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NANO-INFLUENCERS ON SOCIAL MEDIA AS AN EFFECTIVE AND EFFICIENT MARKETING PROMOTION

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Abstract

Social media marketing is one of the items developed by marketers for a practical marketing style. Social media is considered capable of reaching consumers quickly and can introduce products carefully. The aim of this research is to determine the distribution of nano-influencers as the most efficient and effective marketing tool, as well as the most numerous classes of influencers. The research method uses a literature review, to describe the paradigm of social media marketing and various influencers. The literature review also describes ten leading research on nano-influencer objects. In addition, the preparation of nano-influencer indicators was also carried out by experts, as was observing and approving these indicators for influencers. The results of the study show that there are ten indicators based on a review of the bibliography that are similar to the opinions of experts. As well, there are two indications that have not yet received approval based on influencer observations, namely nano-influencers have presence and can respond to expectations. The third source is research by adopting nano-influencers as the most effective and efficient influencers.

Kata kunci: Social Media, Nano-Influencer, Influencer, Instagram.

Abstrak

Sosial marketing menjadi salah satu pilar yang dikembangkan oleh pemasar untuk gaya pemasaran praktis dan media sosial dianggap mampu menjangkau konsumen secara cepat. Tujuan penelitian ini untuk mengetahui sebaran nano-influencer sebagai tools marketing paling efisien dan efektif, serta kelas influencer paling banyak. Metode penelitian menggunakan kajian literatur, dengan menggambarkan paradigma media sosial marketing dan berbagai influencer. Kajian literatur juga mendeskripsikan sepuluh penelitian terdahulu tentang objek nano-influencer. Selain itu dilakukan juga penyusunan indikator nano-influencer dari para ahli serta melakukan observasi dan persetujuan terhadap indikator tersebut kepada para influencer. Hasil studi menunjukkan terdapat sepuluh indikator berdasarkan kajian pustaka dan similar dengan pendapat para ahli. Serta terdapat dua indikkator yang belum mendapat persetujuan berdasarkan pengamatan influencer, yaitu nano-influencer memiliki keberadaan serta dapat merespon terhadap ekspektasi. Ketiga sumber penelitian menyetujui nano-influencer sebagai pemberi pengaruh paling efektif dan efisien.

Keywords: Media Sosial, Nano-Influencer, Influencer, Instagram.

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INTRODUCTION

Today's era is an era that involves technology in all aspects of life. Technology has rapidly changed over time and entered various aspects of human life. Technology is also used by humans to make it easier for humans in life. The emergence of social media and practical communication tools gave birth to individual human beings. People tend to do things, more fragmentary items to interact socially. Making social contact in person is assumed to be something complicated, does not give benefits, wastes time, and is even said to be outdated.

Indonesia is one of the countries with the largest population of internet users in the world. There are 204.7 million internet users in the country as of January 2022. This number experienced 1.03% compared to the previous year internet users in Indonesia recorded as many as 202.6 million. The trend of number of internet users in Indonesia has also continued to increase in the last five years. When compared to 2018, presently the number of public internet users has soared by 54.25%. Meanwhile, the internet penetration rate in Indonesia reached 73.7% of the total population in early 2022 which amounted to 277.7 million people. In 2018, the internet penetration rate in the country only reached 50% of the total population. This means that the national internet penetration rate has increased quite rapidly in recent years (We Are Social, 2021).

Table 1. Social Media User

Data Item	25-34	18-24	35-44
Female	14.8%	14.8%	5.7%
Male	19.3%	15.9%	7.4%

Sources: Data portal (2022)

Based on the data above on the classification of social media use in Indonesia, the highest class is at the age of 25-34 years, namely 14.8% for women and 19.3% for men, while the second highest age class is in the 18 – 24-year class with a total of 14.8% for women and 15.9% for men. Technological developments have an impact on the way brands communicate in marketing their products. Social media is one of the widely used tools to introduce products quickly to consumers. Marketing through social media centers on the company's efforts to build content that attracts attention and encourages consumers to connect with social media. Social media is becoming an easily accessible platform for anyone to increase brand awareness in the long run. One of the superior aspects of marketing using social media is the feedback aspect. This is because, with the feedback aspect, marketers can know the indicators of discussion and know the response from consumers. One of the tools to capture the phenomenon using influencers.

Based on the data, internet users with mobile and social media usage are very high. These uses include using the internet, watching television shows, social media, reading news, listening to music, listening to radio broadcasts, listening to podcasts and playing games. Social media has led to significant changes in the use of corporate tools and strategies with regard to communication with customers. Social media combines the characteristics of traditional IMC tools like companies that talk to customers in a broader form than WOM

because marketers cannot fully control the content and frequency of that information (Mangold & Faulds, 2009).

Table 2. Essential Headlines for Mobile, Internet, And Social Media Use

Data Source	Mobile Connections	Internet User	Active Social Media User
User	345.3 million	202.6 million	170.0 million
vs Population	125.6%	73.7%	61.8%
User YtY (%)	+1.2%	+15.5%	+6.3%
User YtY (n)	+4 Million	+27 Million	+10 Million

Sources: Data portal (2022)

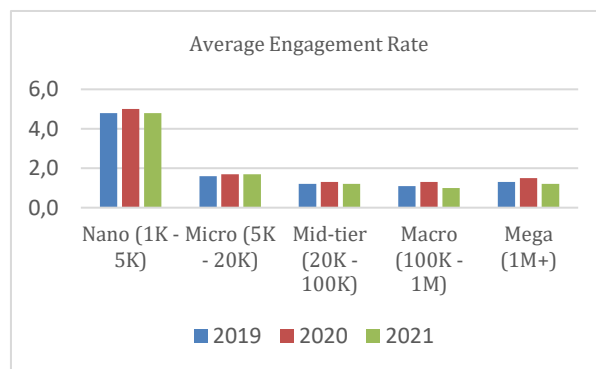
Brands must be able to monitor and respond to positive and negative interactions between consumers and brands. Social media is not only used for personal existence but for business needs. One type of business that is growing on social media is digital marketing initiated by influencers. As many as 35% of marketers use influencers very effectively and 45% state that they are effective. In addition, 80% of marketers state marketing by utilizing influencers is effective (Media Kix, 2019). This study aims to describe and identify nano-influencer activities as a marketing communication tool on social media that has implications for consumers. The increasing diversity of media flows has led to the emergence of new digital platforms, especially for consumers who use the internet which makes a place for people to look for information and entertainment that pays attention to the need for product promotion through the creation of viral and unobtrusive advertisements on social media platforms (Veirman & Hudders, 2017). Social media is also trusted by brands to reach and connect with potential consumers for a wider portion (Carah & Shaul, 2016).

Marketing using social media usually centers on the company's efforts to build content and encourage connection and sharing of information with available social media networks. Social media in a broad understanding is often associated with the term democratization of information, changing from a content connoisseur to a content creator (Evans & Cothrel, 2014). Each social media has a different character with its functions and uses. The characteristics of social media can act as social media portals, location-based social media, discussion forum portals and mailing lists, blogs, microblogs, and others. The benefits of social media can be in the form of personal branding for everyone, fantastic marketing results through social media, more interaction, and viral (Puntoadi, 2011). In addition, social media marketing is classified into several platforms, namely online communities and forums, blogs, and social networks (Kotler & Keller, 2014). The use of internet marketing or social media marketing in marketing local product has begun to be implemented in various regions. Brand will provide interesting content via social media to make it easier for consumers to find information to make purchasing decision (Khofifah & Hasanah, 2023).

Instagram is the most popular social media in Indonesia. Based on data from NapoleonCat, a Social Media Marketing Analysis Company based in Warsaw, Poland, the number of active Instagram users in Indonesia has reached 69.2 million users in January-May 2020 (Kurniawan & Susanto, 2020). Instagram social media is a great place to reach new consumers and gain direct access to the target market (Hype Auditor, 2022). When it comes

to influencer marketing, Instagram has two billion monthly active users worldwide. In addition, 68% of marketing experts think Instagram social media is important for campaigning for their influencers, which makes this social media popular for influencers. This is indicated because Instagram removes barriers to traditional advertising because consumers know their brand and image from a figure or someone they trust, moreover they see with the social media tools they use. When an influencer discusses a product, it is considered a good recommendation, and the brand benefits from this.

Engagement Rate or ER is a commonly used benchmark of success on Instagram because it can determine how well influencers connect with their audience. Very interesting content with a lot of likes and comments often has a better chance of appearing organically on the Instagram feed.



Source: State 2022 Global

Figure 1. Average Engagement Rate

Nano-influencers tend to have stronger connections with their audience and end users. Thus, their ER is higher than the ER of other influencer groups: 4.79% in 2019, 5% in 2020, and 4.8% in 2021. The highest average ER for any influencer tier was achieved in 2018 (2.92%). Since then, the average ER has decreased significantly.

MATERIALS

With a similarly fast pace, businesses have moved their marketing interests toward social media platforms. The presence of both businesses people and users interacting on social media is increasingly bringing about changes in the way companies interact with their customers, who are no longer limited to a passive role in their relationship with accompany (Malthouse, 2013). An Influencer is someone who has skills, appeal and a large following on social media (Yogastrian, 2020). Collaborating with influencers can attract attention and participate in brand promotions by using relevant content so that it can influence consumer purchasing decisions (Glucksman, 2017). Influencers are social media celebrities which refers to individuals who have become famous through their social media presence, rather than traditional celebrities who are famous from movies, music and TV shows (Khamis, 2017). Influencers often use certain products as their lifestyle and provide their opinions or reviews via social media (Munnukka, 2016). The reality that Influencers perceive and results in high

purchasing decisions for the products they market, this is because consumers personally identify and try to imitate Influencer (Jin, 2019). In Backaler, (2018) several Influencer indicators are explained: authenticity, brand fit, community and content.

In the scope of marketing, the definition of an influencer is an individual or group of people who can influence people's perception or preference for a brand that is characterized by the large number of audiences they have. This audience can be seen from a large number of social media followers owned such as Instagram, Twitter, Youtube or others. In terms of characterization, an Influencer figure can be an artist, artist, politician, religious leader, expert, community leader, academic and other figures.

The term digital influencer is the ability to influence and change consumer opinion on their buying behaviour. Influencers have a huge role to influence and convince many people to be interested in the product. Influencers are divided into several stages based on the number of followers, namely are Nano-Influencer (Ismali, 2018). The type of influencer that has the smallest reach is nano-influencers who have a following of 1K to 10K people. Because the small number of followers makes influencers and their followers know each other and interact with each other through social media. So that the engagement created is stronger. And makes the level of trust of his followers very high. The costs that must be incurred to use nano-influencer services are very cheap and affordable.

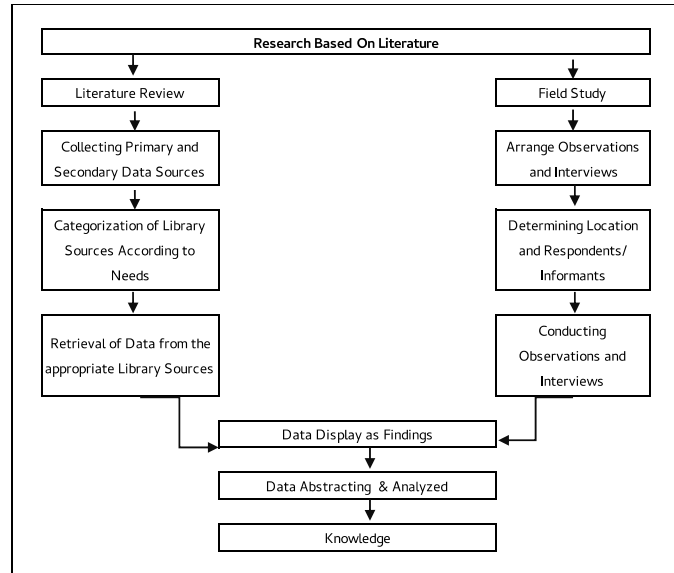
Second type is Micro-Influencer. Influencers who have a number of followers of 10K to 100K are the definition of micro-type influencers. Generally, people have high trust in this type of influencer, because, they have capabilities in certain fields, for example, a beauty expert, health expert, and so on. In addition, the number of followers that is not too many makes the engagement between influencers and their followers fairly strong. The costs that brands have to spend to use micro-influencer services are still fairly cheap and affordable. Third type is Macro-Influencer. Influencers categorized as macro influencers are influencers who have followers between 100K and 1 million followers. With a larger number of followers, of course, the range of messages that will be conveyed by it is wider, but of course the costs that must be incurred by the brand are greater. The engagement between influencers and their followers remains, but it can be said to be less strong.

Last type is Mega-Influencers. Mega-type influencers are influencers who have more than 1 million followers. In general, this type of influencer is an artist or community leader who is known or has a national reach. The huge number of followers allows influencers to spread the message widely in a short time, but the costs that must be incurred to use the services of mega influencers are very large.

METHODS

This study uses a literature review that includes social media trends by influencers, internet use, and social media use with effective and efficient specifications. The general price of influencers and how active the influencer is with the average consumer. The author uses the keywords social media influencer and nano-influencer in conducting this research. There are 10 publications that describe how social media influencers have changed the way brands interact and positively influence consumers intentions to buy products or services.

This research method uses a qualitative approach based on literature. The preparation is divided into two parts, namely searching the bibliography and observing in the field.(Darmalaksana, 2020)



Source: Wahyudin Darmalaksana 2020

Figure 2. Resources Methods

This research uses data from various sources, including data from market research institutes, internet magazines, books, journals, social media, news, and internal analysis. Apart from that, the field study also conducted observations and interviews with nano-influencers on how they influence the intended object on social media. Researchers studied 10 influencers based on their number of followers in the nano category. The researcher also cross-checked influencers about the literature review that had been compiled. The researcher collects data from various sources and then arranges the data according to the rules of writing, sorting, anonymizing, and enriching the data. The data is then converted into reading material and adapted for writing techniques in the form of diagrams and tables, which are then discussed and elaborated to further clarify the context.

RESULT AND DISCUSSION

Results. Previous research Ocak, (2021) examined the importance of working with nano-influencers, it was found that young people consider nano-influencers to be the most reliable source of purchasing decisions and have varying degrees of influence in building brand awareness through normative and informative dimensions of social impact. The results of this study show that instead of working with one or two celebrities or mega-influencers by paying very high fees, working with a large number of nano-influencers at a more affordable price, will have a positive impact on the effectiveness of the message to be conveyed to the audience.

Other research Au-Yong-Oliveira et al., (2019) shows how things change when using the world of social media. The discussion in this study is likely to combine innovation, business

strategy, and social media. They intend to use online influencers to promote brand image, free or efficient, and get generous discounts. Other research Wibawa et al., (2021) on digital marketing is a strategy that gives individuals or organizations innovative ways to connect with customers by combining technology and traditional marketing practices. Nano-influencers have the highest engagement rate among all categories of influencers. They are more open to unpaid partnerships to build their profile, and they often reach out to their own brands. The results showed that nano-influencers have a positive impact on digital marketing strategies by using Instagram social media.

Other research Harshitha et al., (2021) explains and analysed the impact on the business-to-business sector through nano-influencer marketing. The author explains how companies can use nano-influencers to sell products between two companies. The empirical aspect of the study reveals that there is a strong pattern and it is most likely for companies to use influencers in their business to expand their presence, increase overall revenue, and increase brand equity within the company. Subsequent research Brewster & Lyu, (2020) examined influencers who cultivate an online following by commercializing social media content, building credibility, and building parasocial relationships (PSRs) with their followers. The findings of this study suggest that credibility is related to the development of rational relationships among social media influencers but does not differ significantly across social media influencer levels. The study expands existing research on follower count and offers new theoretical and practical insights into nano-influencer marketing.

Subsequent research Haenlein et al., (2020) examined several companies in the fashion, beauty, travel, food, or beverage industries that run marketing campaigns without popular users on platforms such as Instagram and TikTok. To provide some guidance, this article provides an introduction to the most important platforms for influencer marketing, then provides advice to companies that want to engage in influencer marketing as well as specific questions about identifying the right influencers to collaborate with. Other research Gil-Quintana et al., (2022) discusses the role of nano-influencers in education. In the field of education, Edu tubers are positioned in social networks as experts in a particular field of education, utilizing YouTube to produce, disseminate and interact with content, through the application of various social networks (Twitter, Facebook, and Instagram). Nano-influencer educators or amateur teachers have had to adapt to influencer marketing communication strategies, pointing out limitations in this regard and difficulties in adapting to online platforms, especially during Covid19. There are several conclusions about nano-influencers including that nano-influencers do not use the typical production elements of macro-influencer YouTubers, Nano-influencers do not use social networking platforms to spread transmedia messages, Nano-influencers suggest alternative communication tools to YouTube to interact with the audience, Competence of nano-influencers as producers, disseminators, and interviewers on YouTube correlated.

Recent research Himelboim & Golan, (2022) on social media influencers (SMIs) identified their potential to help brands gain attention and build credibility with consumers, particularly as brands respond to growing consumer expectations of a commitment to social causes. In this study, it was found that the identification of clusters and influencers promoting similar products. From several previous research studies that have been discussed, there are marketing trends using influencers. Influencers have more opportunities to monetize their audience and have more opportunities to make money using their creativity. Social media has

become very clear that it is virtual and plays a huge role in introducing brands with unlimited creativity.

Field Study. Research with observations of 10 nano-influencers on their activities. This observation is based on a number of things which are indicators of influencers from various experts. Observation of influencer indicators by Shimp (Shimp, 2010), are Trustworthiness, