# CHAPTER I
INTRODUCTION

1.1 Research Background

Social media is a digital platform that provides a platform for the public so that its users can interact and participate online. According to a survey by the Ministry of Communication and Informatics and the Katadata Insight Center, the majority of people use social media to assist their daily communication and interaction. In January 2023, according to information provided by We Are Social, Indonesia had 167 million active social media users, which accounted for 60.4% of the country's total population. The percentage of 78.6% of survey respondents admitted that their reason for using social media was mainly to help them communicate and interact in everyday life. Meanwhile, 64.3% admitted that the reason for using social media was because friends or relations used social media.

Data launched by We Are Social also shows that internet users on social media have main reasons, including 83.2% of people use the internet to find information, 73.2% of people use the internet to get inspiration, 73% of internet users with the aim of connecting with friends and family, 65.3% to fulfill leisure time, 63.9% to update news and current events, and 61% to watch videos, tv, and movies. From this source, there is data on social media platforms that are widely used in Indonesia in 2023, the first order is whatsapp which has 92.1% of the total population in Indonesia, the second order is Instagram which has 86.5% of the total population, Facebook which has 83.8% of the total population, and followed by Tik Tok which has 70.8% of the total population in Indonesia.
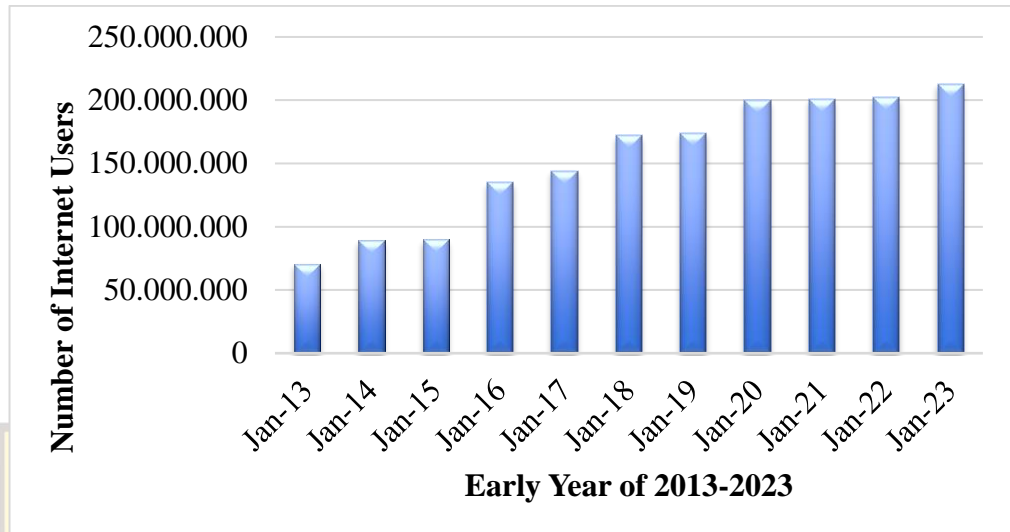
**Figure 1 The Number of Internet Users in Indonesia in Early 2023**

Based on data released by We Are Social in Figure 1 , it is explained that in Indonesia the number of internet users in early 2023 reached 212.9 million. This number has experienced growth when compared to last year's number with a percentage increase of 5.2% or 10 million from 2022. Based on a list of the number of users for each social media, in early 2023 Facebook users in Indonesia reached 119.9 million, Youtube users reached 139 million and Instagram users reached 89.15 million (Gembala, 2023).

Social media is currently a popular platform among young individuals for self-expression, presents a significant opportunity for advertising and promoting businesses (Achmad, 2020). The internet allows businesses to achieve cost-effective marketing strategies due to its extensive reach, accessibility, and affordability. This is evident through the numerous businesses utilizing social media to showcase a variety of products. Currently in Indonesia, one of the most recent trends among small and medium-sized enterprises (SMEs) involves utilizing promotional ads on social media and seeking influencer reviews. This strategy in social media marketing significantly contributes to shaping consumers' intentions to make online purchases (Alalwan, 2018).

According to information from Influencer Marketing Hub, an influencer is an individual who possesses the ability to impact the purchasing choices of others

due to their expertise, authority, position, or connection with their audience. Meanwhile, in business marketing or digital marketing, influencers are those who can influence people to buy certain products (Idris, 2022). The role of Influencers is considered capable of creating two-way communication because it can build relationships with the audience, so that it can improve promotional strategies in the Electronic Marketing system (Enke, 2019). Data quoted from The Social Shepherd shows In today's marketing landscape, influencer marketing is highly prevalent, with 93% of marketers confirming its inclusion in their overall marketing strategies. Only 7% of marketers have not yet employed this approach as a means of reaching potential new customers for their businesses (Gembala, 2023).

