INFLUENCER QUALITY IN PROMOTING PERSPECTIVES PRODUCTS

Mita Fransiska, Irmawan Rahyadi, Olivia Priskha Dewi, Almira Danella Azzahra, Dhea Amelia Irawan
Bina Nusantara University, Indonesia
Email: mita.fransiska@binus.ac.id

Abstract

Influencers holds an important role in product marketing due to the growth of internet and social media users in Indonesia as well as the increasing economic value of the e-commerce sector and has become an effective strategy in influencing consumer behaviour. A thematic analysis approach was used to identify key themes from literature searches in scientific databases like Wiley, Taylor & Francis, Sage, and Elsevier, on English articles from 2020 to 2023, addressing influencer collaborations with brands. Findings showed influencer quality, factors like credibility, personality, compatibility between influencer and product, and interaction with followers, contribute to promotional effectiveness. Use of language, emotional aspects and interaction also have a significant impact on audience engagement. The influencer's previous testimonials provide a deeper understanding of the product usage.

Keywords: Influencer marketing, influencer quality, product promotion, thematic analysis, digital marketing

INTRODUCTION

The development of technology is getting faster, especially in Indonesia as revealed through data from We Are Social in 2023 which explains that in January 2023 there were 212.9 million internet users in Indonesia and internet penetration reached 77.0 per cent. Based on research, currently there are 167.0 million social media users in Indonesia, which is equivalent to 60.4 percent of the total population, and there are also 353.8 million active mobile connections, equivalent to 128 percent of the total population (Fuente-Cobo, Gutiérrez-de-Cabiedes, & Elizaincin, 2023). The growing number of device users and an increasingly tech-savvy society also bring changes to the world of marketing in Indonesia, especially digital marketing. According to research by Google, Temasek, and Bain & Company in 2022, the growth of Indonesia's e-commerce industry in 2022 reached US$59 billion, which is equivalent to 76.62% of the total value of Indonesia's digital economy which reached US$77 billion.

The economic value of the e-commerce sector in 2022 increased by 22% compared to 2021, which was still US$48 billion. When comparing the value before the COVID-19 pandemic, the e-commerce economy of Indonesia in 2022 was 136% higher than in 2019, amounting to US$25 billion (Fetter, Coyne, Monk, & Woodruff, 2023). Bank Indonesia reported a slowdown in the rate of e-commerce growth in December

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2022; however, the institution remains optimistic, predicting that by 2024 Indonesia's e-commerce growth will achieve 20.45% year-on-year or approximately 689 trillion (Barta, Belanche, Fernández, & Flavián, 2023). This rapid growth of e-commerce is believed to be due to the influence of influencer marketing. Influencer marketing is defined as marketing activities conducted by industry experts or figures who are trusted by consumers to promote products, create advertisements, or offer reviews of a product or service (Boerman, Meijers, & Zwart, 2022).

A content creator can also be considered an influencer, as influencers are essentially individuals with above-average influence on their social network. They often have their own following and are connected to key players in media outlets, consumer groups, or industry associations (Yu & Zhao, 2022). Given their potential to reach a large audience, influencers encourage companies to include them as a relatively new marketing communication tool, referred to as influencer marketing. The relationship between the use of social media and the role of influencer marketing is as one of the techniques in marketing activities where an influencer is a person or figure on social media with a large or significant number of followers and they are said to be an influencer because whatever they say on social media can influence their followers.

To prove this statement is true, it is necessary to conduct research in order to get a good understanding and can be proven if influencers can promote their products that make others interested in buying them. In the rapidly growing digital and social media era, the role of influencers is becoming increasingly significant in influencing consumer behaviour (Chopra, Avhad, & Jaju, 2021). However, to measure the extent of their influence in promoting products and encouraging others to buy them, careful research is required. Research will play an important role in providing a deeper understanding of the mechanisms involved in product promotion by influencers. Factors such as the influencer's personality, the type of content they produce, the size of the audience, and interactions with their followers, can all affect the effectiveness of the promotion. By conducting good research, we can see if there is a correlation between the influencer's characteristics and the level of interest generated in the products they promote.

The purpose of this narrative review is to identify, analyse and synthesise evidence presented in qualitative research relating to the quality of influencers in promoting products. The main research questions according to the PICo (Population, Importance, and Context) format are as follows:
1. How can an influencer inform many people about a product?
2. How an influencer can influence others to buy products?

