

The Role of Endorsers in Optimizing Sme Promotion Through Instagram Social Media in Palembang

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ABSTRACT: The advancement of information technology and the growing popularity of e-commerce have revolutionized marketing culture, allowing producers to connect directly with consumers through platforms like Instagram, regardless of time and location. This study, titled "The Role of Endorsers in Optimizing SME Promotion Through Instagram Social Media in Palembang," investigates how endorsers enhance SME product visibility and influence through the Instagram account @Sikonyols. By employing qualitative methods and analyzing data from the endorser's account, followers, and collaborating SMEs, the study finds that endorsers significantly impact consumer purchasing decisions by delivering precise communication and influencing followers. This research fills a gap in understanding the effectiveness of digital marketing strategies for SMEs. The findings suggest that effective communication styles and accurate information delivery by endorsers greatly enhance promotional reach, underscoring the importance of influencer marketing in the digital era. The implications highlight that SMEs should leverage social media endorsements to optimize product promotions, significantly benefiting from reduced marketing costs and increased brand awareness.

Keywords: Endors, Digital Marketing, Promotion, SMEs.



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INTRODUCTION

The widespread access to the internet is profoundly influencing the evolution of marketing concepts. Unlike traditional communication methods, the internet satisfies society's growing need for limitless information. Consequently, technological advancements have reshaped traditional marketing into a new model known as e-commerce (Karima, 2023).

E-commerce has gained significant popularity due to its ability to disseminate marketing information across various social media channels easily. This platform benefits many parties producers who sell their goods and consumers who purchase these marketed products. The increasing accessibility of the internet has made it essential in various societal activities. E

commerce provides a unique space for marketing products, thereby enhancing profitability more efficiently (Kedah, 2023).

However, the internet should not be seen solely as a promotional tool but rather as an information medium (Olson et al., 2021). Therefore, using the internet to market products requires specific strategies that encourage interactions between producers and consumers. While the internet facilitates communication between buyers and sellers, it does not directly increase sales profits.

Technology enables marketing concepts to reduce costs and be implemented anytime and anywhere, thus boosting consumer purchasing power (Gunawan & Hudiono, 2023). E-commerce can increase sales revenue by over 30% compared to traditional methods. It also offers a solution for marketing products without intermediaries, making it easier and quicker for consumers to receive goods (Nurlela, 2021).

Marketing is crucial for business owners to enhance sales revenue. Special strategies are necessary for product marketing. While product quality is the most critical factor in selling, marketing is vital for introducing the product to potential consumers. With advancements in internet technology, sellers can use digital marketing to increase their sales. Various e-commerce platforms serve as avenues for marketing their products or services (Purnomo, 2023).

To effectively use e-commerce for selling and marketing products, businesses must optimize their digital marketing activities according to their needs. This requires understanding what products to sell, identifying the target market, and employing other strategies to boost sales (Bangun & Purnama, 2023).

Business owners can leverage social media to market their products. Social media platforms enable user interaction, and as of 2024, over 4.95 billion people actively communicate via social media (Petrosyan, 2024). This data indicates that 93.4% of the global population uses social media daily. The growing number of users highlights the increasing demand for information and the rise in digital marketing trends. Social media can enhance brand awareness and serve as a direct communication channel between consumers and producers, reducing conventional marketing costs (Raharjo & Yuliana, 2022).

Digital marketing strategies often involve endorsements or influencers to encourage product purchases. Endorsements boost trust in the brand image supported by influencers (Jin et al., 2019). A strong brand image influences consumer perceptions, making promotions more effective with broader reach (Sulaiman Helmi, 2022).

Influencers can enhance brand awareness through their ability to sway others. By employing influencers, sellers can reach a larger audience and potentially increase sales (Ramadhan et al., 2020). This strategy is especially crucial for Micro, Small, and Medium Enterprises (MSMEs), which need digital promotion optimization. E-commerce helps small businesses grow by providing a direct line to consumers (Chairina, Kusumastuti, & Rusfian, 2022).

