

NYIMAK

Journal of Communication

Nyimak Journal of Communication | Vol. 6 | No. 1 | Pages 1 - 130 | March 2022 | ISSN 2580-3808



Published By:
Department of Communication Science
Faculty of Social and Political Science
Universitas Muhammadiyah Tangerang

Journal Address

Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik

UNIVERSITAS MUHAMMADIYAH TANGERANG

Jl. Mayjen Sutoyo No. 2 (depan Lap. A. Yani) Kota Tangerang, Banten, Indonesia

Website : <http://jurnal.umt.ac.id/index.php/nyimak>

Email : journalnyimak@fisipumt.ac.id

NYIMAK

Journal of Communication

DAFTAR ISI (TABLE OF CONTENT)

Organizational Communication Model of The Village Fund Governance (Case Study on Corruption of Village Funds in Dasok Village, East Java) — Rachmi Kurnia Siregar, Amin Aminudin —	1 – 16
Social Media Skill in Public Relations and Customer Service for Employers — Arifah Hidayati, Elfitra Desy Surya, Abdul Samad Arief, Achmad Daengs GS, Jose Marco G. Reyes —	17 – 27
Public Service Domain: Exploration Study on The Role of Public Relations in Indonesia — Sugeng Suharto, Prasetyono Hendriarto, Firdaus Yuni Dharta, Marulam MT Simarmata, Mateo Jose A. Vidal —	29 – 40
Family Communication as a Prevention Effort Early Marriage in Pegantenan Village, Madura — Nikmah Suryandari, Irya Nur Holifah —	41 – 54
Social Media Optimization Strategy for Local Fashion Brand Development — Tuti Widiastuti, Adrian Arditiar, Akbar Fauzan Rambe, Eartha Annafi Rasjiddin —	55 – 75
Participatory Communication and Affecting Factors on Empowering Women Farmers in The Urban Farming Program at Bogor City and Bogor Regency — Selly Oktarina, Sumardjo, Ninuk Purnaningsih, Dwi Retno Hapsari —	77 – 93

Evaluating Communication Patterns of Women Legislative Successors of Karawang in 2019 Election — Mayasari, Nani Darmayanti, Yanti Tayo, Zainal Abidin, Kusrin —	95 – 113
Transformation of Radio Technology in The Digital Age — Ismandianto, Suyanto, Khasna Latifah, Muchid —	115 – 130

Social Media Optimization Strategy for Local Fashion Brand Development

Tuti Widiastuti¹, Adrian Arditiar², Akbar Fauzan Rambe³, Eartha Annafi Rasjiddin⁴

^{1,2,3} Program Studi Ilmu Komunikasi Universitas Bakrie
Jl. HR. Rasuna Said Kav. C-22, Kuningan, Jakarta Selatan

⁴ Institut Teknologi Sepuluh Nopember
Jl. Teknik Kimia, Surabaya, Jawa Timur, Indonesia

Email: ¹tuti.widiastuti@bakrie.ac.id, ²adrian.arditiar@bakrie.ac.id, ³akbar.bejex@gmail.com,
⁴aklporsan01@gmail.com

ABSTRACT

The development of communication, technology, and the economy in Indonesia encourages the development of promotional activities itself, the birth of various platforms to carry out promotional activities makes competition in business more stringent. Manufacturers are trying to attract the hearts of consumers. Based on this phenomenon, marketing media is needed to be able to reach a wider target market. One of the marketing media that is currently being used is through social media. The purpose of this study is to measure the effect of Instagram ads and celebrity endorsements have on buying interest in local brands. The research uses a quantitative approach with a survey method. Data was collected by distributing questionnaires to respondents.

Keywords: Social media optimization, instagram ads, celebrity endorsements, buying interest, local fashion brands

ABSTRAK

Perkembangan komunikasi, teknologi, dan ekonomi di Indonesia mendorong perkembangan kegiatan promosi itu sendiri, lahirnya berbagai platform untuk menjalankan kegiatan promosi membuat persaingan dalam berbisnis menjadi lebih ketat. Para produsen berusaha untuk menarik hati konsumennya. Berdasarkan fenomena tersebut, diperlukan media untuk menjangkau target pasar yang lebih luas. Salah satu media pemasaran yang saat ini digunakan adalah melalui media sosial. Tujuan dari penelitian ini adalah untuk mengukur pengaruh instagram ads dan endorsement selebgram. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada responden.

Kata Kunci: Optimasi media sosial, instagram ads, endorsment selebgram, minat beli, brand fashion lokal

INTRODUCTION

Marketing activities carried out by companies in this era are required to be able to do more than just create and develop a quality product, determine attractive prices, then distribute these products to consumers, but also be able to communicate with consumers. Companies must carry out communication activities that provide information on the products produced and position their products appropriately to consumers. Companies in general will attract the attention of consumers and create positive associations with the aim of influencing consumer behavior which in turn increases buying interest and even makes purchasing

Citation : Widiastuti, T., Arditiar, A., Rambe, A. F., & Rasjiddin, E. A. (2022). Social Media Optimization Strategy for Local Fashion Brand Development. *Nyimak Journal of Communication*, 6(1), 55–75.

decisions for the products or services offered. These activities are arranged in a marketing strategy.

The application of marketing through social media is referred to as social media marketing. Social media is not just a place to exchange information with the social environment, but nowadays, social media has developed into a medium where customers can learn about the companies they like (Paquette, 2013).