In early this year, Indonesia ranked fourth globally in terms of Instagram users, boasting an impressive 89.15 million user base. Instagram is a social media that is often used by the public. It has become one of the most popular social media among social media users. Influencer selection for endorsements is divided based on the character of the influencer and the type of influencer is determined based on the number of followers. Various characters were chosen to suit the brand and to reach the right audience (Hartanto, 2020). According to Jin *et al.* (2019) the development of the Influencer or Instafamous phenomenon on these platforms can be attributed to the criteria of social interaction and aesthetic appearance, which allows users to develop personal branding that can attract the attention of their audience and followers making the use of influencers a standard in today's social media marketing campaigns. In Indonesia, the shift towards the fourth industrial revolution characterized by digital technology innovation has encouraged SMEs to utilize the services of influencers on social media.
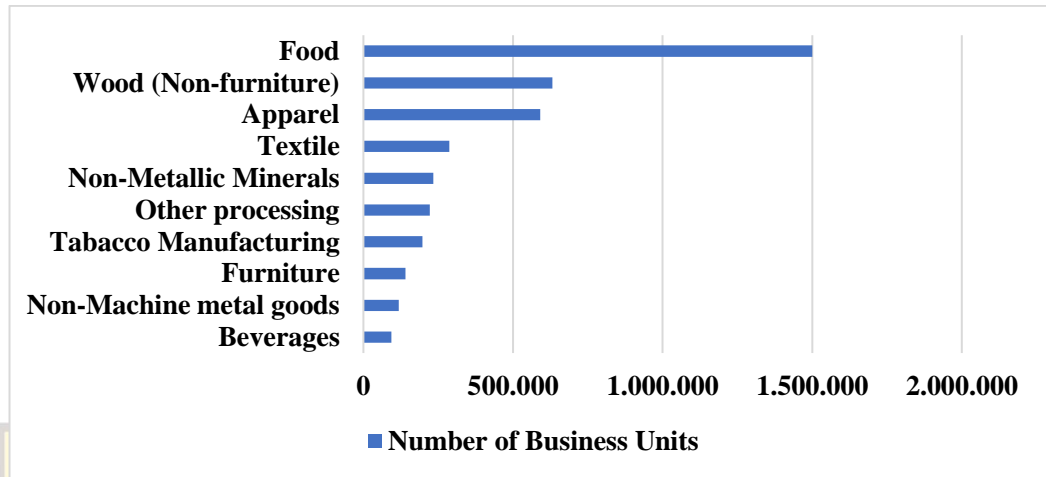
Figure 2. Business Sectors with The Most Micro-Small Industries in Indonesia

In the data above reported by Databoks, the majority of Indonesian micro-small scale businesses or industries are engaged in the food sector. According to data collected by Central Statistics Agency, In 2020, there were 1.51 million micro-small food businesses, accounting for 36% of the total 4.21 million micro-small businesses across the country. By using the services of a public figure who has a huge number of followers on social media, it will be easy to attract consumer purchase intention. The marketing strategy using influencer services is the right choice to increase sales compared to traditional advertising because it has an influence on its followers (Khairani *et al*, 2022).

Figure 1 Awlaparr Instagram Account

Based on the information from Figure 3 shown, the example of social media influencer is @awlaparr with 402,000 followers on Instagram and 932,000 followers on Tik Tok. The character owned by awlaparr is posting food review content from various restaurants and culinary SMEs in West Sumatra. Some of the SMEs supported by the content of awlaparr in Padang City are Geprek Pak Dhe with 33,402 likes, Iconix grill Padang with 10,190 likes, and Rajo Corner with 8,784 likes. Awlaparr in this case uses her social media account to market many SMEs to increase the audience's buying interest by creating interesting and informative content to convey to followers about the SMEs she promotes, as well as close interaction with her followers. This makes her role as an influencer successful when she can influence people's buying interest to buy the products in her promotional content or visit her account as a reference when they want to buy a product.

The researcher conducted a pre-survey to 10 respondents to identify which social media influencers they see most often. From the pre-survey, it was obtained that Awlaparr is one of the influencers that is often seen by social media users in West Sumatra. Awlaparr presents contents of promotions that are new and fit the needs of the respondents because most of the product brands that collaborate with Awlaparr come from SMEs in the same area as the city they live in. Respondents also mentioned several SMEs in West Sumatra promoted by Awlaparr, namely Jajanan Hitz Padang with the Mozarella Hits menu, Eskrim Goks which has a menu of ice choco vanilla cones and drink series, Roti Da John with various toppings such as smoked beef and sausage, Bebek Tambika which serves a menu of duck with various variants of sauce, Sate Manangkabau, and Say Taichan.

