

Vol. 4 • No. 1 • Desember 2023

Page (Hal.) : 1320 – 1326

ISSN (online) : 2746 - 4482

ISSN (print) : 2746 - 2250

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JL.Surya Kencana No.1 Pamulang, Tangerang Selatan – Banten

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Email : humanisproceedings@gmail.com



Special Issue:

Website :

<http://www.openjournal.unpam.ac.id/index.php/SNH>

The Influence Of Influencer Marketing As A Digital Marketing Strategy In The Current Era (Literature Study)

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Abstract; Influencer marketing is one of the key components that makes social media marketing so successful. The method employed is the same one that a gifted literary student utilized back then. By gathering all of the data and information related to social media marketing and the influence of an influencer in disseminating information about product GDP numbers, the use authors serve as a source of empirical research. released last week with the intention of reaching the end objective of being able to greatly raise the amount of a sale while also showcasing the company's brand image

Keyword: Social Media, Influencer Marketing, and Marketing

INTRODUCTION

One of the most important lines of business is marketing. This department is responsible for ensuring that products are introduced and distributed until they reach the hands of consumers. There are many marketing methods and tactics that can be used to market goods or services, but marketers need to keep up with current trends to stay competitive in today's market.

Shopping online has become part of today's lifestyle and habits, as shown by the global e-retail data that recorded a global marketing growth of 2.3 trillion dollars in 2017 with the largest amount of growth occurring in the Asia Pacific region, which consists of countries such as Indonesia and India, followed by Mexico and China. This growth is shown in figure 1, where the graph of retail sales from 2015 to the forecast of 2018-2021 achieves significant growth, with an average increase of 1%-3% per year.