Kotler explains in his book, that strategy is “A game plan to achieve the desired goals of a business unit” (2003: 91). According to Rangkuti (2010: 13), “Strategy is a way to produce organizational achievements in terms of long-term vision, action programs, and priority placement of potential resources” (2010: 13). Marketing is a series of ways that are carried out by an institution to produce goals that are set based on the potential it has to be sold to target consumers. Referring to Kotler and Keller (2009:5), marketing is said to be an organizational function and a series of processes that shape, communicate, and create value aimed at consumers and manage relationships with consumers in a way that is more beneficial to the company and its stakeholders.

From the above definition it can be identified that the marketing communication strategy is an activity that is planned to persuade, invite consumers to buy the products offered so as to achieve a significant increase in sales. According to Kotler and Armstrong (2008: 135), marketing strategy is understood as a marketing logic in which business units are used to establish value and profits derived from consumers.

According to Thomas Joseph (2011: 32) digital marketing is a situation of mastering marketing communications regarding three things, namely: heart and soul referring to digital-based electronic marketing communications, driving marketing communications to create quality products, and providing better services for consumers.

The development of communication, technology, and the economy in Indonesia encourages the development of promotional activities itself, the birth of various platforms to carry out promotional activities makes competition in business more stringent. Manufacturers are trying to attract the hearts of consumers. Based on this phenomenon, marketing media is needed to be able to reach a wider target market. One of the marketing media that is currently being used is the internet.

The internet is now an option for small companies and large companies in marketing their products, one of which is using social media, namely Instagram. Instagram is a photo-sharing social media that has begun to be widely used for the benefit of marketing communications with its trademark that emphasizes visual messages and high interactivity.

According to the survey results of WeAreSocial.net and Hootsuite, in January 2018 Instagram's active users in the world reached 800 million, then growing until June 2018, Instagram's active users reached 1 billion. Meanwhile, in Indonesia, at least 45 million people are actively using social media, and Instagram Story content creators are the largest recorded in the world. Based on this, Indonesia is the largest market in the world with a total of 700 million monthly active users and the largest Instagram user in Asia Pacific. In fact, there were only 22 million active users in early 2016 (<https://databoks.katadata.co.id>).

This marketing strategy using Instagram social media has certainly become popular, especially in the fashion sector. In contrast to the past, the marketing strategy carried out by fashion producers uses a conventional method, such as by conducting direct market reviews such as conducting environmental observations or research first, seeing the condition of the area and population in the environment, and looking for which markets are suitable. will be able to accommodate their products so that many consumers will buy. In addition, these fashion producers usually carry out marketing activities intensely right on target, for example door to door or mouth to mouth so that consumers can see the product directly. Not infrequently fashion items producers also market their products by holding special events such as bazaars or exhibitions (<https://jurnalmanajemen.com/riset-pasar/>). Along with the times, Instagram's function as a medium for sharing photos has developed into a place for buying and selling. Even the feature of promoting products is provided by Instagram, such as Instagram Ads.

Instagram ads are advertising activities, one of which is through paid content on Instagram in order to reach a wider and targeted audience. Instagram ads are a visual platform, so ads with text will not be the main choice in placing ads. Requires images and videos to attract the attention of the audience. Instagram ads themselves are believed to be effective in promoting. From the data owned by Instagram, 60% of its users find new products from this social media. In addition, another 75% said that they were inspired to take an action after they saw a post on Instagram included in making a purchase of a product. Of course, social networks like this give consumers the freedom and convenience to upload comments and opinions about products and services online (<https://www.dewaweb.com/blog/cara-buat-instagram-ads-guide-complete/>).

There is also a marketing strategy through Instagram that is currently being used, namely endorsement. Kotler and Armstrong (2004: 348) argue that endorsement is a particular type of promotion that uses a celebrity or a professional to say good things about a brand, product or service. The notion of a celebrity endorser is an ad supporter or also known as an

advertising star who supports the advertised product (Shimp, 2014: 258). The use of celebrity endorsers as supporters in an advertisement is expected to provide a positive association between celebrities and the products offered. From the side of the product or brand owner, of course, they will benefit from using the name of a famous person to promote their product or brand. In contrast to Instagram Ads, which is a feature provided by Instagram, paid endorsement is a method or strategy drawn up by producers to market their products by choosing someone who is famous and has a strong enough influence on social media. These strategies are also used by fashion items manufacturers. The development of the fashion world in Indonesia is currently progressing very rapidly, supported by the creativity and innovation of young Indonesian designers. His works are also made unique and worth selling more in the Indonesian market (<http://forum.kompas.com> accessed on March 29, 2019).

When talking about fashion trends in Indonesia, it certainly cannot be separated from the events of the development of fashion trends themselves. Fashion trends are fashions of clothing and jewelry that are popular at a time, synonyms of glamor, beauty and style or style that continues to change from time to time. Fashion is a term that is often used in a positive sense. Fashion trends also serve as a functioning reflection of a person's social and economic status which explains his popularity. The fashion trend of fashion is increasingly becoming a globally profitable fashion industry as a result of the emergence of global fashion houses and magazines (www.kompasiana.com/).

The fashion industry itself is the second largest sector that must be developed. The fashion industry's contribution in 2010 was 128 trillion, and in 2012 it contributed 264 trillion. In percentage terms, fashion accounts for 7% of the National Gross Domestic Product (GDP). Meanwhile, employment in the fashion sector in 2012 reached 3.8 million people out of 11.8 million workers (budpar.go.id accessed on March 29, 2019). This means that the fashion industry is growing from year to year, thus encouraging the emergence of local brand manufacturers who enliven the fashion industry.