Informative content on social media includes various types of information, including advertisements that provide information searched by users who are usually more careful in selecting information that suits their needs (Nagouti & Waller, 2020). Based on the results of a pre-survey of respondents Awlaparr is considered a social media influencer who creates content promotions that are informative in providing the latest information by providing complete information

on an SME product or brand. Promotional content created by Awlaparr shows its informativeness through content that exposes product brand identity such as the complete address of SMEs, product reviews related to taste, texture, product packaging, and includes the social media of the product that is being promoted. According to Nasir *et al.* (2021) consumers consider that information from social media can help them make more informed purchases. In addition, consumers who are considered vulnerable tend to favor social media advertisements that are tailored to align with their interests, requirements, and personal preferences which are considered to have relevance to them or can be called consumer targeted.

According to Nguyen *et al.* (2022) entertainment has been empirically supported as a key factor in driving consumer purchase intentions because when an advertisement is entertaining, viewers tend to form stronger intentions to purchase the advertised item so businesses should also capitalize on the entertainment aspect of advertisements in various social media content to make the products offered look more attractive. According to the results of the pre-survey by respondents (2023) awlaparr is an influencer who has entertaining content. Furthermore, the respondents said that the content presented feels entertaining because of the cheerful energy of an influencer in promotional content that makes the audience tempted by the products promoted by Awlaparr so that there is a desire to watch other Awlaparr content to fulfill the needs of the audience.

The results of the interview are supported by the statement in the study Setiawan *et al.* (2021) the entertainment's worth is found in its capacity to satisfy the audience's desires for escapism, distraction, aesthetic enjoyment, or emotional relief. The result of a pre-survey conducted by the researcher (2023) stated that Awlaparr is a credible social media influencer. According to the pre survey, Awlaparr's credibility as an influencer is determined from the number of her followers, and how often she repeats collaborations to promote the similar product brands. Another respondent mentioned that she trusted Awlaparr as a credible influencer because of her personal experience of repeatedly trying products that were promoted by Awlaparr, which turned out to be in accordance with the

description of the content she showed on her social media. It can be concluded that Awlaparr's credibility has increased the audience's purchase intention.

Factors such as informativeness, entertainment, and credibility of an influencer certainly affect the purchasing intention of the audience or social media users, this is supported by the results of the researcher's pre-survey in table 1.1 which explains that respondents intend to buy the products promoted in Awlaparr's content in the near future. Based on the pre-survey, the researcher wants to find out further whether there is an influence of informativeness, entertainment, and credibility of a social media influencer towards the purchase intention of social media users. In this case Awlaparr has the role of a social media influencer object that delivers promotional advertising content that will generate purchase intention of social media users. In connection with the background that has been described, the researcher wants to compile a study entitled **"The Effect of Informativeness, Entertainment, and Credibility on Purchase Intention for Gen Z Customer in West Sumatera (Case Study of Awlaparr's Viewers on Instagram)"**.

1.2 Problem Statement

1. How does Informativeness of social media influencer effect on consumer purchase intention in West Sumatra?
2. How does Entertainment of social media influencer effect on consumer purchase intention in West Sumatra?
3. How does Credibility of social media influencer effect on consumer purchase intention in West Sumatra?

1.3 Research Objective

1. To analyze the effect of Informativeness of social media influencer on consumer purchase intention in West Sumatera
2. To analyze the effect of Entertainment of social media influencer on consumer purchase intention in West Sumatra
3. To analyze the effect of credibility of social media influencer on consumer purchase intention in West Sumatra

1.4 Research Contribution

The purpose of the results and contribution of this research is to help researchers learn more about the influence of informativeness, entertainment, and credibility of social media influencer on consumer purchase intention. This study can serve as a valuable resource for businesses seeking to enhance and evolve their marketing strategies to boost consumer purchasing intent. Furthermore, it can also offer guidance and valuable insights to the general public when evaluating influencers

1.5 Scope of Research

The scope of the research will focus on informativeness, entertainment, and credibility as independent variables. Consumer purchase intention as the dependent variable, and the object of this research is @awlaparr as social media influencer.

1.6 Outline of Research

CHAPTER I: Introduction

Comprising the research context, problem definition, research objectives, research advantages, research limitations, and systematic writing.

CHAPTER II : Literature Review

This section provides a structured and conceptual explanation of the variables, along with the hypotheses supporting each variable employed in the analysis, framework for constructing research questions.

CHAPTER III: Research Methods

This section provides a conceptual and systematic description of the variables, and the hypotheses that support each variable used for the analysis and framework for developing research questions

CHAPTER IV: Results and Discussion

This chapter describes the results of the analysis consisting of the characteristics of respondents, descriptions of research variables, data testing, and also the discussion and research results to answer research problems.

CHAPTER V: Closing

This section will explain the conclusion of the study, implications of the research, limitation of the research, and suggestions that can be concluded from this study.