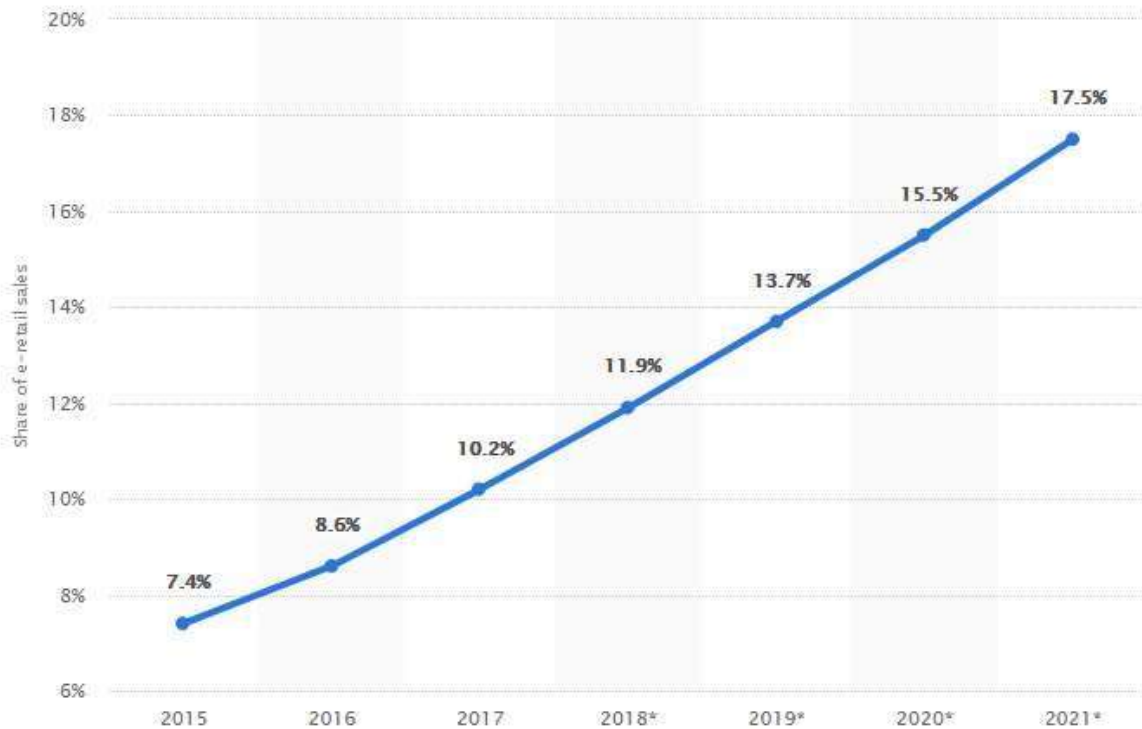


Figure 1. Sales Data E-Commerce Global Sources : Statista.com

Based on data from the Global web index 2nd quarter, cited by digitalmarket asia, individuals in the age range of 16 to 64 years who conduct online transactions through electronic devices, such as smartphones and tablets, can indirectly increase the number of data exchange transactions and information available.... The sample number of internet user respondents is 72,529 in the Asian region itself, this sale is dominated by China, but Indonesia itself is ranked 5th so that it can be concluded that the online sales market in Indonesia itself has quite good prospects.

Given the large market potential that will be obtained, the Ministry of Communication and Information of the Republic of Indonesia (Kominfo) procures and builds infrastructure for better communication services, some of the steps taken by Kominfo are:

1. Establishing the Palapa Ring Program
The Palapa Ring program connects the entire archipelago to ensure that people in underdeveloped and remote areas (3T) can enjoy good telecommunications services, targeting 514 districts / cities served in 2018, from the current achievement of 400 districts / cities.
2. 4G Refarming
Telecommunication frequency management (4G refarming and broadcasting digitalization) ensures that telecommunication and broadcast frequencies are managed efficiently and beneficially for all people. It is targeted that by 2019, as many as 514 districts/cities will be served by 4G/LTE networks.
3. Broadcasting Digitalization
The results of frequency arrangement and broadcasting migration from analog to digital will make telecommunication and information services more optimal, especially in frontier, underdeveloped and outermost (3T) areas.

This fast and instant data and information exchange process has also changed the pattern of modern consumer behavior by relying more on social media sites to get information and reviews of the desired products, this is explained from the data launched by Tetra Pak Index in 2017, noting that there are around 132 million internet users in

Indonesia. While almost half of them are social media enthusiasts, or around 40%, where this figure has increased from 2016 where the increase in internet users in Indonesia was around 51% or around 45 million users, followed by a growth of 34% of active social media users. While users who access social media through personal mobile devices are at 39%.

One of the factors underlying the success of marketing through social media is to use influencer marketing by definition influencer marketing is a method by appointing people or figures who are considered to have influence among the public or target consumer segments to be addressed and are felt to be the target of promotion of the brand. The use of this method will make the influencer act as a buyer or user of a brand that is able to represent the positive things that the brand has so that it can increase the sales level of the product brand. based on this existing data and definition, the researcher wants to know the role of this influencer as one of the digital marketing strategies in the current era.

LITERATURE OVERVIEW

Definition of Marketing

The definition of marketing according to the Big Indonesian Dictionary (KBBI) is a process, way, action to market a merchandise, while the definition of marketing strategy is a plan to increase influence on the market, both in the short and long term, which is based on market research, assessment, product planning, promotion and sales planning, and distribution. Meanwhile, the definition of marketing according to Kotler (2018) is a process in which companies involve customers, build good relationships with customers, and create value for customers, so as to get good value / feedback from customers in order to increase profit and customer equity. One of the elements of marketing is the marketing mix which is a variable in marketing in order to meet sales targets. The elements in the marketing mix are known as 7p, namely: product, price, place, promotion, physical evidence, process and people.

So the definition of marketing in general is the activity of utilizing sales variables to bring in consumers, increase sales, and maintain good relations with consumers so that transaction activities that occur can be carried out continuously and continuously.

