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The Role Of Influencer "KOL" (Key Opinion Leader) In Influenceing Purchasing Decisions At PT. Ayo Menebar Kebaikan

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Abstract

This study aims to examine the role of influencers in influencing purchasing decisions at PT Ayo Menebar Kebaikan. This research is based on the phenomenon of using influencers as a marketing strategy in a certain period. This study uses a qualitative approach with data collection methods through interviews with analysis units and direct observation in the field conducted through an internship process. The results of the findings from this study are that it can be concluded that the indicators to measure the success of influencers in promoting products are that the audience is influenced by influencers and makes product purchases. Referring to this, the marketing strategy using influencers implemented by the company has proven effective in increasing product sales.

Keywords: Marketing strategy, social media, influencer, purchase decision

INTRODUCTION

A social and managerial process in which individuals and groups get what they need and want by creating and exchanging products and services as well as values between other individuals or groups is called marketing (Adelia S et al., 2023). Currently, marketing is not just about delivering products or services into the hands of consumers, but also how these products or services can provide satisfaction to customers on an ongoing basis, so that companies can gain profits through repeat purchases, both from individuals and from groups.

The marketing concept in general is always equated with the concept of sales or promotion and advertising. However, if you look at it in detail, sales and promotions are basically only a small

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part of marketing activities. The success of a company in achieving its business goals is measured by how the company is able to carry out the marketing function as an important department because it is a business function that deals directly with consumers.

Information technology is developing very quickly. This development is utilized by various businesses, from small to large. The marketing line, which is an important part of the business, is the one that uses this development the most. Line marketing has many methods and approaches to marketing goods or services. Conventional product marketing has been abandoned and shifted to digital strategies or digital marketing. According to Andy et al (2020) the term "digital marketing" refers to targeted, measurable and interactive marketing of goods or services using digital technology. By using various digital marketing techniques, the main goal of digital marketing is to promote the brand, create consumer preferences, and increase the number of sales traffic.

One way to market digital marketing is to use an influencer marketing strategy. According to Siti et al (2022), a person or figure on social media who has a large and significant number of followers, and what they convey can influence the behavior of their followers is called an influencer. Using influencers as a means to help market a product has become a popular choice for many businesses. The role of influencers in marketing products starts from being brand ambassadors, paid promotions to endorsements which are often found on social media.

From the beginning of their appearance, influencers have had their own characteristics and uniqueness to express their content and differentiate themselves from other influencers. Influencers collaborate with companies to create content about brand products or services, which is really needed by influencers so that their content is seen by audiences who may just be watching or who want to try the product or service and to get a good impression from consumers is interesting and creative content. The special characteristic of influencers is that they have to be involved in various social media platforms. An influencer who is famous and has many followers influences a consumer's level of confidence in purchasing decisions. According to Fasha et al. (2022) The process of combining knowledge to assess two or more options and choosing one is called a purchasing decision. The role of influencers is very important so that consumers who want to buy a product believe in the product so that consumers do not hesitate to buy the product.

PT. Ayo Menebar Kebaikan or Honesty is a private company in the chemical trading sector that uses influencers as its marketing strategy. To date, there have been many names of influencers who have collaborated with Honesty. In selecting influencers, Honesta has several

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criteria. Examples include minimum followers, minimum viewers, and type of content

OBJECTIVES

This research indicates that there are several important problems that need to be answered. First, there is a need to understand the various factors that influence the effectiveness of influencers in influencing consumer purchasing decisions. These factors may include the influencer's credibility, the type of content shared, the product's relevance to the audience, and the interaction and engagement between the influencer and their followers. Second, it is important to explore how the number of followers and the type of content shared by influencers influence consumer purchasing decisions. Research needs to assess whether influencers with larger followings are more influential, and what types of content such as product reviews, tutorials or direct promotions are most effective in driving purchases. Third, research indicates the need to understand how consumers assess the authenticity and credibility of influencers in providing product recommendations. This includes consumer perceptions of influencers' transparency about paid collaborations, honesty in reviews, and consistency and reliability in conveying information. Research should explore how these factors influence consumers' beliefs and their purchasing decisions.

