



The Phenomenon of Endorsement on Instagram Social Media In Consumer Society (Descriptive Study of FEBI UINSU Students)

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ABSTRACT

Endorsement is an act of support (support) or agreement on something. Endorse is currently booming on social media, especially on Instagram. Online shopping finally uses endorse services to promote goods that will be consumed by the public. One of the problems faced today is the endorsement phenomenon that is carried out on Instagram social media, which makes the consumer community continue to shop online, in the midst of teenagers who are the target of marketing by the market. Through this research, the researcher wants to know how the endorse phenomenon on social media Instagram in the consumer society of FEBI UINSU students. This research is a qualitative descriptive research that makes individuals as research subjects. Research informants were determined by a purposive procedure. Data were collected using three methods, namely interviews and observation. In conducting interviews, the informants were FEBI UINSU students who had the criteria of informants in this study, totaling 15 informants. Data interpretation is carried out in stages starting from data collection, data reduction until conclusions and research recommendations are obtained. From the results of research that has been done that FEBI UINSU students often do online shopping because of the influence of endorsements on Instagram social media. Endorse's influence, which is currently booming, creates a desire to continuously consume. This is also driven by family economic factors that support consumption activities. This situation also finally makes the teenager shop no longer because of need but because of the value of the sign attached to the item. Therefore, FEBI UINSU students show consumptive behavior.

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1. INTRODUCTION

The development of information and communication technology, the flow of globalization is also increasingly spreading to all corners of the world. The rapid and widespread spread is not limited to developed countries. The development of information and communication technology with the rapid flow of globalization are two processes that are interrelated with each other. Both support each other, There is no globalization without advances in information and communication technology. The development of information and communication technology is also slow if people do not think globally. In that context, globalization becomes an inevitable phenomenon (Scholte, 2001).

The presence of the internet in today's modern era has a huge impact on individuals around the world, one of which is for the Indonesian people who are more interested in using new media, namely online media (internet) on the grounds that the speed of internet media can make them easily communicate and meet face-to-face indirectly with the interlocutor through the various applications offered. Internet use in Indonesia has more than doubled in the past 5 years. At this time, more than 88 million people are connected to the internet network with the proportion of most of them aged 15-25 years old (Techno.Id: 2015 which was asked for health insurance on 14/10/2018). This statement is very much in line with what Johar Alam Rangkuti, who is the Chairman of Internet Data Center Indonesia: 2015 in Techno.Id, said that Indonesia is in the 7th position with the largest internet users in the world with 82 million active users.

This coincides with the announcement of active users in 2015 reaching 400 million, this is an achievement for Instagram which previously in December 2014, they recorded that they already had 300 million active users. It is also stated that 75 percent of the total number of users are people who live outside the United States. The new members of Instagram are mostly from Europe and Asia, more specifically most of the new members are from Indonesia, Japan and Brazil. (Kompas Tekno from The Next Web: 2015 which was asked by Health Insurance on 15/10/2018).

At this time the market potential of cyber users (internet) in the world continues to experience an increasing trend, including in Indonesia. According to a survey conducted by the Association of Indonesian Internet Service Providers (APJII), over a period of 16 years (2000-2015) internet users in Indonesia increased from 2 million to 139 million users. Indonesia is the third ranked country in Asia for the largest number of internet users. High mobility has now been supported by the development of iDevices such as smartphones, notebooks and tablets that allow internet users to access the internet anytime and anywhere, this then gave birth to the era of social media.

A lot of information on the internet becomes a new source of information that attracts mass media audiences to move from the old mass media (old media) to new mass media (new media). New media is something that is always interesting to discuss. Especially new media in the online world, especially social media. There are so many social media users today, almost all people use social media both in friendship and business matters (Evans, 2008: 34). One of the uses of the internet in modern society is the use of social media as an online medium that allows users to easily participate, share, and create content including blogs, social networks, wikis, forums and web-based virtual worlds that turn communication into interactive dialogue. Social media such as Facebook, Twitter, Flickr, and Instagram are not new in Indonesia. In addition to functioning as a communication tool, social media is also considered an effective information delivery tool (Shimp 2003:189).

