

## ANALYSIS OF INFLUENCER @SHABRINAALUNA'S STRATEGY IN MANAGING INSTAGRAM CONTENT TO BUILD FOLLOWERS' TRUST

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This study aims to determine influencer marketing in managing Instagram content as an effort to build the trust of its followers. The type of research used is a qualitative approach, and data collection is in the form of semi-structured interviews, observation, and documentation. The results of this research influencer marketing manage content using four elements of value, namely; content management to communicate product quality through photos and details of the photo so that the quality and background for taking photos are also considered so that the quality and photos are appropriate. Build followers' trust through captions and usually to show promotions of the products or services represented, the value of ease of communicating through tags or mentions of the represented brand accounts, emotional factors communicating through honest reviews to increase customer loyalty and satisfaction.

### 1. INTRODUCTION

Currently, the use of social media in Indonesia is increasing, and almost all companies and brands use social media for their marketing needs. Based on data from We Are Social and Hootsuite in 2020, the social media penetration rate was 160 million people (59% of the country's population), with growth of 8.1% year -on-year. However, this figure alone shows the potential audience reach, but does not show how it will impact marketers and businesses who want to reach audiences in Indonesia. Based on insights from the last three months of 2019 and the first three months of 2020, obtained from platform data AnyTag (formerly known as CastingAsia) and a team of influencer experts local marketing, these categories have shown strong performance in Indonesia: food & personal care, electronics, FMCG, and travel. At the same time, brands are also increasingly looking to influencers marketing as a means to reach a wider audience in its extension (including the target audience), compared to previously determined audience segments.

Influencer marketing can also provide a unique positioning boost for a business. Looking at the Indonesian market, it is the responsibility of influencer companies marketing to determine the right business strategy and large industries to determine the right standards, providing a foundation on which brands and influencers can harness the true potential of influencer marketing implementation. Brands in Indonesia are increasingly looking for influencers who can help them drive social impact by influencing their followers to align with a particular cause. Influencers are divided into five levels, starting from the brand advocates, micro influencers, macro influencers and mega influencers. Micro influencers are people who have 500 to 50,000 followers and 25% - 95% of them manage their own Instagram posts.

Global results of Worldwide survey for Brand Collaborations, January 2018 e-marketers are 78% Instagram is one of the favorite social media used by influencers. The main reason why Instagram is the most favorite platform for influencers is because of the strength of the platform which places more emphasis on visual appearance. Luna Shabrina is a micro influencer who is being looked at by many companies to promote their products because it is felt that using the services of a large number of micro influencers is more effective than having to spend a lot of money to use the services of one well-known influencer (marketeers.com, 2018). And Luna Shabrina is one of the macro influencers when seen from the number of followers of 255K. If you look at one of the



contents on Shabrina Luna is able to create content with a fairly simple concept and write captions that are not too complicated, but the engagement she gets is still high even though if you look at the photo, it's just a selfie with good ambience, full of blue, which can also trigger a mood. The problem formulation of this research is What is the strategy of an Influencer? managing Instagram content to build followers' trust and the aim of this research is to analyze how Influencers manage Instagram content to build followers' trust.

## **2. METHODS**

The type of research used in this research is descriptive qualitative research. Descriptive research is research to produce tentative theories by searching for theories rather than testing theories. In other words, descriptive research is where research is carried out using observation and a natural atmosphere by going directly into the field and observing. When carrying out observations, what has been observed is also recorded in the form of field notes, photos, videos, personal documents and other official documents.

Primary data is expected to be obtained by researchers by interviewing @shabrinaaluna as a Marketing Influencer on Instagram. Observations were carried out when @shabrinaaluna had free time at a time and place based on mutual agreement with the researcher. Resource persons were selected based on a purposeful method. The aim of this method is to gain an in-depth understanding of a case. The purposeful method was used because the sources were considered to have a wealth of information needed in this research. The reason the researchers chose the three sources as informants for this research was because they were considered competent in their fields and trustworthy because they had experience in social media marketing activities and knew the responses from the recipients.

## **3. RESULTS AND DISCUSSION**

In the current trend, many companies use the services of influencers not only to promote and introduce their products or services, but a brand must also employ influencers who have active followers and influencers who can provide good feedback to a brand. Where in the past, brands promoting products or services were more often communicated through television and brand advertisements ambassador. However, the current trend is that many brand companies and other businesses prefer to use influencers to communicate their products or services. Many Influencers continue to emerge in Indonesia, but only a few Influencers are good at managing Instagram content and have loyal followers who trust the Influencer. Many Influencers have lots of followers and lots of comments but the content is an insult to the Influencer or it could be said some followers his are his "haters". Therefore, it is very important for a brand to see and analyze an Influencer before trusting them to communicate the goods or services that the brand has.