Digital marketing is vital for the sustainability of small and medium enterprises, even though it does not always yield immediate success (Jadhav et al., 2023). It offers business owners a way to improve their capabilities and gain an advantage (Kano et al., 2022; Veleva & Tsvetanova, 2020). Therefore, a proper platform is necessary for marketing their products. Influencers often leverage their personal social media accounts to affect their followers. MSMEs can adopt this strategy to attract more visitors and increase sales effectively (Hardilawati et al., 2019; Reihan Malik et al., 2023; Untari & Handani, 2022). Instagram is a popular social media platform for influencers to conduct endorsements, aligning with business needs for effective promotion (Reihan Malik et al., 2023). However, MSMEs require specific strategies to identify these needs.

Social media marketing strategies are highly effective in boosting MSME product sales by creating engaging content (Aulya & Zinaida, 2022). Suitable and entertaining content increases customer engagement on platforms like Instagram, promoting interaction between sellers and customers (Untari & Fajariana, 2018). This approach also expands consumer reach, making it easier for them to find products that meet their needs, ensuring successful social media promotions (Zinaida & Anggraini, 2022).

Well-executed endorsements can increase trust between followers and endorsers (Martensen et al., 2018). This trust drives sales as consumers feel more confident in the endorsed products (Nabieva, 2021). This research aims to examine how endorsers optimize MSME promotions on Instagram, a highly effective medium for reaching a broader audience and enhancing brand awareness. The study seeks to specify the role of endorsers in optimizing digital marketing on Instagram.

METHOD

This study employs a qualitative research method, gathering data through observation, document analysis, and in-depth interviews (Nasri, 2023). The research involved interviewing 11 participants: one influencer (Instagram account @Sikonyols), five small and medium-sized enterprises (SMEs), and five followers of the influencer (Creswell, 2017; Creswell & Creswell, 2018).

The focus of the research is an influencer on Instagram, @Sikonyols. Before conducting interviews, the researcher observed the influencer's Instagram activity. The observation focused on the influencer's role as an endorser in promoting SMEs in Palembang. This particular influencer is known for actively promoting SMEs in Palembang. The observations were aimed at directly collecting data from the observed situations (Arifudin et al., 2021). Interviews were conducted to gather comprehensive data (Molina-Azorin & Fетters, 2019). Document studies were also conducted to collect all available data, underscoring their importance in qualitative research (Ariyani et al., 2020). Data triangulation was employed to ensure the reliability and validity of the research (Sugiyono, 2019).

RESULT AND DISCUSSION

The rapid advancement of technology is driving changes in marketing transformation. The presence of social media has revolutionized digital marketing, allowing producers and consumers to interact directly and without limitations. This dynamic has also given rise to endorsers who can enhance brand awareness among consumers. The emergence of endorsers in marketing transformation directly impacts their ability to influence others, be they large producers or Small and Medium Enterprises (Usman & Permatasari, 2019).

SMEs must recognize the importance of digital promotion in marketing their products. Optimizing websites, digital promotions, and participating in campaigns aligned with their products can enhance their competitiveness in digital marketing (Gadzali, 2023). Additionally, they must be aware of the challenges in building brand identity and expanding their reach to improve sales performance (Sutrisno, 2023).

Digital marketing has not yet been fully optimized by SMEs in Indonesia. According to data from Kominfo in 2022, Dedi Permadi stated that only 21 million out of 64 million SMEs are utilizing digital technology (Yusuf, 2022). This indicates that more than 50% of SMEs in Indonesia are not actively using digital technology. Even those using digital marketing often fail to optimize it effectively, necessitating specific strategies for developing their digital marketing (Hero & Azizi, 2023).

Endorsers play a crucial role in optimizing SME promotions. They can influence consumer behavior towards a brand (Wibisono, Batara, & Kunci, 2021). Hence, a comprehensive understanding of the role of endorsers and their optimization in promoting SME products is essential. This study will examine the role of endorsers from the perspectives of endorsers or influencers, SMEs, and Instagram users who follow endorsers promoting SME products.

Endorsers significantly impact their followers' decision-making processes. According to Wibowo, endorsers play a role in a series of decision-making processes. Although not always central in decision-making, endorsers have a specific impact as influencers through several steps, including Idea Planting, Predicting, Trendsetting, Proclaiming, Aggregating/Communicating, Scoping, Recommending, Persuading, Negotiating, Validating, and being Super Influencers (Wibowo, 2022).

An Instagram user with the handle @Sikonyols actively promotes SME products on Instagram. @Sikonyols frequently endorses various SMEs in Palembang with his distinctive content style. Many SMEs have collaborated with this influencer. Based on observations, this influencer, with over 120K followers, actively shares content on various social media platforms, including Instagram. With a follower count between 100k and 500k, @Sikonyols is considered a Macro-Influencer (Khairani et al., 2022). Given this reach, @Sikonyols is deemed capable of influencing his followers' purchasing decisions.