One of the most popular social media nowadays is Instagram. The number of online shops that appear on Instagram raises a new phenomenon among the public. Instagram is used as a medium to promote and sell products. Advertising or promotion through Instagram is no longer a surprising thing. Online shops also openly compete to get followers and attention of Instagram users. The number of comments on Instagram photos such as "check our ig, sis" is a common thing found on Instagram. Instagram, which has a special function for posting photos, makes it easier for us to see product images (Bambang, in Ikhsan, 2018: 4).

Along with the increasing number of online shop enthusiasts on Instagram, the term endorsement is currently a trend among Instagram users. Endorse is a way to promote the products of an online shop by collaborating with people who have many followers on Instagram. People who have a lot of followers usually come from artists, politicians, celebrities, or ordinary people who have a lot of followers. It is most obvious that endorsements are carried out by utilizing artists, celebrities, and children who have Instagram accounts with many followers. Business people see the number of followers or endorse their product targets. The online shop sends goods to the artist, then the artist promotes it by including a photo of the product on his Instagram (Hardirman, 2006:38).

The advantage of Instagram social media compared to other social media such as Facebook or Twitter is in terms of online marketing. Instagram is a free application that emphasizes its visual advantages. In addition, Instagram also allows users to take photos directly and share them on various other social media (Bambang, 2008:15). Instagram users in Indonesia agree that using Instagram accounts to follow vendor accounts such as fashion icons and online shops. (Survey of 530 respondents. www.id.techinasia.com accessed on October 14, 2018). This shows the great enthusiasm of the public in using Instagram social media as a buying and selling medium in Indonesia.

Basically, buying and selling a product is never separated from promotional activities by utilizing mass communication media, both print media and electronic media. According to Buchari Alma (2007: 179), promotion is a kind of communication that gives explanations that convince potential consumers about goods and services. The form of promotional activities usually carried out by business owners is in the form of advertising by utilizing mass communication media such as television, radio, and print media. But now business owners are getting smarter in promoting their products, one of which is through social media Instagram. The promotion strategy that has recently been carried out by online shop business owners through Instagram social media is the use of endorsements.

The beginning of the development of online shops in Indonesia through Instagram social media, supported by high mobility and increasingly developing technology, gave birth to gadgets in the form of smartphones that greatly facilitate people in interacting online. The use of the Instagram social media application is very practical, especially its advantages, namely in the form of search engine tools that allow users to find the information they want. With hashtags and artificial type engines, users can easily surf the goods sold online. Seeing the effectiveness and efficiency of social media in reaching consumers makes all businesses turn to online promotion. Many strategies are run by online business people in promoting their products on social media, an example of one of which is online promotion on Instagram or known as endorse. The benefits that can be obtained are not small. Only with a smartphone can save conventional marketing costs by being able to get lucrative profits, and because of this, endorsement techniques in business on social media are developing.

At first, endorsers were called people who received endorsements providing their services for a fee in the form of products or in other words endorsers are supporting tools used in

advertising for the purpose of marketing a product. Where the product will be advertised on social media accounts. The endorsement system that is commonly used today, sellers provide products with captions, then the endorser will upload photos when using the product and add various interesting notes to be imaged in such a way as to have a great appeal. (Sutisna, 2003:272) explains that the use of opinion leaders is usually quite effective in marketing for consumers. Humans tend to imitate what is done by someone who is considered more than himself. The use of the right endorser as a supporter of an advertisement is able to influence and get consumers' attention on the message conveyed in the advertisement. In its current development, the pattern of promotion of endorser services on social media has changed. Now, endorsers set a certain rate for each product.

By being at home or in the office, we can buy goods online. Endorsements by artists or celebrities from online shops on Instagram usually make consumers interested in buying them. Where there are three factors that influence consumers to buy these items, namely, the physical attractiveness of the artist or celebrity who endorses and how the reputation of the artist or celebrity is. Then the artist or celebgram is to make consumers believe in the online shop that is being promoted and finally the expertise. It makes a consideration for consumers to buy an item. (Shimp, 2003).

Purchase decisions that are dominated by emotional factors lead to a pattern of consumption society. This can be proven in buying something that is not necessarily a need and is not a top priority and causes waste. Adolescents are in a period of transition from childhood with an atmosphere of life full of dependence on their parents to adulthood that is free, independent and mature. Including how individuals present themselves physically, this is to suit their community or it could be with the influence of advertising, because there will be a desire to shop as well as advertisements shown on television (Shaffatallah, 2012: 12).

