

The Influence Of Digital Influencer Marketing Communication On Instagram On Awareness, Interest, Search, Action And Share Beli Kreatif Sumatera Selatan

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Abstract

The Ministry of Tourism and Creative Economy is implementing a digital influencer marketing campaign for the Beli Kreatif Sumatera Selatan 2022 (BKSS) 2022 program. The campaign targets millennials with high purchasing power. The research conducted used the Stimulus-Organism-Response (SOR) media effect theory and the Hypodermic Needle theory to prove the influence of BKSS influencers on Attention, Interest, Search, Action, and Share regarding BKSS 2022 products. A descriptive quantitative method was used, and a digital questionnaire was distributed to 346 respondents who follow BKSS 2022 influencers. Over 60% of the respondents stated that they were influenced in terms of Attention, Interest, Search, Action, and Share. The Pearson Correlation results showed a significant and positive correlation between Attention and the variables of Interest, Search, Action, and Share. Path coefficient analysis demonstrated that Attention significantly influenced the Share action for Beli Kreatif Sumatera Selatan products. Attention also influenced the Action of purchasing BKSS 2022 products. Additionally, the influence of Attention on Search was lower compared to the actions of Share and Purchase.

Keywords: Influencer, Marketing Communication, Media Effect

INTRODUCTION

President Joko Widodo launched the National Movement *Bangga Buatan Indonesia* (Gernas BBI) on May 14 2020 to move the national economy by increasing the capacity of Indonesian Micro, Small and Medium Enterprises (MSMEs)/SMIs/artisans to enter the digital ecosystem to expand markets and increase sales transactions due to economic contraction. Indonesia due to the Covid-19 pandemic (Harsin, 2018).

Gernas BBI targets in Article 3 in Presidential Decree Number 15 of 2021 include increasing the number of Micro, Small and Medium Enterprises/Small and Medium Industries including Creative Economy Actors entering the digital economy, increasing the number of sales or purchase transactions for local products, increasing purchasing power community, market expansion, access to capital, training, data collection, and acceleration of the local economic cycle through shopping for local products, and economic stimulus for Micro, Small and Medium Enterprises/Small and Medium Industries including Gernas BBI Creative Economy Actors in accordance with statutory provisions (Wilcox, 2019).

There is an implementation of the Gernas BBI scheme which consists of 4 (four) stages, namely Data Collection, Mentoring, Training and Capital, Expanding Market Access and Peak Campaign (Harvesting). The Gernas BBI program is chaired by the Coordinating Ministry for Maritime Affairs and Investment of the Republic of Indonesia and is run by a Campaign Manager who comes from the Minister/Head of Agency/Head of Institution who is responsible for the BBI program in the designated province (Sarhadi, Yousefi, & Zamani, 2018).

The general role of each Campaign Manager is to be a movement manager, coordinator and facilitator of related parties in implementing Gernas BBI, collaborating with the private sector, regions, top brands and mass media to be involved in Gernas BBI, collaborating with K/L public relations and the community to promote product spending local excellence to the community (Holliday, 2020).

In 2022, the Minister of Tourism and Creative Economy/ Head of the Tourism and Creative Economy Agency (Menparekraf/ Kabarekraf) in Gernas BBI was appointed as Daily Chair, as well as being responsible as Campaign Manager for Gernas BBI for the South Sumatra region through the Beli Kreatif Sumatera Selatan (BKSS) program.

Beli Kreatif Sumatera Selatan 2022 (BKSS 2022) is a strategic program of the Ministry of Tourism and Creative Economy/ Tourism and Creative Economy Agency cq. Deputy for Marketing in supporting the Gernas BBI program, especially in South Sumatra province in an effort to encourage creative economy (ekraf) players to increase turnover, expand markets, increase workforce, increase branding and awareness through marketing activities (Bennett & Pfetsch, 2018).

The BKSS 2022 program involves 200 creative and creative actors from the fashion, craft and culinary subsectors from 12 districts and 4 cities in South Sumatra. BKSS 2022 activities consist of 30% mentoring and 70% marketing and sales execution both online and offline.

Apart from efforts to upskill marketing capabilities through mentoring programs, the Ministry of Tourism and Creative Economy/ Baparekraf primarily carries out integrated marketing communications efforts which include Website Plan & Optimization, Promo Campaign, KOL Collaboration, Ads Optimization, Programmatic Campaign, Content & Design Production, Radio Campaign & Loose Spot Production, Media Gathering & Doorstop and Marketplace/Harbolnas Discount. Marketing communication itself is the process of disseminating information about products, both goods and services, so that targets become interested or influenced, and then consume (Riebel, Odom, Langmore, & Hall, 2019).

In line with the goals of Gernas BBI, the 2022 BKSS Program carries out promotional maneuvers utilizing new media, especially social media. In its definition, new media is a variety of communication technology devices that share many of the same characteristics which, apart from being new, are made possible by digitalization and their wide availability for personal use as communication tools (Hewson, 2021). New media is not as regulated as professional and bureaucratic mass media.