RESEARCH METHODS

This research uses a thematic analysis approach. According to Hazari, thematic analysis is a research method that seeks to identify and analyze patterns of themes or topics emerging from various relevant data sources (Hazari, Talpade, & Brown, n.d.). This method involves the process of sorting, selecting and interpreting data to reveal patterns of meaning underlying the texts being analysed. In this research, thematic analysis will be conducted by identifying and analysing the main themes that emerge from various reference sources, such as articles, books, presentation slides, as well as information from internet sources relevant to the topic discussed. The literature search was conducted using scientific databases: Wiley Taylor and Francis, Sage, Elsevier, and Scopus. The search keywords were as follows: Social Media, Influencer, Product, Level

of Interaction, Credibility, Trust, Influencer Quality, Communication Strategy, Targeting, Authenticity and Authenticity, Marketing Impact and Results, Criticism and Challenges, Ethics and Responsibility, Relationship with Brands, Trends and Innovations and Recommendations for Business Practice.

The search was limited to articles in English published during the period 2020-2023 to ensure the latest information was obtained. The information involved both qualitative and quantitative research (not limited to research design) focusing on influencers and perceptions around influencer collaboration with brands. The quantitative approach was to measure the real impact of influencer campaigns, sales conversion and audience participation trends, while the qualitative research provided an opportunity to explore aspects that are difficult to measure quantitatively, such as perceptions, linkages between products and influencers.

Table 1. Research Review Flow

Wiley		
Exploration Journal	**Journal Keyword**	**Sample**
Search Result Data Base Searching	Social Media : Influencer	351.014
Search Result Filter Journal	Social Media : Influencer	300.546
Search Result Filter Journal Communication	Social Media : Influencer	2.119
Search Result Filter Date Range 2019-2023	Social Media : Influencer	10

The first search based on Wiley's overall data with the keyword Social Media: Influencers returned 351,041 papers. The journals were then filtered to 10 journals that met the inclusion criteria and identified based on quality assessment.

Table 2. Research Review Flow

Taylor & Francis		
Exploration Journal	**Journal Keyword**	**Sample**
Search Result Data Base Searching	Social Media : Influencer	522.403
Search Result Filter Journal	Social Media : Influencer	71.603
Search Result Filter Journal Communication	Social Media : Influencer	7.288
Search Result Filter Date Range 2019-2023	Social Media : Influencer	9

The second search based on Taylor & Francis' overall data with the keyword Social Media: Influencers yielded 522,403 papers. Journal screening was then conducted until only 9 studies fulfilled the criteria and were identified based on quality assessment.

Table 3. Research Review Flow

Sage		
Exploration Journal	**Journal Keyword**	**Sample**
Search Result Data Base Searching	Social Media : Influencer	272.366
Search Result Filter Journal	Social Media : Influencer	222.338
Search Result Filter Journal Communication	Social Media : Influencer	13.726
Search Result Filter Date Range 2019-2023	Social Media : Influencer	7

The third search was based on Sage's overall data with the keyword Social Media: Influencers returned 272,366 papers. The journals were then screened for 7 studies that met the inclusion criteria and identified based on quality assessment.

Elsevier

Table 4. Research Review Flow

Elsevier		
Exploration Journal	**Journal Keyword**	**Sample**
Search Result Data Base Searching	Social Media : Influencer	10.661
Search Result Filter Journal	Social Media : Influencer	551
Search Result Filter Journal Communication	Social Media : Influencer	126
Search Result Filter Date Range 2019-2023	Social Media : Influencer	4

The fourth search was based on Elsevier's overall data with the keyword Social Media: Influencers obtained 10,661 papers. Then filtering to the last type of Social Science journals used was 126 papers. Of these 126 papers, only 4 studies met the inclusion criteria and were identified based on quality assessment.
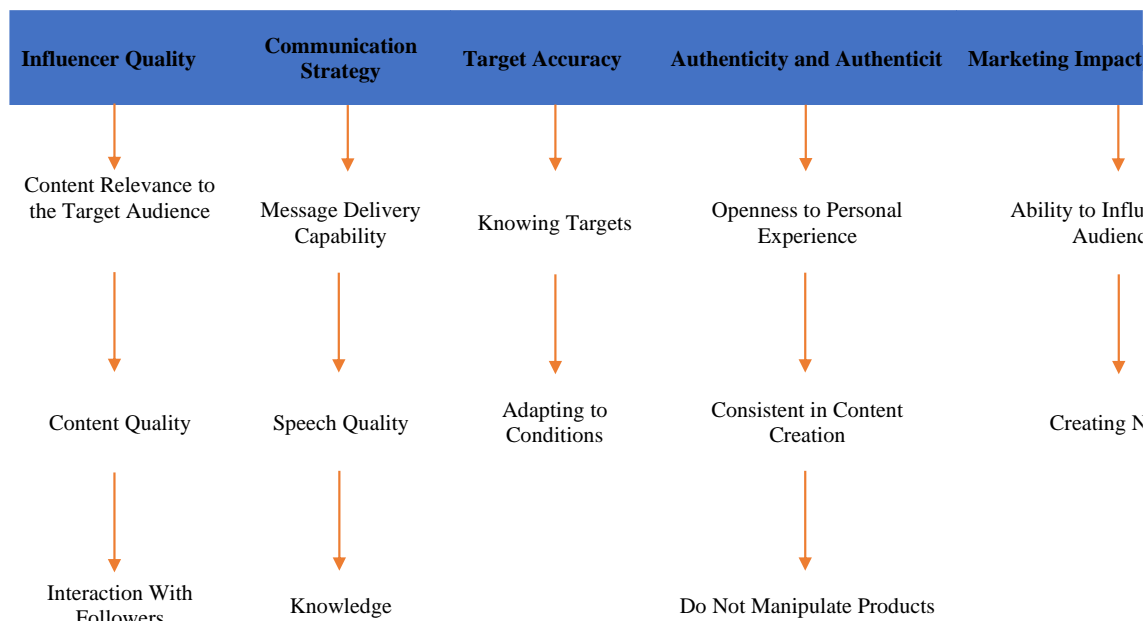
RESULTS AND DISCUSSION