His active creation of comedic content makes @Sikonyols popular among the public. The humor, meticulously integrated into his content, has made him well-known and widely followed. This popularity presents an opportunity for many business owners, particularly SMEs, to market their

businesses. This strategy is necessary for SMEs aiming to grow and expand their business reach, considering the large and diverse follower base.

From interviews conducted, @Sikonyols, as an endorser, believes that endorsers significantly influence the introduction of SME products they promote. Promotions are conducted to attract his followers' interest in purchasing the promoted SME products. Additionally, he believes that promoting with influencers helps SMEs become more recognized and boost their sales. Several SMEs, such as @Hokkyfresh.id, have also corroborated this. They believe that the endorser's influence on followers can indeed impact sales, even though it does not always align with expectations.

This research will explore how influencers promote SME products through Wibowo's "Influencer (Digital Marketing)" theory. Wibowo states that influencers initiate the idea implantation process in decision-making. This process forms perceptions and actions among their followers. An influencer's credibility and authority can act as change agents through their messages, which can be adopted by society, despite societal rights to challenge these opinions.

In this study, @Sikonyols also engages in idea implantation. This process involves the endorser acting as the face of the brand they promote. Endorsers influence their audience's perceptions and mindsets through the messages conveyed in their content. They introduce, develop, and instill values in the products or services they promote. In this context, @Sikonyols uses his expertise in creating content with comedic elements, his trademark style. Despite the comedic elements, the messages delivered by the endorser are well received by the audience. Some followers, like @apisssss, confirm that idea implantation by endorsers using their unique style is more engaging. Moreover, promotional content wrapped in humor distinguishes it from other endorsers. This idea implantation is also supported by Hokkyfresh.id, one of the SMEs that have collaborated with endorsers, stating that the endorser's appeal attracts the audience's interest in purchasing promoted products. Not only the choice of content, but also the appropriate imagery and expression style of the endorsers affect the content quality.

Endorsers also play a role as predictors of trends. The highly dynamic digital world requires endorsers to predict upcoming trends. Endorsers should not only recommend the promoted products but also identify and understand market dynamics or audience desires. This identification aims to help endorsers spot opportunities and unmet consumer needs. In their role as predictors, @Sikonyols explains that the promotional content he creates employs specific techniques that must be met. He asserts that promotional content cannot be made arbitrarily. Research on potential future trends is necessary, ensuring the content remains relevant when it reaches the public. Followers also believe that endorsers' content aligns with upcoming trends. Meika Sambal, an SME that has collaborated with him, notes that his experience in the digital world enables him to identify and leverage emerging trends. Viral content often serves as a reference for endorsers in creating trend-aligned content. This ability to identify trends makes endorsers significant predictors in promoting SMEs.

Endorsers also act as trendsetters. Aligning with their predictive role, endorsers must also set trends. Trendsetters are pioneers or drivers of societal trends. With significant influence, endorsers often inspire their followers' lifestyles. @Sikonyols, with over 100k followers, frequently becomes

a source of inspiration for lifestyle choices, including clothing, products, and services. He mentions that his ability to influence others also affects other content creators. The intention to emulate admired individuals, such as endorsers, encourages many to follow suit. He highlights the reciprocal influence between his promotional efforts and direct follower interaction. Endorsers significantly shape marketing directions and styles. Hokkyfresh confirms that successful content created by endorsers often inspires other influencers, enhancing the promotional content trend. Thus, endorsers are trendsetters and change agents.

Endorsers also shape public opinion to attract audience interest. This closely ties to audience decision-making in promoting SMEs. Higher endorser credibility correlates with a stronger ability to shape opinions. One of @Sikonyols' followers confirms that his ability to convey messages and build opinions on product quality is well-received by the audience. Many social media users comment on product advantages and share experiences. @Sikonyols states that positive feedback indicates that SME promotional content on Instagram effectively shapes audience opinions. He adds that his persuasive and engaging content encourages followers to purchase the promoted products. SMEs that have marketed through endorser promotions report positive business impacts. Endorsers are seen as strong opinion shapers. Their message delivery becomes more effective with high credibility and audience trust.