Based on the problem formulation, the researcher then determined the research objectives, namely:

1) Identifying factors that influence the effectiveness of influencers in influencing consumer purchasing decisions.
2) Analyze the influence of the number of followers and type of content shared by influencers on consumer purchasing decisions.
3) Evaluate how consumers assess the authenticity and credibility of influencers in providing product recommendations.

THEORETICAL STUDY

Marketing

In English, the term "marketing" is a translation of the word "marketing" into Indonesian. The definition of "marketing" comes from the word "market", which means goods and services are marketed. Not just offering or selling goods, marketing goods includes a broader meaning than what is explained here. Including several operations, such as selling, buying in various ways,

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transporting goods, storing, sorting, and so on (Dewi Pratiwi et al., 2022)

According to Hariyanti & Wirapraja (2018) Among the most important business lines, the marketing department is responsible for marketing and selling products to consumers.

A social and management process in which individuals and groups obtain their needs and desires by making, selling, and exchanging goods of value with others is referred to as marketing (Mohamad et al., 2021)

According to Rambe & Aslami (2022) Marketing is one of the main activities that must be carried out by goods and services companies to maintain business continuity. Because marketing is one of the company's activities that deals directly with consumers.

Digital Marketing

Digital techniques have changed the way humans act, communicate and make decisions. Additionally, digital technology influences marketing activities. The term "digital-based marketing" (digital marketing) has evolved from marketing goods and services using digital channels to a broader definition, including the process of acquiring consumers, building consumer preferences, promoting brands, retaining consumers, and increasing sales (Syafii et al., 2022)

According to Sulaksono & Zakaria (2020) Digital marketing is promotion and market search through online digital media, such as social networks.

Digital marketing is activities, institutions and processes that are carried out through digital technology to create, communicate and provide value to consumers and other stakeholders (Bangun & Purnama, 2022).

Influencer

The use of influencer marketing in product promotion activities aims to expand marketing networks and increase sales. An influencer who can connect with consumers of a brand may be someone who influences the people around them (Setiabudi et al., 2023)

According to Hariyanti & Wirapraja (2018), what is meant by influencer is an individual or social media figure who has a large or significant number of followers and whose statements on social media can influence or respond to the behavior of their followers.

These influencers act as users of a product or service, so they can provide positive reviews and feedback about the product or service. With positive reviews, the influencer's followers or followers are interested in using the product or service, which in turn can increase the level of

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sales of the product or service (Erfiana & Purnamasari, 2023).

Purchase Decision

When consumers decide to purchase a product, they learn about the problem, search for information about a particular product or brand, and evaluate how well each option can solve the problem. This is the stage of the buyer's decision process where they make purchasing decisions (Magdalena Cindy et al, 2021)

According to Sofiyatuzzahro et al. (2021) Purchasing decisions are an inseparable part of every individual consumer. Purchasing decisions begin with the desire to buy, which arises due to the influence of various factors.

When customers learn about a product and decide to purchase that product, their purchasing decision can be influenced by how attractive the product is. Consumers will be more interested in buying products with more benefits offered (Putri Sari, 2020).

