

# Digital Influencer and Local Brands: Unleashing the Power of Instagram for Promoting Authenticity and Innovation

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## Abstract

*This paper explores the potential of Instagram as a powerful tool for promoting local brands examines the effect of the source credibility dimension, which includes expertise, trustworthiness, and attractiveness, on purchase intention through online engagement as an intervening factor. Local businesses need recognition from around. There needs to be an intermediary to introduce local businesses to fashion consumers. The results show that the dimension of source credibility digital influences Purchase Intention and Online Engagement, and the relationship between Online Engagement as an intervening variable can mediate partially. This study's main findings are implications from source credibility dimensions that can create purchase intention without online engagement., with a specific focus on the influential role of digital influencer in driving authenticity and innovation.*

**Keywords:** digital influencer, local brands, instagram

## INTRODUCTION

Social media usage is currently evolving quite quickly from year to year. More and more people are utilizing several social media networks, such as Facebook, Instagram, Twitter, and others. Platforms for social media place a strong emphasis on online user participation in the production of all published material (R. Algharabat et al., 2018). Indonesia rose to the top 10 nations in 2022 for social media consumption, with an above-average usage time of 3 hours and 14 minutes. It is also ranked ninth globally and first in Southeast Asia (Digital Marketing Institute, 2021). Indonesian companies use Instagram's popularity significantly for marketing and promotional purposes. Indonesian consumers are already interested in local brands, especially for basic needs such as fashion. One way that can be done in introducing local brands to potential consumers is to start using the services of influencers. Also supported by a report from Sprout Social (Sprout Social, 2022) which discovered that consumers view social media as the best means to engage with them and that 57% of customers will boost their purchasing if they feel connected to a company. Business people need recognition from around. Social media is no longer a typical application, but it has become a tool or media to display a person's persona. (Elisa et al., 2021).

In this case, the use of endorsement services is not only limited to using celebrity endorsers but has now switched to non-celebrity endorsers such as influencers (Afandi et al., 2021). Even if influencer marketing is legal, straightforward, and less expensive, its success is mostly dependent based on a set of success criteria and underlying principles for fulfilling the objectives of a brand's sponsorship of an influencer. One contemporary

paradigm that has addressed the inescapable need for any influencer to change people's behavior is the Bryan Solis Framework. (Bruns, 2018). Based on data from web page data regarding Influencer Marketing (Tomoson, 2022), for the upcoming 12 months, 59% of marketers want to boost their influencer marketing expenditure. Because it engages a lot of prospective customers in a short amount of time and is less expensive than traditional advertising, influencer marketing is seen as a crucial marketing channel (Weismueller et al., 2020). Instagram influencers are also often used as parties who start new trends and as a reference for their followers; whatever is used and used by influencers wants followers to get it too triggering the spill outfit trend (Yunianto, 2022).

One of the Digital Influencers with high enthusiasm from Instagram users regarding the spill outfit trend is an account with the username @maryamnurul. Maryam has an Instagram account with 114 thousand followers as of December 31, 2022. Maryam Nurul has an audience interested in the local fashion brand sector, which not only supports regional economies but also preserves cultural heritage and fosters community engagement. This paper aims to explore the potential of Instagram as a platform for promoting local brands, with a specific focus on the influential role of digital influencers in driving authenticity and innovation. This data is the basis for researchers choosing Maryam Nurul because she has a relatively high engagement of 5.49%. Engagement rate data based on (Scrunch, 2022) for the low category ranges from less than 1%, and the average or good enough category is 1% to 3.5%. The high category is 3.5% to 6% and is finally named the exceptionally high category with a percentage above 6% with 1000+ brands to be promoted.

This paper aims to contribute to the existing body of research by examining the specific strategies employed by digital influencers in promoting local brands on Instagram. Through the analysis of successful case studies, consumer perceptions, and the exploration of challenges and opportunities, we seek to provide valuable insights into the effective utilization of influencer marketing for local brand promotion. By delving into the evolving dynamics between digital influencers, social media platforms, and the promotion of local brands, we aim to shed light on the transformative potential of Instagram and offer practical recommendations for businesses in this rapidly changing digital landscape.

## METHOD

The research paradigm uses quantitative research techniques and descriptive analysis. This study focuses on factor analysis of the type of EFA (Exploratory Factor Analysis), intending to analyze the factors that shape purchase intention for local fashion products in the phenomenon of influencer marketing on social media Instagram. This type of research focuses on verifying hypotheses by measuring variables and analyzing data using the collection. This research was conducted in statistical calculations to conclude from the results of hypothesis validation. This research was conducted in Gresik with online data from November - December 2022. The population used in this study is followers from the Instagram account @maryamnurul, with 114 thousand followers as of

December 31, 2022.

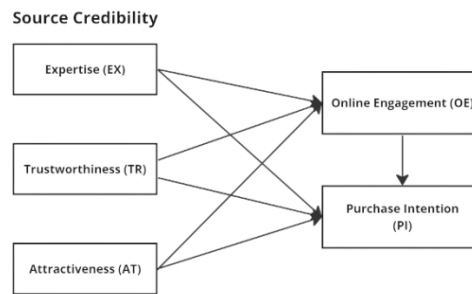
According to existing calculations, according to (Hair et al., 2013) , the sample to be used in this study is 200. SEM-PLS in this study was used to test the ten hypotheses proposed. Each hypothesis will be analyzed using SmartPLS 3.3.7 software. In this measurement model, AVE must show satisfactory convergent validity. It must be worth  $> 0.5$  (Malhotra & Birks, 2006). The ideal value of convergent validity for the loading factor must be  $\geq 0.7$  (Ghazali & Latan, 2015). Nonetheless, a score between 0.50 and 0.60 is still acceptable during the whole research and development phase (Truong & McColl, 2011). Each variable's cross loading value must be greater than or equal to 0.7 in order to evaluate the discriminant validity of its corresponding indicators (Ghozali & Latan, 2015). Also, if the composite reliability score on If Cronbach's Alpha and Composite Reliability are more than 0.70, it may be called dependable (Ghozali & Latan, 2015). Moreover, if the composite reliability value on Cronbach's Alpha and Composite Reliability is greater than 0.70, it may be considered trustworthy (Ghozali & Latan, 2015).

The coefficient of determination used to gauge how much the independent variable varies from the dependent variable will be measured by the structural model. According to (Chin W, 1998) A strong SEM-PLS model is suggested by an R-squared value of 0.67, a medium one by 0.33, and a weak one by 0.19. The coefficient of determination is the same as the predicted relevance values. Three categories—big, medium, and tiny—can be applied to the value of Q-square in the SEM-PLS study. Big, moderate, and tiny are the three categories for Q-square values, which range from 0.35 to 0.15. Little Q-square values are those between 0.02 and 0.02 (Imam Ghozali & Latan, 2015). The characteristics of these respondents are a process of describing the characteristics of the respondents based on age. Questionnaires in this study were distributed and filled in by 215 respondents, only 209. questionnaires that fit the criteria that can be processed. The results of distributing the questionnaires can be seen in the table below.

**Table 1 Respondent Characteristics**

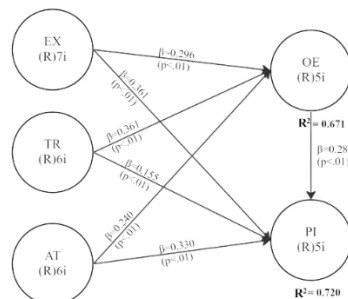
<b>Variable</b>	<b>Indicator</b>	<b>Percentage</b>
Age	16-21 y.o	43.5%
	22-28 y.o	51.7%
	29-35 y.o	4.8%
Time Following	1-3 month	37.8%
	4-6 month	41.1%
	>6 month	21.1%
Gender	Female	100%
	Male	0%

Source: Processed questionnaire results



**Figure 1 Conceptual Framework**

Research respondents from followers of Maryam Nurul were dominantly aged 22-28 years with a total of 108 respondents. In the time category, the dominant followers came from followers from 4-6 months with a total of 86 respondents with a percentage of 41.1%. In the last category based on gender, all data taken from this study, namely 209 respondents were female. Of the 209 data, 6 data do not match the sample criteria. In addition, the conceptual framework proposes that expertise, trustworthiness, and attractiveness of fashion influencers influence consumers' purchase intention regarding local brands. It suggests that consumers' online engagement with fashion influencers mediates the relationship between the dimensions of source credibility and their purchase intention.



**Figure 2 Results of PLS-SEM Analysis**

## RESULTS AND DISCUSSION

Convergent validity can be seen in the table that the value of the variables is expertise, trustworthiness, and attractiveness. purchase intention and online engagement have met the criteria and can be said to be valid because they have an AVE value > 0.5. In AVE, to be able to show satisfactory convergent validity, it must have a value of > 0.5. Because if the AVE is less than 0.5, errors can occur when measuring the variance that is larger than the variance captured by the construct (Malhotra & Birks, 2006). Discriminant validity test using the cross loading all the indicators with the highest cross loading values are in the construct, not in other constructs. So it can be stated that the indicators for each variable have met the requirements of the discriminant validity test in the cross loading test (Latan, 2018).

**Table 2 Composite Reliability**

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
<i>Expertise</i>	0.842	0.881
<i>Trustworthiness</i>	0.805	0.860
<i>Attractiveness</i>	0.854	0.892
<i>Purchase Intention</i>	0.771	0.845
<i>Online Engagement</i>	0.779	0.849

Source: Processed questionnaire results

**Table 3 Coefficient of Determination (R<sup>2</sup>)**

<b>Dependent. Var</b>	<b>R-Square</b>	<b>Criteria</b>
<i>Purchase Intention</i>	0.720	Strong
<i>Online Engagement</i>	0.671	Strong

Source: Processed questionnaire results

Composite Reliability can be concluded that in Cronbach's Alpha and Composite Reliability all constructs have a value greater than 0.7. According to (Ghozali,2014), it can be said that all constructs meet the specified reliability test or all constructs are declared reliable. Coefficient of Determination can be concluded that in Cronbach's Alpha and Composite Reliability all constructs have a value greater than 0.7. According to (Ghozali,2014), it can be said that all constructs meet the specified reliability test or all constructs are declared reliable.

**Table 4 Predictive Relevance (Q<sup>2</sup>)**

	<b>SSO</b>	<b>SSE</b>	<b>Q<sup>2</sup> (=1-SSE/SSO)</b>
<i>EX</i>	1463.000	1463.000	
<i>TR</i>	1254.000	1254.000	
<i>AT</i>	1254.000	1254.000	
<i>PI</i>	1045.000	663.805	0.365
<i>OE</i>	1045.000	690.252	0.339

Source: Processed questionnaire results

The Q-square model surpasses the value of 0.35 and the Q-square value of buy intention is 0.365 in the table above, it can be said that the SEM-PLS model is effective (high). The Q-Square Online Engagement score, which is less than 0.35, falls into the medium range. Based on the findings of the model's viability analysis using the R-squared and Q-squared values, it can be concluded that the SEM-PLS model can be used to test the research hypothesis. The coefficient of determination and the predicted value of

relevance are equivalent. Each number is 0.75, 0.50, and 0.25 respectively indicating a strong moderate, and weak model (Ghozali, 2014).

**Table 5 Hypothesis Direct Effect**

	<i>Path Coef</i>	T- <i>Statistic</i>	P- <i>Value</i>	Desc.
H1	0.171	2.759	0.006	Effect
H2	0.296	3.935	0.000	Effect
H3	0.155	2.263	0.024	Effect
H4	0.361	4.501	0.000	Effect
H5	0.330	5.063	0.000	Effect
H6	0.240	3.530	0.000	Effect
	0.283	4.187	0.000	Effect

Source: Processed questionnaire results

**Table 6 Hypothesis Indirect Effect**

	<i>Path Coefficient</i>	T- <i>Statistic</i>	P- <i>Value</i>	Desc.
H8	0.084	2.835	0.005	Effect
H9	0.102	3.978	0.003	Effect
H10	0.068	2.701	0.007	Effect

Source: Processed questionnaire results

The results of the study collectively demonstrate the significant impact of source credibility dimensions, including expertise, trustworthiness, and attractiveness, on consumers' purchase intention regarding local brands. Additionally, the mediating role of online engagement highlights the importance of consumers' active participation and interaction with fashion influencers in shaping their purchase intentions. From the analysis of the five variables used, the variable expertise influences purchase intention. This means that the more expertise in Maryam Nurul has the greater the power to impact purchase intention for local fashion products. This is because expertise can be assessed by the audience through Maryam Nurul's knowledge and experience in promoting a local fashion brand. the. Research of (van der Waldt et al., 2009) argues that the higher the expertise of an influencer in a particular field, the greater the credibility that results from the persuasive abilities of the influencer. the more expertise Maryam Nurul has, the greater the power in increasing online engagement on local fashion products. This is because expertise can trigger consumer engagement and improvement.

The greater the level of trustworthiness in Maryam Nurul, the greater the power to increase online engagement with local fashion products. Most respondents considered reviews from followers to be part of online engagement. These results show that the existence of the principle of trust makes @maryamnurul followers on Instagram believe

that the influencers they follow have the principle of trustworthiness, which can make them believe that Maryam reviews fashion products honestly, have integrity, and can be trusted so that the audience wants to participate and be involved. In the existing posts, I either agreed with what Maryam said or asked about information on fashion products. Attractiveness affects Purchase Intention. This means that the more attractiveness levels there are for Maryam Nurul, the greater the power to increase purchase intention for local fashion products. Viewers using Instagram social media makes them have a stronger desire. Firm intention to buy from seeing the product attractive when used by someone. Initially, individuals might not be mainly motivated to buy. However, they will be motivated to do so after seeing social media material or engaging in social media activity. (Hewei & Youngsook, 2022).

These findings provide valuable insights for local brands and marketers seeking to leverage fashion influencers on social media platforms. By focusing on enhancing influencers' expertise, trustworthiness, and attractiveness, and promoting active consumer engagement, businesses can effectively harness the power of influencer marketing to drive purchase intentions and promote local brands authentically and innovatively.

## **CONCLUSION**

This study concludes that each hypothesis really influences each research object. While additional factors not included in the study model have an impact on the remaining 72% of purchase intention, the three aspects of source credibility and online engagement do. The three dimensions of source credibility and purchase intention influence online engagement by 67.1%. The findings emphasize the importance of expertise, trustworthiness, and attractiveness of fashion influencers in influencing consumers' purchase intentions. In the context of translation and technology, influencers who possess expertise in local cultural nuances, language proficiency, and a deep understanding of the target audience can effectively bridge the gap between local brands and consumers. Their credibility as knowledgeable translators and cultural ambassadors enhances consumers' confidence in the authenticity and value of local brands.

Trustworthiness, both in terms of transparent communication and consistent endorsement practices, plays a crucial role in leveraging technology to promote local brands. As consumers increasingly seek transparency and ethical practices, influencers who embody trustworthiness and uphold ethical standards in their collaborations contribute to building trust in local brands. This aligns with the theme of rethinking and innovating brand promotion, emphasizing ethical considerations in the age of technology. Moreover, the attractiveness of fashion influencers in terms of their relatability, aspirational lifestyles, and visual appeal adds a dynamic element to the promotion of local brands. As we rethink, research, and innovate in the realm of translation and technology, the findings of this study offer practical implications for businesses and marketers. Embracing digital influencer marketing on platforms like Instagram presents an opportunity to rethink traditional approaches to brand promotion, engaging consumers in a more authentic and meaningful way. By leveraging the

dimensions of source credibility, brands can collaborate with fashion influencers to authentically translate the essence of local brands, driving consumer purchase intentions and fostering innovation in the promotion of local brands. It is essential for businesses to continuously research and adapt to the evolving landscape of technology, translation, and digital influencer marketing. Further research can explore the role of other variables, such as the impact of cross-cultural translation and technology-driven localization strategies on influencer marketing effectiveness. Additionally, the integration of artificial intelligence and machine translation in influencer collaborations can be investigated to further innovate and enhance the authenticity of brand promotion.

In conclusion, this study highlights the transformative potential of influencer marketing within the realm of translation and technology. By harnessing the expertise, trustworthiness, and attractiveness of fashion influencers and leveraging online engagement, businesses can rethink, research, and innovate in the promotion of local brands. This integration of translation, technology, and influencer marketing presents exciting opportunities to connect with consumers, foster cultural appreciation, and drive purchase intentions in an increasingly digital and globalized world.

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