There are several factors that can potentially influence the effectiveness of promotions by influencers. In this case, the personal characteristics of the influencer, the type of content they produce, the size and interaction with the audience, as well as the credibility they have, can all play an important role in the effectiveness of the promotion which is summarised in the table of past research as follows:

Table 5. 6 Previous Studies

No	Authors	Title	Journal Name	Methodology	Findings	Affiliate
1	Syed Asim Shah, Muhammad Haroon Shoukat, Waseef Jamal, Muhammad Shakil Ahmad	What Drives Followers-Influencer Intention in Influencer Marketing? The Perspectives of Emotional Attachment and Quality of Information	SAGE Journal	A hypothetical model was tested based on social learning theory and media dependence.	Follower-influencer emotional attachment and perceived information quality.	COMSATS University Islamabad, Punjab, Pakistan. Institute of Management Sciences, Pakistan. Business Faculty Sohar University Oman, Attock, Pakistan
2	Nicole O'Donnell, Sultana Ismet Jerin, Di Mu	Using TikTok to Educate, Influence, or Inspire? A Content Analysis of Health-Related EduTok Videos	Taylor & Francis Journal	We conducted a mixed-methods content analysis of N = 400 health videos from the prosocial EduTok campaign.	Our results show that viewers interact most frequently with educational videos related to diet, exercise and sexual health.	Edward R. Murrow College of Communication, Washington State University, Washington, USA
3	Sophie C. Boerman, Marijn H. C. Meijers, Wietske Zwart	The Importance of Influencer-Message Congruence When Employing Greenfluencers to Promote Pro-Environmental	Taylor & Francis Journal	We conducted an online experiment with 2 (influencer message incongruence vs. message congruence) × 2 (micro influencer	Influencers whose image aligns with pro-environmental messages are important	Amsterdam School of Communication Research (ASCoR), University of Amsterdam, Netherlands

No	Authors	Title	Journal Name	Methodology	Findings	Affiliate
		Behavior		vs. meso influencer).		
4	Yixin Zhang, Lancy Mac	Social media influencers: The formation and effects of affective factors during online interactions	Wiley Journal	An online survey was conducted among 304 social media users in Mainland China who have followed social media influencers	The results highlighted the formation of two affective factors, namely familiarity and intimacy.	Faculty of Business Administration, University of Macau, China,
5	Holly A. Syrdal a, Susan Myers b, Sandipan Sen c, Parker J. Woodroof d, William C. McDowell	Influencer marketing and the growth of affiliates: The effects of language features on engagement behavior	Elsevier Journal	The authors applied the Elaboration Likelihood Model	Insights into how specific linguistic cues influence engagement with influencer affiliate marketing.	Department of Marketing, Texas State University in San Marcos
6	Anjali Chopra, Vrushali Avhad, and and Sonali Jaju	Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial	SAGE Journal	This study uses the theory of planned behaviour (TPB) by Ajzen (1991) and social learning theory by Bandura and Walters (1963) as part of qualitative research	Successful influencer marketing involves identifying the right kind of influencers who will offer curated advice, stories and suggestions to create engagement with the audience.	Associate Consultant, Infosys Ltd., Hyderabad, India. Faculty of Marketing, K. J. Somaiya Institute of Management Studies & Research, Somaiya Vidyavihar University, Mumbai, Maharashtra, India. Analyst, Willis Towers Watson, Mumbai, India.