Endorsers also serve as communicators or aggregators. In this role, endorsers clearly convey product information, making it easier for SMEs to promote their products to audiences or potential consumers. Endorsers are responsible for presenting products clearly, attractively, and effectively, ensuring audiences receive the message well. Social media, as a platform for conveying information, is optimized by trusted endorsers. They use various communication techniques, such as storytelling, effective visualization, and relatable language. Besides receiving the message, endorsers must ensure the information is memorable. As communicators, they bridge producers or SMEs and audiences or potential consumers. Interviews with endorsers reveal that interaction through comments or direct messages on Instagram is common. Endorsers also directly encourage their audience to try and buy the promoted SME products. This increases audience activity in sharing their experiences, bolstered by trust and closeness with the endorser. Endorsers often ask what products the audience needs, making the promotional content more engaging. This role impacts product awareness, with successful communication indicating effective endorser performance.

Endorsers, as scopers, actively seek and share information. They explore the digital realm, finding and creating relevant content for their audience, making them experts in identifying engaging content. Similar to following and setting trends, endorsers must quickly find and share viral information. They serve as sources of current trends or events. In marketing, endorsers are essential for brands to reach needed audiences. In interviews, @Sikonyols states that discussing with product or brand owners helps obtain and share accurate information with the audience. He personalizes promotional content to align with his brand, making it more appealing. Collaborations and preferences with brand owners ensure alignment with their needs. This role significantly impacts the audience, meeting their dynamic information needs. Followers believe quality information is crucial, and endorsers play a key role in providing additional information.

To influence their audience to purchase the products they promote, endorsers must be able to provide recommendations to their audience. The role of endorsers as recommenders can offer new insights to the audience about the products they present. The endorser's high credibility and trust make their opinions easily accepted. In an interview, @sikonyols mentioned that creating content through research related to the product being promoted makes it easier to provide objective recommendations. In his promotional content, the endorser will explain the benefits that the audience will get after trying and buying the promoted product. These benefits are the best and most objective recommendations for the product. Followers who are the target of the promotion feel that the recommendations given by endorsers encourage them to try the product. Often, the recommendations prompt them to purchase the promoted product. This shows that the endorser's role in providing recommendations significantly impacts the success of the promotion.

The endorser's ability to influence and provide recommendations must also be supported by persuading the audience. Persuasion is more complex than giving recommendations. Persuasion involves providing incentives to influence the audience's decision, while recommendations are positive suggestions that can encourage the audience's decision. In the research conducted, endorsers directly persuade the audience to buy the products they promote. Persuasion is often done through limited-time offers and direct testimonials from the endorser. @sikonyols, based on the interviews conducted, has employed persuasive techniques by offering special discounts during his promotional content. This influences his followers' decisions to purchase the promoted products quickly. The endorser also directly encourages brand awareness of the SMEs he promotes. This is validated by his followers, who said that attractive invitations and discounts influence those initially hesitant to buy. They stated that the limited offers make the product more attractive and affordable. Their trust in the endorser's testimonials also drives the audience's decision to purchase the promoted product. Through persuasive messages, the endorser aligns the audience's needs with the seller's requirements. This is further supported by the endorser's ability to understand their audience's characteristics and desires.

Endorsers must also be able to negotiate. Negotiation is necessary for the smooth creation of promotional content. Negotiation can be described as a discussion between various parties to create suitable promotional content. Negotiation is crucial in bridging SME owners with the audience's needs. The endorser's ability to understand their audience's needs makes negotiation necessary to meet the SME owners' requirements. Instagram account @sikonyols stated that negotiation is essential to optimizing his role as an endorser. Negotiation is usually conducted with SME owners to achieve mutually beneficial results. Negotiation will certainly reach an agreement between both parties. To support the SME owners' needs in increasing their awareness, the endorser plays a crucial role, making negotiation beneficial for both parties.

The products promoted are usually already known by the public. Products can be defined as brands, types of products, and other product-related aspects. Known products certainly require validation of their advantages compared to other products. In this case, the endorser plays a significant role in bridging the product to their consumers. Validation is essential to convince consumers to buy the product, thus the endorser's ability and credibility play a crucial role in promoting the product. @sikonyols, an endorser with over 100 thousand followers, said that his

role as a micro-influencer trusted by many followers helps drive consumer purchasing decisions. His broad reach allows products already recognized by consumers to be pushed through his validation. His followers also stated that the endorser's assessment of the product helps increase their decision to buy SME products. The advantages conveyed and other given benefits further validate the promoted product's quality. In his role as a validator, business owners or SMEs also validate with tangible evidence of increased sales. SMEs reported that their products often receive positive reviews and influencers' encouragement to buy their products.