Local brands are one of the products to be reckoned with, because local brands are increasingly in demand, as evidenced by the increasing number of local brands entering the industry in Indonesia, especially the creative industry. Even with the support of the internet, many local brands have been able to enter the global market. Currently there is the 100% Cinta Indonesia movement, which is also supported by several State-Owned Enterprises. As well as electronic media with the advertisement "I love Indonesia" so that the love for local products compared to foreign products entering the Indonesian market increases (kompas.com accessed on March 29, 2019). A real example of the 100 percent Indonesian love movement in the fashion sector is the many fashion events such as Jakarta Fashion Week, Indonesia

Fashion Week, Trademark, Lookats Market, Pop Up Market, and Brightspot Market as a form of appreciation for the Indonesian people to encourage the development of the local fashion world, and provide more opportunities for local brands, so that they can be recognized by the wider community. This event is expected to help increase the love and interest in buying Indonesian people for local brands.

Before entering into the research, it is better to explain about buying interest. Buying interest is consumer behavior that appears as a response to refer to an object to show consumer interest in making a purchase (Kotler and Keller, 2009: 137). Shiffman and Kanuk (2007:228) state that buying interest is a model of a person's attitude towards objects in the form of goods that are very suitable for measuring attitudes related to certain products, services, or brands. Assael (2001:75) further states that buying interest is a tendency of consumer attitudes to buy a certain brand of product or take a purchase action that can be measured by the level of possibility of consumers to do so. So from the explanation above, buying interest can be interpreted as a form of attitude which is actually a reflection of the buyer's plans for several units of products and services within a certain period of time.

METHOD

In this study, quantitative approach with survey type. By conducting a survey through a questionnaire. Questionnaires are used in this study for efficient data collection techniques to determine with certainty the variables Instagram ads and celebrity endorsements affect buying interest which will be measured from respondents. The type of questions in the questionnaire used closed questions. Closed questions are expected to help respondents to answer quickly, and also make it easier to analyze data on all question items in the questionnaire. This research wants to know whether the marketing strategy of Instagram ads and celebrity endorsements has an effect on buying interest in the local brand ERIGO among 100 students.

The researcher considers students to have characteristics that are in accordance with what the author wants to study, from the university located in Jakarta the author takes a sample of students who are considered representative of the population, so that means non-probability sampling and by means of quota sampling to be used, where The author determines himself in advance who will be the sample.

DISCUSSION

This research was conducted online in connection with the pandemic that hit all of Indonesia which had a significant negative impact where the economic process had fallen apart for several months and some people who had jobs were forced to do it online or known as work from home and many levels of society. who are forced to take alternative steps for their survival and of course there are many obstacles faced by everyone. Through this, the researchers designed a questionnaire so that it could be distributed to a predetermined sample via online, namely by using the google form as a means of distributing the questionnaire.

Profile of Respondents

In this study, the characteristics of the respondents seen from several factors, namely; gender, domicile, age, and employment status. Researchers distributed questionnaires to individuals aged 15-29 years, located in the Greater Jakarta area and had previously accessed Instagram @erigostore social media. For screening questions with a percentage of 100%, they have accessed Instagram @erigostore.

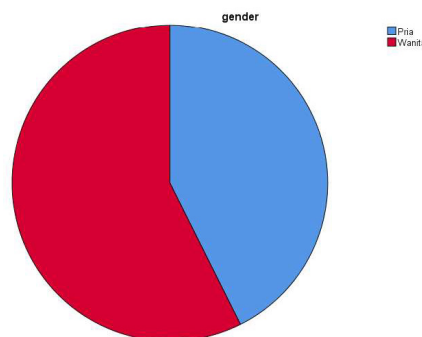


Figure 1. Characteristics of Respondents by Gender

Regarding the number of respondents based on the gender classification of respondents, can be obtained that males amounted to 42.6% and females 57.4%. In other words, the dominant respondents who were sampled in this study were women where in general women were very fond of accessing social media, especially about fashion. Furthermore, the discussion on the respondents in this study were grouped based on the status of residence or domicile which can be seen in the graph below:

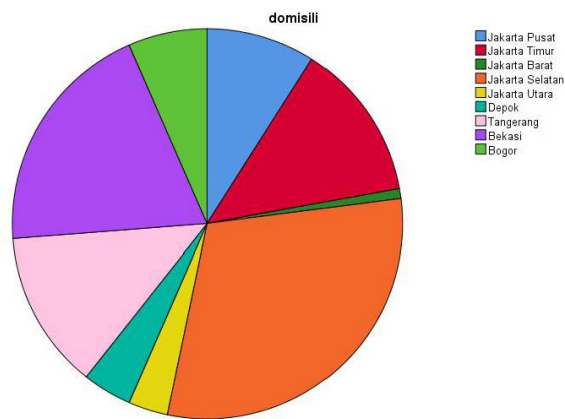


Figure 2. Characteristics of Respondents Based on Domicile

The domicile of the respondent can be seen from the data above is from South Jakarta is the area with the most access to the @erigostore Instagram account, which is 30.3%. Furthermore, the Respondents based on age groups the data shows as follows:

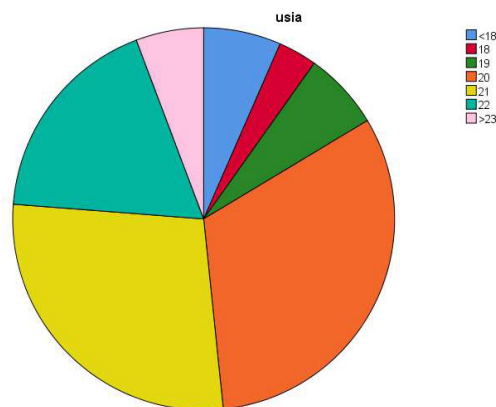


Figure 3. Characteristics of Respondents by Age

The age group of respondents in this study can be obtained data that very diverse, which can be seen from as many as 32% of the respondents in this study who were 20 years old. Furthermore, the Respondents based on the characteristics of their work status obtained the following data:

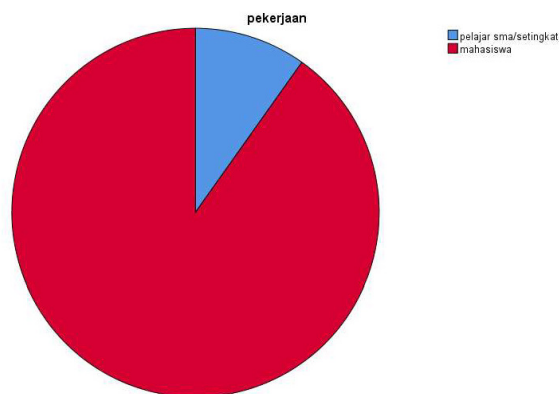


Figure 4. Characteristics of Respondents Based on Employment Status

It can be seen that the most dominant work in this study is dominated by students with a percentage of 90.2% where that age really likes to access fashion-themed Instagram accounts and it is proven that the @erigostore Instagram account is indeed interesting to access in getting information about the latest fashion.

Descriptive Statistics of Research Variables

In the first statement for the Creative dimension in the Instagram Ads Marketing Strategy in the content indicator “The content on Instagram @erigostore contains advertisements about the products they sell.”, the results obtained from SPSS show that as many as 1 person disagrees with the statement, as many as 48 people agree with the statement, and as many as 72 people strongly agree with the statement. These results indicate that some respondents strongly agree with the statement that the content displayed on Erigo’s Instagram is content containing advertisements for the products they sell, namely fashion products. The content presented shows the latest collection of products they sell as promotional material.

The second statement is still for the Creative Dimensions in the Instagram Ads Marketing Strategy “Ad Content posted on Instagram has an attractive photo display.”, the results obtained from SPSS show that as many as 2 people strongly disagree with the statement, as many as 2 people do not. agree with the statement, 35 people agree with the statement, and as many as 83 people strongly agree with the statement. These results indicate that almost all respondents strongly agree on the statement that the Ad Content posted on Instagram has an attractive photo display.

In the third statement, it is still for the Creative Dimensions in the Instagram Ads Marketing Strategy “Ad Content posted on Instagram with an attractive video display”, the results obtained from SPSS show that as many as 1 person disagrees with the statement, 60 people agree with the statement and as many as 61 people strongly agree with the statement. These results indicate that some respondents strongly agree with the statement that the Ad Content posted on Instagram with an attractive video display.

Furthermore, in the fourth statement for the Audience dimension in the Instagram Ads Marketing Strategy “The content displayed on Instagram @erigostore is the product they sell that fits the style of young people”, the results obtained from SPSS show that as many as 1 person disagrees with the statement. , 32 people agree with the statement, and as many as 89 people strongly agree with the statement. These results indicate that almost all respondents strongly agree on the statement that the content displayed on Instagram @erigostore is the product they sell that fits the style of young people.

In the fifth statement for the Optimization Events dimension in the Instagram Ads Marketing Strategy “The ads displayed on Instagram @erigostore are the latest products in the ongoing promotional event”, the results obtained from SPSS show that as many as 8 people strongly disagree with the statement. , as many as 13 people disagree with the statement, 53 people agree with the statement, and as many as 48 people strongly agree with the statement. These results indicate that some respondents agree with the statement that the advertisements displayed on Instagram @erigostore are the newest products in the ongoing promotional event.

Furthermore, the sixth statement is still for the Optimization Event dimension in the Instagram Ads Marketing Strategy “There is Ad content that appears on Instagram containing Erigo promotional events”, the results obtained from SPSS show that as many as 1 person strongly disagrees with the statement, as many as 11 people do not agree with the statement, 61 people agreed with the statement, and 49 people strongly agreed with the statement. These results indicate that some respondents agree on the statement that there is advertising content that appears on Instagram containing Erigo promotional events.

In the seventh statement for the Placement dimension in the Instagram Ads Marketing Strategy “IG Ads appear when we open an IG story or Feed”, the results obtained from SPSS show that as many as 8 people strongly disagree with the statement, as many as 21 people disagree with the statement. Of these, 53 people agree with the statement, and as many as 43 people strongly agree with the statement. These results indicate that some respondents agree with the statement that IG Ads appear when we open an IG story or Feed.

The eighth statement is still for the Placement dimension in the Instagram Ads Marketing Strategy “Ad Content on Instagram @erigostore is neatly arranged in the Feed”, the results obtained from SPSS show that as many as 5 people disagree with the statement, 49 people agree with the statement, and as many as 68 people strongly agree with this statement. These results indicate that some respondents agree with the statement that the Advertising Content on Instagram @erigostore is neatly arranged in the Feed.

Furthermore, the ninth statement is still for the Placement dimension in the Instagram Ads Marketing Strategy “In the Highlight feature on Instagram @erigostore, the Ad content is neatly arranged”, the results obtained from SPSS show that as many as 4 people disagree with the statement, 52 people agree with statement, and as many as 66 people strongly agree with the statement. These results indicate that some respondents strongly agree with the statement that the Highlight feature on Instagram @erigostore, ad content is neatly arranged.

Finally, the tenth statement for the Product Set dimension in the Instagram Ads Marketing Strategy “Product appearance in Ad Content on Instagram @erigostore trendy.”, the results obtained from SPSS show that as many as 9 people disagree related to the statement, there were 44 people who agreed, and as many as 69 people strongly agree with the statement. These results indicate that some respondents strongly believe that product display in advertising content on Instagram @erigostore is trendy.

