

The Influence Of Youtube Influencer (Youtuber) On A Brand Promoted Through Social Media (Youtube)

Sintha Maulinda¹⁾, Setyo Riyanto²⁾

¹ Faculty of Economics and Business, Mercu Buana University, Jakarta, Indonesia
email: sinthamaulianda13@gmail.com

² Faculty of Economics and Business, Mercu Buana University, Jakarta, Indonesia
email: setyo.riyanto@mercubuana.ac.id

Abstract

An influencer is someone who has large followers on his social media accounts. With the large of followers he has, that person can give a strong and significant influence on his followers. Influencers themselves will usually influence and foster the desire of other people to shop and buy products/services that they promote on their social media accounts. Currently, influencers are widely used as a marketing strategy or commonly known as influencer marketing. The results obtained through influencer marketing are proven to be more effective and efficient; this happens because the influencers themselves can strongly believe that the product or service the product/service being promoted has guaranteed quality so that their followers are attracted to buy. Currently, the Youtube media platform has many users. It is very popular with the public, especially millennials, to enjoy a variety of exciting video content so that Youtube is used to market products and services. The purpose of this paper is to find out how significant the influence of Youtube influencers (Youtuber) is on brands that are promoted through social media (Youtube).

Keywords: Influencer, Social Media, Youtube, Promotion

Introduction

At present, the speedy development of the current era makes business competition additional demanding. This needs corporations to introduce in formulating selling ways. Each company competes to promote their merchandise, so the merchandise is notable by the general public associated. One in all the ways that selling is completed by corporations is to use an influencer strategy.

According to Hariyanti (2018), selling is one of the vital lines in the business. However, a product is introduced till it's distributed till it reaches the hands of customers is one in all the tasks of the selling department; presently, there are several strategies and ways in which is wont to market a product or service but, at the side of the days, marketers should modify their selling patterns and techniques to remain up to now and be able to view within the free market with their competitors, one in all that is to utilize digital selling technology to enhance existing standard selling ways.

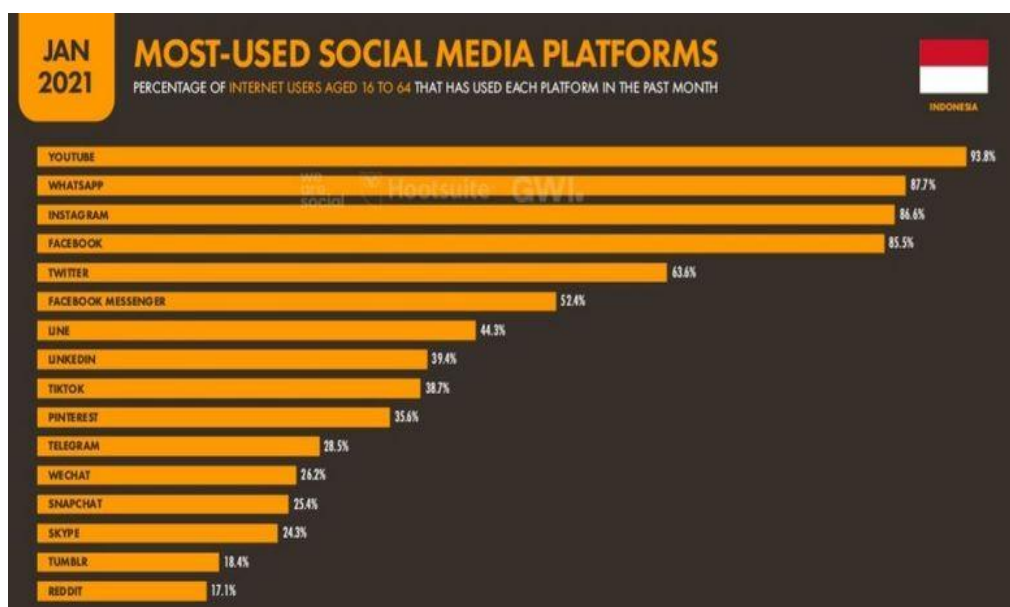
The evolution of knowledge and communication technology that occurred within the era of the economic process affects how humans create their shows. The presence of the net and social media during this era makes communication easier to try. The audience will communicate directly with those that are conducting personal stigmatization. Its horizontal nature makes communication through social media additional interactive in a rapid time. Therefore, social media is thought-about because of the suitable media in doing personal stigmatization for somebody (Silaban, 2019).

