The Role of Instagram Influencers in Increasing Purchase Decisions for MS Glow

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Abstract

This research aims to analyze the role of influencers in the marketing strategy of MS Glow products through Instagram social media with the AIDA (Attention, Interest, Desire, Action) approach. Influencers on Instagram are considered as one of the effective marketing tools in attracting audience attention and encouraging purchase actions. The research method used is qualitative, with data collection through semi-structured interviews with ten respondents who are MS Glow product users. The results of the analysis show that influencers succeed in creating attention through interesting and relevant content, as well as building interest by showing authenticity and transparency in promotion. In addition, influencers also play a role in increasing consumers' desire to purchase the product by presenting clear and interesting information. The act of purchase is triggered through special offers such as promo codes included in the content. The theoretical implications of this study show that the AIDA model remains relevant in analyzing influencer marketing strategies. Practically, this study provides recommendations for companies to be more selective in choosing influencers and creating innovative content to increase interaction with the audience. This study also identified some limitations, such as the limited sample size and the focus on Instagram only, so it is recommended for future research to involve interviews with the company and expand the scope of research to other social media platforms.

Keyword: Influencer, Instagram, AIDA, MS Glow

1. Introduction

The rapid development of technology has made various fields progress thanks to the development of various indicators that are able to provide support and encouragement. These significant updates or innovations can be utilized by business people to do marketing through digital platforms. Moreover, currently social media is useful for various groups of people in interacting, marketing, communicating, and establishing good relationships through online (Susilawati & Solehatun, 2023). Social media platforms are often used as marketing tools, including Facebook, Twitter, Tiktok, and Instagram (Syarifah, 2022). Instagram is one of the most popular and widely used social media because of its advantages in terms of practicality and user friendliness (Susilawati & Solehatun, 2023).

Currently, digital marketing is widely used because it is more effective and efficient than using conventional media. The use of Instagram social media is an effective step to increase market share by using influencers as intermediaries (Wiliana et al., 2021). The number of followers is a criterion used by internet users to judge someone as an influencer, someone who is able to reach thousands or even millions of people. With a large number of followers on Instagram, an influencer can attract the attention of an entrepreneur who promotes his product and influences consumers' decisions to buy the product. Influencers promote products by uploading the product, whether the product is used by the influencer or simply by uploading a photo of the product and providing information about the benefits of the product.

One brand that has successfully utilized the power of social media, especially Instagram, is MS Glow. Ms Glow is a beauty brand that is one of the products under PT Kosmetika Cantik Indonesia. Established in 2013, Ms Glow stands for Ms Glow's motto, Magic For Skin (Guarango, 2022). Starting from selling skincare and body care products online, Ms Glow has gained the trust of millions of consumers so that it continues to develop products.

MS Glow as a well-known beauty brand utilizes influencers with a large number of followers to promote its products. Influencers explore social media to promote a product in order to have great potential in sales due to exposure to the online-based period that the influencer has and one of the social media used is Instagram (Al Afgani, 2023). MS Glow has collaborated with several well-known Instagram influencers to promote its products.

Table 1.1 Skin Care Sales Data Top Brand Index 2022-2023

No	Brand	TBI	
		2022	2023
1	Erha	33.40%	31.70%
2	Natasha Skin Care	24.00%	20.40%
3	MS Glow	14.40%	14.10%
4	ZAP	9.40%	7.00%
5	London Beauty	3.00%	2.50%
6	Other products	15.8%	24.3%
	Total	100%	100%

Source: Processed by Top Brand Index (2023)

Based on Figure 1.1, it shows that the MS Glow brand tends to experience a decline in sales. Top Brand Award is an award given to the best brands in Indonesia. MS Glow has never occupied the TOP position for a brand in the skincare category. The declining Top Brand Index and sales of MS Glow can indicate that MS Glow's

existence is not in good condition. According to researchers, the decline in sales at MS Glow is caused by consumer complaints about the lack of clarity in the content, the lack of response provided by MS Glow, and promos that are not in accordance with the content that has been created.

Based on the description of the problems in the background above, the question arises, namely how the role of MS Glow influencers through Instagram social media with the AIDA (Attention, Interest, Desire, Action) approach. On the basis of these issues, the purpose of this study is to analyze how much the role of influencers through MS Glow Instagram with the research title "The Role of Instagram Influencers in Increasing Purchase Decisions for MS Glow".

2. Literature Review
2.1 Influencer Marketing

Influencers have their own power to influence the purchase interest and purchase decisions of potential consumers because of their authority, trust, knowledge, and position or relationship to their followers (Felix et al., 2023). Influencers characterize a force to be reckoned with as famous individuals who have a very large number of enthusiasts and a functioning web-based entertainment presence and have the ability to influence or invite their followers (Agustini et al., 2022). However, influencer marketing also has its challenges, including cost, selection of suitable influencers, and risks if the campaign is not executed well. Therefore, it is important to carefully plan and execute influencer marketing campaigns.

1. Dimensions that Influence Influencer Success

    Here are some dimensions that affect the success of influencer marketing according to Felix et al. (2023), namely:

    a. Credibility

    Credibility is a set of perceptions related to skill and objectivity, this skill can be attributed to the influencer's knowledge of the product being promoted.

    b. Attraction

    Influential appeal has two characteristics: the first priority (attraction), which means the physical aspect of the influential vision, and the second analogy (analogy), which is the emotional image of the ad.

    c. Power

    That is the strength of the extent of the effect the influencer provides and the extent of the effect of convincing consumers to buy the influencer's proposed product.

2. Dimensions that Influence Influencer Failure

    Here are some dimensions that affect the failure of influencer marketing according to Susanti and Harto (2024), namely:

    a. Influencer Credibility

    Influencers who do not have high credibility will not be trusted by their followers. Credibility owned by influencers can increase followers' trust and increase purchase intention.

    b. Type of Interaction

    The type of interaction by the influencer also matters. Interactions that contain educational elements or provide added value to followers such as tips, tutorials, or insights on products tend to be more effective in increasing purchase intention compared to interactions that are general in nature or just praise.

c. Posting Frequency

The frequency of content posting by influencers also matters. Influencers who do not regularly upload content with authentic narratives may fail to build engagement and brand awareness.

2.2 Instagram Social Media

Instagram is a social media application that allows users to take photos and videos, apply digital filters (effects to photos) and share them to various social media including Instagram itself. Instagram consists of two words Insta and Gram. The word Insta comes from the word Instant which means that this Instagram will display photos instantly, like a polaroid in its display. While the word Gram comes from the word Telegram which means it has a way of working to send information to others quickly (Khatibah, 2022).

1. Advantages of Instagram

According to Viki (2023), Instagram also has many other advantages, namely:

a. Attractive Visuals

Instagram is an image and video-based platform, which makes it very visually appealing. It allows users to share moments in a more engaging way.

b. Supporting Business Development

Instagram has become the platform of choice for many businesses. With features like business accounts and shopping features, businesses can utilize Instagram to increase visibility, connect with customers, and boost sales.

c. Limitless Creativity

Instagram offers a wide array of tools and filters to enhance and edit images and videos. This allows users to express their creativity and produce engaging content.

d. Ease of Sharing

Instagram allows users to easily share moments on this platform and also on other social media such as Facebook and Twitter. This makes it very efficient for sharing content with friends and family.

2. Disadvantages of Instagram

Apart from having many advantages and advantages, Instagram also has disadvantages, especially for marketing. Instagram disadvantages according to Viki (2023), namely:

a. Spreading False Information

Instagram is not immune to the problem of spreading false information. Fake news and misleading content can easily spread through this platform, influencing public opinion.

b. Spam and Negative Comments

Instagram is often a place of spam and negative comments. Users often receive inappropriate comments or get annoyed by unwanted followers.

3. Instagram Features

Although Instagram is usually called a photo sharing place, this one application is a social media whose users can interact with other users. There are several activities that can be done on Instagram according to Okiama (2021), which are as follows:

a. Follow

Is a follower of an Instagram account to be able to see uploads from other users who have been followed.

b. Like

Is a love-shaped button or icon that Instagram users can use to like images or photos on uploads of personal content or other users. Like on every post can also affect the engagement rate of an Instagram account.

c. Comments

Features provided by Instagram in each user upload, so that other users can comment on uploaded photos or images.

d. Mentions

This is a feature that serves to tag other users in each photo or image upload by using the arroba sign (@) and typing the account name of the intended other user.

2.3 AIDA Model

Kotler and Keller in Sharma et al. (2022) explains the AIDA theory as a message that must get attention, become interested, and take action. The various cognitive stages of customer development when they are motivated to make a purchase are known as AIDA. When customers intentionally or unintentionally obtain information about a product, they see the initial cognitive stages of awareness and interest. The consumer then feels like buying it.

AIDA theory states that purchasing decision making is a psychological process that customers or buyers go through (Kurniawati, 2022). AIDA theory is usually used to measure promotional effectiveness. AIDA is a theory that explains that a message must get the audience's attention, trigger the audience's interest, arouse the audience's interest, so that the audience takes action (Carollina et al., 2022).

1. AIDA Dimensions and Indicators

The explanation of the dimensions and indicators of AIDA according to Rivai (2020), as follows:

a. Attention, is the stage where consumers begin to know the existence of the product and the company's reputation and consumers begin to pay attention to a promotion. This stage is the initial process of a person starting to choose, know, and understand the information provided to him. In this dimension there are several indicators in it, namely:
   1) Viewing frequency
   2) Attractive ad visualization
   3) Benefits of advertising

b. Interest, is a stage used to build scenarios related to the psychological state or condition of the audience which shows that the product or service offered can be a solution to the problem they are experiencing. In this dimension there are several indicators in it, namely:
   1) Clarity of message
   2) Media effectiveness
   3) Consumer perception

c. Desire, is a stage used to encourage the audience's desire to use the product or service. Desire can be built by offering various benefits and advantages. In this dimension there are several indicators in it, namely:
   1) Acquisition of information from advertisements
   2) Advertising trust of the product
   3) Consumer interest from advertising

d. Action, is the last and most important stage to do, namely by encouraging customers to buy and use the products or services offered. In this dimension there are several indicators in it, namely:
   1) Purchase propensity

2) Buying confidence

3) Product suitability

3. Material and Method

This research uses a qualitative approach as the research method used. According to Kaharuddin (2021), qualitative research is a method or way to explore and understand the meaning of a number of individuals or a group of people. In addition, qualitative research can touch on various shades of disciplines, themes and fields. Qualitative is descriptive research and tends to use in-depth analysis.