A very important role of the endorser is his capability as a super-influencer. A super-influencer is an individual who has broad and significant influence on social media platforms. In other words, the large number of followers and loyalty towards the influencer can significantly influence and drive purchasing decisions. This is a challenge for small to global businesses. Their ability to influence behavior will create trends or new opinions about a product. In this study, it was found that endorsers have a significant impact on the development of SMEs in Palembang. Through the promotions carried out by endorsers on their social media, this has driven the development of SMEs, as evidenced by positive feedback from various promoted SMEs. Increasing awareness is a crucial role needed by endorsers in promoting SMEs. With the help of endorsers, many SMEs directly feel the positive impact on their sales. Additionally, many also become regular consumers because they were introduced by the endorser. The positive image given certainly boosts SME sales, enabling them to compete with well-known branded products. SMEs that have collaborated with endorsers said that marketing strategies through collaboration with endorsers are good strategies for business development. Their ability to create trends also garners appreciation from the public, which previously underestimated SME products.

Based on this, it is clear that endorsers play a significant role in promoting SMEs. Their popularity and credibility can drive purchasing decisions for potential SME customers. Not only purchasing decisions but also the resulting awareness is substantial. SME products that were previously underestimated become well-known and tried out thanks to the endorser's role in promoting them. The endorser's role in the development of SMEs is also very important, as the promoted products enhance product quality and enable competition with other products.

The role of endorsers in promoting SME products certainly needs further development. Based on the previously explained factors, endorsers play a very influential role in the development of SMEs, especially in Palembang. However, their role needs proper optimization to reach a larger and more targeted audience. Therefore, this research also aims to explore how the endorser's role can be better optimized, so promotions through Instagram can enhance the endorser's quality. This research uses a combination of AIDA (Attention, Interest, Desire, Action) and AISAS (Attention, Interest, Search, Action, Share) theories to provide a more complex analysis of promotional content optimization. Combining these theories makes the information received on promotional optimization more comprehensive in designing effective marketing strategies on social media, maximizing the audience's purchasing decision stimulation.

The first stage in this theory is Attention. This stage emphasizes how the endorser can increase the audience's interest in viewing promotional content. This stage looks at how the endorser attracts followers' attention to promotional content, thereby boosting SME awareness. This stage

is the initial step that endorsers need to focus on to make followers willing to view the content. Instagram account @sikonyols, as an influencer, stated that using comedy elements as his personal branding helps followers notice the content he creates. Often, the endorser's audience doesn't realize the content is promotional because the introduction looks like typical content posted by the endorser. Followers also said that the comedic elements and unique ideas make the content enjoyable. This stage shows that audience attention will focus on the content concept itself. Audience attention will be drawn if promotional content doesn't directly push them to buy but instead uses specific steps to engage their interest in the promotional content.

The second stage is Interest. This stage explains that the endorser's ability to attract audience attention will encourage audience behavior to be interested in the promoted product. This stage will increase the audience's desire to purchase the product promoted by the endorser, thus boosting SME sales. This stage will examine the endorser's ability to attract and influence their audience. This stage also looks at the endorser's credibility and followers' trust. The endorser said that to optimize this, they conduct observations and seek preferences about the product they will promote. This ensures that the content they promote has high credibility. Honest and clear information delivery will encourage the endorser to optimize the content at this stage. The product's advantages must be communicated well by the endorser so that the audience of the promotion becomes interested in the promoted product. SMEs participating in optimizing this stage will certainly help the endorser maximize the content. SME owners must explain what they need and want to convey to potential consumers so the endorser can create a concept that fits the audience's needs. Followers also said that innovative and informative content encourages them to buy the product promoted by the endorser. The endorser ensures the content is clear and detailed, so the product communication aligns with the audience's expectations.