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Influencer Quality	Communication Strategy	Target Accuracy	Authenticity and Authenticit	Marketing Impact
Content Relevance to the Target Audience	Message Delivery Capability	Knowing Targets	Openness to Personal Experience	Ability to Influ Audienc
Content Quality	Speech Quality	Adapting to Conditions	Consistent in Content Creation	Creating N
Interaction With Followers	Knowledge		Do Not Manipulate Products	

Figure 1. Model structure of attributes and factors influencing the quality of influencers in promoting products

Influencer Quality

In the ever-evolving digital era, the role of influencers in promoting product perspectives has become an important aspect of marketing strategies. Identifying the qualities that make an influencer effective in promoting a product is an interesting challenge to explore. At this stage, Chen emphasizes the importance of examining and identifying attributes and qualities that stimulate strong interactions between influencers and audiences (Chen, Li, & Sun, 2023). One aspect that needs to be considered is the influencer's personality that can provide attraction and emotional connection to their followers. In addition, credibility also plays an important role in building trust between influencers and audiences, which in turn can affect how product messages are received (Syrdal, Myers, Sen, Woodroof, & McDowell, 2023). Credibility is one of the elements that form the basis for an influencer's effectiveness in promoting a product perspective. In addition to an engaging personality, the level of trust held by the influencer within the online community or social media platform also plays an important role. When an influencer has a strong track record of providing accurate and honest reviews of products, audiences are more likely to accept and consider such recommendations. Therefore, in identifying the quality of influencers, it is important to analyze how this credibility is built and maintained through consistent interactions with followers (Shah, Shoukat, Jamal, & Ahmad, 2023).

Personal appeal and the ability to connect with the audience are also important factors in the quality of an influencer. Influencers who are able to deliver messages in an authentic and engaging way can create an emotional bond with their followers. Authenticity in the self-presentation and narrative provided by the influencer can help create a space where the audience feels connected and inspired. In this qualitative analysis, it is worth considering how the influencer's communication style is, as well as

how he or she is able to utilize personal narratives to connect the product with the experiences and values of his or her followers (Stein, Breves, & Anders, 2022). Besides the attributes of personality, credibility and attractiveness, there are other factors that also play a role in shaping the positive image of an influencer. For example, consistency in providing quality and relevant content to the audience is also an important factor. Influencers who are able to maintain quality standards and stay focused on topics that fit their niche tend to build stronger relationships with their followers. In addition, it is important to analyse how influencers manage interactions with followers, including responses to comments and questions, as well as the ability to create an actively engaged community.

Identifying the qualities of influencers is an important first step in understanding their role in promoting a product perspective. In identifying and analyzing effective attributes, O'Donnell notes that there is no single approach to becoming a successful influencer (O'Donnell, Jerin, & Mu, 2023). However, by considering aspects such as personality, credibility, attractiveness, consistency, and interaction with followers, this study can provide valuable insights for marketing practitioners and researchers in understanding how influencers can influence consumer perceptions and actions.

Communication Strategy

The communication strategies employed by them play a key role in connecting products with audiences. With billions of active users across various social media platforms, influencers have taken on the role of intermediaries between brands and consumers. One interesting aspect is the various communication strategies used by influencers in communicating product perspectives to audiences (Abed & Barzilai, 2023). Through creative and diverse approaches, influencers can influence the perception and purchase decisions of their followers. Visual content is one of the important pillars in an influencer's communication strategy. Aesthetically pleasing and engaging displays can attract followers to interact with the content presented. Influencers often use images and videos that showcase products in an appealing way, whether through lifestyle, product usage or unique visual presentation. Creative product visualisations can help followers imagine how the product can meet their own needs or lifestyle.

Story narrative is also a very effective tool in influencer communication strategy. Talking about meaningful product stories can create an emotional bond with the audience. Influencers often share personal experiences or product usage stories that have sentimental or inspirational value. This can help the product become more than just an item, but a part of a life journey or personal achievement. Active interaction with followers is an important element in an influencer's communication strategy. Through comments, private message responses or live Q&A sessions, influencers can interact directly with their followers. This kind of interaction not only strengthens the bond between the influencer and the audience, but also provides an opportunity to provide

additional information, clarification or further guidance on the promoted product (Zhang & Mac, 2023).

The choice of social media platform is also a key factor in an influencer's communication strategy. Each platform has unique characteristics and different audiences, so influencers must understand how to utilise each platform appropriately. Some platforms may be better suited for visual content, while others are better suited for storytelling narratives or in-person interactions. Analysing the platforms that best suit the target audience can help influencers achieve greater impact and more effective results in promotional campaigns.