Meanwhile, social media is media designed to be shared, a channel that allows anyone with an internet connection to create and share content easily and for free. The advantage of promotion using social media is that it can reach a very wide range of people with efficient time and costs (Shen et al., 2018). Because the presence of social media has now become the main pillar as an information medium, the BKSS 2022 program utilizes social media in marketing local products. The objectives of the Beli Kreatif Sumatera Selatan campaign through social media are primarily to provide opportunities for MSMEs to promote their products to local and national communities, increase awareness about the Beli Kreatif Sumatera Selatan program, have a positive impact on purchase intentions in the Beli Kreatif Sumatera Selatan campaign and provide opportunities for MSMEs to increase income through promotional results provided by the Ministry of Tourism and Creative Economy/ Baparekraf.

Kemenparekraf/ Baparekraf has several social media channels to promote the BKSS program, both owned media and paid social media. The social media included in owned media which are used as promotional tools are the Instagram accounts @kemenparekraf.ri, @pesona.indonesia, @belikreatiflokal, and endorsements from the macro influencer account @sandiuno who is the Minister of Tourism and Creative Economy. Meanwhile, for paid media, the Ministry of Tourism and Creative Economy utilizes influencers' Instagram social media. Strauss & Frostsay that using influential influencers is an ideal way to sell products.

An influencer is someone who has expertise or interest in a particular field who ultimately gets recognition from their followers on social media in the form of following their social media, interacting with every post they make and trusting the influencer's opinion (Ames, Glenton, & Lewin, 2019). An influencer can also be said to be someone who can have an influence,

especially being able to influence the audience's opinion, or someone who has a large following on social media. Terence A. Shimp (2014) added that influencers have a big influence on consumers' interest and motivation to buy a product.

In the significant development of the digital industry, the market size of global influencer marketing is expected to exceed US\$373.5 million in 2027. Due to the strong influence of influencers, Shimp (2014) stated that one sixth of advertisements feature celebrities and also non-celebrities known as regular influencers. Instagram is the main media of choice for marketers in collaborating with influencers because it is considered effective in conveying messages through creative content that attracts the target market. Around 95% of marketers use influencer marketing strategies on Instagram because according to Meltware Insight data, it is stated that the campaign platform most used by influencers is Instagram (Armingol, Officer, Harismendy, & Lewis, 2021).

Another advantage, according to NapoleonCat (2021), of the 82.3 million Instagram users, the most users come from the 18-24 year age group and the 25-34 year age group, which is known as the millennial generation which dominates Indonesia's population.

Instagram promises strong consumer engagement, so influencer marketing is arguably more attractive to consumers than traditional celebrity-based mass media advertising (Evans, Phua, Lim, & Jun, 2017; Müller, Mattke, & Maier, 2018), because consumers feel closer and match with their favorite influencers (Wirtz & Zimbres, 2018). In BKSS 2022 program, the Ministry of Tourism and Creative Economy/ Baparekraf spent quite a lot of promotional costs, especially on influencers, to target its targets, namely marketplace users in South Sumatra, social media users in South Sumatra, and potential buyers through international directories. The aim is to build consumer interest and optimize the activation of local product sales.

The Association of National Advertisers (2018) categorizes several influencers based on the number of followers, namely micro influencers who have followers under 25,000 people, mid-level influencers who have followers of 25,000-100,000 people, and macro influencers who have followers above 100,000 people.

In the world of digital marketing, the percentage of marketers using mid-level influencers is 69%, while the percentage using micro influencers is 59%, and the percentage using macro influencers is 44%. Micro influencers have an engagement rate 7 times higher than macro influencers. Meanwhile, mid-level influencers are considered more credible and trustworthy (Association of National Advertiser, 2018). In determining the right influencer, product/service marketers typically measure influencers by ranking them based on (1) the number of people they reach, (2) how much influence the participants have on their followers (e.g., number of "likes" or "retweets"), and (3) how influential members of the person's network are.

Likewise, the Ministry of Tourism and Creative Economy/ Baparekraf, in an effort to select 34 (thirty four) influencers, then compiled several criteria in selecting influencers, including local influencers who come from South Sumatra so they are considered to be close to the people there, have followers/target audiences who are demographically varied but according to social, economic and age characteristics according to the program's target market, namely young to adults, has a number of followers between 2000-500,000, and a high engagement rate (Popovski et al., 2018).

Engagement itself can be seen from the number of likes, comments, shares, video views, mentions and impressions. Of the 34 (thirty four) influencers, 6 (six) influencers also came and promoted the BKSS peak activities on November 18 2022. This closeness makes influencers more trusted by consumers. Also they are in many aspects similar to friends not least because some followers will form a kind of social relationship with the influencer (Windarti, 2022).

By establishing these criteria, the Ministry of Tourism and Creative Economy/ Baparekraf hopes to create more exposure to BKSS programs and products, with the ultimate goal being to

encourage followers to buy the BKSS products being promoted. For influencers themselves, the Ministry of Tourism and Creative Economy/ Baparekraf divides influencers into 3 (three) categories of influencers based on the number of followers they have (Battistelli & Falcieri, 2020).