In the first statement for the Trustworthiness dimension in the Celebrity Endorser “Celebrity/celebrity that appears in the @ertigostore Instagram content is a person who is suitable for products from the Ertigo fashion brand”, the results obtained from SPSS show that as many as 7 people disagree with the statement, 55 people agree with the statement, and as many as 60 people strongly agree with the statement. These results indicate that some respondents strongly agree with the statement that Celebrities/Celebrities who appear on Instagram @ertigostore content are suitable figures for products from the Ertigo fashion brand.

The second statement is still for the Trustworthiness dimension in the Celebrity Endorser “The more you believe in the Ertigo fashion brand when Celebrities / Celebrities use products from Ertigo that are installed in the @ertigostore Instagram Ad content”, the results obtained from SPSS show that as many as 2 people strongly disagree with The statement, as many as 11 people disagree with the statement, 54 people agree with the statement, and as many as 55 people strongly agree with the statement. These results indicate that some respondents strongly agree with the statement that they increasingly believe in the Ertigo fashion brand

when celebrities/celebrities use products from Ertigo that are installed in the @ertigostore Instagram Ad content.

In the third statement for the Expertise dimension in the Celebrity Endorser in the opinion “Celebrities used in the @ertigostore Instagram Ad content are figures who have expertise in their respective fields”, the results obtained from SPSS show that as many as 8 people disagree with the statement. Total 64 people agree with the statement, and as many as 50 people strongly agree with the statement. Results indicate that some respondents agree with the statement that the Celebrities/Celebrities used in the @ertigostore Instagram Ad content are figures who have expertise in their respective fields.

The fourth statement for the Attractiveness dimension in the Celebrity Endorser in the opinion “The appearance of the celebrity/celebrity used in the @ertigostore Instagram ad content is handsome/beautiful when using products from the Ertigo brand.”, the results obtained from SPSS show that 1 person strongly disagrees With this statement, as many as 5 people disagree with the statement, 54 people agree with the statement, and as many as 62 people strongly agree with the statement. These results indicate that some respondents strongly agree with the statement that the appearance of the celebrity/celebgram used in the @ertigostore Instagram ad content is handsome/beautiful when using products from the Ertigo brand.

In the fifth statement for the Attractiveness dimension in the Celebrity Endorser in the opinion “Celebrities/celebrities used in Instagram @ertigostore advertising content are figures who excel in their fields.”, the results obtained from SPSS show that as many as 1 person strongly disagrees with the statement, as many as 13 people disagree with the statement, 68 people agree with the statement, and as many as 40 people strongly agree with statements in the questionnaire. The data shows that some respondents agree with statement i.e.: that the Celebrities used in the @ertigostore Instagram ad content are figures who excel in their fields.

In the sixth statement for the Respect variable that is on Celebrity Endorser in the opinion “Advertising content using celebgrams/celebrities gets a lot of responses (Likes & Comments)”, the results obtained from SPSS show that as many as 5 people disagree with the statement, 55 people agree with the statement, and as many as 62 people strongly agree with the statement. These results indicate that some respondents strongly agree on the statement of Advertising Content using celebgrams/celebrities that get a lot of responses (Like & Comment).

Furthermore, the seventh statement is still for the Respect dimension that is on Celebrity Endorser in the opinion "The celebrity/celebgram figure used in the @ertigostore Instagram content has the same hobbies with me, especially the selection of styles and Ertigo products used", the results obtained from SPSS show that as many as 3 people strongly disagree with the statement, as many as 17 people disagree with the statement, 59 people agree with the statement, and as many as 43 people strongly agree with the statement. These results indicate that some respondents agree with the statement that the celebrity/celebgram figure used in the @ertigostore Instagram content has the same hobbies as the respondent, especially the choice of style and Ertigo products used.

Finally, in the eighth statement for the similarity dimension in Celebrity Endorser in the opinion "Celebrities/celebrities endorsed have the same taste as me.", the results obtained from SPSS show that as many as 6 people strongly disagree with the statement, as many as 20 people disagree with the statement, 68 people agree with the statement, and as many as 28 people strongly agree with the statement. This result shows that some respondents agree with the statement that the celebrity/celebrity endorsed has the same taste as me.

In the first statement for the Transactional Interest dimension in Buying Interest in the opinion "After seeing the Ad content on Instagram @ertigostore, I am interested in buying products sold by Ertigo.", the results obtained from SPSS show that as many as 4 16 people strongly disagree with the statement in the questionnaire, 16 people disagree with the statement, 62 people agree with the statement, and as many as 40 people strongly agree with the statement. These results indicate that some respondents agree with the statement that after seeing the advertising content on Instagram @ertigostore, I am interested in buying products sold by Ertigo.

Furthermore, in the second statement for the Referential Interest dimension in Buying Interest in the opinion "Ertigo fashion brand products on Instagram @ertigostore deserve to be recommended to my friends and closest people.", the results obtained from SPSS show that 8 people disagree with the statement, 61 people agree with the statement, and as many as 53 people strongly agree with the statement. These results indicate that some respondents agree with the statement that the Ertigo fashion brand products on Instagram @ertigostore deserve to be recommended to friends and people closest to me.

In the third statement, it is still for the Referential Interest dimension in Buying Interest in the opinion "Ertigo fashion brand products on Instagram @ertigostore attract my attention", the results obtained from SPSS show that strongly disagree with the statement as many as 2

people, who strongly disagree with the statement the number of 16 people, agree with the statement the number of 51 people, and as many as 53 people strongly agree with the statement. These results indicate that some respondents strongly agree with the statement that Ertigo's fashion brand products on Instagram @ertigostore attract my attention.

