

## Influencer Marketing as a Marketing Strategy

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### **Abstract**

This article discusses influencer marketing as a marketing strategy. The method used in this study is a method of literature sourced from books, research reports, journals, and websites. The findings of this article found that: (1) The rise of social media users became an opportunity for online marketing; (2) Influencer marketing is one of the most effective strategies used by companies to increase sales; (3) Influencers selected who already have personal branding and followers quite a lot; (4) Using this strategy will interest consumers and influence purchasing decisions.

**Keywords:** *Influencer, strategy, marketing*

## Influencer Marketing Sebagai Strategi Pemasaran

### **Abstrak**

Artikel ini membahas *influencer marketing* sebagai strategi pemasaran. Metode yang di gunakan dalam studi ini ialah metode literatur yang bersumber dari buku, laporan penelitian, jurnal dan situs web. Temuan artikel ini menemukan bahwa: (1) Meningkatnya pengguna media sosial menjadi peluang untuk pemasaran secara online; (2) *Influencer marketing* salah satu strategi paling efektif yang digunakan oleh perusahaan untuk meningkatkan penjualan; (3) *Influencer* yang di pilih yang sudah mempunyai *personal branding* dan *followers* cukup banyak; (4) Menggunakan strategi ini akan menarik minat konsumen dan mempengaruhi keputusan pembelian

**Kata-kata Kunci:** *Influencer, strategi, pemasaran*

## INTRODUCTION

Marketing management is one of the main activities carried out by the company to maintain the continuity of its company, to grow, and to earn profit So that a marketing strategy is needed as a process of determining the plans of the top leaders that focus on the long-term goals of the organization along with the preparation of a way or efforts how to achieve those goals (Umar 2001). To achieve the marketing objectives that are so that products (goods and services) can reach the hands of consumers following the target market specified (Agussalim 2011).

The development of information technology is growing rapidly. A variety of small to large business activities takes advantage of this development to run their businesses (Pradiani 2017). Because the internet today is considered to be a very good marketing solution accessible to people indefinitely and accessible where is located then online media marketing can be said to be a promising business for now (Jati 2017). For marketers, this is a huge potential and opportunity to be used as one of the marketing communication tools (Moriansyah 2015).

One of the factors underlying the success of marketing through social media is to use influencer marketing, by definition influencer marketing is a method by appointing people or figures who are considered to influence the community or segments of the target consumer to be targeted and felt to be the target of promotion of the brand (Hariyanti dan Wirapraja 2018). Influencers will give influence because of their views, advice, or opinions that can influence purchasing decisions (Handika, Maradona, dan Darma, 2018).

## **METHOD**

Good research always pays attention to the similarity between the techniques used with the flow of thought and theoretical ideas (Semiawan 2010). The research method is the procedure of how to do research (Efendi dan Ibrahim 2018). This study is processed using the literature study method which is one of the research methods by collecting, reading, and recording literature studies related to research, then processing it as the basis for building a title framework with complete unity (Zed 2008).

The source of research data is the subject from which data can be obtained (Arikunto 2006). Literature studies are conducted only based on written work, including the results of research that has and has not been published. Sources obtained by authors of various kinds, namely from books, journals, and other references.

## **RESULTS AND DISCUSSION → Cambria 13 Bold**

### **1) Marketing Strategy**

Marketing according to William J Stanton in Wibowo is a social activity and an arrangement made by individuals or groups of people to get their goals by making products and exchanging certain nominal amounts to other parties (R. A. Wibowo 2019). Definition of Marketing Strategy according to Private is an overall system of business activities through planning, pricing, promoting, and distributing goods and services that satisfy and meet the needs of buyers (Swasta 2008). Whereas according to Assauri is a series of objectives and objectives, policies and rules that give direction to the company's marketing efforts (Assauri 2013). And the marketing strategy according to Kotler and Armstrong in Astuti is a marketing logic where the business unit hopes to create value and benefit from its relationship with consumers (Astuti dan Amanda 2020).

