

# The Role of Social Media Influencer Advertising in Increasing Brand Awareness

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## Abstract

Marketing strategies that use influencer services are considered effective in increasing brand awareness because they can contribute to promoting brands with unique images and characteristics, and have a great influence on consumers. The purpose of this study is to determine how much influence advertising done by influencers in increasing brand awareness and purchasing decisions. The research method uses a literature review approach by utilizing information from previous research. The results showed that the use of influencers is a marketing strategy that is considered effective in increasing brand awareness where influencers can present posts for the promotion of a brand with their own image and characteristics that can have a major impact on consumer decisions.

Keywords: Influencer; Advertising; Brand Awareness; Media Sosial;

## 1. Introduction

The rapidly developing era has changed many things, one of which is that we no longer shop directly in the market but simply open an e-commerce application on our mobile phones and select the items we want to choose and then make payments in the application then our goods will be delivered. The widespread use of technology, especially in Indonesia, is reflected in We Are Social's 2023 data which shows that the number of internet users in the country has reached 212.9 million in January, with internet penetration reaching 77.0 per cent. As a result, the number of current social media users has jumped to 167.0 million, which is equivalent to 60.4 per cent of the total population, signifying that more and more people are connected and active online [1].

In the digital era, digital marketing has become a method that plays an important role in marketing businesses, especially online buying and selling. Entrepreneurs need to adapt their strategies and patterns to the trends, especially in product marketing, in order to stay competitive with competitors. Today, our daily lives, including the advertising process, are constantly evolving and being influenced by rapidly developing technology [2].

Companies facing turmoil need to address their marketing strategies, especially on social media, as today's younger generation is not easily swayed by traditional marketing campaigns and are more likely to trust information from influencers who provide an overview of a product. Traditional marketing is considered outdated as the internet has changed the market to more practical things such as e-commerce and marketplaces, so influencer marketing is better [3].

Based on this, this study reveals how influencers convey information that attracts the attention of potential buyers on social media to increase brand awareness for companies. The aim is to find out how social media influencers influence sales promotion. The use of

influencer marketing is proven to have the potential to positively influence purchasing decisions, thereby increasing sales, and it is a proven and proven tool for a successful digital marketing strategy.

## 2. Methodology

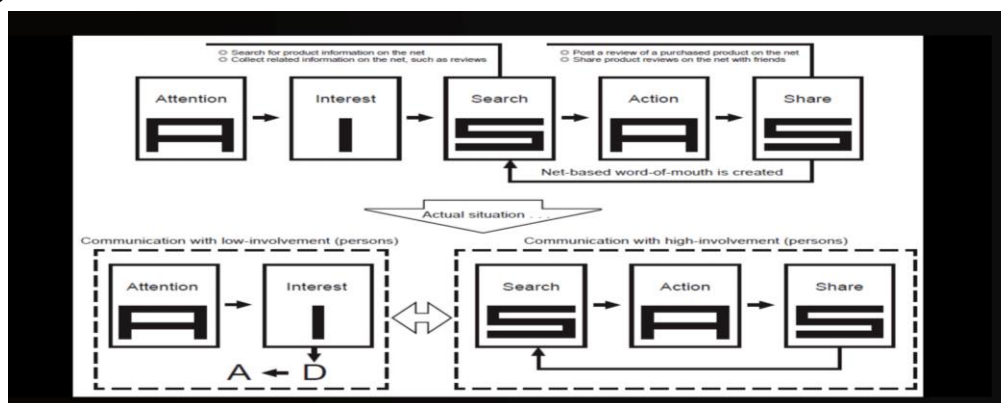
In working on this article, the literature review method is used through data search by observing consumer behaviour and marketing strategies in increasing brand awareness carried out by companies. Observations were made by collecting data on which influencers are often used and what companies use influencers, as well as how they affect consumers so as to increase Brand Awareness of a company. The data search method also uses the literature method and internet studies.

In addition, the data research used is descriptive qualitative where this research analyses the phenomenon of influencers used by companies and their role in increasing Brand Awareness.

## 3. Result and Discussion

### 3.1 The role of influencers in influencing business advertising

In the digital age, influencers play an important role in influencing the marketing strategies of businesses today, especially in the digital age. They have been used to influence consumer purchasing decisions and increase the purchase rate of products and services through various social media platforms such as Instagram. Research shows that the use of influencer marketing strategies has proven to be effective in increasing sales volume and reaching a wider range of consumers for a wide variety of businesses, including the culinary industry [1].



**Figure 1.** Diagram Alur AISAS  
 Source: [khairil, Author at Khairil/](#)

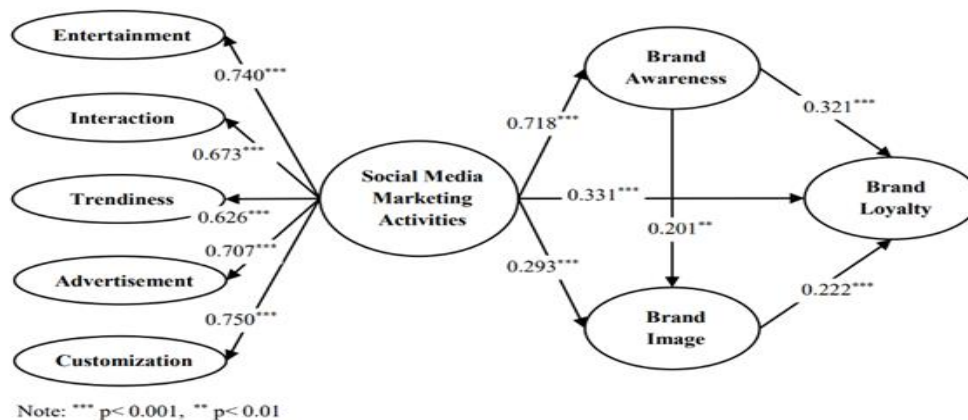
The use of influencers is considered important as it helps create a positive product image and can meet business objectives for both the influencer and the organisation they support [4]. Social media marketing strategies also include the use of adsense, engaging content, and direct promotion. Marketing through social media can be done in various ways, including utilising the role of influencers, gathering information and reviews about products, and attracting customer interest and response before purchase. One of the best ways to utilise social media is to promote products using influencers to attract customers [5].

Other studies show that social media can help expand marketing through various available platforms, such as Facebook, Twitter, and Instagram, and has the advantage of flexibility in marketing at a relatively lower cost compared to conventional marketing methods [6]. Therefore, businesses are utilising influencers into their marketing strategies in order to stay relevant and competitive in today's market landscape.

### 3.2 Advertising in increasing Brand Awareness

Marketing communications play a very important role in creating brand awareness regarding the products offered by a company. In this way, customers recognise the company's products and services well. There is also a reduction in errors in the buying process due to brand awareness [7]. This is done by ensuring the quality of the products offered by the brand. In the buying process, customers do not need to think much about product attributes and quality. They already have information about the brand. Thus, it is easy to say that trust in brands is developed due to brand awareness [8].

In a study [9], The data obtained was analysed with Structural Equation Modeling (SEM), a multivariate statistical method used to test and confirm relationships between complex variables. SEM allows researchers to test complex conceptual models by taking into account the direct and indirect relationships between the variables [10].



**Figure 2.** Structural Equation Modeling

Source: <https://www.bmij.org/index.php/1/article/view/839.1/904>

From the analysis, social media marketing activities were found to be an effective factor on brand image and brand loyalty, while it was also determined that the most noticeable influence was seen on brand awareness. In addition, it was found that brand awareness and brand image have a significant effect on brand loyalty. Furthermore, the study found that brand awareness has a limited influence on brand image.

### 3.3 Public relation and Brand Awareness

Public relations is considered one of the most important ways to achieve communication objectives. Moreover, it is important to note that public relations may play an even more important role in raising awareness of a product or service. Previous research shows that PR campaigns positively influence customer behaviour and foster loyalty through brand awareness [11].

Public relations can indeed serve as a brand awareness booster in certain situations. Research has shown that public relations activities can increase brand awareness by clarifying relevant definitions, providing examples to illustrate the relationship between public relations and brand awareness, and ultimately acting as a driver of brand awareness.

Partial Least Squares (PLS) path modelling results show that the informative value of influencer-generated content, influencer credibility, attractiveness, and similarity of followers' interests have a positive effect on followers' trust in influencer brand posts, which in turn affects a company's brand awareness and purchase [12] [13]. Various studies have also examined the influence of social media interactions, word of mouth, and public relations on brand awareness, highlighting the mediating role of brand awareness in building trust and gaining competitive advantage.

In addition, public relations activities also help build relationships with customers and audiences, which helps increase brand awareness and enhance brand reputation. Therefore, public relations can play an important role in increasing brand awareness and strengthening the brand's position in the market.

#### **4 Conclusion**

Based on the explanation of the results and discussion of the AISAS flow, the exposure of celeb-influencers, micro influencers, macro influencers, and mega influencers is able to produce content that is able to attract the attention and interest of internet users. This can be seen from the number of likes and comments that can be one of the parameters of interest from followers on each influencer account. Influencers are also able to communicate various promotions with their own personal visual style and language. This is shown by the selection of photos and copywriting that can attract potential customers. The potential for product search, purchase (action), and review by influenced netizens is even greater, so that it can have an impact on companies that promote their products on influencers. Therefore, Influencers become an effective marketing strategy in increasing brand awareness because influencers can present posts for brand promotion with their own image and characteristics, with a great impact on consumers.

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