In this research, the first thing to do is determine the population. A population is a group where a researcher will obtain generalizable research results (Haniah, 2018). The population in this research was all posts in the Instagram account @Tokopedia, totaling 1764 posts as of 23 April 2021. Several samples will be taken from the population as a representation of that population. The results of research must be generalizable to the entire population, so the sample taken must be representative. In taking the number of samples, the larger the sample size from the size of the population, the better, but there is a minimum limit that must be taken by researchers is 30 samples (Sugiyono, 2019).

The number of samples taken was 60 posts on the @Tokopedia Instagram account, categorized as posts with influencers and posts without influencers. The data taken is 30 posts with influencers and 30 posts without influencers.

This data shows that there are criteria for research objects based on: those who perform promotional posts on Tokopedia using K-POP influencers and promotional posts that do not use K-POP influencers at the time the data is collected. The influencers observed were also limited, namely the South Korean band BTS and Blackpink, to minimize the data bias of other K-POP influencers. This is a source for calculating the amount of feedbacks in the form of the number of likes and comments that exist.

The type of data collected is primary data, namely

data sources that directly provide data to data collectors, where the researchers collect data directly through observation. This research uses secondary data by taking sources from previous research to support the research results. Sources that are taken are sources related to the influence of influencers on the level of promotion popularity of a brand or company. The data from the analysis will be presented in a diagram, then a comparison will be made by the researcher based on the number of likes and comments, and a conclusion will be drawn from this comparison.

It is impossible to avoid the limitations of applying the results obtained in this research, especially the limitation of K-POP influencers in Tokopedia's promotion compared to the number of influencers used in all promotions. In addition, the number of samples still does not really reflect the actual number of consumers, even though scientifically it has fulfilled research standards because there is no real number of population data used as samples.

To facilitate the explanation of the research flow process, the research flowchart below is presented (Figure 1).

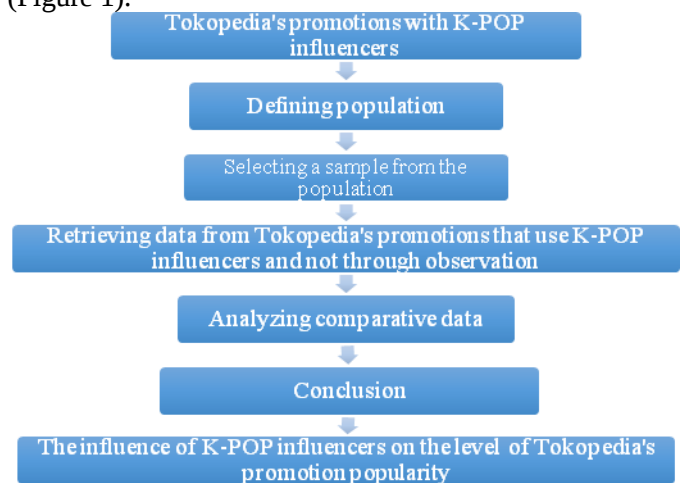


Figure 1. Research flowchart

3. Results and Discussion

In this research, the population studied was all posts on the @tokopedia Instagram account as of 23 April 2021. Researchers took a sample of the influencers, observed the music groups from South Korea BTS (Bangtan Boys) and Blackpink, which were popular in Indonesia (Hendayana & Afifah, 2020). The sample was taken from as many as 60 posts on the @tokopedia before 23 April 2021, consisting of 30 posts with influencers and 30 posts without influencers, which are presented in Tables 1-2 and Figures 2-3.

Table 1. Examples of posts with influencers

No.	Date	Post	Like	Comment
1	20 April 2021		70.634	1.566

Continuation of Table 1

2	19 April 2021		37.440	2.137
3	17 April 2021		96.597	1.806

Table 2. Examples of posts without influencers

No.	Date	Post	Like	Comment
1	22 April 2021		9.234	491
2	22 April 2021		10.059	1.391
3	22 April 2021		5.117	163

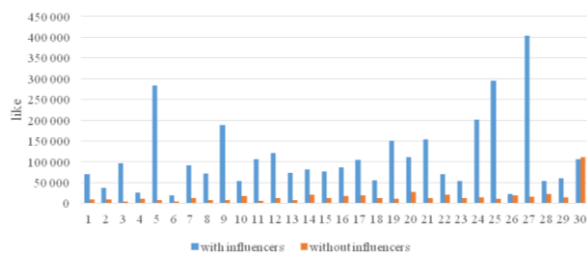


Figure 2. Like comparison

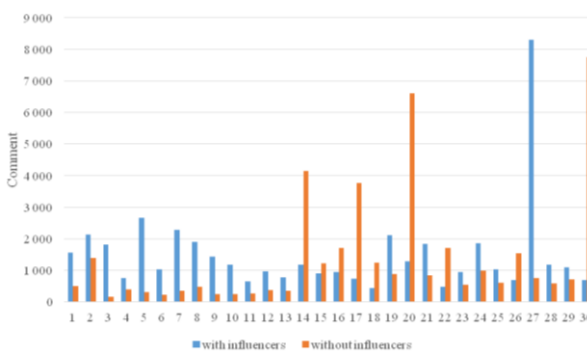


Figure 3. Comment comparison

In Figure 1, @tokopedia posts with influencers get more feedback of likes than posts without influencers. In Figure 2, the posts with influencers still get more feedback of comments than posts without influencers. However, some posts without influencers get much comments when there are quizzes or giveaways that require users to answer the quizzes and giveaway.