There are 3 (three) macro influencers who have a number of followers above 100,000, then 10 (ten) mid-level influencers who have a number of followers of 25,000-100,000, and there are 21 (twenty one) micro influencers who have a number of followers amounting to under 25,000. The list of BKSS influencers 2022 sorted from the highest number of followers to the lowest can be seen from the table as follows:

Table 1. List of Influencers in the 2022 Beli Kreatif Sumatera Selatan Program

No	Influencer Accounts	Number of Followers	Engagement Rate
1	@ Icha_atazen	428,898	0.33%
2	@ Silly people	122,000	2.20%
3	@ Ellishermawatii	102,000	1.05%
4	@ Aricikhuy	77,510	1.54%
5	@ diansoediro_	71,100	2.27%
6	@ Fatimahalydruss	53,000	4.23%
7	@ Plgfoodies	45,700	0.28%
8	@ inara_post	42,300	13.05%
9	@ Eat fat plg	36,900	0.50%
10	@ dinaagr14	29,300	1.38%
11	@ Plgfoodmafia	28,849	2.28%
12	@ clarestarara_	27,700	4.07%
13	@ Saaraswatifk	26,900	2.38%
14	@ Ichaalmasghari	24,000	3.46%
15	@ Orewanick	20,600	2.19%
16	@ Vvangraini	15,900	2.89%
17	@ Araaptrhy	15,700	5.46%
18	@ jejekeken1618	15,600	6.72%
19	@ Nheryney	10,800	1.36%
20	@ Aldioprawira	11,600	5.87%
21	@ Putrimeltaa	12,600	7.15%
22	@ indahpuus_	11,800	5.61%
23	@ wandafz_	11,100	9.97%
24	@ Oohrezabae	10,100	1.15%
25	@ Gustianpratamaa	9,765	15%
26	@ Miachairani	8,711	4.64%
27	@ Shanianabilaow	6,150	4.75%
28	@ ameliaputrioktarina29	5,806	4.81%
29	@ annisa_nursyahbani	3,505	11.79%
30	@ Farendygusti	3,423	12.91%
31	@ Crenaulia	3,177	14.79%
32	@ Wuulann	3,528	8.16%
33	@ Sheraaditiapratama	2,800	10.34%
34	@ deaaa.aa	2,379	4.94%

The content that influencers will use is tailored to the influencer's expertise, namely fashion, crafts and culinary, in accordance with the subsectors promoted in the Beli Kreatif Sumatera Selatan program. The BKSS promotional content structure through influencers begins

with product awareness which contains product reviews consisting of product brand name information, influencer testimonials, ending with a call to action or invitation to buy and follow IG @belikreatiflokal.

Kemenparekraf/ Baparekraf provides a content brief to influencers, namely that each influencer must produce 1 post visit, 2 Instagram reels with a maximum duration of 120 seconds each, and 2 Instagram stories. All content uses Instagram's newest features, namely Instagram Stories and Instagram Reels with a maximum duration of 120 seconds. Through Instagram Reels, influencers can edit videos, audio, effects and various filters, so that it is hoped that they will further increase followers' awareness and attraction to BKSS products.

Adjustment of influencer expertise is adjusted to the product to be promoted, such as promotion of fashion products by beauty and fashion influencers such as @wandahfz_ and Dian Soediro @diansoediro_, while promotion of culinary products by several accounts that focus on culinary products such as @makanlemakplg and @ellishermawatii.

Several influencers, using their creative ideas, then produced content that sought to increase awareness of Beli Kreatif Sumatera Selatan products and invite followers to purchase the products. As for the captions themselves, both fashion, craft and culinary products contain similar captions according to the guidelines, namely:

"Hi, Creative Friends! Like this, if you know that a local product is good, you will definitely want to buy it again. It's true, fashion/craft/culinary products from @.... are really worth buying. Don't forget to follow @belikreatiflokal to find a selection of fashion/craft/culinary products that you can see. "Happy shopping #BKSSFesyen #BeliKreatifLokal #belikreatifSouth Sumatra"

In influencing or persuading people to buy local products from the BKSS program, the role of influencers who are sources of information or communicators is very influential. Aristotle (Rachmat, 2007) said that persuasion can be achieved because of the speaker's personal characteristics so that when he conveys his words, we consider them trustworthy or credible. Source credibility is the extent to which the recipient trusts the message received based on the sender's credibility, physical appearance, attractiveness, familiarity, and strength (Jeong et al., 2018).

The emergence of consumer purchasing interest due to the communicator's ability to influence, according to Kotler and Keller (2012), was previously introduced in the AIDA model, namely Attention (attention), Interest (interest), Desire (desire), and Action (action).