E-Marketing

E-Marketing (Electronic Marketing) according to Tjiptono (2016) is a strategic process, developing, distributing, promoting, and pricing goods and services to target markets via the internet or digital tools such as smartphones. at this time e-marketing is one of the made of entry options that is considered effective and efficient, especially for digital products, such as software, videos, music and the like.

The growth of internet users in Indonesia in 2017 according to a survey from the Association of Indonesian Internet Service Users (APJII) in 2017 as shown in Figure 2. reached 143.26 million users, which means an increase from 2016 which reached 132.7 million users from the total population of Indonesia which is at 262 million people. This means that the penetration of internet user growth in Indonesia in 2017 reached 54.68% compared to 2016 which amounted to 51.03%.

Based on this existing data, it shows that marketing carried out through digital marketing methods is believed to bring better profits than using conventional marketing methods, but still cannot eliminate conventional marketing elements, because for some people marketing through digital technology is still considered vulnerable to security.

Social Media

The definition of Social Media according to Tjiptono (2016) is an internet-based technology that facilitates conversation. The difference with traditional web applications is on the platform in the form of content creation, content uploading, networking, conversing, media sharing and bookmarking, broadly speaking social media into five categories as in table 1. namely:

Table 1 . Top 10 Online Commerce Market

Social Media Categories	Explanations	Example Situs
<i>Egocentric Sites</i>	It allows users to profile themselves on a virtual platform, which in turn facilitates identity construction and connection.	Facebook, Myspace, Bebo
<i>Community Sites</i>	Imitates real-world communities, allowing groups to form.	Bigwavedave, Blackplanet, Dogster
<i>Opportunistic Sites</i>	Enables the formation of various social organizations of users and facilitates business connections	LinkedIn, Academic.Edu, Alibaba
<i>Passion-Centric Sites</i>	Allows users to connect based on interests and hobbies	Thesamba, chatterbird, germancarforum
<i>Media Sharing Sites</i>	Allows users to share media with each other, such as images, audio and video	Flickr, youtube, slideshare

Source : Tjiptono, 2016, processed by the researcher

An influencer is a person or figure on social media who has a large following and can influence the behavior of their followers. Using influencers is one way for social media marketing to be more effective. One of the marketing techniques in utilizing social media to be more effective is to use influencer marketing, the influencer in question is a person or figure in social media who has a large or significant number of followers and what they say on social media can influence or respond to the behavior of their followers.

RESEARCH METHODS

The approach used in this research is to use a literature review approach In collecting data, the authors collect data and information related to marketing systems and digital marketing through supporting data sourced from research journals both national and international, supporting books, newspapers, and magazines.

Literature review as described by Cooper in Creswell (2010) has several objectives, namely informing readers of other research results that are closely related to the research being conducted at that time, linking research with existing literature, and filling gaps in previous studies, literature review contains reviews, summaries, and author's thoughts about several literature sources (articles, books, slides, information from the internet, data images and graphs and others) on the topic discussed. This literature study aims to determine the influence and role of influencer marketing on one of the digital marketing strategies using social media.

RESULTS AND DISCUSSION

Social media is not only seen as a way for self-actualization, but it can also be used in the business world. One example is how social media can be used for marketing and getting reviews and information about goods or services to be sold, thus attracting customer interest and response before they decide to buy something. The use of social media is not only seen as a means for self-actualization but can develop towards the business world, one of which is that social media can be a means of marketing and can also be used as a

means of obtaining reviews or information about a product or service that will or is being marketed so that it can attract interest or response from customers in deciding to make a purchase transaction.

