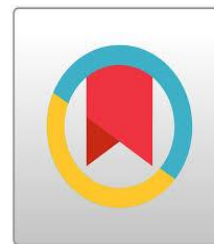


“Blue Tick” Celebgram Endorsement: A New Phenomenon of Marketing Communication Strategies in Increasing Product Sales (Case Study on @avoskin Instagram Account)



Endorsement Selebgram "Centang Biru": Fenomena Baru Strategi Komunikasi Pemasaran Dalam Meningkatkan Penjualan Produk (Studi Kasus Pada Akun Instagram @avoskin)

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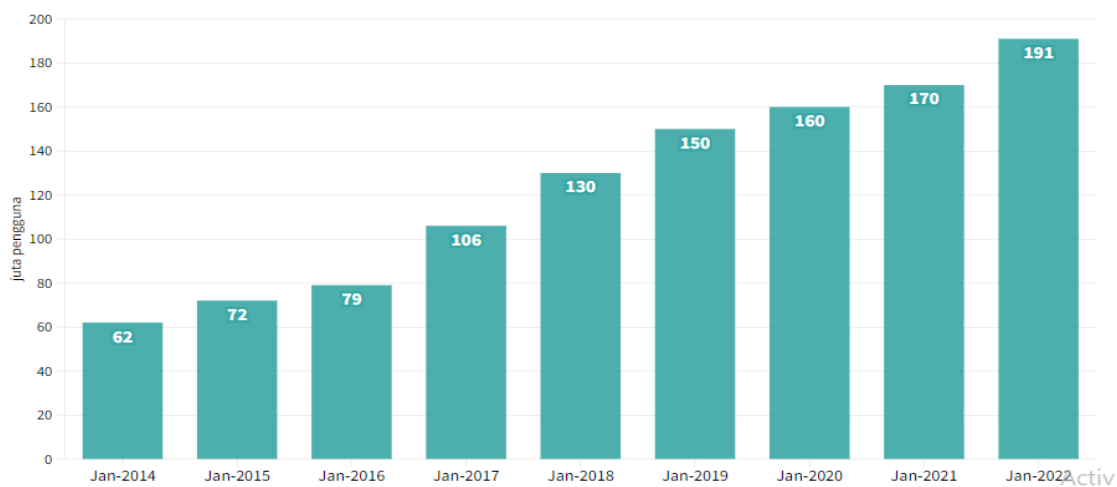
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ARTICLE INFORMATION	
<p>Keywords <i>Marketing Communication; Endorsement; Celebgram; Case Study;</i></p>	<p>ABSTRACT Cosmetic has been a most wanted product nowadays, especially among teenage girls. In no time, local cosmetic enterprises have popped up. Most of these local cosmetic enterprises introduce and promote their products online through social media, especially Instagram. This research aims to find out Avoskin’s product marketing strategy that is done through endorsements to macro-influencers and to find out the impact of the endorsements on consumers’ decisions in purchasing the products. This research applies the qualitative descriptive method with a case study approach and collects data through interviews and observations. The result of this research shows that @avoskin only does endorsements to macro-influencers, in this case, are Instagram influencers with more than one hundred thousand followers, and are likely to have their accounts verified so-known as selebgram centang biru. In addition, from the results of interviews conducted via Instagram’s Direct Message (DM) to 5(five) informants, it can be concluded that almost all informants know and decide to buy Avoskin products after seeing product reviews conducted by these selebgram centang biru, therefore the use of endorsements on the verified Instagram influencers has proven to be one of the consumers’ consideration to purchase the products, so the endorsement method used by Avoskin can continue to be used as a form of marketing strategy.</p>
<p>Kata Kunci <i>Komunikasi Marketing; Endorse; Selebgram; Study Kasus;</i></p>	<p>ABSTRAK Kosmetik menjadi produk yang paling dicari saat ini, terutama di kalangan remaja putri. Tidak butuh waktu lama, pengusaha kosmetik lokal pun mulai bermunculan. Sebagian besar pengusaha kosmetik lokal ini memperkenalkan dan memasarkan produk mereka secara online melalui media sosial instagram. Penelitian ini bertujuan untuk mengetahui bagaimana strategi pemasaran produk yang dilakukan avoskin melalui endorsement pada makro influencer serta untuk mengetahui dampak endorsement tersebut terhadap keputusan konsumen dalam melakukan pembelian produk. Penelitian menggunakan pendekatan kualitatif dengan desain riset studi kasus. Teknik pengumpulan data dilakukan melalui wawancara dan observasi. Hasil dari penelitian menunjukkan bahwa @avoskin hanya melakukan endorsement kepada para makro influencer, dalam hal ini adalah selebgram dengan jumlah pengikut diatas 100 ribu orang, selebgram ini biasanya akan mendapatkan tanda centang (✓) berwarna biru pada akunnya sehingga dikenal dengan sebutan selebgram centang biru. Selain itu, dari hasil wawancara yang dilakukan melalui Direct Message (DM) instagram kepada 5 (lima) orang informan, dapat disimpulkan bahwa hampir semua informan mengenal dan memutuskan untuk</p>