RESEARCH FRAMEWORK

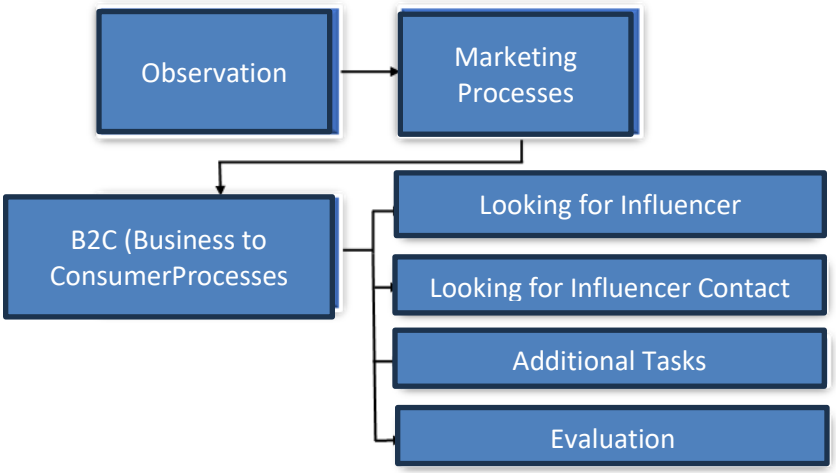


Figure 1. Research Framework

Stage 1: Observation

The first step is observation at PT. Ayo Menebar Kebaikan by observing and analyzing managerial activities.

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Stage 2: Division Selection

Students who conduct research at PT. Ayo Menebar Kebaikan must choose the division that will be undertaken during the research program.

Stage 3: Team Selection in Division

Students who are accepted as interns must choose a team in each division. At PT. Ayo Menebar Kebaikan, B2C (business to customer) and B2B (business to business) teams are available in the marketing division.

Stage 4: Tasks Division

After selecting a team, students will be assigned an assignment by a field supervisor and given direction to carry out the assignment.

Stage 5: Looking for Influencer Endorsement

The author is tasked with looking for influencers on the Instagram and TikTok platforms, with conditions such as minimum followers, minimum viewers, and the type of content presented.

Stage 6: Looking for Influencer Contacts

The author was also given the task of finding influencer contacts so he could be contacted.

Stage 7: Data Input

The author inputs data related to influencers, influencer contacts, number of followers, and content categories on the platforms provided.

Stage 8: Evaluation

The author takes part in the weekly performance evaluation session which is held every Saturday**.**

RESEARCH METHODS

The research was conducted at PT. Ayo Menebar Kebaikan for 4 months, with researchers joining the marketing division and B2C team. The research method used is a qualitative approach with descriptive methods, aimed at understanding marketing activities at PT. Come on, spread kindness directly. Primary data was obtained through observation and interviews with marketing team members. Observations are carried out by observing work processes and evaluating team performance. Meanwhile, interviews use a structured and closed method, with questions that have been prepared beforehand to support research.

The unit of analysis for this research is the marketing team of PT. Ayo Menebar Kebaikan, which focuses on digital marketing through e-commerce and social media such as TikTok and

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Instagram. The purpose of the team's analysis is to understand the product marketing efforts undertaken and marketing strategies through influencers. Direct observation and participation in team activities aims to collect relevant information regarding the marketing strategies implemented by the company.

RESULT AND DISCUSSION

Result

Processes of Implementing Marketing Strategy Through Influencers

Marketing strategy through influencers at PT. Ayo Menebar Kebaikan in several stages. The first stage is the influencer search process. The influencer search process itself has several provisions such as content type, number of followers, and number of viewers. The second stage is inputting the influencers who have been sought into the company platform. The final stage is the process of selecting influencers and contacting and making an agreement with the influencer.

Before carrying out the influencer search process, a discussion and evaluation is held every morning by the marketing team regarding the influencers who were searched for the previous day. If it is felt that the influencer promoting the product is not performing well, there will be changes to the provisions or rules for finding influencers.

Implementation of Marketing Strategy Through Influencers

Marketing through influencers itself is used by PT. Ayo Menebar Kebaikan because this strategy is an effective strategy because an influencer makes it possible to introduce brands and products to a wide audience. An influencer can also build audience trust and can produce interesting and creative content which will later increase sales of a product. There are several things that influence the audience's trust in influencers, including:

1) Number of Followers: The number of followers an influencer influences the trust of the audience. The more followers, the audience's trust in the endorsed product will increase.
2) Content: The type of content reviewing products greatly influences purchasing decisions. Audiences prefer real or genuine content, by displaying testimonials or real evidence to increase trust.