Currently, marketing itself is inseparable from technology, where technology is developing rapidly, accompanied by internet users by the world community. According to the Indonesian Internet Service Providers Association (APJJI), in Indonesia alone, the number of internet users per quarter II / 2020 reached 196.7 million, or 73.7 percent of the population. This number is an increase of 25.5 million users compared to last year. (Source: Teknologi.bisnis.com). For this reason,

technology and the internet are currently widely used by companies to make digital sales, where digital sales will help companies develop their products or services. With the use of internet technology, it will be much more profitable for the company and maximize the marketing strategy that has been carried out to reach a broader market because almost everyone in Indonesia spends more time with their gadgets, where all these gadgets are connected. To the internet.

Along with the increase in internet users in Indonesia, it cannot be separated from the use of social media in society. Many people spend their time playing

social media in an era of economic processes that affect how humans make their shows; the internet and social media in this era make communication easier, trying to get the audience to communicate directly with those who carry out horizontal personal stigmatization. Make communication via social media more interactive in a short time. Therefore, social media is considered the suitable medium for personal stigmatization (Silaban, 2019). One of the social media that Indonesians always use is YouTube. Through YouTube social media, everyone will get a variety of learning content, information, and entertainment.



(Image 1 : Data on social media platforms users for January 2021)

The latest research results in January 2021 revealed that the YouTube platform is the most popular social media in Indonesia compared to other platforms. YouTube excels over Instagram, Facebook, Twitter, to WhatsApp. According to research by marketing agency We Are Social and social media management app company Hootsuite, YouTube is the most used social media in a month. YouTube is used by 93.8 percent of the total Indonesian internet users aged 16 to 64 years. This happens because everyone can access Youtube using a cellphone, laptop, tablet, and TV. With this one communication tool, everyone will be

able to access video content whenever and wherever they are.

In addition, broadcasts on YouTube always provide convenience in terms of access, completeness of image, and display features. With so many users accessing Youtube, YouTube allows people worldwide to interact, share and create content through online communities. Due to its popularity and features, YouTube can be a useful marketing channel for businesses. Companies are also observant in seeing market opportunities. This is evidenced by the cleverness of companies that use Youtube to publish their latest products or services through YouTube channels that

already have many subscribers. So do not be surprised if companies offer their products more often through YouTube. Through YouTube, this marketing strategy is a strategy that many companies do, especially on YouTube, which has Subscribers & Comments. Through high customers and good comments, of course, can win the hearts of consumers from a persuader point of view. To influence consumers through the promotion of products or services on YouTube is indeed not an easy thing, especially when people watch YouTube, the main purpose is not to see advertisements but to watch content on the YouTube channel so that to better complement YouTube as a place to sell the medium it must be supported by the selling theory. Buying, digital, and web selling.

To promote products and services through Youtube, the company must be smart in convincing and attracting consumers so that the ads can influence consumers. Surely to influence consumers, the company needs support assistance from influencers; many companies collaborate with influencers to introduce products or services to the community. An influencer has a sizable number of followers/subscribers on their social media accounts. Usually, an influencer has hundreds or even millions of followers on social media. However, not always so. Someone with thousands of followers can also be called an influencer if it greatly influences the audience. Influencers can be trendsetters both on a small and large scale. Therefore, many business owners partner with influencers to promote products thanks to such extraordinary influences. Usually, influencers act by giving a fairly strong and significant influence to their followers. Influencers will influence their views, recommendations, or opinions about a product or service they are promoting on their social media accounts. Their opinions about the product or service can influence and foster a sense of desire of others (followers) to shop and buy the same products/services as them.

Theoretical Review

A. Social Media

According to McGraw Hill Dictionary, social media is a means used by people to interact by creating, sharing, and exchanging information and ideas in a virtual network and community. Social media is also argued as the right medium for marketing because of the ease of access (Zarella, 2010). Using social media as a marketing place, especially through the youtube platform, is the most strategic place to promote the results of products or services owned by the company. In addition, using social media as a place to conduct promotions can also save marketing costs (promotions) incurred by companies in marketing products and services. Social media also has a much wider reach when compared to conventional marketing to increase sales, and the strategies used can be measured and monitored its effectiveness directly.

Social media can also make it easier to connect sellers and buyers across regions without being hindered by distance and time. One of the social media that is popular among Indonesians is YouTube. Youtube has a lot of content that appeals to its audience ranging from news, ways & styles, entertainment, education, sightseeing, games, pets, sports, and more. Youtube users, especially millennials, usually watch Youtube find out the latest info, spend free time, entertain themselves and relax for a while in the middle of daily activities. According to Philip Kotler and Kevin Keller (2012;568). Social media allows consumers to share text, image, audio, and video information, both between companies and individuals/personal.