Consumption society in adolescents can actually be understood when looking at the age of adolescence as a transitional age in search of self-identity. Teenagers want to be recognized by the environment by trying to be part of that environment. The need to be accepted and be the same as other people of the same age causes teenagers to try to follow various attributes that are trending. What is worn by an artist who becomes an idol for teenagers is more important (to be imitated) compared to the hard work and effort made by the idol artist to arrive at his popularity (Tambunan, 2001: 1).

According to WHO, adolescents are residents in the age range of 10-19 years, according to the Regulation of the Minister of Health of the Republic of Indonesia Number 25 of 2014, adolescents are residents in the age range of 10-18 years and according to the Population and Family Planning Agency (BKKBN) the age range of adolescents is 10-18 years. 24 years old and unmarried (www.depkes.go.id, accessed on 14/10/18). FEBI students are one of the faculties on the UINSU Campus which have students who are of the appropriate age according to the WHO and BKKBN categories for teenagers. Researchers consider this Febi student to be relevant enough to study the endorsement phenomenon on Instagram social media in consumer society among students because as far as the researcher observes, students at the faculty have represented teenagers who are a marketing target for various industrial products in the consumer community and these febi students. use social media Instagram a lot. The consumer society is also encouraged by the existence of opportunities and capital that can support being able to consume an item. So that the high socioeconomic status of parents for febi students can encourage a pattern of consumer society so that teenagers are able to shop.

2. RESEARCH METHODE

Instagram is one of the social media that is loved by many people. Its users are also very diverse, ranging from children to parents. From students to business people. Social media, which focuses on photo and video sharing platforms, has skyrocketed in popularity to the point that it can be compared to Facebook and Twitter. Instagram is a photo and video sharing application that allows users to take photos, take videos, apply digital filters, and other networking activities. The name Instagram comes from the words 'Instant' and 'telegram'. The word 'instant' which underlies the name 'insta' is meant like a polaroid camera which at that time was better known as "instant photo". With this meaning Instagram can also display photos instantly, like a polaroid in its display. While the word telegram refers to a tool that works to send information to others quickly. This is the same as Instagram's function, which can upload photos with an Internet connection, so that the information you want to convey can be received quickly. Instagram is a social network that was born from a company called Burbn, Inc. which was founded on October 6, 2010. The company was founded by Kevin Systrom and Mike Krieger who are currently CEOs of Instagram

According to Wikipedia, social media is an online medium, with its users being able to easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Social media users or also known as this user can communicate or interact, send messages, whether text messages, images, audio to video, share or share, and also build networks or networking. Examples of social media that are currently the most commonly used are blogs, wikis and social networks. The social media used in this research is Instagram social media.

Social media endorsements that are currently rife are a form of mutually beneficial cooperation between the two parties. Usually it happens between online shops and artists or celebrities because they have many fans and followers who are useful for increasing sales for online shops and certain products and services. Endorsement will indirectly affect followers on Instagram and can form brand awareness. Endorsement is also a form of marketing communication that is effective or not, especially for online shops who want to market their products through Instagram social media, considering the costs required to carry out endorsements are quite large.

Consumer society is a society whose existence is seen only by distinguishing the commodities consumed. Consumer society with its consumption culture sees the purpose and totality of its life in the framework or logic of consumption. Its existence is carried out and maintained only by increasingly and continuously consuming various signs and social status behind the commodity. Not only he who actualizes himself through the act of consumption, other people will also be judged according to the standards he uses. This means that the existence of other people will be assessed and recognized according to the standards of social status they hold. Here the role of the mass media with its advertising program is very prominent. The consumption style, which is guided by advertising in global capitalism, has created a consumer society that consumes.

Referring to previous research, by Nur Amalina & Devilia Sari (2017) The celebrity endorser variable partially has a significant influence on product purchase decisions on Instagram social media. The magnitude of the influence of the celebrity endorser variable on purchasing decisions is 34.3%, while the word of mouth variable has an influence on purchasing decisions of 38%. And, Dita, Maya, & Dinda (2016). The most influential factor as a celebrity endorser significantly on consumer buying interest in products on Instagram social media is Visibility which is seen from how many fans the celebrity endorser has which can be seen from the large number of followers on his Instagram account, Product Match Up seen from the match

between the endorsed product and the characteristics of the celebrity endorser whether the celebrity endorser is suitable to bring the endorsed product or not, Credibility is seen from the credibility of the celebrity endorser whether the two accounts have expertise and can be trusted as celebrity endorsers, and Power which can be seen from how strong the influence is. from celebrity endorsers.