The emergence of digital marketing and social media has changed the marketing communications paradigm from the AIDA model as it allows two-way communication. Then this concept continued to evolve until Dentsu introduced the Attention-Interest-Search-Action-Share (AISAS) model, which was an update to the previous model. Starting with a brand attracting customers' attention, attracting customers' interest, encouraging customers (Search) to search for and comparing advertised products, encouraging customers (Action) to buy advertised products, and encouraging customers to share experiences about the product. advertised (Share) which creates communication between customers and brands (Kodheli et al., 2021).

In several studies attempts to prove that the use of social media influencers can be effective in increasing brand awareness, driving the adoption of innovations, building strong relationships and emotional intimacy with consumers, and maximizing the reach of campaigns through their social networks (Liaskos et al., 2018). In the end, through influencers as a brand communication medium, a brand can be known and have the opportunity to be purchased by consumers.

Quantitative research conducted by Abdullah et all (2020) from Kelantan University Malaysia entitled "Impact Of Social Media Influencers On Instagram User Purchase Intention Towards The Fashion Products: The Perspectives Of Students" examined the influence of Instagram social media influencers on intention to purchase fashion products. This research uses

Ohanian's model to examine the relationship between trustworthiness, expertise, likability, similarity and familiarity on Instagram users' purchase intentions.

The research results show that likability, trustworthiness and familiarity are the key factors that influence Instagram users' purchase intentions towards fashion products. This study has implications for marketing strategies utilizing social media influencers such as Instagram has a strong impact in effective marketing strategies of fashion products.

Another research entitled "The impact of @jharnabhagwani content as Instagram influencer" by Sono et al. who examine the role of influencer marketing and its impact on social engagement. The analysis technique uses Instagram Analytics, using Toolzu Analytics and shows that the cosplay culture which is seen as a sexual hobby, socially awkward, childish and strange, by influencer @jharnabhagwani has become an artistic activity using make-up and displaying real costumes with crafting and good make-up. It's also proof that content can be visually pleasing without overdosing on sexualization. This is also quite unique, despite her strong dominance of cosplay content, she even managed to increase product purchasing trends (business), education, and influence the interests of her vegan followers (Hermawan, Fediyanto, & Hariyanto, 2022).

Similar research by Purba and Handayani (2022) entitled 'Use of Social Media Influencers in Digital Marketing to Target Consumer Buying Interests'. According to research results, trustworthy social media influencers can increase purchasing interest. As a result, businesses must identify trustworthy social media influencers, as consumers will have more purchase intent if the ads they see are trustworthy.

The BKSS program will be effective starting from the launch date, namely September 14 2022 and ending on November 20 2022. In just 3 (three) months, the turnover obtained from sales of BKSS products was 12.2 billion with turnover growth of 94% and involving 459 workers. Work. With limited time, researchers see the Ministry of Tourism and Creative Economy as marketers choosing influencers as communicators who will convey product information and try to influence the digital community to purchase local products.

However, the temporary data that researchers obtained regarding the results of transactions created during the Beli Kreatif Sumatera Selatan program, is that not all of the 48 products that received promotion from micro influencers experienced an increase in turnover (Yu, Jin, & Yang, 2019).

In building consumer interest, especially in influencing consumers to buy products which ultimately increases sales, marketing communication strategies become very important (Eriksson, 2018). Moreover, the BKSS program has the issue of a short period of time between planning, promotion and sales, so that choosing the right marketing communication strategy can determine the success of the BKSS program target, namely increasing the income of creative actors who are members of the BKSS program (Zhai, Zhong, & Luo, 2019). Based on the data findings and problems above, researchers were then interested in examining the influence of using influencers on Instagram in the Beli Kreatif Sumatera Selatan program on Awareness, Interest, Search, Action and Share of Beli Kreatif Sumatera Selatan Products.

RESEARCH METHODS

Type/nature of research

This positivist research will use a quantitative approach with descriptive methods to examine the relationships between the specified variables. Variables are usually measured with research instruments and the data collected can be analyzed based on statistical procedures. This research will use a survey that will ask a number of questions to measure a number of variables and test hypotheses simultaneously.

Research methods

This research uses survey research methods which are planned online surveys. Babbie (in Frandsen & Johansen, 2018) suggests that survey methods can be used for descriptive, explanatory and exploratory purposes. Online surveys are one survey method that can be used in the data collection process. Meanwhile, descriptive research tries to provide an in-depth picture of the current situation. The online survey was chosen based on the communication phenomenon that occurs on Instagram social media using research objects in the form of effective communication regarding audience/follower responses.

Population and Sample

Population is a group or class of subjects, variables, concepts or phenomena. Thus, the research population is the group that is the aim of the observation. The population of this research is all active followers of influencer accounts from the BKSS program. Especially for influencers, influencers are selected who have a minimum of 25,000 followers and a maximum of 500,000 and have high turnover growth.

The sample for this research was selected using a non-probability sampling technique with purposive sampling and the sample was active followers of influencer Instagram accounts with several criteria. Purposive sampling is a data collection technique based on predetermined considerations or criteria (Ertem Eray, 2018). Non-probability sampling is a sampling technique that does not provide an equal chance or opportunity for each element (member) of the population to be selected as a sample member (Nugroho & Haritanto, 2022). Meanwhile, purposive sampling is a sampling technique by determining the sample with certain considerations or criteria. In this case, the researcher chose a sample, namely followers who responded to the Beli Kreatif Sumatera Selatan product endorsement post from the influencer.

Researchers determined the population size of the total followers or followers of Beli Kreatif Sumatera Selatan influencers which was limited to representatives of 1 macro influencer each, namely @sikonyols who had 122,000 followers, 1 mid-level influencer, namely @diansoediro_ who had 71,100 followers, and 1 micro influencer, namely @wandahfz_, who has 11,100 followers. Products that receive endorsements from each influencer have a turnover that rises and falls .

They were chosen because the turnover of the Beli Kreatif Sumatera Selatan products they were promoting had increased very significantly. In order to find out whether this was the impact of the influencer's promotion, the researchers selected followers who responded to the influencer's content.

The number of accounts that give impressions of influencer posts is 40,574 accounts. Meanwhile, the formula that will be used to determine the sample size is using the sampling theory developed by Stephen Isaac and William B. Michael (1981) with an error rate of 5%, amounting to 346 samples.

The object of this research is the Beli Kreatif Sumatera Selatan's product influencer. The Beli Kreatif Sumatera Selatan is a derivative program from Proudly Made in Indonesia which was initiated by the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency.

The unit of analysis in this research is digital influencer marketing communications in the Beli Kreatif Sumatera Selatan program, where researchers want to know the effect of using influencers on awareness, interest, search, action and share of BKSS products (Claeys & Coombs, 2020).

Data Collection Methods and Sources

In this research, researchers will use primary data which will be obtained from distributing questionnaires or online questionnaires which will present several series of questions related to the research topic which will be given to a group of individuals with the aim of obtaining data.

Questionnaires are an efficient data collection instrument by determining the variables to be measured, and what is expected from respondents. Apart from that, secondary data collection is obtained from primary data in the form of documents, files or literature used to support research.

Data Processing Techniques

There are several data processing techniques for quantitative research, namely editing, coding, scoring, tabulating, Supranto (2003). Data processing from this research uses coding. Coding is giving a value in the form of a number to the answer to a question based on the level of answer received by the respondent through the distributed research instrument. The research instrument used in this research is an online questionnaire.

RESULT AND DISCUSSION

Beli Kreatif Sumatera Selatan 2022 (BKSS 2022) is a strategic program of the Ministry of Tourism and Creative Economy/ Tourism and Creative Economy Agency (Kemenparekraf/ Baparekraf) cq. Deputy for Marketing in supporting the Gernas BBI program, especially in the province of South Sumatra in an effort to encourage creative economy (ekraf) players to increase turnover, expand markets, increase workforce, improve branding. The increase in turnover recorded during the 2022 BKSS program was recorded at IDR 12.2 billion (+94%). Another increase was recorded in the number of workers and resellers.

Prioritizing the spirit of collaboration, the Ministry of Tourism and Creative Economy/Baparekraf is collaborating with the Regional Government of South Sumatra, Bank Indonesia, the Ministry of Finance, as well as the ranks of Top Brands representing BUMN and the private sector, including: Bank BCA, Bank BNI, PT. Pertamina International Refinery, Bank Sumsel Babel, Deka Group, Kalbe Farma, Garuda Indonesia, Mustika Ratu, Dian Pelangi, and Telkom. The forms of support provided by top brands vary, from training for MSMEs to prizes for champions and visitors to the Panen BKSS exhibition booth.

This program is for 200 (two hundred) creative economy actors in the South Sumatra region. This program was launched symbolically at the Grand Palace of the Governor of South Sumatra on September 14 2022, which was attended by the Minister of Tourism and Creative Economy, the Governor of South Sumatra and other VIP officials.

At the same time as the launch of the BKSS program, the Ministry of Tourism and Creative Economy/Baparekraf in collaboration with Summarecon Mall Serpong in South Tangerang held a marketing activation through the BKSS Fair exhibition on 14-18 September 2022 at Summarecon Mall Serpong in South Tangerang. This exhibition presents fashion products, crafts.

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a marketing activation through the BKSS Fair exhibition on 14-18 September 2022 at Summarecon Mall Serpong in South Tangerang. This exhibition presents fashion, craft and culinary products typical of South Sumatra. Especially on September 16-18 2022, the public can enjoy 6 tons of pempek imported directly from Palembang.

After being launched, Creative Economy actors will receive intensive assistance for approximately 3 months. During this time, they will gain practical material and insights that can be applied directly to develop their business. One of the main materials in mentoring is digital marketing. Creative economy players need to immediately enter the digital market, so they can follow the positive trends that are currently occurring. Indonesia's digital economy reached US\$ 70 billion in 2021 and is projected to increase to US\$ 146 billion (+20%) in 2025, based on Gross Merchandise Value (GMV) data from Temasek and Bain, e-Conomy SEA in 2021.

At the end of the program, the 30 best MSMEs will be selected based on their sales performance during the mentoring period to appear at the Beli Kreatif Sumatera Selatan's Harvesting exhibition, and there are only 5 champions who will be given marketing incentives and further mentoring. Champions also have the opportunity to enter competitions, compete with other provinces and receive BBI awards at the national level.

Beli Kreatif Sumatera Selatan (BKSS) 2022 is the peak activity for assisting MSMEs in the context of derivative activities from the BBI Gernas by the Ministry of Tourism and Creative Economy which will be held for 3 days, on 18-20 November 2022 in the courtyard of PTC Mall Palembang. The 2022 BKSS Harvesting Exhibition displays 33 creative products and other game and activation areas.

In this study, the characteristics of respondents observed included age, gender, domicile, length of time following BKSS product influencer social media accounts, monthly expenses and monthly income. The population in this study was 48,871 respondents. A description of the characteristics of the respondents is presented as follows.

Table 2. Description of Characteristics Based on Age

Age	Frequency	Percent
<20 years	5	1.4%
20-30 years	228	65.9%
31-40 years old	95	27.5%
41-50 years old	17	4.9%
>50 years	1	0.3%
Total	346	100.0%

From the table above, it can be seen that there were 5 respondents with an age range of less than 20 years or 1.4%, respondents with an age range of 20-30 years as many as 228 respondents or 65.9%, respondents with an age range of 31-40 years as many as 95 respondents or 27.5%, 17 respondents with an age range of 41-50 years or 4.9% and 1 respondent with an age range of more than 50 years or 0.3%. The description above shows that the respondents in this study were predominantly in the 20-30 year age range.

Multiple Linear Regression Analysis

In this research, a normality test was also carried out to find out whether in this regression model the residual values were normally distributed or not, a multicollinearity test to find out whether there was an indication of correlation between the independent (free) variables in the regression model, and a heteroscedasticity test to be able to find out and show whether this occurred. the dissimilarity of variance from the residuals of one observation to other observations in the regression model.

Normality test

The normality test is used to determine and show whether the residual values in this regression model are normally distributed or not. The normality test in this study used the Kolmogorov-Smirnov Test method. A good regression model must have residual values that are normally distributed, and can be declared normal if the value is $asympt. sig \geq 0.05$.

Table 3. Normality Test Equation 1

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		346
Normal Parameters ^a	Mean	0.0000000
	Std. Deviation	1.70975456
Most Extreme Differences	Absolute	0.150
	Positive	0.150
	Negative	-0.082
Statistical Tests		0.150
Asymp. Sig. (2-tailed)		.126 ^c

Based on the output in the table above, the normality test using the Kolmogorov-Smirnov method above, we can see that where the $asympt. sig$ is $0.126 \geq 0.05$, so in accordance with the basis for decision making in the Kolmogorov-Smirnov normality test, then in equation 1 the data is normally distributed.

Table 4. Normality Test for Equation 2

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		346
Normal Parameters ^a	Mean	0.0000000
	Std. Deviation	0.62499579
Most Extreme Differences	Absolute	0.108
	Positive	0.108
	Negative	-0.099
Statistical Tests		0.108
Asymp. Sig. (2-tailed)		,170 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Test distribution is Normal.

Multicollinearity Test

The multicollinearity test is used to determine and show whether in this regression model there is an indication of correlation between the independent (free) variables. In multiple regression, a regression model must be free from symptoms of multicollinearity by observing that if the VIF value is ≤ 10 and the Tolerance value is ≥ 0.1 , then the regression model can be declared free from symptoms of multicollinearity.

Table 5. Multicollinearity Test Equation 1

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	Q	Sig.	Tolerance	VIF
1 (Constant)	-	0.465		-	0,000		
X	5,621			12,097			
X	0.082	0.021	0.108	3,975	0,000	0.333	3,001
Z	1,687	0.053	0.867	32,010	0,000	0.333	3,001

a. Dependent Variable: Y1

Based on the table above, by looking at the tolerance values of **Heteroscedasticity Test**

The heteroscedasticity test aims to find out and show whether in the regression model there is an inequality in the variance of the residuals from one observation to another. In this study, the heteroscedasticity test used the Renk Sparman method.

Where the basis for decision making in the heteroscedasticity test with Renk Sparman is if the significance value or sig. (2-tailed) value is greater than 0.05 then it can be said that there is no heteroscedasticity problem, whereas if the significance value is smaller than 0.05 then it can be said that there is a heteroscedasticity problem.