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3) User Engagement: Comments, likes, and shares of posts demonstrate the influencer's success in providing engaging content. The more positive interactions, the more it influences audience trust.
4) Engagement Rate: Engagement rate measures the reach and quality of an influencer's account. The higher the engagement rate, the better the account performance.

The selection of influencers and content must be in accordance with the product being endorsed. PT. Ayo Menebar Kebaikan, choose influencers who use softselling methods to keep their audience from getting bored. The main goal is to increase product sales.

Advantages and Disadvantages of Influencer Marketing Strategy

1) Advantages of influencers

The marketing or promotional strategy of using influencers is a strategy that is quite successful as a promotional medium and currently many companies use the services of influencers to market their products. An influencer often has followers who are loyal and trust them. When an influencer recommends or promotes a product, it can increase the audience's trust in the brand and product promoted by the influencer. When trust increases, purchasing decisions will also increase. Influencers also have a wide reach. An influencer who has a large number of followers on social media will automatically expand the reach of the promotions they carry out. Collaboration with influencers allows companies and products to reach a wider audience, including market segments that are difficult to reach through other marketing strategies.

2) Lack of influencers

As a promotional medium that has many advantages, the influencer strategy also has several disadvantages, because influencers are also ordinary people. Some influencers with a large follower base usually ask for high fees for collaboration. This can be an obstacle for companies that have a limited promotional budget. PT. Ayo Menebar Kebaikan itself also feels the weakness of promotion using influencers, one of which is that there are some influencers who don't want to be briefed so that the promotions carried out are not in line with the company's expectations. Companies must be selective in choosing influencers, because if influencers behave badly then the image of the company and products will be negatively affected.

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DISCUSSION

Marketing or promotion strategy through influencers carried out by PT. Ayo Menebar Kebaikan has so far been considered quite successful. Currently, promotional strategies through influencers are the main marketing strategy carried out by PT. Ayo Menebar Kebaikan. The level of success of promotions through influencers is measured by the products sold from the influencer. The more products an influencer can sell, the more successful the influencer will be in carrying out promotions.



Figure 2. Products before using Influencer endorsement



Figure 3. Products after using Influencer Endorsement

In Figure 2 it can be concluded that the number of product ranges and products sold is very low. This data was taken in 2022 when one of PT. Ayo Menebar Kebaikan, we haven't used influencer services as a marketing strategy. In Figure 3 it can be seen that the number of product

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ranges and the number of products sold has increased drastically. The results of this data show that the promotional strategy using influencers is very effective.

CONCLUSION

Based on the discussion and analysis results from the research above. So the conclusions of this research are:

a) PT. Ayo Menebar Kebaikan has successfully implemented a marketing strategy using influencers which involves steps such as searching, inputting data, and collaborating with influencers.
b) Although this strategy is effective, PT. Ayo Menebar Kebaikan experienced several obstacles, including high fees, budget limitations, and difficulties in briefing influencers.
c) However, influencers have many advantages such as wide audience reach, loyal followers, and creative content, which positively influence purchasing decisions.
d) Marketing strategies using influencers play an important role in influencing potential consumers' purchasing decisions, which requires influencers to present interesting and relevant content.

RECOMMENDATION

Based on the discussion and conclusions above, the author provides several suggestions and improvements for PT. Ayo Menebar Kebaikan so that this strategy can develop further:

a) Expand the criteria for searching for influencers so that the process of searching for influencers is not so difficult.
b) Adapt to current trends. The aim is that the content presented can reach a wider audience because of current trends.
c) Increase the budget for promotions
d) Look for influencers who are currently busy to reach a wider audience. Influencers who are popular or rising will attract an audience.
e) By making the suggestions and improvements above, it is hoped that PT. Ayo Menebar Kebaikan will further increase effectiveness in implementing this strategy.

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