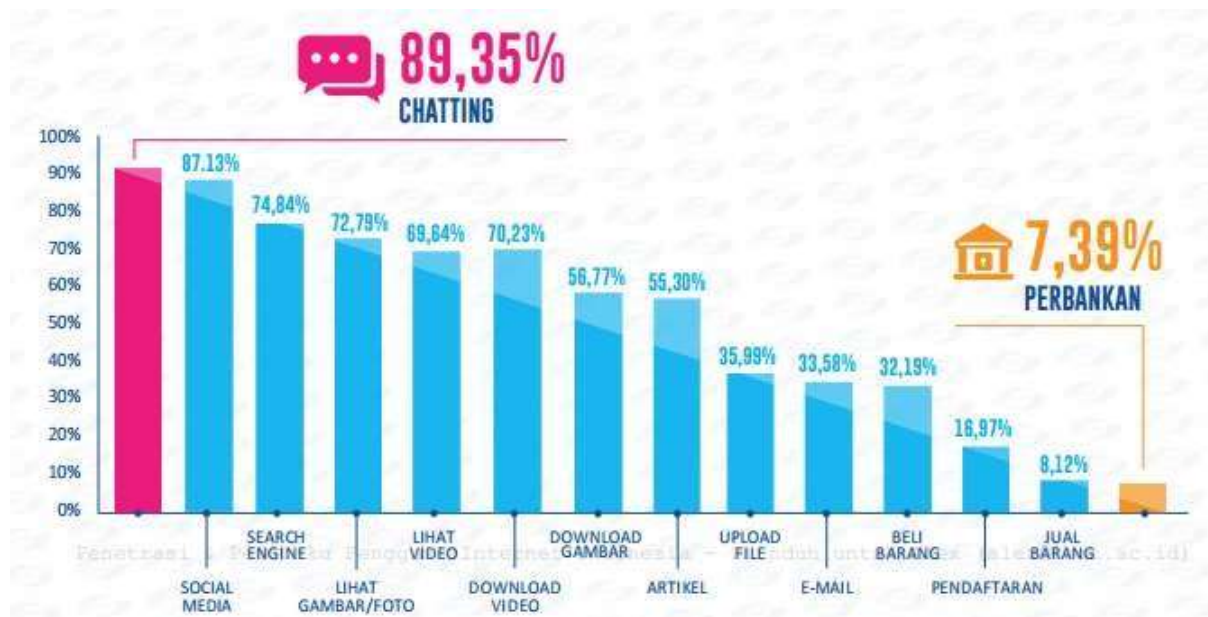


Figure 1. Services accessed by Indonesian Internet users

Source : APJII

Figure 1 shows that social media services are the most frequently accessed services by Indonesian internet users, with 87.13%. Chatting comes in second with a percentage of 89.35%, indicating that Indonesian internet activity is dominated by access to social media and chat. This is the reason why social media marketing is considered effective and can increase sales of goods or services.

Influencer Marketing is seen as one of the best strategies to bring in potential customers when marketing using social media by utilizing the mass owned by an influencer, an influencer can create a better product brand image and at a lower cost than using brand endorser artists or public figures who are already among the top artists. An influencer in general is usually chosen based on their ability, expertise, level of popularity, and reputation. By using this method, a certain company or brand is expected to be more loyal to the influencer by building a deeper relationship and not just limited to explaining about the product but rather information as well as special facilities obtained for new products and behind-the-scenes processes of the brand to be promoted.

When choosing an influencer, it is important to consider the concept of segmentation, targeting, and positioning of the desired target audience. This is because it will affect the number of followers and the level of engagement with the platform. In some cases, an influencer can create a community that can give an impression of the product to be marketed; in other cases, an influencer can create a community that can give an impression of the product to be marketed.

The popularity position of social media also affects the level of popularity of an influencer and increasing the number of influencers, it will also indirectly reach a wider level of consumers who adjust to the social media, in Indonesia itself as data on katadata.co.id in 2018 states in 2017 internet users in Indonesia in the age range of 16-64 years, mentioning social media that are actively used by Indonesians is Youtube ranked first with a percentage of use of 43%, and in second place Facebook with a percentage of use of 41%, and in third position is Whatsapp with a percentage of use of 40% as in Figure 2.