Table 6. Heterscedesity Test Equation 1

			<i>Correlations</i>		<i>Unstandardized Residuals</i>
			<i>X</i>	<i>Z</i>	
Spearman's rho	X	Correlation Coefficient	1,000	,777 **	-0.050
		Sig. (2-tailed)		0,000	0.355
		N	346	346	346
	Z	Correlation Coefficient	,777 **	1,000	-0.079
		Sig. (2-tailed)	0,000		0.110
		N	346	346	346
Unstandardized Residuals		Correlation Coefficient	-0.050	-0.079	1,000
		Sig. (2-tailed)	0.355	0.110	
		N	346	346	346

Based on the table above, the significance value or sig. (2-tailed) of variable X is 0.355, which means $0.355 > 0.05$. The significance value of the Z variable is 0.110, which means $0.110 > 0.05$. In other words, the significance value of the variables X and Z is greater than 0.05, so it can be said that there is no heteroscedasticity problem.

Regression Test Results (Path Analysis)

1 Analysis

Researchers divide regression tests using path analysis, where researchers want to test the influence of independent variables on intermediate or mediating/intervening variables.

F Test Model 1

The calculated F test in this research is used to test the simultaneous influence of variable < 0.05 . For the results of the calculated F test for equation 1 in this study, you can see the table below:

Table 7. F Test Model 1

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2117,868	1	2117,868	688,266	,000 ^b
	Residual	1058.525	344	3,077		
	Total	3176.393	345			

a. Dependent Variable: Z
 b. Predictors: (Constant),

Based on the results of the F test calculation in equation 1 above, the calculated F is 688.266. To determine the table value with a significance level of 5%, as well as the degrees of freedom, $df = (nk)$ or $(346-2)$ and $(k-1)$ or $(2-1)$, $df = (346-2 = 344)$ and $(2-1 = 1)$. So you can get results for F table worth 3.868. Therefore, the calculation results of F count $>$ F table ($688.266 > 3.868$) obtained a sig value ($0.000 < 0.05$), then simultaneously (together) variable X is declared to have a simultaneous influence on variable Z.

Model 1 t test

The t test is used to partially test the independent (free) variable against the dependent (dependent) variable. In this research, the t test is used to determine the effect of variable X on Z. To see the results of the t test calculation in model 1, you can see the table below:

Table 8. Model 1 t test

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	Q	
1 (Constant)	0.202	0.475		0.425	0.671
X	0.318	0.012	0.817	26,235	0,000

a. Dependent Variable: Z

Based on the calculation results from the table above, the t table number is obtained with the provisions $\alpha = 0.05$ and $dk = (nk)$ or $(346-2) = 344$, so that the t table value = 1.9668. Variable

Research proves that attention to Beli Kreatif Sumatera Selatan products regarding the influencer's credibility and knowledge of the message greatly influences the action of sharing information (share) of Beli Kreatif Sumatera Selatan products by 1.021. Attention also influences the action of buying Beli Kreatif Sumatera Selatan products by 0.965. Meanwhile, the influence of attention also influences search actions, showing a smaller number than the actions of sharing information and buying (Le, Teo, Pang, Li, & Goh, 2019).

Then, this research proves that the influence is higher on Y1 (search), Y2 (action) and Y3 (share) through the intermediary variable or Z (interest), meaning that interest is a key stage in the marketing process. If consumers have a positive interest in BKSS products, this important stage will form an intention to purchase and take further action. In this research, through interest, the influence will be of greater significance.

This means that in the AISAS stage, in the BKSS 2022 program, the digital influencer marketing communication campaign on Instagram is very influential through interest and in the order of first on Share, second on Action, and third on Search. More followers or consumers are moved to carry out Share actions compared to buying and searching, and more followers or consumers are moved to carry out Purchase actions than searching actions.

In table 1.2 entitled Awareness Evaluation Table through Influencer Marketing Communication Strategy and 2022 BKSS Program Product Sales Transactions, it is known that

the number of shares is 460, the number of comments is 596, and the number of likes is 16,960. Comments and likes show very high interest in BKSS products, while shares show high share figures for digital influencer marketing communications (Bukar et al., 2020).

This research is in accordance with research conducted by Rini & Harahab (2018) entitled "The Influence of Endorsers on Social Media on Consumer Decision Making Using the Aisas Model (Attention, Interest, Search, Action, And Share) which shows that the influence of endorsers on follower shares has the highest number compared its effect on search and action. In his research, social media marketing for products focuses on marketing efforts in producing content that can attract attention and encourage viewers/readers to interact and share it within their social networking environment.

Likewise with research by Bahri (2012) regarding the influence of endorsers on social media on purchasing decisions for Telkomsel products, which resulted in the finding of a positive influence between advertisements using endorsers on social media on respondents' activities in sharing their experiences when seeing the advertisement. If the chance of an ad being read is higher due to the endorser factor, then the greater the opportunity to be able to influence customers to carry out further searches and make purchases so that in the end they will share their experiences with followers/consumers on their social media accounts.

In the sharing stage, consumers carry out information after making a purchase, so they will share information via social media or after they have had experience with the advertised product. In the AISAS model by Dentsu, it is said that Share and Search have a strong connection in the circulation of information. This means that the information shared can encourage searches for BKSS products or services, and vice versa, when searching for BKSS products or services, followers will immediately be encouraged to share information to influence followers or other people (Pengnate, Lehmborg, & Tangpong, 2020).