A research literature study conducted by Wibowo et al, revealed that marketing strategy is one way to win a sustainable competitive advantage whether it is for companies that produce goods or services (D. H. Wibowo, Arifin, dan Sunarti 2015). Marketing strategy can also be interpreted as a set of objectives, policies, and rules that give direction to the company's marketing efforts from time to time at each level and reference and allocation, especially in response to the company in the face of the changing environment and

competitive circumstances (Alhalim 2015). Strategi marketing provides direction concerning market segmentation, target market identification, positioning, and marketing mix (Atmoko 2018).

## **2. Influencer Marketing**

An influencer is the ability to make changes in human behavior and the person who does it or the influencer (Grenny dkk. 2013). Definition of influencer marketing *"Influencer marketing is the most important new approach to marketing in a decade for those professionals at the leading edge of purchasing decisionmaking. The word Influence can be broadly defined as the power to affect a person, thing or course of events"* (Brown dan Hayes 2008). Influencers today there are various kinds, not only on celebgrams, depending on the segmentation of the intended market. Vloggers, bloggers, podcasters can be an option because it is very influential (Chakti 2019).

Influencer marketing is the process of identifying, attracting, and supporting individuals who create conversations with customers of emerging trend brands used in public relations initiatives (Glucksman 2017). Influencer marketing is one of the marketing strategies by utilizing social media platforms. Also, the role of influencer marketing is suitable to be used to effectively improve the brand image (Brandi Image) and increase consumer Brand Awareness of the brand (Hariyanti dan Wirapraja 2018). Influencer marketing is also defined as an updated approach to marketing and public relations where it targets people that consumer prospects get to get information (Nisrina 2019).

Marketing strategy is an effort made to market products or services that use certain means that aim to achieve sales targets. Following literature study conducted by Wibowo et al concluded marketing strategy is one way to win a sustainable competitive advantage whether it is for companies that produce goods or services, can also be the basis used in drafting comprehensive corporate planning (D. H. Wibowo, Arifin, dan Sunarti 2015). The same opinion with Alhalim reveals the marketing strategy is a set of objectives and objectives, policies and rules that give direction to the company's marketing efforts overtime at each level.

And this view is also in line with the results of literature studies conducted by Atmoko concluded that marketing strategies provide direction on market segmentation and target market identification and are closely related to the marketing mix consisting of products, prices, promotions, and places (Atmoko 2018). Of the four findings following what wibowo expressed (R. A. Wibowo 2019), Swasta (Swasta 2008), Kotler dan Amstrong (Astuti dan Amanda 2020).

Influencer marketing is one of the most effective marketing strategies, this strategy utilizes the development of the internet that uses social media can also increase consumer confidence through the review of a product whether it already has a brand image or a new

product. In line with the literature study research conducted by Glucksman gathered influencer marketing a process of identifying and involving individuals to build conversations with customers of a brand. This marketing strategy is trending and used to increase the number of sales because hammering social media can easily market products (Glucksman 2017).

Another research conducted by Hariyanti and Wirapraja concluded Influencer marketing is one of the marketing strategies by utilizing social media and can significantly cut the cost expenditure used for promotion is suitable to be applied to improve the brand image (Brand Image) and improve consumer Brand Awareness towards the brand (Hariyanti dan Wirapraja 2018). Furthermore, this research was also done by Nisrina concluded influencer marketing is an updated approach to marketing and community relationships were targeting people who are prospects consumers get to get information, these influencers help raise awareness and influence purchasing decisions by reading blogs, forums, and others (Nisrina 2019).

The four findings correspond to what Brown and Hayes revealed (Brown dan Hayes 2008) and Singh and Diamond say *Social influence marketing a technique that employs social media (content created by everyday people using highly accessible and scalable technologies such as blogs, message boards, podcasts, microblogs, bookmarks, social networks, communities, wikis, and vlogs) and social influencers (everyday people who have an outsized influence on their peers by virtue of how much content they share online) to achieve an organization's marketing and business needs* (Singh dan Diamond 2012).

## CONCLUSION

Influencer marketing as a marketing strategy is a very effective strategy used for companies or small and medium enterprises. This strategy utilizes social media as a means of promotion and uses influencer services that already have personal branding and have a large number of followers. Then it can easily attract the interest of consumers and have a big influence on purchasing decisions so that sales targets will be achieved.

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