B. The Influence of Social Media

The social influence could be a long-standing communication and shopper behavior (Dahl 2013; Katz and Lazarsfeld 1970). historically, social influences in shopper behavior are conceptualized as "word of mouth" communication, reviews, ratings, and comments, all constituting a social defrayment system (Stephen and Toubia 2010) which will move way on the

far side got historically thought. As word of mouth (Lamberton and Stephen 2016). The shift from learning word of mouth online to word of mouth needs reconsideration of many key aspects. the consequences of obscurity, the number of various sources, and therefore the quantification of recommendations in terms of valence, volume, and speed arise once word of mouth is taken into account in an exceedingly digital context. Self-reformation, or "boasting," in word of mouth online has a bearing on message persuasion. Once trust is low, bragging will increase alertness to recipients of communication by word of mouth; but, once high trust has the alternative result, it will increase recipient's trust within the supply because of the perception of experience (Packard et al. 2016). Proper use of social media will influence consumers to buy products or services. Of the many social media that appear, some are highly recommended to be used as a means of promotion, such as Youtube, Instagram, Facebook, and WhatsApp.

In addition, social media provides the easiest way for users to share experiences – traveling and eating on Youtube, meeting family and friends on Instagram, and flashes of funny events on Snapchat. As seen all along, social media is just a practice group that is part of a user's daily life.

To consider the role of social media in shopper behavior, one may wish to suppose for an instant concerning the result of media on shopper behavior additional typically. The study of the connection between media and shopper behavior goes back to a minimum of Adorno and Horkheimer's culture theory (Adorno and Horkheimer 1955/1997) wherever they argue that media like films, advertisements, and tv trigger shopper wishes and manipulate naive customers in shopping for merchandise that doesn't seem to be they have. Though this line of social criticism remains a crucial and growing tradition (Fuchs 2013), newer views have studied media as one thing that buyers use and, in several cases, management (Fiske 1989/2010) and have seen it as a consumption product (e.g., Parmentier and Fischer 2015).

In addition, social media has a large and significant influence on business growth, especially in online-based businesses. Corporate marketing content becomes important in today's digital era because attractive promotional content can make consumers interested in buying products and services offered. In addition, independent consumer comments are the second most important thing that can affect the purchasing process of products and services.

C. Promotion

Promotion is done by combining several elements of promotion known as promotion mix. According to Kotler dan Armstrong (116: 2008) in Arifin and Fachrodji (2015), The promotional mix is also called the communication mix or marketing communication mix, which is a specific mix of advertising, sales promotion, public relations, personal sales, and direct marketing tools that companies use to communicate customer value persuasively and build customer relationships.

Philip Kotler (1997,142) defines promotion as an activity undertaken by a company to communicate its products' benefits and convince consumers to buy. Julian Cummins (1991, 11) defines promotion as a set of techniques used to achieve sales or marketing goals using cost-effectiveness, by adding value to a product or service to either an intermediary or a direct user and usually not limited in a certain period.

According to Anton Tejakusuma (in Mega Super Salesman, 2010), promotion is an action that aims to increase sales, as well as a strategy to invite prospects through transactions. From these three understandings, it can be concluded that promotional activities serve as a means of communication between companies and consumers and influence purchasing activities in accordance with their wants and needs. These can be achieved using promotional tools.

D. Influencer

According to Sugiharto and Ramadhana (2018) Influencer is someone whose words can influence others. An

influencer must not only be a celebrity but an ordinary person can also be said to be an influencer if the person has a large following and his words can influence others. Companies use the reason influencers are used to increase awareness, educate target consumers, increase followers, and increase sales.

Influencers are someone or figures in social media who have a large or significant number of followers, and what they say can influence the behavior of their followers (Hariyanti & Wirapraja, 2018: 141). Whereas based on the understanding of Brown & Hayes in his book entitled *Influencer Marketing: Who Influences Your Costumers?* Influencers are third parties that significantly shape customer purchasing decisions but may have been responsible for it (Brown & Hayes, 2008:52). Influencers have an

important role in helping the marketing of a product. Nowadays, influencers have become a favored choice by many companies because influencers give a strong influence in promoting products, both goods or services, trademark to increase the effectiveness of good sales in the company. So if influencers succeed in giving influence to their followers, then the results obtained by the company in the form of goods or services, trademarks in production will be known by the public and improve the reputation, overall quality and increase sales of the company.

Influencers should be a celebrity, but even a normal person can be an influencer if the person has many followers and has words that can make others affected when he speaks. One example of an influencer is Youtuber.



(Image 2 : Boy William is promoting the Cimory Fresh Milk on his Personal Youtube channel; Boy William)

A Youtuber, also known as a Youtube creator, is a type of videographer who makes videos for youtube video-sharing websites, sometimes supported by networks. Some YouTubers who have many subscribers also have corporate sponsors who pay for products or services in their clips or online video production. With the company working with a Youtube channel (Youtuber) with millions of subscribers to help promote their products or services both in video content and posts in community features available on

Youtube channels, the promotional activities will potentially be watched and recognized by the public. Viewers affected by the Youtuber ad will make a purchase decision to purchase the same product. Therefore companies and Youtubers who want to promote products and trademarks must create unique and interesting video content to invite the audience's curiosity.

An explanation for influencers hired by companies to expand awareness, educate target buyers, increase followers, and in

any case, to expand sales. and usually use classifications from 3 general purposes, in particular, to inform (inform), direct (persuade), entertain (entertain). (Sugiharto & Ramadhana, 2018).

- 1) To find out, the main general purpose of an influencer is to let you know. Facilitate viewers to ask for info they haven't gotten yet.
- 2) To direct, the second general purpose of influencers is directing. Once the influencer persuades, the speaker can try and build an audience satisfied with his or her purpose of reading or adopting his feelings and behavior.
- 3) Entertaining, The third general purpose of influencers is entertaining. Informative and persuasive advertising content is targeted at the tip results of advertising methods. In contrast, recreation is targeted at the opportunity to grab the audience's attention with its appearance in the delivery of ad message headlines.

Influencer marketing is divided into three scales, namely macro, micro, and premium (qwords.com). Here are the differences:

- 1) Micro-Influencer
The micro-influencer has a number of followers in the range of 500 to 100,000 people. Small influencers are usually referred to as buzzers because they usually do reviews that are supported by the original experience, so they gain additional trust from the company and followers.
- 2) Macro Influencer
Macro influencers have more reach, which reaches 1,000,000 people. Someone who is skilled and has a desire for various stories and lives with his followers. At this stage, an influencer is considered the equivalent of a celebrity. However, they have never appeared on television or been covered by national newspapers. A macro influencer is usually more widely used by companies that want to endorse high class or equivalent. And indeed, a macro influencer can promise engagement or follower interest in a higher product.

- 3) Premium Influencer
The mega influencer has more than 1,000,000 followers. Usually, top celebrities, as well as social media leaders, fall into this category. They can promise considerable engagement, so many top companies are interested in using their services. Examples of mega influencers in Indonesia: Raffi Ahmad (Rans Entertainment) and Prilly Latuconsina.

As we know, initially, social applications were used as a means of communication and information. Still, the growing era of this application is finally used by companies as a means of promoting products, both goods, services, and brands, to the public at large.

E. The Role of Influencers in Brand Promotion

The selection of Influencers isn't a result of they need an outsized variety of followers. However, Influencers typically use their ways in which of promoting soft marketing products that may increase complete awareness and influence product getting selections. Supported a survey conducted by SociaBuzz (2018), the goal of exploitation influencers is to extend complete awareness (98.8%), educate target customers (62.7%), increase sales (50.6%), increase followers (39, 8%) and computer program improvement / SEO (25.3%).

While the most used social media is Youtube. According to research by marketing agency We Are Social and social management app company Hootsuite, YouTube is the most used social media in a month. YouTube is used by 93.8 percent of all Indonesian internet users aged 16 to 64. WhatsApp, meanwhile, is used by 87.7 percent of the country's internet users with the same period and age. It was followed by Instagram, Facebook, and Twitter with 86.6, 85.5, and 63.6 percent, respectively.

This proves that collaboration between influencers will have a significant influence on the increasing sales of the company. If companies usually increase promotions to be known by potential customers, the

company now gets an easier option. Influencer marketing is an effective and efficient sales strategy for companies because they (influencers) can build an opinion that makes their followers affected when they hear their speech.

Conclusion

Promoting a product or brand through collaboration with Youtube influencers (Youtuber) is the most appropriate marketing strategy for the company to do. As we know, influencers can reach the public through their social media and have a strong and significant influence on their followers. Influencer followers usually have behaviors or interests that match those influencers. If an influencer has relevant and engaging promotional content, viewers can indirectly match the promoted product and then purchase the same product because they follow the influencer. With many influencer followers who buy products or brands, this affects the company's sales and profit.

Suggestion

For business people who want to promote products /services using the help of influencer marketing should pay attention to the following aspects:

- 1) Choosing influencers who have followers that suit the target business market.
- 2) Choosing influencers who have a good image in the community.
- 3) Choosing influencers that fit the budget of businesses.

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