The high influence of Attention through Interest on Shares is due to the credibility of influencers in sharing reviews or testimonials about BKSS products, some influencers even provide product knowledge to followers in order to instill higher attention and interest, apart from that influencers are seen trying to influence by displaying the changes they have experienced after using BKSS products (Lu & Jin, 2020).

As a marketer, it is very important to understand the role of each stage of AISAS in the journey of encouraging followers to act according to the marketer's targets. Marketers also need to consider appropriate strategies to influence consumers at the AISAS stage. There is no one-size-fits-all approach, and all marketing communications strategies may vary depending on the objectives, products, services being promoted according to the preferences of the target audience.

CONCLUSION

Kemenparekraf/ Baparekraf is implementing a digital marketing communication strategy through influencers to target a significant increase in sales of BKSS products which is expected to come from the millennial generation. This research was conducted on 346 respondents, dominated by the millennial generation aged 20-30 years, 228 (65.9%) and 95 people aged 31-40 years (27.5%). When compared with NapoleonCat's records, the millennial generation is the majority of Instagram users. This means that the majority of respondents who are the millennial generation are indeed appropriate and in accordance with the digital marketing communication strategy via influencers on the Instagram platform carried out by the Ministry of Tourism and Creative Economy/ Baparekraf.

As many as 66.5% of respondents have followed influencers for more than 5 years, which implies quite a long time in getting to know the influencer well. By using media effects theory,

namely Stimulus-Organism-Response (SOR), Syringe and the AISAS concept, several pieces of evidence in the research attempt to determine Attention which consists of influencer credibility and knowledge of messages that influence Interest and Action .) both Search Actions (Search), Purchase Actions (Action), and Information Sharing Actions (Share) for Beli Kreatif Sumatera Selatan products 2022.

This research begins with some data in an appendix containing supporting statements. Of the 346 respondents, 69.6% said they agreed and strongly agreed that they had seen advertisements for BKSS products on Instagram influencers. 70% of respondents were aware of the Beli Kreatif Sumatera Selatan (BKSS) program initiated by the Ministry of Tourism and Creative Economy in 2022, 69.9% respondents know/recognize BKSS products promoted by influencers.

Then, after seeing the product promoted by the influencer, 69.9% of respondents understood the product information better after being promoted by the influencer. Regarding the statement of credibility and knowledge of the message, as many as 56.9% of respondents stated that they knew/recognized the influencer, 59.3% of respondents knew the expertise/expertise of the influencer, 59.8% of respondents assessed the influencer according to the characteristics of the BKSS product being promoted and 61.3 % of respondents believe influencers have insight and experience with the BKSS products being promoted.

Almost all or 91.6% of respondents believed the truth of influencer content and 83.5% of respondents understood messages related to BKSS products promoted by influencers. With product information provided by influencers, as many as 71.3% recognized BKSS products and 59.8% were interested in BKSS products promoted by influencers.

This encouraged 60.1% of respondents to try to search for more detailed information regarding the BKSS program, where 60.1% of respondents searched on search engines, 68.2% searched on e-commerce, and 68.5% searched directly in stores/ product online shop. Then 61.3% of respondents evaluated their needs so that they ultimately purchased BKSS products. Meanwhile, for sharing actions, as many as 76.9% took the action of liking the message or pressing the like button. Furthermore, as many as 52.6% took action to comment on advertisements. As many as 52.6% took action to share information and 68.5% took action to save posts and 59.8% of respondents expressed a desire to share this information with other people (online/offline).

From correlation research conducted using quantitative research methods using statistical data analysis methods using quantitative research methods and data processing using SPSS, the Pearson Correlation results show that there is a significant and positive correlation between variable X or attention on BKSS products and variable Z or interest in BKSS products because the significance value is 0.000 and this value is smaller or below 0.05. The second finding shows the results of the Pearson Correlation between variable indicating that the correlation formed is significant and influential. The third finding shows that variable And finally, variable .05, so it can be concluded that variable

When researched and compared, the biggest influence of Attention on Interest, Search, Action and Share, it was found that attention to Beli Kreatif Sumatera Selatan products on influencer credibility and knowledge of the message greatly influenced the action of sharing information (share) of Beli Kreatif Sumatera Selatan products. amounting to 1.021. Attention also influences the action of buying Beli Kreatif Sumatera Selatan products by 0.965. Meanwhile, the influence of attention also influences search actions, showing a smaller number than the actions of sharing information and buying.

The digital influencer marketing communications strategy is a strategic way for the millennial audience to target increased awareness while influencing a wider audience to create wider purchasing opportunities as well. The research gives marketers an idea that it is very

important to understand the role of each stage of AISAS in the journey of encouraging followers to act according to the marketer's targets. Marketers also need to consider appropriate strategies to influence consumers at the AISAS stage. There is no one-size-fits-all approach, and all marketing communications strategies may vary depending on the objectives, products, services being promoted according to the preferences of the target audience.

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