Analyze of Influencer Strategies @wipangs through Endorsement on Immoderma Brand

Alif Nur Anisa RH[-1], Swita Amallia Hapsari[2],
[1]Prodi Ilmu Komunikasi, Universitas Dian Nuswantoro
alifnuranisarh@gmail.com[1], swita.amallia.hapsari@dsn.dinus.ac.id [2]

Abstract

Nowadays, communication technology has become a primary channel for delivering information, especially in the business sector. Consequently, the use of social media has become a promotional medium that is considered impactful. One strategy involves selecting influencers who can engage the audience and encourage them to follow all recommended information. In Semarang, one beauty influencer, @wipang, is recognized for her unique approach to marketing products through endorsement collaborations. The brand Immoderma, which employs Wipang as an influencer, has developed a content-based partnership strategy. This study describes the beauty clinic brand in Semarang, Immoderma, which chooses influencers as a promotional strategy through endorsement collaborations. The researcher employs a qualitative descriptive research method, utilizing Integrated Marketing Communication (IMC) theory and an endorsement model concept that includes expertise, popularity, and reputation. To gather data, the researcher conducts interviews with Wipang as the primary data source. For secondary data, the researcher uses observation and documentation. The findings indicate that selecting an influencer as a promotional strategy through endorsement collaborations can effectively capture the public's attention for the Immoderma brand.

Keywords: Endorsment; Influencer; Instagram;Wipang

Abstrak

Teknologi komunikasi ini telah menjadi saluran utama dalam penyampaian informasi, terutama di sektor bisnis, Maka penggunaan media sosial sudah jadi media promosi yang dianggap berdampak. Salah satunya dengan strategi memilih influencer yang dapat membuat audiens mengikuti semua informasi yang disarankan. Di kota Semarang, salah satu influencer di bidang kecantikan @wipang dikenal memiliki keunikan dalam memasarkan produk melalui kerjasama endorsment. Brand Immoderma yang menggunakan Wipang sebagai influencer memiliki strategi kerjasama dalam bentuk konten. Penelitian ini mendeskripsikan brand klinik kecantikan di kota Semarang yaitu Immoderma yang memilih influencer sebagai strategi promosi dengan kerjasama endorsment. Peneliti menggunakan metode penelitian deskriptif kualitatif dengan teori IMC dan konsep model endorsment yang terdiri dari keahlian, popularitas dan reputasi. Untuk mendapatkan data, peneliti menggunakan wawancara pada Wipang sebagai sumber data primer. Sementara, untuk sumber data sekunder, peneliti menggunakan observasi dan dokumentasi. Hasil penelitian menunjukkan jika memilih influencer sebagai salah satu strategi promosi dengan kerjasama endorsment dapat membuat brand Immoderma berhasil mendapatkan perhatian publik

Kata Kunci: Endorsment; Influencer; Instagram;Wipang

INTRODUCTION

Information and communication technology is developing very dynamically. Using new media with internet access is one of the activities that can no longer be left behind. The presence of the internet is able to blur barriers and even create new interactions without having to meet face-to-face, one of which is with social media(Syahroni & Hapsari, 2022)

The presence of social media today cannot be separated from daily life. This communication technology has become the main channel in the delivery of information, especially in the business sector, which is growing rapidly along with the process of digitalization, deregulation, and capital movement. The increasing use of the internet has made almost all business sectors use it as a promotional medium, considering the number of internet users who continue to increase every year (Fauzi et al., 2024).

According to data (We Are Social, 2024), the number of internet users in Indonesia has reached 185 million people, or around 66.5% of the total population. Of these, 135 million people are active users of social media. WhatsApp became the most popular platform with 90.9% of users, followed by Instagram (85.3%), Facebook (81.6%), and TikTok (73.5%). The internet and social media are now not only used to communicate, but also become the main tool in finding information. Along with this trend, many companies are turning to influencer marketing strategies to promote products and attract consumers' attention through content shared on social media. This strategy has proven to be effective, with results showing an increase in product purchases of up to 89.7% (M. P. Agustini et al., 2022).

Cooperation between brands and *influencers* not only serves as a promotional medium, but is also able to build trust among potential buyers. Usually, *influencers* promote products in the form of reviews or testimonials based on their experience using the product (Charis et al., 2023). Generations Y and Z, which dominate around 40% of internet users in Indonesia, are the most active groups using social media to search for and share information. This group is often connected to social media throughout the day, both in their work and social activities (Agustina, 2021). Therefore, many marketers rely on social media to introduce and offer their products to consumers.

However, choosing the right influencer for a digital marketing campaign is not an easy task. This process requires in-depth analysis to ensure that the influencer's characteristics match the campaign objectives. One commonly used approach is to classify influencers based on their number of followers, as this reflects their reach and influence on the audience. Nano influencers, with a follower count between 1,000 and 10,000, have the advantage of establishing a personal and authentic relationship with their audience. Meanwhile, micro influencers, who have 10,000 to 100,000 followers, often have specific specialties, such as beauty, culinary, or lifestyle, effectively reaching specific market segments. For campaigns with a wider target reach, macro influencers with 100,000 to 1 million followers are an option because they are known as public figures with significant influence. Mega influencers, with more than 1 million followers, are usually celebrities or personalities with a strong reputation, thus being able to offer high audience loyalty (Geyser dalam Varlina et al., 2023). By understanding this classification, companies can devise more effective marketing strategies, not only based on the number of followers but also the influencer's ability to support campaign objectives.

The beauty industry is one of the sectors that uses influencer marketing massively to increase branding and sales. According to the Director General of Small, Medium and Miscellaneous Industries, Reni Yanita, on the official website (Indonesia.go.id, 2024), The cosmetics market in Indonesia is experiencing rapid growth. It is estimated that the revenue of the cosmetics industry will increase by 48% between 2021 and 2024, from USD 1.31 billion (around IDR 21.45 trillion) in 2021 to USD 1.94 billion (around IDR 31.77 trillion) in 2024. Therefore, many cosmetic products and services are now promoted through influencer marketing, especially by beauty influencers. Wattimena explained that the existence of beauty influencers is triggered by women's increasing awareness of the importance of appearance in increasing attractiveness and confidence. The content they share usually includes reviews of beauty products, makeup tips, and personal care (Alfarizi et al., 2022).

In Semarang, as one of the major cities in Indonesia, the beauty industry is also experiencing rapid development. One of the beauty clinics that actively utilizes influencer marketing is Immoderma Aesthetic & Wellness Clinic. The clinic promotes their products and services through @immoderma_semarang Instagram account which has 58 thousand followers. They also collaborate with several beauty influencers, such as Wipang (@wipangs) with 109K followers, Chelyn (@chel.ynnn) with 137K followers, and Evista (@evistaloka9) with 130K followers.

From the results of initial observations, it was found that Wipang has a significant attraction as a beauty influencer. One of the reels content that he uploaded managed to get 58.6K views, while a video discussing treatment at Immoderma recorded 24.3K views. In comparison, the treatment-related content uploaded by Chelyn only reached 19.5K views, and Evista only reached 1.5K views. This shows that Wipang has a higher level of interaction compared to other influencers in Semarang.

According to Lin (in Syukur & Salsabila, 2022), endorsement is a marketing strategy in which individuals with many followers influence their audience to try out the promoted product or service. Research by (Adha et al., 2020) also shows that endorsements from influencers have a significant impact on consumer behavior, further reinforcing the belief that endorsements can increase product sales.

RESEARCH METHODS

This study aims to find out the strategies of @Wipang influencers through endorsement activities on the Immoderma brand and using qualitative research methods. The qualitative research process involves the submission of questions and procedures that develop dynamically during the research. In this approach, data is collected through inductive analysis, starting from the facts found and then formulated into conclusions or generalizations. The researcher provides an interpretation of the meaning of the data obtained, as explained by (Creswell, 2018). With this approach, researchers can outline the results of the data analysis that has been collected in detail and clearly. In qualitative research, the 'process' of research is considered more important than the 'results' obtained. Therefore, the role of researchers as an instrument in data collection is the main principle. The direct involvement of researchers in the data collection process allows research results to be better accounted for (Murdiyanto, 2020).

This research focuses on beauty influencers, namely Widhya Pangestika as the owner of the @wipangs account (WP) on Instagram as the main resource person and Ridha Ridha Rihatul Aisy who is also a beauty influencer with the account @chel.ynnn (CL) as an additional resource person. As explained by (Herdiansyah, 2013), This method is a data collection instrument that allows the acquisition of information directly from the source, through a dialogue between the interviewer who asks the question and the resource person who provides a response. The data sources used to analyze this study are divided into two categories, namely primary data and secondary data (Rachman et al., 2024). Both of them have an important role in supporting the analysis and understanding of the *influencer* strategy carried out by Wipang on the Immoderma brand.

In data analysis and interpretation techniques, researchers carry out three main stages, namely, data reduction, data presentation, and conclusion drawing (Sugiyono, 2020).Then continue to draw conclusions using the source triangulation method. According to Alfansyur & Mariyani, (2020) the source triangulation method refers to testing data from various informant sources that are the source of the data.

RESULTS AND DISCUSSION
Instagram as IMC Media

The current pace of information flow is inseparable from technological developments in the current era, which are all digital. These technological advances finally gave birth to new media and became the trigger for the emergence of social media. The occurrence of this phenomenon finally gave rise to the term information society, meaning that each individual in the communication process is described as someone who depends on the existence of technology-based information flows (McQuail, 2011).

The process of communication interaction in getting the latest information through new media tends to be faster, more efficient, and cheaper. One of them is using social media in implementing an integrated marketing communication strategy for marketing that can be done in various media both offline and online. According to Kotler & Keller (2009) in Permana, R. A. M., & Astuti, B. (2023) the promotional elements used in IMC are usually divided into two, namely *soft sell* and *hard sell*. *Soft sell* can be in the form of advertising, public relations, CSR, *interactive marketing* which aims to make consumers take follow-up actions. Meanwhile, *hard selling* can be in the form of *personal selling, direct marketing, sales promotion*.

According to (Agustini et al., 2022) in its implementation, IMC adopts various forms of communication that are appropriate and acceptable to the target audience. IMC's strategy begins with understanding consumers or potential customers, which then becomes the basis for companies in designing and establishing communication methods and formats that will be used in their persuasive programs

Based on interviews that have been conducted by researchers on WP, there are answers related to the use of social media in the implementation of *integrated marketing communication* as conveyed by Kotler & Keller (2009).

Using social media to do IMC according to WP's answer refers to its goal to understand creating a target audience, in this case its followers to make a follow-up plan with a defined communication method and format so that the audience can be persuaded.

> "Right now I'm only focused on using Instagram and TikTok. Both of them in my opinion are enough to reach an audience that suits my branding segment. I don't have an account on X or Facebook because I feel the platform is less relevant to my current needs. I also don't have a YouTube channel. I prefer short, dynamic content that is more accessible on Instagram. Because Instagram has a complete format for my needs. There are photos, *videos, reels,* and interactive *story* features . The platform makes it easy for me to build a connection with my audience through engaging visuals, whether it's to share beauty tips, tutorials, or product reviews.*"*

CL's as second informant also explained her activities as a beauty influencer who uses social media in the implementation of IMC as a strategy.

> "For now I only focus on the Instagram and Tiktok platforms. I also don't have a YouTube channel. Because I'm an influencer and I earn more from Instagram."

To maximize the delivery of messages or communication in achieving the goals of IMC according to WP's answer, designing a communication format is also carried out so that the management of communication through social media can take place well.

> "To communicate with the audience, I upload content that is relevant to my audience on a regular basis, then I always reply to comments and DMs so that the audience feels appreciated and finally my content is often inspired by the latest beauty trends to keep it interesting."

According to CL, in conveying messages when interacting with followers, pay attention to technical things such as how to package content so that the message is well received by the audience.

> "Every week 1 time I upload reels/feeds a maximum of 2x. I have a team of editors etc, I pick some of the current video/audio trends. I prefer the DM feature to grow my business with other brands."

From the answers of the first informant and second informant, it is related to the selection of social media, in this case Instagram which is used as the IMC media. According to (Feroza & Misnawati, 2021) Instagram is equipped with various features such as *a follower* and *following system*, the ability to upload visual content, a selection of filters and effects, Stories, a direct messaging system, and various other supporting features.
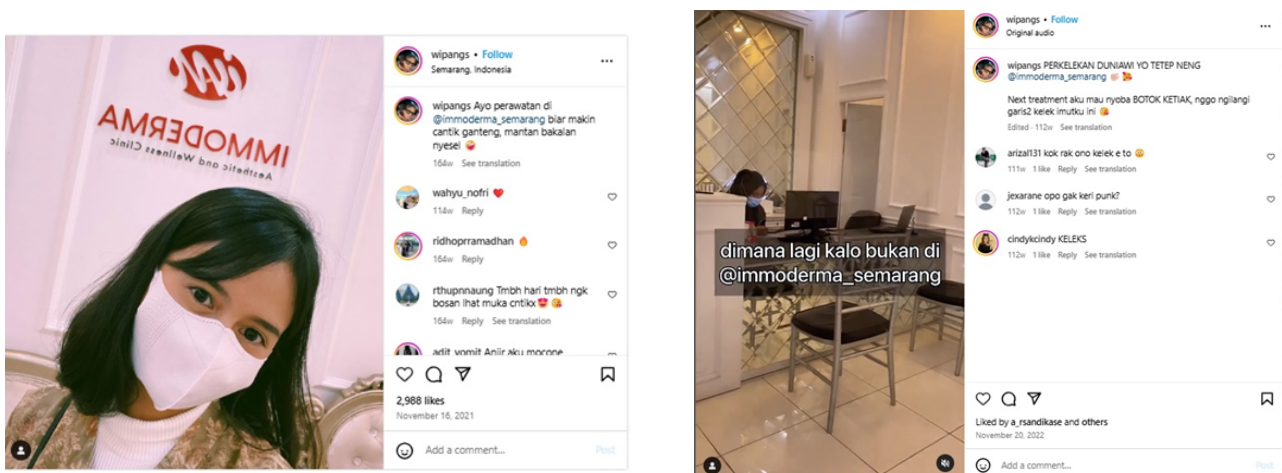

Figure 1.1 Content uploads on Instagram @wipangs

According to Anjani, S., & Irwansyah, I. (2020), IMC is a communication concept that is planned, integrated and applied in various forms of marketing communication to provide maximum understanding and impact through the consistency of communication messages to consumers, customers or other parties relevant to the goods or services being communicated. In the upload, WP invited its audience to come to Immoderma and do treatment. WP in his interview explained that during his time as *a beauty influencer,* he always made sure to work with a brand that had credibility and had relevant values and needs for his followers. WP also explained that in every upload related to the brand will always provide an honest review.

Influencer Strategy Through Endorsement Activities
The presence of influencers on social media has a great influence on consumers in purchasing products. Influencers create interesting content to advertise a product and business people will take advantage of this to reach their target market. Collaborating with influencers will most likely increase the chances of reaching and selling products to consumers. (Vanessa & Angel, 2024).
WP in her interview explained the beginning of his activities as *a beauty influencer* and the steps to be able to persuade his followers.

> "As a beauty influencer who started actively in 2016, I started just sharing skincare and makeup tips on Instagram. Unexpectedly, my content received a positive response, and several brands started looking at me for collaboration. From there, I was more motivated to continue sharing useful information about beauty and became more and more known as a beauty influencer. During my time as a beauty influencer, I made sure that I only worked with brands that I believed in and matched the values and needs of my followers. I try to always be honest in giving reviews, showing how the product gives me real results, and sharing experiences,"

Furthermore, there is still the presence of influencers who have power in marketing, according to Shanti Karmanita & Ketut Warmika, (2024), answers were obtained from the results of interviews with WP regarding content strategies related to how to persuade *followers* to follow the recommendations given.

> "I always make sure to provide incentives for followers, such as discount codes or exclusive promos for the products I recommend. I also create content that is not only engaging, but also educational, so that followers feel confident that the product really provides the benefits they are looking for."

Agreed by CL related to WP answer of her strategy in uploading content

> "They complimented me on the beauty of my face, so that's why they asked me about what the current treatment center was doing/walking."

Figure 1.2 Content uploads on Instagram @wipangs

The credibility of a beauty influencer is very important in building audience trust; Research shows that the higher the level of credibility and expertise of influencers, the lower the risk consumers feel in purchasing the promoted product (Lee & Sung-Nae, 2022).

Based on the results of interviews obtained through WP answers, it was found that *beauty influencers* take special steps to get the attention of *followers.*

> "I always make sure to provide incentives for followers, such as discount codes or exclusive promos for the products I recommend. I also create content that is not only engaging, but also educational, so that followers feel confident that the product really provides the benefits they are looking for. Many followers say that they feel more confident after trying products from Immoderma, especially because of the natural and effective results. Some even shared stories about how their skin felt healthier and brighter after using Immoderma products."

The selected endorsers usually have expertise, popularity, and a good reputation on social media. With a large number of loyal followers, whatever they use or promote can influence the followers' decision to try or buy the product. According to Armayani, R. R., Tambunan, L. C., Siregar, R. M., Lubis, N. R., & Azahra, A. (2021), the endorser phenomenon reflects the strong endorsement sign as a digital marketing trend in Indonesia

> "My expertise is more about sharing practical skincare tips, and creating content that everyone can understand. I also like to share my personal experience in using the product, so *that my followers* feel closer to me. To attract the attention of my followers, I always try to use trending trends, such as viral audio on *Reels* or trending beauty challenges. I also make sure the content I create is educational, provides more value such as tips or tutorials that followers can follow,"

In addition, the results of interviews with WP also show that as an *endorser* and carry out *endorsement activities* to show reputation in the form of a measure of the number of successes such as *likes*, comments and *DMs* which are referred to as *engagement rates.*

CONCLUSION

Based on the results of research conducted by researchers, it can be concluded that the beauty industry, especially through the use of *influencers,* has experienced significant development. Immoderma *Aesthetic & Wellness Clinic* is one example of a company that has successfully

leveraged *influencer* marketing strategies to promote their products and services. This clinic actively collaborates with *beauty influencers* such as Wipang who have a significant number of followers on Instagram. From the observations made, Wipang *influencers* show the performance possessed by influencers such as expertise, popularity and reputation.

BIBLIOGRAPHY

Adha, S., Fahlevi, M., Rita, R., Rabiah, A. S., & Parashakti, R. D. (2020). Pengaruh Sosial Media Influencer Terhadap Pengaruh Minat Kerja Antar Brand. Journal of Industrial Engineering & Management Research, 1(1b), Article 1b. https://doi.org/10.7777/jiemar.v1i1.33

Agustina, S. (2021, February 8). Generasi Z dan Y Dominasi Media Daring. kompas.id. https://www.kompas.id/baca/riset/2021/02/08/generasi-z-dan-y-dominasi-media-daring

Agustini, M. P., Komariah, K., & Z, F. M. (2022). Analisis Interaksi Sosial Konten Marketing Dan Influencer Marketing Terhadap Minat Beli Produk Kosmetik (Survey Pada Konsumen Produk Dear Me Beauty Di Kota Sukabumi). Management Studies and Entrepreneurship Journal (MSEJ), 3(3), Article 3. https://doi.org/10.37385/msej.v3i3.647

Agustini, V. D. & Mustiawan. (2021). INTEGRATED MARKETING COMMUNICATION. Uhamka Fakultas Ilmu Sosial dan Ilmu Politik.

Anjani, S., & Irwansyah, I. (2020). Peranan Influencer Dalam Mengkomunikasikan Pesan Di Media Sosial Instagram [The Role Of Social Media Influencers In Communicating Messages Using Instagram]. Polyglot: Jurnal Ilmiah, 16, 203. https://doi.org/10.19166/pji.v16i2.1929

Armayani, R. R., Tambunan, L. C., Siregar, R. M., Lubis, N. R., & Azahra, A. (2021). Analisis Peran Media Sosial Instagram dalam Meningkatkan Penjualan Online. Jurnal Pendidikan Tambusai, 5(3), 8920–8928. https://doi.org/10.31004/jptam.v5i3.2400

Charis, J., Rotty, G., Wiraputra, A., & Parani, R. (2023). Kekuatan Pemasaran Digital: Analisis Dampak Iklan, Celebrity Endorsement, Dan Influencer Marketing Terhadap Niat Beli Konsumen. JKOMDIS : Jurnal Ilmu Komunikasi Dan Media Sosial, 3, 709–714. https://doi.org/10.47233/jkomdis.v3i3.1217

Creswell, J. W., & Creswell, J. D. (2018). Qualitative, Quantitative, and Mixed Methods Approaches. SAGE Publications, Inc.