In the fourth statement, it is still for the Referential Interest dimension in Buying Interest in the opinion "I will use products from Ertigo as a local fashion brand to support appearances in every activity", the results obtained from SPSS show that 5 people strongly disagree with the statement in the questionnaire, 22 people strongly disagree with the statement, 66 people agree with the statement, and as many as 29 people strongly agree with the statement. These results indicate that some respondents agree with the statement that I will use products from Ertigo as a local fashion brand to support appearances in every activity.

Furthermore, in the fifth statement for the Exploratory Interest dimension in Buying Interest in the opinion "I ask for information on Ertigo fashion brand products to people who have used it", the results obtained from SPSS show that 7 people strongly disagree with the statement, a total of 20 people strongly disagree, a total of 56 people agree with the statement, and a total of 39 people strongly agree with the statement. These results indicate that some respondents agree with the statement that I ask for information on Ertigo fashion brand products from people who have used them.

In the sixth statement for the Explorative Interest dimension in Buying Interest in the opinion "After seeing the Ad content on Instagram @ertigostore, I immediately visited the official Ertigo online store to find information about catalogs, prices, and others", the results obtained from SPSS shows that a total of 9 people strongly disagree with the statement in the questionnaire, a total of 17 people strongly disagree with the statement, a total of 54 people agree with the statement, and as many as 42 people strongly agree with the statement. These results indicate that some respondents agree with the statement that after seeing the advertising content on Instagram @ertigostore, I immediately visited the official Ertigo online store to find information about catalogs, prices, and other

Finally, the seventh statement for the Explorative Interest dimension contained in Buying Interest in the opinion "After receiving information from friends, relatives, reading reviews on Instagram and the Online Store, I am interested in buying products sold by local fashion brand Ertigo", the results obtained from SPSS shows that a total of 4 people strongly disagree with the statement, a total of 12 people strongly disagree with the statement, a total of 67 people agree with the statement, and as many as 39 people strongly agree with the statement. These results indicate that some respondents agree with the statement that

after receiving information from friends, relatives, reading reviews on Instagram and the Online Store, I am interested in buying products sold by local fashion brand Ertigo.

Hypothesis Testing Results

In testing the normality of the data, there are various ways to test it, one of them is by looking at the normal p-plot of regression standardized residual graph. The diagnostic tool used to check data that has a normal distribution is a normal probability plot. Based on the data processing of this study, it was found that the points spread coincided around the diagonal line, so the residual value was normally distributed. To do a better normality test, you can use statistical tests with other methods.

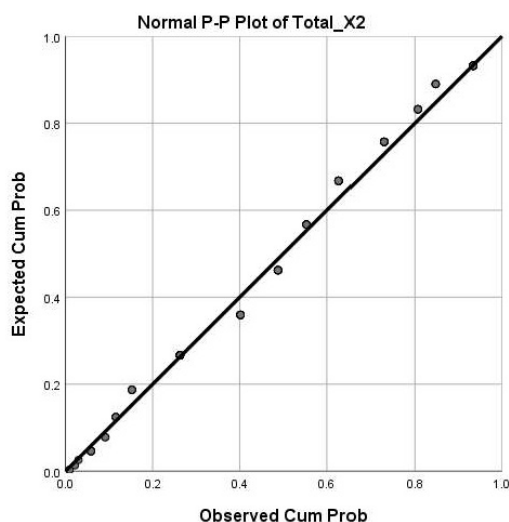


Figure 5. Data Regarding Normality Test Results

Multicollinearity test was conducted to generate information whether the regression model found there was a correlation between the independent variables. Because a good regression model should not have a correlation between the independent variables. Furthermore, the multicollinearity test was carried out in 2 ways, namely by looking at the Variance Inflation Factors (VIF) and tolerance. If the VIF is < 10 and the tolerance value is > 0.1 , then there is no multicollinearity symptom and if the VIF value is > 10 , there is a high multicollinearity symptom. Based on data processing, it can be seen that the VIF value in the studied variable is 2,000, then the data is declared to meet one of the assumptions of the multicollinearity test, but to see that the data is truly free from multicollinearity, it is

also necessary to pay attention to the tolerance value, namely in both the variable is 0.500, which means that the variable shows a tolerance value above 0.1, which means that the data does not occur multicollinearity between independent variables so that further testing can be carried out, namely the heteroscedasticity test.

The heteroscedasticity test was carried out to test whether in the regression there was an inequality of variance from the residuals from one observation to another (Ghozali, 2018). For this reason, one way to detect the presence or absence of heteroscedasticity is to perform the Glejser test to regress the absolute value of the residuals on the independent variables. While the probability results are said to be significant, if the obtained significance value is above the 5% confidence level. Based on data processing, the significance value of the X1 variable is 0.369 and the X2 variable is 0.206. Variables X1 and X2 do not occur heteroscedasticity because the significance value is above the confidence value of 0.05.

After getting the regression equation from the simple linear regression analysis stage, then the classical regression assumption was tested. This is done because theoretically the research regression model will produce valid presumption model parameter values if the classical regression assumptions are met, namely multicollinearity, autocorrelation test, and heteroscedasticity test.

The regression analysis conducted by this researcher was to obtain data on how much the test results influence the independent variable on the dependent variable. Partial correlation is generated from statistical testing in order to analyze whether there is an influence or relationship between the independent and dependent variables while still controlling for one of the independent variables. The significant value from the table above is 0.021 and $0.000 < 0.10$ indicating that there is an influence of Instagram ads marketing strategy and celebrity endorsement on buying interest in erigostore.

In this study, F statistical test was conducted to obtain information whether all independent variables included in the model have a joint effect on the dependent variable. By comparing the calculated F value with the F table, information will be obtained whether the hypothesis testing is accepted or rejected. The results of the F statistical test that have been carried out are shown by the following data by researchers through the SPSS program.

Table 1. F Statistical Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1086.503	2	543.252	62.673	.000 ^b
	Residual	1031.497	119	8.668		
	Total	2118.000	121			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X2, Total_X1

Based on the results of table 1 F statistical test results, the results of data processing show that the calculated F value is 62.673 greater than F table where F table (2 ; 120) is 3.07 and a significant value of 0.05. This shows that H0 is rejected and Ha is accepted and it can be interpreted that the Instagram ads marketing strategy and celebrity endorsement as independent variables together (simultaneously) have a significant influence on buying interest in Erigostore as the dependent variable.

In this study, the t-test was used to determine whether the independent variables partially (alone) had an effect on the dependent variable. In testing whether the independent variable has an effect on the dependent variable, it is seen through the comparison of t count greater than t table with a significant value < 0.10. The following table shows the results of the t-statistical test that has been carried out by researchers through the SPSS program.

Table 2. T. Statistical Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.419	2.545		-.951	.344
	Total_X1	.242	.104	.211	2.331	.021
	Total_X2	.610	.100	.551	6.094	.000

a. Dependent Variable: Total_Y

Based on table 2 of the t-statistical test results, the t-count value of each variable is obtained with the t-table comparison obtained, namely $T_{table} = t(\alpha/2; n-k-1) = t(0.025; 119)$, the ttable value is 1.98010. So it can be concluded that: Based on the results obtained, it can be seen that the tcount X1 is 2,331 with a significant value of 0.10 and X2 is 6.094 with a significance value of 0.000. This shows that the value of tcount is greater than ttable and the significant value is less than 0.10. Therefore, it can be concluded that H_0 is rejected and H_a is accepted. This means that the Instagram ads marketing strategy variable has a significant influence on buying interest and the celebrity endorsement variable has a significant influence on buying interest.

The coefficient of determination or also known as the r test is used to determine the suitability or determination between the estimated value or regression line with the sample data. The greater the coefficient of determination, the better the ability of X to explain Y. The magnitude of the coefficient of determination is the square of the correlation coefficient. The correlation of determination ranges from zero to one ($0 \leq R^2 \leq 1$), where the higher the value of R^2 (closer to 1), it means that the independent variable provides almost all the information needed for the dependent variable and if the value of $R^2 = 0$ indicates the independent variable does not explain the validity of the variable. related. To determine the contribution of the influence of the variable X on Y in this study can be seen as follows:

Table 3. Coefficient of Determination Test Results (X1 and X2 Separately)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601 ^a	.361	.356	3.358

a. Predictors: (Constant), Total_X1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701 ^a	.491	.486	2.998

a. Predictors: (Constant), Total_X2

Based on the results of the SPSS output above, it can be explained that the R Square value shows the magnitude of the influence of the independent variable on the dependent variable which can be explained in this equation model, which is 0.361 or 36.1% of the influence of Instagram Ads marketing strategy on buying interest, while 49.1% influenced

by celebrity endorsement variable, and the remaining 14,8% influenced by other factors. This shows that the influence of the Instagram Ads marketing strategy variable on Erigo’s buying interest is 36.1% while 49.1% is influenced by the celebrity endorsement variable and 14.8% is influenced by other factors that are not included in the model or become independent variables.

Table 4. Coefficient of Determination Test Results (X1 and X2 Simultaneous)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 ^a	.513	.505	2.944

a. Predictors: (Constant), Total_X2, Total_X1

Meanwhile, if the Instagram ads and celebrity endorsement marketing strategy variables are moved simultaneously or simultaneously, the effect is 53.1% on the buying interest of erigo. This can indicate that the two variables can have a greater effect if they are moved together compared to separately.

The results of the t test above show the number 2,944 which when compared to the t table is much larger, significance value of $0.009 < 0.05$. The conclusion from the information shows there is an influence of the celebrity endorser model on the purchasing decision of Sunangiri rib meatballs. Based on the results of the SPSS output above, it can be explained that the value of R Square indicates how much influence the independent variable has on the dependent variable based on the explanation in this equation model, which is 0.361 or 36.1% of the influence of Instagram Ads marketing strategy on buying interest, while 49,1% influenced by celebrity endorsement variable, and the remaining 14,8% influenced by other factors. This shows that the influence of the Instagram Ads marketing strategy variable on Erigo’s buying interest is 36.1% while 49.1% is influenced by the celebrity endorsement variable and 14.8% influenced by other factors that come from outside the model or become variables. other independent.

The results of this study are certainly supported by several previous studies that are considered relevant to this research. As revealed by Harly & Octavia (2014), Anggraeni, Pangestuti, & Devita (2018), say that there is an influence given by celebrity endorsers on the decision to buy something because it can be known when the influencer or the person they like by their followers, they will easily believe the promotions carried out by the influencer

or celebrity so that they get positive feedback from followers to make purchases of similar products that are being offered.

As the essence of posting on social media such as Instagram is the content or message you want to convey. Fashion content becomes product information that will be conveyed to social media users or the designation in Instagram, namely followers who read. Social media users can listen, measure and search indefinitely. Users use what they learn to modify or change and improve what is offered and thereby also influence their behavior, in this case changing behavior when buying.