Target Precision

In the ever-evolving world of marketing, the success of campaigns conducted by influencers depends not only on the creativity of the content, but also on the accuracy of the target. A discussion on how influencers can ensure that their message resonates with the product's target audience is at the core of this analysis. Why is this important? Because a relevant and interested audience has a greater potential to respond positively to the messages and recommendations provided by the influencer. One of the keys in ensuring targeting accuracy is a deep knowledge of the market being served. Influencers who understand the trends, preferences and needs of potential audiences have an edge in directing their messages in a relevant and engaging way. With a good understanding of consumer trends and market dynamics, influencers can tailor their communication strategies to better match the expectations and desires of the audience (Hurley, 2022).

A deep understanding of your audience also means recognising demographic, psychographic and consumer behavioural characteristics. Influencers who carefully investigate the background, values, and interests of their target audience will be able to identify the points that connect the product to the followers' needs or aspirations (Majchrzak, Faraj, Kane, & Azad, 2013). With a more targeted approach, influencers can create content that is more relevant and appealing to their target demographic group. Flexibility and the ability to adapt to different demographic groups are key factors in maintaining targeting accuracy. Each audience has different characteristics, and influencers who are able to tailor their message to the language, style and context that best suits that audience will be more effective in reaching and engaging with them. This can include using cultural references, delivering messages with relevant narratives, and adapting visual displays.

In the face of diverse and complex audiences, the use of data and analytics can be an important tool for influencers to understand and fulfill target needs (Belanche, Casaló, Flavián, & Ibáñez-Sánchez, 2021). Through social media platform analytics tools, influencers can track responses and interactions with their content, helping them understand which aspects work best and which need to be improved. This data can provide valuable insights to improve future targeting accuracy and form a more thoughtful marketing strategy.

Authenticity

In an information age filled with adverts and promotions seeking to grab consumers' attention, authenticity and authenticity have become important elements in influencer marketing strategies. Discussions on the importance of authenticity and genuineness in efforts to promote product perspectives reflect the need for consumers to feel connected to brands and the recommendations they receive. Stein, Breves, and Anders, op. cit. In an increasingly powerful digital sphere of influence, followers tend to respond more positively to influencers who are seen as honest, genuine and trustworthy. The authenticity of influencer marketing reflects the congruence between what the influencer conveys and the values they personally hold. Followers feel engaged when they feel that the influencer genuinely has an interest in or positive experience with the product being promoted. For example, if an influencer promotes a beauty product and they consistently share beauty tips or skincare routines, this can demonstrate the consistency and authenticity of their recommendations.

Authenticity in influencer communication is about opening up and speaking from the heart to the followers. Followers feel connected to influencers who talk about personal experiences, challenges faced and their journey with a particular product or brand. When influencers share personal stories about how a product has impacted their lives or provided a solution to a particular problem, it builds a sense of empathy and removes the suspicion that the message is simply the result of marketing efforts. When influencers are able to portray themselves as genuine and trustworthy individuals, followers tend to form deeper and more sustainable bonds. They feel that the influencer's recommendations are guidance coming from a trustworthy source, not just an advertisement aimed at them. Authenticity allows followers to feel part of a larger community, which shares the same values and interests as the influencer.

In the tumultuous world of social media, an influencer's well-maintained reputation as genuine and authentic can open the door to continued collaboration with brands and a growing following. Followers will feel more comfortable receiving product recommendations, and will be more likely to develop loyalty towards brands recommended by influencers they trust. Hence, authenticity and genuineness are not only important aspects in marketing communications, but also in building long-term relationships between influencers, brands and followers.

Marketing Impact and Results

Measuring the impact of influencer marketing efforts is becoming increasingly relevant in the ever-changing world of marketing. An overview of the impact and results of working with influencers can provide valuable insights for brands and marketers. Analyzing how influencer marketing efforts affect product image and sales can provide a deep understanding of the effectiveness of these strategies in inspiring consumers and influencing purchase decisions (Deiss & Henneberry, 2017). The influence of influencers on product image can be seen in how brands are presented to audiences. Case studies or empirical findings on how influencers integrate brand messages with

their own lifestyles and values can provide insights into the extent to which the brand
image can become an authentic part of the influencer's followers' lives. When
influencers genuinely and consistently represent a product, the positive image they
create can cascade down to followers' perception of the brand.

In addition to brand image, influencers' influence can also have a significant
impact on product sales. Through increased awareness, followers' trust in a particular
product can increase their propensity to seek more information or even make a
purchase. Some empirical findings suggest that marketing campaigns through
influencers can increase sales conversion rates and accelerate purchase decisions,
especially when influencers share their positive experiences with products. Case studies
and empirical research involving influencers can provide concrete examples of how
their influence can change consumer perception and behaviour. For example, case
studies involving influencers in the fashion industry can illustrate how followers are
inspired to feel confident and connected to a brand after seeing the positive
transformation brought about by a particular product. Findings such as these provide
concrete evidence of how the interaction between influencers and products can
influence the climate of consumer perception.