Dewi, E. K., & Kholifah, C. A. N. (2022). Fenomena Endorsement Sebagai Tren Media Pemasaran Digital Di Indonesia. Nusantara Hasana Journal, 1(10), 152–162. https://doi.org/10.59003/nhj.v1i10.834

Fauzi, A., Saing, B., Nazira, N. A., Putri, S. A., Pangeswati, S. O., Nurhasanah, S. D., Maharani, S., & Theresia. (2024). Peran Dan Fungsi Influencer Di Media Sosial. Jurnal Bisnis dan Ekonomi, 2(1), Article 1. https://doi.org/10.61597/jbe-ogzrp.v2i1.16

Feroza, C., & Misnawati, D. (2020). Penggunaan Media Sosial Instagram Pada Akun @Yhoophii_Official Sebagai Media Komunikasi Dengan Pelanggan. Jurnal Inovasi, 14, 32–41. https://doi.org/10.33557/ji.v14i1.1397

Herdiansyah, H. (2013). Wawancara, Observasi, dan Focus Groups: Sebagai Instrumen Penggalian Data Kualitatif (Jakarta). Rajawali Pers. //perpustakaan.mahkamahagung.go.id%2Fslims%2Fpusat%2Findex.php%3Fp%3Dshow_detail%26id%3D6805

Indonesia.go.id. (2024). Indonesia.go.id—Pasar Kosmetik Indonesia Melesat 48 Persen, Peluang IKM Berinovasi. https://indonesia.go.id/kategori/editorial/8516/pasar-kosmetik-indonesia-melesat-48-persen-peluang-ikm-berinovasi?lang=1

Karmanita, P. S., & Warmika, I. G. K. (2024). Peran Brand Awareness dalam Memediasi Review Beauty influencer terhadap Keputusan Pembelian. COMSERVA : Jurnal Penelitian Dan Pengabdian Masyarakat, 3(10), 3976–3986. https://doi.org/10.59141/comserva.v3i10.1194

Lee, I. Y., & Sung-Nae, L. (2022). Effects of Beauty Influencer Credibility on Perceived Risks and Purchase Intention of Consumers. Asian Journal of Beauty and Cosmetology, 20(2), 213–225. https://doi.org/10.20402/ajbc.2022.0012

Murdiyanto, D. E. (2020). Metode Penelitian Kualitatif.

Sugiyono. (2020). Metode Penelitian Kualitatif. Alfabeta.

Syahroni, M., & Hapsari, S. A. (2022). INTERAKSI SOSIAL AKUN @URROFI DENGAN GAYA SELF- PROMOTION SEBAGAI MANAJEMAN KESAN. *Jurnal Komunikasi Dan Kajia Media*, *6*(2), 116–128.

Syukur, M., & Salsabila, S. (2022). Influencer Impact; Solusi Produsen Dalam Mempromosikan Produk. Jurnal Istiqro, 8(2), 129–140. https://doi.org/10.30739/istiqro.v8i2.1502

Varlina, V., Made Yani, N. L., & Candra Oktaviani Maha Dewi, G. A. K. (2023). Analisis Pemanfaatan Media Sosial Dan Mega Influencer Terhadap Pemilihan Brand Sebuah Produk. Eligible : Journal of Social Sciences, 2(1), 193–208. https://doi.org/10.53276/eligible.v2i1.57

We Are Social. (2024). Digital 2024: 5 billion social media users—We Are Social Indonesia. https://wearesocial.com/id/blog/2024/01/digital-2024-5-billion-social-media-users/