As previously explained, the decision making of a consumer is due to several things, one of which is the introduction of the problem. The process begins when the buyer becomes aware of a problem of buyer needs in which consumers experience between the actual state of the desired state. This need arises due to internal and external stimuli. Communication marketers must be able to identify a situation that can trigger a need in consumers. By collecting information from a number of consumers, producers can identify the stimuli that most often arouse consumer buying interest. Marketers can then develop marketing communication strategies that can trigger consumer interest.

CONCLUSION

Based on the results of research and discussion, the conclusion of this study shows the results that all celebrity endorser indicators consisting of trust, expertise, attractiveness, respect, and similarity have significant effect on buying interest in Fashion Brand products. Erigo local.

Talking about local brands, in a context that is often discussed when it comes to local brands is a brand that has a demographic coverage locally. First, the basic concept used to be that the need and supply in the presence of digitalization of the brand is only as a link between needs and the market. Talking about digital social media, where the context is a means of engagement and communication, not a means of selling. That's why we will see how on social media traction and sales are very small, and some people misinterpret that if boosting ads on social media will increase sales, but actually it increases engagement because social media is a tool of engagement and shop features can be initiated with complete product information.

Partial test results, obtained the Instagram Ads marketing strategy variable has a more significant influence on buying interest than the celebrity endorsement variable. Based on the results of calculations and testing as described in the conclusions above, the suggestions obtained from the research are as described below that it is hoped that local brand producers who use Instagram ads and celebrity endorsements related to fashion can create creativity to promote uniqueness in the delivery of information as stated. This is done by producers to attract attention and make consumers who see it arise a desire or interest to buy. Social media activists can create content creativity by developing events on social media that engage followers interactively to form customer engagement.

Acknowledgement

This research is funded by Bakrie University's Internal Research Grant Program contract number 014/SPK/LPP-UB/XII/2020.

REFERENCES

- Anggraeni, R. D., Pangestuti, E., and Devita, L. D. R. 2018. Endorsment Beauty Vlogger Terhadap Minat Beli Make Up Brand Lokal: Survey pada Peminnat Kosmetik LT Pro yang Dipengaruhi Oleh Video Vlog Ini Vindy di Kota Malang. *Jurnal Administrasi Bisnia* Vol.60, No.1, pp. 155-162.
- Assael, H. 2001. *Consumer Behavior*. New York: Thomson Learning.
- Harly, G. S., and Octavia, D. 2014. Pengaruh Endorsment Fashion Blogger Terhadap Minat Beli Merek Lokal Pada Tahun 2013-2014 (Studi Kasus pada Fashion Blogger Evita Nuh). *Vol. 14, No. 2, Agustus 2014*, pp. 140-151.
- Joseph, T. 2011. *Apps-The Spirit of Digital Marketing 3.0*. Jakarta: ElexMedia Komputindo.
- Komang et al. 2017. Efektivitas Iklan Melalui Media Sosial Facebook dan Instagram Sebagai Salah Satu Strategi Pemasaran di Krisna Oleh-oleh Bali. *Jurnal Analisis Pariwisata* Vol.17, No.2.
- Kotler, P. 2003. *Manajemen Pemasaran Edisi 11*. Jakarta: Indeks Kelompok Gramedia.
- Kotler, P., and Amstrong, G. 2004. *Dasar-dasar Pemasaran, Edisi Indonesia Jilid 2*. Jakarta : Erlangga.
- Kotler, P., and Keller, K.L., 2009, *Manajemen Pemasaran, edisi 13*, Jakarta: Erlangga.
- Metta. 2018. Pengaruh Social Media Marketing Terhadap Ekuitas Merek: Program Crowdsourcing Foto Periode 18 Juli 2016-2 April 2017 di Instagram. *Jurnal Studi Komunikasi dan Media* Vol.22, No.1, pp. 13-28.

- Paquette, H. (2013). Social Media as a Marketing Tool: A Literature Review. https://digitalcommons.uri.edu/cgi/viewcontent.cgi?article=1001&context=tmd_major_papers.
- Penpatra, and Peerayuth. 2020. Dimension of Social Media Marketing Capabilities and Their Contribution to Business Performance of Firms in Thailand. *Journal of Asia Business Studies* Vol.14, No.4, pp. 441-461.
- Rangkuti, F. 2010. Strategi Promosi Yang Kreatif dan Analisis Kasus Integrated Marketing Communication. Jakarta: Gramedia Pustaka Utama.
- Rochmania, L., and Prabowo, F. S. A. 2016. Pengaruh Celebrity Endorsement Pada Instagram Terhadap Minat Beli Produk Mode Lokal (Studi Pada Sharena Gunawan). Vol.3, No.2 Agustus 2016, pp. 1103-1112.
- Schiffman, L. G., and Kanuk, L. L. 2007. Perilaku Konsumen. Jakarta: PT Indeks.
- Shimp, T. A. 2014. Komunikasi Pemasaran Terpadu dalam periklanan dan Promosi. Jakarta: Salemba Empat.
- Simona. 2017. Importance of Strategic Social Media Marketing. *Journal of Marketing*. Vol.5, No.1, pp. 28-35.
- <https://databoks.katadata.co.id/datapublish/2018/02/09/berapa-pengguna-instagram-dari-indonesia>.
- <https://www.dewaweb.com/blog/cara-membuat-instagram-ads-panduan-lengkap>.
- <http://forum.kompas.com>.
- <https://jurnalmanajemen.com/riset-pasar/>.
- <https://www.kompasiana.com/annisamega/588321f3cc92731105931d89/perkembangan-trend-fashion-di-indonesia?page=all>.