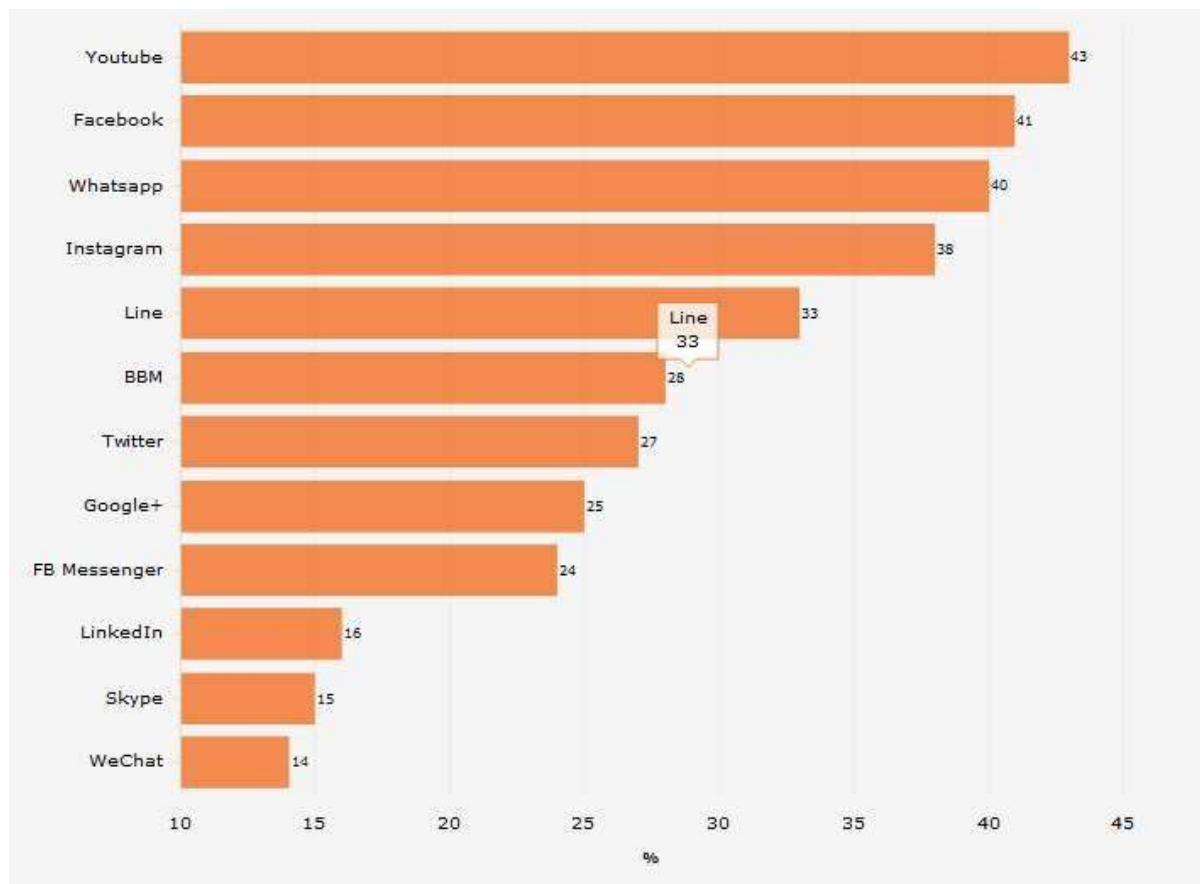


Figure 2. Services accessed by Indonesian Internet users

Source : Katadata

A marketer in utilizing the services of influencers must make a cooperation contract to avoid conflicts in the future, in payment, influencers do not always have to be paid using nominal money, but can use promos or facilities owned by the brand so that it can be utilized to be an experience that can be posted back on their platform.

CONCLUSION

There are several conclusions that can be drawn based on the findings, among others:

1. Marketing through social media, which can be accessed through personal devices, is the most important in the contemporary marketing industry.
2. One marketing approach that utilizes social media is influencer marketing.
3. Influencer Marketing can significantly reduce promotional costs.
4. Influencer Marketing is perfect for improving brand image and consumer brand awareness.

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