Similarly, research conducted by Aura, Cut, & Citra (2020) Celebrity Endorser has an influence on purchasing decisions for products promoted by celebrities. celebrity endorsers with high credibility can create a positive perception of the product being reviewed. These perceptions can form a relationship of trustworthiness between celebrities and online stores that use their services as well as consumers who are exposed to promotions, so this can lead to purchasing decisions for these products.

3. RESULT AND ANALYSIS

Basically the word endorse comes from the word endorsement which means an act of supporting or agreeing to something. Endorse is a way to promote the products of an online shop by collaborating with people who have many followers on Instagram. The endorsement phenomenon in recent years is indeed a trend, so it is not foreign to hear, especially for Instagram social media users. Endorsement will be in line with the existence of an online shop. Because many online shops use the endorsement service to support or promote the goods that will be sold in their online shop. Likewise in this study, where teenagers, especially students of Febi at Uinsu, are the subjects in this study who are very aware of endorsements which are currently trending on Instagram social media. This has become something that is often found in Instagram social media, especially online shops which are currently very developed. Endorsement is done to someone who has a lot of followers or is often referred to as a celebrity. It's not just celebgrams who endorse Indonesian artists, they are now turning to accept endorsements from online shops.

From the research that researchers conducted on Febi Uinsu students, they found a fact that the online shopping process carried out by these students in the current consumption community was due to the socio-economic factors of parents who were in the upper class phase and some students who already had their own income. Where parents also do not limit their children to do online shopping, parents give their children the freedom to do this, with the support of an ATM or debit card owned by the child. It doesn't stop there, but there are other factors, namely the existence of an application to make it easier for someone to shop easily by filling in the balance from the application, such as OVO and GOPAY. With this, the students are free to use the money to buy an item they want. So in carrying out consumption activities, people are able to follow the consumption patterns that occur in the community. When able to follow the consumption pattern, the consumption process will be successful.

There are also the roles and causes of Instagram becoming a trend among students, namely: The Role of Instagram on Student Lifestyles Instagram is a social media application that allows users to take photos and videos. The shared photo or video will later appear in the Feeds of other users who are your friends. Instagram itself implements a friendship system that uses the terms following and follower. Following means that you follow users, while Follower means other users who follow you. Furthermore, each user can interact by commenting and responding to photos that are shared by using symbols in the form of love. In Indonesia, Instagram has become one of the applications with the most downloads ranging from ordinary people, officials,

artists, to the academic community, namely students themselves. Because of its popularity, Instagram has a role in the lifestyle of its users, including the students themselves.

The Cause of Instagram Becoming a Trend Among Students

Instagram is a medium that provides an easy way of sharing online photos, videos and also social networking services that users can use to take and share with their friends (Budiargo, 2015: 48). According to the Instagram website, the Instagram app was founded by Kevin Systrom and Mike Krieger. This application was released in October 2010. Instagram is an application for sharing photos or images with fellow Instagram users. Photos on Instagram can be used as memories to be seen in the future, can express the situation that is happening or what has happened. Instagram social media users want reactions from their friends and give each other comments and likes from uploaded photos and videos.

From the explanation above, it can be concluded that Instagram is a social network that is used as a place to spread and share information, interact with many people, and can get to know more about fellow Instagram users through uploaded photos and videos. Trends can be interpreted as things/products that are currently being consumed by the public, or it can also be referred to as a byword in a circle. Instagram, which is now very widespread, its use in almost all circles, including students, allows its users to achieve their own satisfaction that is sought or desired by individuals when consuming a certain type of media (radio, tv, newspaper, or social media).

4. CONCLUSION

The endorsement phenomenon on social media Instagram is no longer foreign to FEBI UINSU students, even according to them it has become commonplace, especially for online shops to promote an item. So that the endorse phenomenon affects the consumption community in buying an item. The existence of an endorse makes it easier for consumers to find goods and facilitate access for anyone who wants to find the desired goods. In purchasing decisions, endorsements are also very influential. It will be a consideration to buy goods if the goods are not endorsed. So that in this study, endorsements carried out by certain online shops are a form of trustworthiness for the consumption community in buying an item.

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