To support the results of the research, secondary data were taken from previous researches that were still related to brand or company promotion with influencers.

The credibility of influencers when promoting products causes an increase in brand awareness of a product, so that it can bring customers, especially if the followers of these influencers are actively helping with their marketing, so they can help consumers effectively. According to the results of this research, influencers can increase their consumptiveness because of their followers and credibility (Maulana et al., 2020). In previous research, it was stated that influencers for marketing gain strength globally. This research confirms that influencers build a brand attitude, brand admiration, and purchase intentions (Trivedi & Sama, 2020). Influencers generate customer trust and allow the relationships with customers. activities that involve contributions from influencers will increase product sales. Research shows that respondents agree that the most important influencer is the distribution of information about a product or service. On the other hand, respondents consider that the influencer is more important to persuade people to buy or use service (Wielki, 2020).

The role played by influencers has a significant positive effect on the brand image of the product, but influencers do not have a direct effect on consumer purchase intention, but rather produce a significant positive effect indirectly through the brand image variable (Hermanda et al., 2019). Businesses must pay attention to the factors that make consumers interested in the products being marketed. Selection of influencers that are suitable for the product to be marketed is very important because it will affect consumer interest in the product, besides that, the influencer chosen must have credibility, popularity, and influencers who have the latest information, because influencers can influence consumer attitudes toward the advertising market. Furthermore, influencers must provide information in accordance with reality and perform their duties responsibly and have experience with a product being marketed, so that consumers will be attracted to the brand when the brand is marketed by influencers (Astuti & Risqiani, 2020).

Products can be recognized instantly if you use influencers on Instagram social media. Promotional messages for a product on Instagram social media can be spread quickly by influencers, and because influencers are considered to have high credibility by their followers, this can also foster trust in the products being promoted. Influencers are indeed one of the main actors in making messages go viral. However, share, tag, and hashtag facilities, as well as *instastory*, are tools used to make messages spread faster. Promotion through influencers is more targeted because the profile of the influencer and his followers can be tailored to the target audience of the product. Therefore, promotion through influencers on Instagram social media can be more targeted than conventional advertising that is massive but spreads (Evelina & Handayani, 2018).

Marketing potential in the modern era is dominated by marketing through social media that can be accessed through personal devices. One of the marketing strategies through social media is with influencers. Using influencers can significantly reduce the costs used for promotion; influencers are also very suitable to effectively improve product image and increase consumer brand awareness of the product (Hariyanti & Wirapraja, 2018). Influencer marketing is one of the best strategies that can be used to bring in potential customers. Influencers can create brand awareness of a product brand at a cost that tends to be low. If the concept of segmentation, targeting and placement of the target consumer matches that of an influencer, then the results of the promotion from the influencer will influence purchasing decisions more. This will influence the number of followers and the level of the engagement of the platform used (Wielki, 2020).

Influencers have a large influence in communicating messages on Instagram social media. Influencers can influence the opinions and interests of their followers either directly or indirectly. Based on research done, followers of these influencers state that there are times when they are inspired by the things that influencers say and do. The role of influencers in communicating messages through Instagram can be said to be a form of mass communication. An example of the effect of the influence exerted by influencers is that for the purchase of a new item, they usually buy the item after seeing a review of the new item from the influencer (Anjani & Irwansyah, 2020).

The results of the literature research show that influencers are one of the marketing strategies in the current digital economy era (Wielki, 2020). Marketing carried out on social media by using the followers of an influencer can increase the popularity of a brand or company being promoted. An influencer can create more value than a product brand or a brand. An influencer is usually chosen based on his ability, expertise, level of popularity, and reputation. In addition, brands or companies need to pay attention to the target market/consumers because an influencer sometimes creates communities that can give an impression on the product to be marketed.

4. Conclusion

Based on the results of the analysis that has been carried out, several findings can be concluded, namely: as the main finding of this research, influencers have a positive effect on the popularity of Tokopedia promotions, especially on social media Instagram, where it can be seen that the number of likes and comments on posts with K-POP influencers has a greater number than likes and comments on posts without influencers. For example, a post on April 20, 2021 with influencers got 70,634 likes and 1,566 comments, while a post on April 22, 2021 without influencers got 9,234 likes and 491

comments. This is because the mass or followers brought by an influencer, the ability, expertise, and level of popularity of the influencer also affect the popularity of Tokopedia promotions.

The results of this research are different from Rahmawati's (Rahmawati & Irwansyah, 2021) as an example because the use of influencers in e-commerce is apparently able to provide information about a product so that it reaches the final goal, namely increasing sales. While in this research, it only shows the popularity of influencers to be seen by consumers not leading to purchases.

This research has implications for the finding that the existence of influencers has a positive and significant influence on Tokopedia's promotions on consumer acceptance because it will be more convincing and strengthen their perceptions of the promotions being carried out. In addition to this research being relatively new in Indonesia, this research is strength that can be generalized on similar research themes in the future and elsewhere. Even so, the research still has limitations because the number of samples taken has not shown the actual amount of real data from the population interested in K-POP influencers. Therefore, this research recommends that further research with the same theme be able to take a larger number of samples and be able to identify the population so that it is more focused and in accordance with the planned research objectives, so that the research results will explain more specifically for a particular study.

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Authors' Contributions

All co-authors have made a balanced contribution according to their duties and functions and carried out with good and enthusiastic coordination, so that they succeeded in obtaining findings according to the research objectives. This research was conducted in collaboration with two departments and involved students actively in the process of data collection and learning analysis, which was directed in this research.

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