In a world increasingly connected through social media platforms, the impact of
influencer marketing can also transcend geographical boundaries. Empirical findings on
how influencers can trigger sales spikes on a regional or even international scale can
open up new business opportunities for brands. This highlights the importance of
understanding the audience targeted by influencers, both geographically and
demographically, to optimise the marketing results generated.
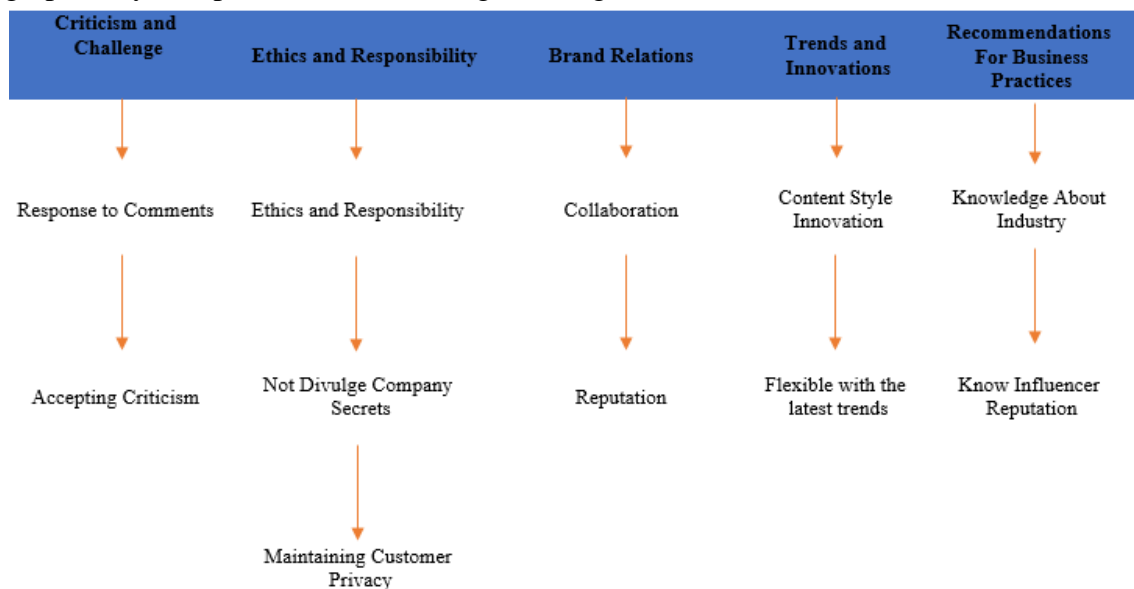
**Figure 2. Model structure of attributes and factors influencing the quality of
influencers in promoting products**

Criticisms and Challenges

While influencer marketing has become a highly effective strategy in the digital world, it cannot be ignored that this practice also has its critics and challenges that need to be addressed. These criticisms and challenges arise in response to the rapid development and transformation that influencers have made in steering public opinion. According to Caiado, it is important to critically explore the potential criticisms as well as challenges that may arise in implementing this strategy (Caiado et al., 2023). One common criticism is the issue of transparency. Followers often expect that recommendations provided by influencers are based on genuine experiences or personal views, not just the result of compensation or sponsorship. When followers feel that content is not transparent or is directed by other interests, this can damage the trust and image of the influencer and the brand they are promoting.

Another challenge is brands' dependence on influencers. Sometimes, a brand's relationship with an influencer can create a significant dependency. If a brand relies too much on an influencer's promotion, they may lose control of the message and become more susceptible to changes in the influencer's reputation. This can create uncertainty in the long run if the influencer decides to move on or undergo a rebrand. In addition, the uncertainty of results is also a challenge to consider. While influencers have the potential to influence consumer perceptions and actions, the end result of an influencer marketing campaign cannot always be predicted with certainty. Campaign performance can be affected by many factors, including changing market trends, unexpected reactions from followers, and fluctuations in social media platform algorithms (Dwivedi et al., 2021). Brands and influencers need to be prepared for this uncertainty and develop mitigation strategies accordingly.

To address these criticisms and challenges, it is important for brands and influencers to adopt transparent and ethical practices. Clear disclosure of paid collaborations, as well as recognising the effects of compensation in the messages delivered, can help maintain transparency and build follower trust. In addition, brands also need to diversify their marketing strategies to avoid over-reliance on one or a few influencers. By doing this, potential criticisms and challenges can be managed more effectively, while still maintaining the integrity and positive impact of influencer marketing.