In this study, the data collection technique used was interviews. Interviews are used as a data collection method when researchers want to conduct an initial study to identify problems that need to be researched (Sugiyono, 2022). Interviews were conducted with 10 MS Glow users to obtain information about the role of influencers through the Instagram platform. The researcher compiled a list of questions related to the AIDA theory, then the results of the interview will be developed into an understandable discussion.

4. Result and Discussion

The research data was obtained from 10 informants from East Jakarta, based on the results of interviews which will be discussed based on the AIDA model. The following data presentation can describe how the answers from informants related to the role of influencers through MS Glow Instagram.

4.1 Attention

All informants said that they often see influencer content on MS Glow's Instagram, because MS Glow often uploads content with influencers. One type of content that is often uploaded by MS Glow is in the form of product reviews submitted by influencers, informants feel that the review content helps in recognizing MS Glow products. The content created by the influencer is very informative, the informant sees the influencer's content on MS Glow's Instagram because of his interesting carrying and also in terms of information about the product conveyed by the influencer. Nadhila et al. (2024) state that consumers are more likely to watch review-type content from influencers. This is relevant to the influencers used by @msglowbeauty, where these influencers more often upload review content.

4.2 Interest

All informants agreed that the information conveyed on influencer content can be received quite clearly and easily understood such as promo content, informative content and reviews. Informants also feel interested in the content created by influencers after seeing the content they deliver. Carollina et al. (2022) stated that consumers are interested in the information conveyed by influencers. This is relevant to the influencer used by @msglowbeauty, because the information conveyed by the influencer is quite clear and easy to understand.

4.3 Desire

All informants agreed that they wanted to own MS Glow products after seeing information from influencer content and also informants felt encouraged to buy MS Glow products after seeing influencers use them. With the large number of influencer content on MS Glow's Instagram and the influencer having a good reputation, informants feel confident in the information conveyed by influencers. Iswanto et al. (2020) state that consumers are more likely to trust recommendations from influencers they follow and trust. This is relevant to the influencers used by @msglowbeauty, where most @msglowbeauty influencers have a good reputation.

4.4 Action

Most informants consider price and review factors before buying MS Glow products. Informants also consider comments on the influencer's content column, if the comments are positive then the informant becomes more confident to buy the product promoted by the influencer. The product promoted by the influencer is also in accordance with what the informant gets. And also informants buy these products because they see the review content of influencers who have promoted MS Glow products. Rizki et al. (2023) state that consumers tend to make purchasing decisions through recommendations from influencers. This is relevant to the influencers used by @msglowbeauty, because one of the factors that influence consumer purchases is the price and review content of the influencer.

5. Conclusion, Implication, and Recommendation

5.1 Conclusion

Based on the results of processing and analyzing research data regarding " The Role of Instagram Influencers in Increasing Purchase Decisions for MS Glow" the following conclusions can be drawn:

a. Attention

MS Glow successfully utilizes influencers by creating content that attracts the attention of the audience and also the content created can be useful for the audience.

b. Interest

Influencers on MS Glow's Instagram can have a positive impact and successfully create a strong appeal among audiences. The content from influencers provides complete and reliable information about MS Glow products, such as ingredients, benefits, and how to use.

c. Desire

The influencers used by MS Glow have a good reputation, so the audience is easily attracted by the content promoted by the influencers. The influencer content provides positive testimonials and reviews about MS Glow products, thus making consumers want to try the product.

d. Action

The role of influencers on MS Glow Instagram can convince audiences and can make audiences make purchases of MS Glow products.

5.2 Implication

In research on analyzing the role of influencers on MS Glow Instagram, the following implications are made:

a. Attention

Researchers provide input to pay attention to the type of content, things that can be done by companies such as by creating content that is different from before and choosing the right influencer.

b. Interest

The researcher provided feedback to build audience trust by demonstrating authenticity and transparency, this can be done by responding to audience comments and questions quickly and politely.

c. Desire

Researchers provide input to create interesting and unique content, this can increase the audience's desire to buy products. And can also use strong and clear conclusions about the products being promoted.

d. Action

The researcher provides input for MS Glow to provide promo codes or discounts in influencer reels content that can increase the audience's chances of buying products.

5.3 Recommendation

Based on the results and conclusions of the study, the recommendations for further researchers are:

1. Future research can interview the company so that it can find out the role of influencers carried out by the company.

2. For future research on the role of influencers with the object of research, namely MS Glow, it can increase the number of samples and expand the scope of research. This is to measure the role of influencers that are maximized because they get a lot of respondents and a wider scope of research.

3. Further researchers can add approaches to increase promotion as done by (Susilawati & Solehatun, 2023).

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