After the audience is interested in the promoted product, they will desire to purchase it. The desire stage is said to be the optimal stage in influencing potential consumers' decisions. At this stage, the endorser can optimize by fulfilling the audience's needs and desires. This desire arises because potential consumers consider whether the promoted product meets their needs. Several factors can drive the optimization at this stage, such as explaining the offered product, providing testimonials or reviews, and giving detailed information about the promoted product or brand. @sikonyols optimizes this stage by creating informative content. As previously explained, the endorser will detail the advantages that potential consumers or followers can gain, encouraging their desire to buy and try the product. This stage is also a good momentum because followers will seek more information about the benefits they can gain from purchasing the promoted product. Optimization is crucial at this stage to effectively influence the audience.

The product search after the endorser's promotion can indicate a positive sign in increasing SME product sales. This stage is defined as when the endorser's audience has shown interest in the promoted product. The endorser can optimize this stage by providing in-depth information about the promoted product. Optimization can be done by offering tutorials, reviews from various parties, and including other platforms that consumers can consider. Given the need for accurate information before purchasing the promoted product, this stage can be optimized by providing additional information and other evidence that can reassure potential consumers. @sikonyols has optimized this stage by negotiating and gathering information from the SMEs he promotes. The

advantages that consumers can get from other products or brands that they cannot obtain elsewhere. SMEs also agree with this. This stage often becomes a key step before their potential consumers purchase the promoted product. With the endorser's help, SME owners can optimize their sales well. The endorser's ability to influence plays a significant role at this stage. Their ability ensures that the promotion becomes more optimal.

The next stage is the most crucial in assessing the endorser's ability to influence their audience. This stage evaluates how many audiences become consumers of the promoted SMEs. As the goal, the promotion aims to increase the sales of the promoted SMEs. This stage assesses how the audience acts in purchasing the promoted product. Several techniques can be optimized by the endorser to encourage audience actions at this stage. @sikonyols explained that compelling promotional content can be optimized by creating incentives. This can be done using social media features that help the audience directly visit the promoted SMEs. This convenience encourages the audience to purchase the promoted product accurately. @sikonyols' audience also explained that their purchasing decisions were driven by the quality of the created content. Engaging content and adequate information made them trust the promoted product. The endorser's role in increasing the sales of the promoted SME products is also confirmed. One of the SMEs that collaborated with @sikonyols, Meika Sambal, said that promoting through endorsers increased their product sales. This was evidenced by the limited offers given during the campaign. The use of promo codes provided by the endorser resulted in many sales.

The final stage in optimizing SME product promotion is the sharing stage. This stage assesses the impact generated by the endorser after promoting on social media. This stage evaluates the endorser's validation of the product. The endorser's statements about the promoted product are proven by the audience who have become consumers of the promoted SMEs. The endorser optimizes this by providing space for the audience to give reviews about the promoted product.

The endorser uses CTA (Call to Action) communication techniques for the audience who purchase the SME product, allowing them to share their experiences. SMEs feel the optimization carried out by the endorser through reviews, which state that the endorser is the information source for their product. This explains that the optimization carried out has been effective.

CONCLUSION

The advancement of marketing techniques, bolstered by the presence of internet technology, has positively contributed to the growth of SMEs. Digital marketing techniques, aided by influencers, have proven effective in boosting SME product sales. Endorsers or influencers promoting a specific product or brand play a crucial role in driving business growth, especially for SMEs. Their advantage in marketing products at a lower cost while reaching a broad audience that aligns with the target market needs to be optimized through the presence of endorsers.

This study finds that the role of endorsers in promoting SME products in Palembang is highly significant. The progress of digital marketing continues to be optimized by endorsers, enabling them to reach the appropriate audience and meet their needs. Wibowo's, Influencer Theory

explains that endorsers actively influence the audience's decision to purchase the promoted products. This study also finds that endorsers not only drive purchasing decisions but also enhance the visibility of SMEs to their audience, thereby increasing brand awareness. Furthermore, the study discovers that the AIDSAS theory provides a more comprehensive optimization compared to the AIDA or AISAS theories alone. It demonstrates how the audience's response evolves from the initial exposure to the promotional content to sharing their experiences about the promoted product.

This research is limited to examining digital marketing on Instagram, suggesting that future studies could explore the role of endorsers in optimizing SME promotions on other social media platforms like YouTube and TikTok. This study is valuable in understanding how endorsers, with their ability to influence others, can be strategically employed in digital marketing to effectively promote SME products. Additionally, this research can aid SMEs in developing their businesses, where digital marketing emerges as a solution for modern marketing strategies.

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