Ethics and Responsibility

In an era of digital marketing dominated by influencers, ethical considerations play a central role in ensuring the honesty and integrity of communications delivered to audiences. A discussion on ethics and responsibility is an important foundation for understanding how influencers should perform their role in promoting a product perspective. These ethics include moral principles that direct influencers to act honestly, transparently and responsibly towards their followers. One significant ethical consideration is transparency in the relationship between influencers and brands

(Okonkwo & Namkoisse, 2023). Followers expect honesty about whether the content delivered by an influencer is a genuine recommendation or the result of financial compensation. Clear disclosure of any compensation or partnership helps prevent confusion and maintain audience trust. Therefore, influencers have an ethical responsibility to provide followers with clear information about their relationship with the brand.

Ethical standards also pertain to the accuracy of information conveyed by influencers. Influencers have a responsibility to ensure that what they say about a product or service is accurate and based on actual experience. Exaggerated or unverifiable claims can undermine the trust of followers and damage the reputation of influencers and the brands they promote. Therefore, the use of correct data and relevant experience in product recommendations is crucial in maintaining the integrity of the content. The ethical responsibility of influencers also involves an awareness of the possible impact of the messages delivered. They should consider how their messages may affect followers, especially in terms of purchasing decisions or consumer behaviour. In some cases, influencers have very young or vulnerable followers, so they have a special responsibility not to promote harmful or inappropriate products or behaviours.

In carrying out their roles, influencers must also adhere to the ethical standards of the social media platforms or communities they participate in. This includes avoiding practices such as spamming, buying fake followers, or interacting with negative or harmful messages. They should also respect privacy and copyright and adhere to the social media platform's guidelines on appropriate and non-breaking posts.

Brand Relationship

The relationship between influencers and brands has become an important element in modern marketing. Discussions on how these relationships can impact the effectiveness of marketing campaigns illustrate the importance of strong and strategic collaborations in achieving marketing objectives. In an era where followers pay close attention to interactions and endorsements from influencers, combining brand and influencer identity has become a critical element in achieving successful outcomes. The alignment of the brand with the influencer's values and identity is a critical factor in determining whether the collaboration will be successful. Influencers who have values aligned with the brand tend to exude authenticity in recommending products or services (Okonkwo & Namkoisse, 2023). Followers feel more trust in recommendations coming from influencers who are seen to share similar views on important things in life. In addition to value congruence, an aspect that influences campaign effectiveness is the continuity of collaboration between the influencer and the brand. Long-term collaborations have the potential to create deeper and more meaningful relationships between brands, influencers and followers. Influencers who consistently represent a brand over a longer period of time can develop a stronger bond with their followers, which in turn impacts their ability to influence purchasing decisions.

Ongoing collaborations also contribute to brand credibility in the eyes of followers. If followers see an influencer repeatedly recommending products from the same brand, this can signify that the brand has enough trust in their products. However, it is important to ensure that the content produced remains fresh and varied so that it does not appear too monotonous or directional. The relationship between the influencer and the brand should also consider the extent to which the influencer is actively involved in the creative process of the campaign. Influencers who are given the space to contribute campaign ideas, content or messages tend to feel more engaged and have a deeper understanding of how to authentically communicate a brand to its followers. Such collaboration can improve the quality of the content and make it feel more natural to the audience.

Trends and Innovations

Trends and innovations in the practice of influencer marketing are constantly evolving as the digital environment changes. Understanding the latest trends and innovations in this approach is important to ensure that marketing strategies remain relevant and effective amidst the ongoing changes. The discussion on trends and innovations in influencer marketing includes the use of the latest technology, adaptation to changing consumer behaviour, and exploration of new social media platforms. One trend that is increasingly prominent is the use of technology such as augmented reality (AR) in influencer campaigns. AR allows influencers to provide a more interactive and immersive experience to their followers (Sinha & Srivastava, 2023). Using AR filters, influencers can display real products, giving their followers a more immersive experience of how the product can fulfil their needs. This technology is not only engaging, but can also amplify engagement and trigger a positive response from the audience.

In addition, innovation is also taking place in the way influencers interact with audiences through new social media platforms. With the rise of platforms that focus on short-form content such as TikTok or Reels on Instagram, influencers have had to adapt their communication approach to shorter, more energetic formats. This encourages creativity in messaging, which requires influencers to embrace a more concise and entertaining content style. Another trend worth exploring is using live streaming platforms to interact directly with followers. Live streaming provides an opportunity for influencers to interact in real-time, answer questions, and build a closer bond with their audience. In an increasingly transparent environment, live streaming can also help build trust, as followers can see the influencer's interactions and reactions in real time.