	<p>membeli produk avoskin setelah melihat review produk yang dilakukan oleh selebgram centang biru ini, oleh karena itu pemanfaatan endorsement pada selebgram centang biru terbukti menjadi salah satu keputusan konsumen untuk melakukan pembelian terhadap produk sehingga dapat terus dijadikan sebagai salah satu bentuk strategi pemasaran.</p>
<p>Article History Send 5th February 2022 Review 20th April 2022 Accepted 13th June 2022</p>	<p>Copyright ©2022 Jurnal Aristo (Social, Politic, Humaniora) This is an open access article under the CC-BY-NC-SA license. Akses artikel terbuka dengan model CC-BY-NC-SA sebagai lisensinya.</p> 

Introduction

The development of technology, especially internet technology has progressed very rapidly from time to time (Mosco, 2017). It is known that internet users both in the world and in Indonesia are increasing every year. According to (Kemp, 2022) in January 2022 it is known that as many as 191 million people (around 73.7% of the total population of Indonesia) have been connected to the internet users has increased by 12.35% compared to the previous year, which was 170 million people. The advancement of internet technology certainly brings impacts and changes in various aspects of life. These impacts affect all aspects, including the business aspect (Pertiwi, 2019).



Picture 1. Increasing Number of Social Media Users Every Year

Source: dataindonesia.id

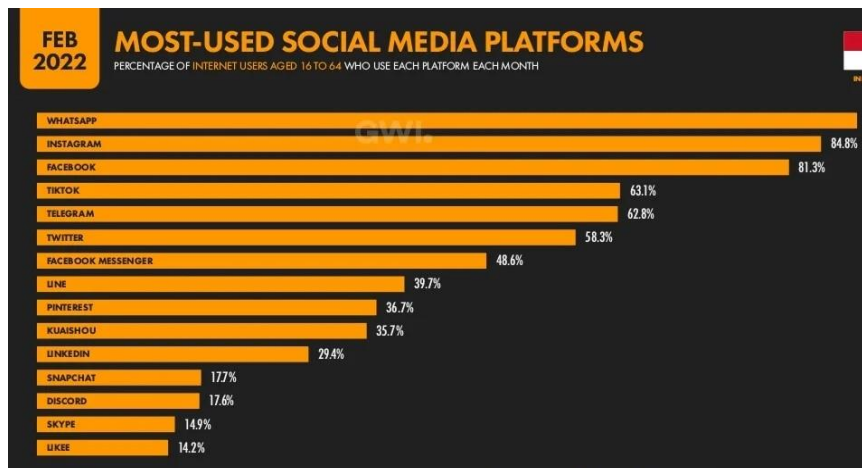
The internet can not only be used to communicate, the internet has undergone a change of function, one of which is as a business medium (Naughton, 2016). The advancement of the internet has transformed the conventional buying and selling business into an online business. According to Morisan in (Kannan, 2017), there are several reasons why entrepreneurs make online sales, including: 1) being able to reach people in various parts of the world; 2) can be done more cost-effectively and efficiently; 3) can reach certain targets/ consumers; 4) it is easier and faster to convey information, such as changes and discounts; 5) can provide maximum service for customers, because it can be monitored for 24 hours, and 6) feedback from consumers occurs very quickly. In addition, the number of start-up companies and also e-commerce for promotional media makes online sales increasing a priority.

People use smartphones connected to the internet to carry out all activities, such as studying, buying and selling, cashless payments, and simply communicating with colleagues who are far away from them. One of the most in-demand and most accessed

platforms today is social media, ranging from Facebook, Twitter, Instagram, Line, Whatsapp, and the latest is Tiktok. This opportunity is certainly not wasted by entrepreneurs, they see loopholes and opportunities to promote and sell through social media. Marketing techniques that previously used analog/ conventional media such as guerilla marketing techniques have now switched to online, one of which is by using social media. Cawidu in (Rustiana, 2018) said that internet use in Indonesia is dominated by social media. Social media is an Advertising Tool that is used to promote and sell.

Entrepreneurs use various kinds of social media platforms to convey information, and promotions and even make sales online. King in (Rustiana, 2018) conveyed some of the benefits of using social media in business, including: 1) media for promotion and sales; 2) establishing good relations with consumers; 3) studying the disposition and perception of consumers by paying attention to their conversations on social media; 4) “crystallize” product or service ideas that come from consumers; 5) providing service support for consumers by conveying information and answering any questions from consumers through social media; 6) encourage consumers to share positive perceptions of other consumers through word of mouth; 7) identify and conduct interactions with suppliers, business partners, and other potential parties. Social media has also begun to be used to create creative ventures. Because the number of social media usage is very high, it is not difficult to get people’s attention through social media, so doing marketing through social media has proven to be easier than marketing it directly (Yasmin et al., 2015).

One of the social media that is popular and widely accessed, especially among young people today, is Instagram. Instagram was first formed by a company called Burb INC, at the beginning of its formation, Burb INC only did the creation of applications for gadgets. Instagram was created by Programmers as well as the CEOs of Burb INC, namely Kieger and Kevin Systrom. These two of them are the successful figures behind the creation of Instagram. Instagram was launched in January of 2010, which means it is younger than Facebook and Twitter (Ramadhan & Firdaus, 2017). However, although its emergence is classified as “late” among similar platforms, Instagram can compete with its predecessor. Instagram is known to be a favorite social media that is loved, especially among teenagers who even in Indonesia itself its use can outperform Facebook which was the digital platform with the most access for some time. Ease of operation, the combination of audio and visual (photos and video), and various other features make Instagram even more popular. Because of these things, many traders (MSMEs) to large traders use the Instagram platform as a digital marketing medium



Picture 2. Types of Social Media That Are Often Accessed in Indonesia
Source: dataindonesia.id

From the chart above, we can see if Instagram can outperform some of its predecessors, namely Facebook and Twitter. According to dataindonesia.id, Instagram is the second most frequently accessed social media after WhatsApp, even beating Facebook which was launched first. Instagram users in Indonesia in 2022 have indeed decreased, where the number of users in the previous year, namely 2021, was 86.6% and now it has dropped to 84.8% of the total population, but still until now the number of users is still the second-highest, according to WhatsApp. Because the number of users is quite high, it will be very profitable if Instagram is used as a promotional medium.

In addition to being widely used, Instagram is also the most frequently accessed social media by netizens. Reporting from the We Are Social page, the average Indonesian accesses WhatsApp with an average usage time of 30.8 hours per month, Instagram and Facebook have the same strength, namely at 17 hours per month, followed by Tiktok 13.8 hours per month (M Ivan Mahdi, 2022). The duration of netizens accessing Instagram, which is also second-ranked after WhatsApp, supported by various Instagram service features, it is not surprising that many large and small-scale entrepreneurs are who started looking at and using Instagram as a promotional medium.

According to Miles in (Mizanie & Irwansyah, 2019), Instagram is a very effective medium that can be used to attract and get many consumers. There are out of 50% of well-known brands use Instagram as an online marketing medium. Instagram has a distinctive feature, namely by cornering something in terms of visuals, this will be very good if it is used to make potential consumers interested in what is shown.

Of course, it is not without the reason why Instagram is the most popular digital platform today. Bambang in (Ramadhan & Firdaus, 2017) said that Instagram is a social media that has a service to upload photos or videos in the Instagram account that we have, which we can also connect with other social media such as Facebook and Twitter, so if we upload photos or videos on our Instagram account, the uploads will also appear on our Facebook and Twitter accounts. The features of Instagram includes; 1) uploading photos/videos; 2) followers; 3) mention; 4) geotag/ location; 5) like signs; 6) comments and; 7) Instagram TV/ IG TV.

Online marketing through Instagram is called Instagram Marketing. Instagram marketing is a marketing activity that uses all the facilities (features) provided by Instagram to increase sales and establish more intimate communication with consumers (Kurniawan, 2017). According to Lasmadiarta in (Kurniawan, 2017) the concept of Instagram marketing adds that trust is very important in doing marketing, therefore through Instagram people can build trust by conveying information packaged in a message, including: 1) including as much and complete information as possible in Instagram profile; 2) include the name of the company/ types of business; 3) include addresses/ contacts that can is easy to contact; 4) being a follower of popular people; 5) upload something useful, the product you uploaded it must be included with a detailed description so the consumers are not worried anymore about product details and; 6) upload photos or videos with good quality.

Providing the information above on the Instagram page will make potential consumers confident in the credibility of our business so that it will be able to increase sales. If we can provide good service and foster a sense of trust in consumers, then consumers will indirectly help us do promotions, because consumers will usually recommend our store to friends and their families, and if they are also interested in buying our products, of course, this will be able to increase the sales.

In social media, there is a new term, namely Digital Influencer. An influencer is a person who has the ability to influence or persuade, and change the opinions and beliefs of others online. In simple terms, digital influencers are people who have a great influence on other people and also followed by many people on social media or the internet (Belanche et al., 2021). Influencer has a very large role to influence and convince other people to feel interested in the products they are promoting (Nasih et al., 2020).

Digital influencers on Instagram are known as celebgrams. There are five classifications of digital influencers based on the followers, including (Abdullah, 2020): Nano influencer who has a follower count of between 1.000 to 10.000 people, this influencer does

have the fewest followers, but Nanoinfluencer is known to have the best closeness to their followers. Secondly, Micro influencer with 10.000 to 50.000 followers. The third Mid-tier influencer has 50.000 to 500.000 followers. The fourth Macro influencer with a followers number of between 500.000 to 1 million people, and the fifth is a Mega influencer with a total of more than 1 million people. This celebgram with many followers of more than 1 million people will get a verified mark in the form of giving a blue tick (✓), so this celebgram is known as a blue tick celebgram by the number of followers.

These influential individuals are people who already have the trust of their followers on Instagram, where their opinions will usually have a tremendous impact on the online reputation of a product. When a celebgram uploads something on their account, how many followers engage with their upload, by giving a message in the form of giving a like, commenting, re-uploading and also click on the link and URL of the ad, or even by doing anything further, such as making a purchase. This is what will later be seen as a benchmark for the success of a celebgram in promoting online. Some aspects that will be considered from a digital influencer according to Solis in (De Veirman et al., 2017) are: 1) reach (refers to the number of followers of a celebgram); 2) resonance (is the level of engagement of followers with uploads made by the celebgram); 3) relevance (shows the level of conformity and similarity of values adopted by celebgram and brand image of a product).

Why should use celebgram to promote? Anshar in (Nasih et al., 2020) indicates that there is a positive influence on the taking of the product when using a celebgram as the person promoting the product. Celebgrams also have a very significant role in consumers' buying interest in a brand and how a celebgram who has many fans will become a role model for their followers.

The celebgrams capitalized on three things in promoting a product, namely (De Veirman et al., 2017) attractiveness, trustworthiness, and expertise to attract consumers' interest online on Instagram. However, according to Ariani in (Nasih et al., 2020) the appearance and also the attitude of a celebgram are formed according to the image they want to display which they will usually adjust to the product they will promote, for example, the impression of fashionable, high class, and also luxurious so that usually the personal character shown by a celebgram on Instagram will be different from their character who is actually outside Instagram.

Certainly never imagined in our minds before that social media, which has only been considered as entertainment, can actually be used as a medium for doing online marketing that is most chosen by entrepreneurs. An estimated 2.8 billion active social media users

worldwide use their social media for online shopping (Chen, 2018). Many types of social media platforms such as Facebook, Twitter, Instagram, Line, Whatsapp, and so on are equipped with a series of features that can help business people to create content to encourage their business growth by increasing brand awareness conversion with appropriate strategies. The explosion of social media users has created openness in various things, including endorsement. Endorsement is a method used to introduce a brand or promote it by those who have a large following on their social media accounts. This method is also known to be more efficient and relevant.

The role of celebrities is important in this endorsement activity because celebrities are figures who have the strength and are considered capable of establishing unprecedented close relationships through interactions with their fans directly. In addition to celebrities, other well-known figures/ public figures such as famous figures who also have a lot of followers on their Instagram accounts will usually be targeted by sellers to be asked for endorsements.

The fame possessed by celebrities and other public figures will create a high sympathetic feeling from their followers, if they endorse a brand, then this will be able to help create a branding image of one brand more broadly. This phenomenon will be directly proportional when viewed from the theory of parational interaction and celebrity support which aims to propose antecedent frameworks and the results of parational interactions with celebrities on social media (Fatmawati Octarina, 2020).

Endorsements are chosen by many entrepreneurs instead of following their products on television, radio, or magazine, of course, with various insights. Several benefits will certainly be felt by business enthusiasts by making this endorsement, including (De Veirman et al., 2017):

1. Forming Credibility

Because this endorsement activity involves celebrities and public figures, people will feel confident in the credibility of a product. People will tend to trust people who are admired by them, therefore celebrities and public figures will be able to help to highlight the advantages of the product to be endorsed so that it can build public trust in a brand.

2. Making Brands More Known

For new ventures where their products have not been approved and known by the public at all, endorsements are one of the effective ways to make their products known to the public. The public will certainly pay attention and remember the products that are introduced and

used by their idols, therefore brands that were not initially known by the public will eventually be known through endorsements.

3. Making The Brand Look Cornered

Another benefit of endorsements is to make a brand stand out, because when reviewing a product, usually influencers will compare it with other products that are competitors, this will make consumers remember the advantages of products used by people they admire.

4. Opening New Markets

Here brands are free to choose which celebrities or public figures to choose to endorse their products. Brands can choose artists or public figures who have a large following and are appropriate and suitable for wearing and reviewing their products so that they can open up opportunities for a brand to open up new markets.

In this study, researchers will make observations on one of the Instagram accounts, namely @avoskin. Avoskin is a local company engaged in beauty. Officially circulated in 2019 until now, Avoskin products are sold very well in demand in the market, especially among young women. This account with a number of followers of more than 400 (four hundred) thousand people also uses several social media, one of which is Instagram to do promotion and marketing. So, does Avoskin also do endorsements as one of their marketing strategies? If yes, what kind of celebgram criteria does Avoskin choose to do product reviews and endorsements for their products? As well as whether the endorsement of this celebgram affects the decisions/ buying interests of their consumers, especially their followers on Instagram.

Method

The method used in this study is descriptive qualitative with a case study approach, which focuses on the use of celebgram endorsements as a marketing strategy through Instagram. In this method, the researchers are key instruments, where data collection techniques are carried out by combining and analyzing data (Bala & Verma, 2018). Yin said that case study research is an empirical investigation that investigates contemporary phenomena in a real-life context, especially when the boundaries between phenomena and context are unclear (and) depend on various sources of evidence (Anisyahrini & Bajari, 2019).

The object of this research is the Instagram account @avoskin as well as several followers of the Instagram account who are also active in giving likes and comments on posts on this Instagram account. Avoskin is a company engaged in the field of beauty.

Avoskin is one of the local brands that is currently favored by many teenagers, especially young girls. Avoskin uses online product promotion on social media as its main marketing strategy, they even only sell their product online, do not have stores, or have not provided their products in stores that sell beauty products. This is a new phenomenon, research will later be able to describe many things or points of view related to online sales, as Yin said that case studies are a comprehensive research strategy that deals with situations “where there will be more interesting variables than data points”, “depending on the various source of evidence, with data that needs to be converged by way of triangulation”, and that “benefits from the development of previous theoretical propositions to aid data collection and analysis (Anisyahrini & Bajari, 2019).

Researchers collect data through interviews and observations. The interview was conducted with an interview guide instrument or interview and question and answer to several followers of Avoskin’s Instagram account which was carried out through private messages available on the Instagram feature or commonly referred to as Direct Message (DM). The selection of source or key informants is carried out by paying attention to Instagram followers who often give likes and are always actively commenting on the post on Avoskin’s Instagram account, and are determined to be as many as 5 (five) informants. The interview was held on 19-21 February 2022. In this question and answer process the questions to be asked are 1) followers’ reactions to product reviews conducted by celebgrams; 2) customer satisfaction with the products reviewed by the celebgram and; 3) the influence of endorsements by celebgrams on their decision to buy the product.

Another data collection technique used is observation. Observation is a management analysis method carried out by Avoskin’s Instagram. Researchers made direct observations of Avoskin’s Instagram account. The aspects that will be observed are product analysis and market segmentation as well as criteria for selecting celebgrams as endorsements carried out by Avoskin.

Data analysis techniques are carried out in conjunction with the data collection process, including data reduction, data presentation, and drawing conclusions. At the stage of qualitative data analysis, the author presents data from interviews, observations, and literature studies. Then the data will be combined with the data obtained through observation on Avoskin’s Instagram account. After merging, the data is then reduced according to the question and research objectives. The data will then be presented with the actual conditions as they are. The presentation of data is carried out by selecting quotes from interview results that are considered to have a strong weight. Furthermore, the researcher presents the data

sequentially according to the needs of the study. After that, categorization and classification will be carried out to present the results of the study. The last stage is to draw conclusions.

Results and Discussion

Promotion in Marketing Communications

One of the important concepts of marketing communication, namely promotion. Promotion according to Kotler & Amtrong in (Sylvia Cici, 2020) is an important part of the marketing mix. In promotional activities, entrepreneurs in this case the brand owner of a product carry out communication activities with their consumers to experience changes in behavior as desired. Marketing strategies can be in the form of advertising through the media, direct selling, price-cutting or giving away, or collaborating with influencers (bloggers, vloggers, or celebgrams).

The owner of the Avoskin brand seems to be very aware of the importance of this promotional activity so that the existence of his product is known and known by the public, especially the target market. The very diverse promotional media causes entrepreneurs to have many choices in carrying out marketing strategies. The Avoskin brand uses several marketing strategies, one of which is an endorsement to celebgrams. According to observations made on Avoskin's Instagram account, it can be seen that this brand with a total of 453 thousand followers very often uses endorsement to celebgrams.

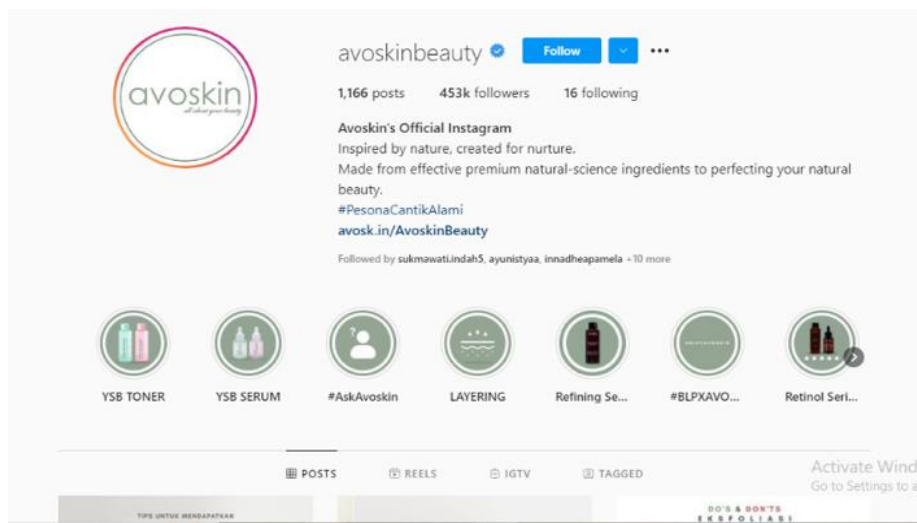
Promotion is a non-personal communication activity about a product, idea, or service financed by the sponsor (brand owner). The advantage of promotion through endorsements is the low cost and also the process of creating advertisements is easy and fast. If to create an advertising program, usually a company has to spend quite deeply, then with this endorsement, the company only needs to pay for endorsement services that are not as expensive as advertisements in the mass media in general. In addition, the concept and process of making advertisements are directly carried out by celebgrams who are trusted to provide reviews on the products to be sold.

Product Analysis and Market Segmentation of Avoskin

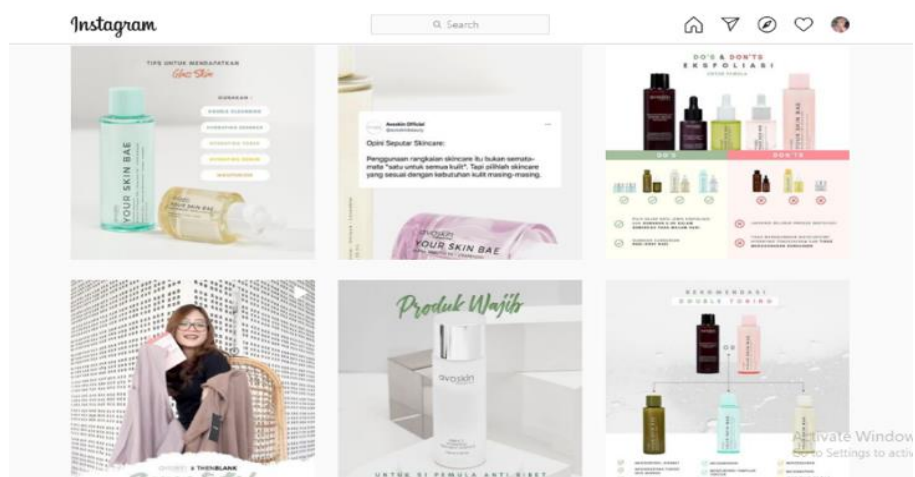
Avoskin is one of the cosmetic brands created to care for the skin. Avoskin is made from natural ingredients without harmful ingredients that are irritative. Avoskin always presents the best products made from natural ingredients. Avoskin believes that everyone deserves to benefit from nature. Avoskin always innovates and creates products created from nature. Avoskin has the motto "*Embrace the change, begin your beauty evolution, and*

join us in celebrating the spirit of natural beauty". Avoskin cosmetic products are very assortment, such as facial washing soaps, moisturizers, vitamins, serums, and so on. Avoskin claims that their cosmetic products can be used by all ages both women and men.

If we look at @avoskin's Instagram account, the concept presented is simple and natural but still seems luxurious. From the choice of colors, the photos presented by Avoskin wanted to show something that seemed simple but interesting. From the selection of words used in each post, it also uses simple language 'contemporary' but is still easy to understand. The models used as well as the endorsement celebgrams are also young men and women with an age range of 20-30 years. From these several things, it can be concluded that Avoskin targets teenagers for market segmentation of their products.



Picture 3. @avoskin Instagram Account
Source: instagram.com



Picture 4. Display of Product Post on @avoskin Instagram Account
Source: instagram.com

The Instagram account @avoskin is followed by 649 thousand people and has received a ‘blue tick’ from Instagram, as verification that the account has more than 100 thousand followers or is one of the favorite accounts and is often accessed by other Instagram users. There don’t seem to be too many words in his biography. When viewed from her 649 thousand followers, followers are dominated by teenage women who perhaps many of the followers are high school students and also college students and women who have worked with an age range of about 20-30 years. Thus we can conclude that the target market of Avoskin is teenage girls.

Celebgram Selection Criteria

On their website (Avoskin, 2020) Avoskin said that they focus more on selling products online, except for purchases made at resellers, but resellers also get the goods through purchases at official Avoskin stores. Please note that Avoskin has recently sold its products in conventional stores that sell beauty products/ cosmetics, so Avoskin is indeed more focused on marketing activities online. Avoskin is also seen often doing endorsements, both on social media Instagram, Tiktok, and Youtube. Here are some names of influencers (celebgrams) who have collaborated, namely endorsements with Avoskin’s Instagram account:

Table 1. List of Avoskin Endorser Celebgrams

Instagram Account Name	Professions	Number of Followers
@ludovijessica	Beauty influencer	95 K
@_febrian	Travel blogger	113 K
@agustine.gozhali	Beauty influencer	125 K
@ayladimitri	Beauty influencer	374 K
@acalodita	Beauty influencer	301 K
@tantrinamirah	Artist	486 K
@tynakanamirdad	Artist dan models	621 K
@suhaysalim	Beauty influencer	643 K
@paolatambunann	Artist	521 K
@claudianovira	Beauty influencer	219 K
@vinnagracia	MUA	573 K
@tasyafarasya	Beauty influencer	4,6 K
@irishbela	Artist	18,6 K
@joviadhiguna	Content creator	758 K
@agnesoryza	Beauty blogger	35,6 K
@sarahazka	Travel blogger	147 K
@rachgoddard	Beauty influencer	1,2 million
@nadyaaqilla	Beauty influencer	117 K
@affiassegaf	Content creator	82 K
@puch	Beauty influencer	145 K
@iraniviaza	Doctor	65 K
@marissaln	Artist	1,4 million
@siviazizah	Singer	1,2 million
@pattdevdex	Digital creator	257 K
@sarahayuh_	Beauty influencer	789 K
@bylizzieparra	Beauty influencer	174 K

Source: instagram.com

Based on the table above, we can see that in the 26 celebgrams that have been endorsed by Avoskin, 22 accounts are seen to have followers above 100 thousand, while the remaining 4 celebgrams have followers below 100 thousand. When viewed from each of the celebgram accounts, 23 accounts have been verified 'blue ticks' and the remaining 3 have not been verified. In their research, Kim dan Jeong in (Ata et al., 2022) argued whether the use of influencers would be more effective in determining consumer attitudes towards advertising, and it was found that influencers were known to be more attractive than celebrities in the world of advertising through their social media.

In Their Study, (Ata et al., 2022) said that unlike celebrities in general, influencers succeed in influencing consumers as representatives of a brand or product. They also evaluated that the impact and ability of influencers on advertising depends more on their popularity and does not need a fit between the product and their influencer. The popularity of celebgrams with a blue tick is quite high because it has not a few followers, this is what may make Avoskin use more celebgrams with blue ticks in doing endorsements, with a number of followers of more than 100 thousand, they are considered to be able to have a very significant impact on the introduction and sale of the product later.

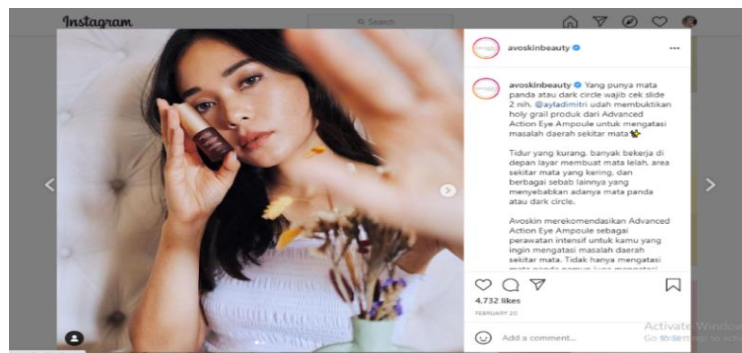
If referring to the results of the study conducted by (Ata et al., 2022), several reasons can be concluded that make Avoskin prioritize celebgrams with blue ticks to endorse, including:

1. Celebgrams with a blue tick have fairly high popularity because they have a large number of followers (more than 100 thousand), therefore the promotion process will be more effective, and the message will be more conveyed to many people at one time.
2. Celebgrams with a blue tick are usually people who are famous and have a high influence so that what is conveyed by them will be easily trusted by their followers so that the process of persuasion becomes easier.
3. Although the endorsement price for mega influencers is most expensive than others, the success of endorsement will be more felt, so that the increase in product sales will be realized.

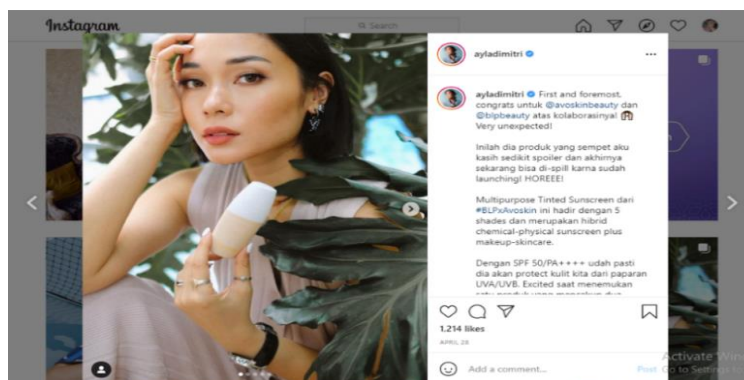
However, from the table above, we can also see that not all celebgrams who have endorsed Avoskin products have a blue tick, but the celebgram is a fairly well-known beauty influencer. It is possible that Avoskin still trusts them to do endorsements because they have quite good experience and reputation in the world of skincare.

The systematics of the endorsement that Avoskin does is, that celebgrams will review Avoskin products then will display them on their respective Instagram accounts,

then they will also take pictures using Avoskin products and post the photo on their Instagram. Avoskin will also post a photo of the celebgram with their product on the @avoskin Instagram account, besides that they will also display a video snippet of product reviews by the celebgram on the Avoskin's Instagram account, so that followers of the celebgram account and Avoskin's Instagram account, so that followers of the celebgram account and Avoskin can both see endorsed videos or photos both on the celebgram's Instagram account and @avoskin account.



Picture 5. The Display of The Endorsement Photo on The @avoskin Instagram Account
Source: instagram.com



Picture 6. The Display of Endorse Photos on Celebgram Instagram Account
Source: instagram.com

Consumer Trust in Celebgram and Satisfaction With Product Reviews by Celebgrams

The success or failure of an endorsement is measured by the level of trust and consumer satisfaction with the endorsement carried out by the celebgram. On online channels, a person can express their feelings and thoughts about a product, service, and brand at the same time without restrictions, therefore one will determine the trust in a product or service to refuse or accept the information submitted. When someone thinks that the information they get comes from sources or uploads made by influencers they follow and trust on social media, then they will believe and assume that the information will be useful for them (Ata et al., 2022).

Hwang in (Ata et al., 2022) argues that the quality of the content and the perceived similarity contribute to increasing trust. When consumers consider an influencer reliable, likely, the message conveyed by the influencer about a product or a service will be able to change consumer attitudes and trust. From this opinion, it can be concluded that if a person has put trust in influencers, then he will not hesitate to believe and believe what influencers convey and share on their social media. To determine the level of trust and satisfaction of these consumers, researchers conducted interviews through Instagram Direct Message (DM) with 5 (five) informants. The five people are followers of the @avoskin Instagram account and celebgram endorsed by Avoskin. These five informants also often give likes and comments on posts on the @avoskin Instagram account. The following are the results of the researcher’s interview with informants about the satisfaction level of Avoskin product reviews by celebgrams with the question “Who are the celebgrams you follow (among the celebgrams endorsed by Avoskin), so do you feel satisfied with the review of Avoskin products conducted by celebgrams (Which are followed by them)?”:

Table 2. Interview Results on Product Buying Decisions

Informant	Followed Celebgram Accounts	Product Buying Decisions
Informant 1	@suhaysalim	Buy
Informant 2	@ayladimitri	Buy
Informant 3	@rachgoddard	Buy
Informant 4	@tasyafarasya	Not Buying
Informant 5	@nadyaaqilla	Buy

Source: personal interview

After consumers feel confident and satisfied with the delivery of information about products carried out by influencers, the next thing to expect is that they will have the intention to buy. Purchase intention is a process that is intertwined with the decision to make a purchase made by consumers of a product or service (Wang et al., 2021). Influencers who have the expertise, have a large number of followers, and have high trust are considered more persuasive in the buying behavior of their followers (Ata et al., 2022).

Of the five informants we have interviewed, four people decided to make a purchase after seeing product reviews by the celebgram, and one other person admitted that he still had a product with the same function as other brands, but it was possible that later he would also buy products from Avoskin. Four people who decided to make the purchase said that if they had been following the celebgram who did the endorsement for a long time so they put considerable trust in the products they recommended. Two of the four informants who decided to make a purchase after seeing the review by this celebgram said that if they even

immediately placed an order and purchased the product after only one time saw the product it was reviewed by their favorite celebgram and they have trusted as a beauty influencer who only reviews products with good quality.

The reputation of a celebgram also seems to be a consideration for consumers. Celebgrams who are known to often endorse quality and non-fake products will cause trust in consumers so consumers do not hesitate to make purchases. While conducting an interview via Instagram Direct Message, the researcher also asked what if the purchased item turned out to be unsuitable for their use, three people replied that they did not regret making a product purchase because everyone's skin condition was different, it might be a coincidence that the product purchased did not match them, and the five informants said that they would remain followers of the celebgram.

From the results of this interview, it is known that the marketing strategy of using endorsements on the 'blue tick' celebgram has succeeded in getting consumers to make product purchases, because of their trust and confidence in the celebgrams they follow. Therefore it can be said if one of these marketing media proves successful to do. And one of the most significant benefits felt by entrepreneurs by using this marketing endorsement strategy is that the costs incurred in the form of 'fees' to endorsement celebgrams are somewhat cheaper when compared to making advertisements in print media, therefore it will further increase the profits of entrepreneurs, and the most important thing is that the endorsement of this blue tick celebgram is able to increase product sales.

Conclusion

The use of the 'blue tick' (macro influencer) as a marketing strategy on Instagram social media, seems to have become an option for business people. Based on observations made on the @avoskin Instagram account, it is known that this cosmetics company always chooses celebgrams with a number of followers above 100 thousand (macro influencer) or what is commonly called the blue tick celebgram to do endorsements. Of course, this is done not without reason. The initial purpose of endorsements to celebgrams who have many followers, it is hoped that the followers of these celebgrams will later start following and buying products sold by Avoskin. The company, which targets young women, is seen using young celebgrams, most of whom are also beauty influencers and have a Youtube account that discusses makeup and skincare.

According to the results of interviews conducted through Instagram Direct Messages (DM) with some Instagram followers @avoskin who often give comments and likes on

posts on this Instagram account, four out of five people we interviewed said if they found out and started buying Avoskin products after they saw a product review conducted by one of the celebgrams they followed. They do not hesitate to immediately purchase a product every time their favorite celebgram finishes reviewing a product. The level of consumer confidence in this blue tick celebgram is very high, so they immediately believe what the celebgram said. The selection of a blue tick celebgram to do this endorsement can be an option for entrepreneurs in carrying out marketing strategies to increase product sales.

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