Influencer marketing is a new marketing method using an influencer who is able to change someone's behavior or thoughts to take the next action without any coercion. An Influencer is a person who has full influence to influence someone, currently the marketing system uses all Influencers because an Influencer has great influence to market or promote a product, and communicates directly to followers because according to him Influencers already have their own market, namely followers. An influencer must be able to provide information to followers properly so that the message received by his followers does not cause miscommunication. Using influencers to promote products or services is one marketing method that many brand companies are looking at. And it is a marketing strategy that is quite effective for promoting or introducing a product or service represented by an influencer. Information provided by influencers is conveyed more quickly and spreads widely through social media networks because the influencer's followers themselves are fans of the influencer themselves, therefore followers usually make the decision to buy a product when people they admire and trust have tried the product.

Influencers play a very important role for a brand because they have a huge influence in communicating and informing a product or service so that it reaches the public more quickly, therefore Influencers are really needed to promote or communicate the product or service to the public. However, the process of becoming an influencer is not easy. Shabrina Luna's process of becoming an



influencer started when she was an artist who often appeared on TV. At that time, when Luna wanted to focus more on studying and not take on many jobs on TV, Luna shared more often and was more active on Instagram. At that time, there was a brand that trusted Luna for the first time to inform about its products, Luna was very responsible and did not waste anything. This opportunity, on the other hand, means that he doesn't want to disappoint the brand that already trusts him and wants to inform his followers about the product well. It's also nice to see it because it's not just a promotion or sale.

Instagram needs interesting content to attract people. As said, content is one of the foundations of business, all products and services must be surrounded by various information that can help customers use and enjoy the product or service. Great content should be content that educates, entertains, persuades, and should be easy to share and search. One of the things Shabrina Luna does is to focus on creating content that can communicate a product well because of the trust of her followers. her breasts are high. Instagram has a number of features that can help business people by attracting attention through visual displays and can be utilized by business people. The features on Instagram can also help in managing content more effectively and can be used as a tool to help communicate company products to target consumers through Instagram content .

Manage social media content In building customer trust, Instagram must be able to use captions and maintain characteristics from the start as well as appropriate and appropriate language so that it can be understood by all groups. Shabrina Luna uses captions that are tailored to the content and not too many words to make it look softer selling . For product content that young people use captions with slang, for informative content use more general and polite language, and there is some content that uses English. To create content on social media Instagram must focus more on building the trust of its followers, it must be able to create varied content to trigger the attraction of its followers , such as telling stories about the brand and explaining as clearly as possible the message given so that target consumers believe in what is conveyed through their Instagram content.

Shabrina Luna categorizes her content based on product, information, event , entertainment and promotional content types. Of the several types of content, there are 2 types of content that have high engagement on Instagram , namely product and promotional content which can be seen from the number of likes and comments that are higher than other types of content. Product content is made professional by using templates and attractive photos looking at the ambience and background of the photos and writing convincing captions too. For promotional content, Shabrina Luna manages it through facial expressions, photos and help writing captions , her consumers are very enthusiastic about these two contents.

#### **4. CONCLUSIONS**

Based on the research objectives that have been carried out, Shabrina Luna as an influencer manages Instagram content to build the trust of her followers; managing product content to build followers' trust by showing the quality of the product by taking photos of product details and backgrounds that pay more attention to the ambience of the photos so that the quality of the product is more clearly visible and also help by writing captions and opening opinions for the audience. Attractive followers and using words that suit the target audience , managing promotional content to build followers ' trust by informing them about promotions from a brand to make it look softer Selling Luna does not include the price of the product, builds trust easily by tagging or mentioning a brand to followers , communicates emotional factors by giving honest review to his followers for loyalty and customer satisfaction. Shabrina Luna is able to process Instagram content to build the trust of her followers through photo-taking techniques, detailed photos, facial expressions and writing captions in a very interesting way so that she can work with many brands and the obstacle that Luna experiences as an influencer is when Luna has to create content in the form of videos. from a brand , but the script provided by the brand was too long, so it was difficult for Luna to shorten the script , but the message from the brand's product was still conveyed according to the content that Luna had thought of before.

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