Furthermore, it is important to note that trends and innovations in influencer marketing are also related to adapting to changes in consumer behaviour. Understanding how consumers interact with content and products in an increasingly digitalised and fast-paced environment is an important factor in designing successful campaigns. The use of data and analytics can help influencers and brands to measure the effectiveness of their campaigns and adjust their strategies according to emerging trends.

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Recommendations for Business Practices

Based on the findings from the literature analysis, there are some valuable recommendations for business practices in managing collaborations with influencers. Firstly, practices should prioritise value congruence between influencers and brands. Choosing influencers whose views and values align with the brand will help ensure product recommendations sound more authentic and convincing to their followers (Levin, 2020). When selecting influencers, also consider their audience, whether it matches the brand's target demographic and psychographic. In addition, business practices need to maintain transparency in collaborating with influencers. Clear ethical guidelines should be applied in every step of the campaign. Brands should ensure that influencers honestly disclose existing relationships, including if there is any financial compensation or partnership. This transparency supports followers' trust and builds a more positive brand image.

Good communication with influencers is also an important factor in a successful collaboration. Practices should engage in open dialogue with influencers from the outset, discussing campaign objectives, desired brand messages and creative guidelines. Allowing influencers to provide input and ideas will help create content that is more authentic and in line with their communication style. The next recommendation is to consider long-term collaboration with influencers. An ongoing relationship allows brands to build a stronger bond with followers, while allowing time for the influencer to better understand and represent the brand. However, keep in mind that the continuity of collaboration should not make the content monotonous. Keep innovating in approach and creativity to maintain a healthy continuity.

The final step is to utilise data analysis to measure and improve campaign results. Practices should collect data on the interaction, response and impact of influencer campaigns. This data can provide insights into what worked and didn't work, so that future campaigns can be improved. By utilising this information, brands can make smarter decisions in directing their marketing investments.

Discussion

The above research results indicate aspects related to business practices in working with digital marketing influencers. First of all, the importance of influencer qualities is discussed, where the identification of attributes and qualities that are effective in building strong interactions between influencers and audiences is crucial. Attributes such as personality, credibility and personal appeal are key determinants in building a convincing relationship between influencers and their followers. In addition, effective communication strategies are also an important topic. Visual content and story narrative are recognised as key pillars in an influencer's communication strategy. Eye-catching and creative visual content can capture the attention of followers, while story narratives provide a strong emotional dimension to build a deeper bond between influencers and audiences. In addition, the selection of the right social media platform

and direct interaction with followers are emphasised as important elements in a successful communication strategy.

The success of an influencer campaign depends not only on the creativity of the content, but also the extent to which the message delivered resonates with the target audience. Analysing the demographic, psychographic and behavioural characteristics of consumers is crucial to ensure the influencer's message reaches and influences the right people. A deep understanding of the audience also allows the influencer to identify the points that connect the product to the followers' needs or aspirations. Followers respond more positively to influencers who are seen as honest, genuine and trustworthy. Authenticity in recommending products backed by personal experience and authenticity in heart-to-heart communication are key in building strong emotional bonds and relationships with followers.

Measuring the impact of working with influencers in influencing product perception and sales is becoming increasingly relevant in the marketing world. The influence of influencers on brand image and increased sales can be recognised as indicators of campaign success. However, the literature also warns that the results of influencer marketing cannot always be predicted with certainty and can be affected by various external factors. Challenges such as transparency, brand dependency on influencers, and uncertainty of campaign outcomes are recognised as elements that need to be carefully managed. Ethics and responsibility are also in focus, with an emphasis on transparency in the influencer and brand relationship, accuracy of the information conveyed, and wise use of data. Value congruence between influencers and brands is a determining factor for successful collaborations, while long-term relationships and collaborations that involve influencers in the campaign creative process are also emphasised. Trends and innovations, such as the use of the latest technology and adaptation to changing consumer behaviour, are also important in maintaining the relevance and effectiveness of marketing strategies.

Overall, this read provides deep insights into effective business practices in harnessing the power of influencers in digital marketing. From identifying influencer qualities, communication strategies and targeting to ethics, impact and challenges, readers will get a comprehensive overview of how to build a successful influencer marketing campaign.

CONCLUSION

Marketing through influencers has a very significant role in today's digital age. From the summary of the literature above, it can be concluded that factors such as the influencer's personal qualities, effective communication strategy, deep understanding of the audience, authenticity in recommending the product, as well as the overall impact of the marketing campaign, all play an important role in the success of this strategy. The authenticity of an influencer's message and the emotional connection they build with their followers have a huge impact. Despite challenges such as transparency and credibility, a good collaboration with the right influencer can result in a strong connection between brands and consumers. By continuously measuring and carefully

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analysing campaign results, influencer marketing has great potential in achieving marketing objectives and generating a positive impact on brand image and product sales.

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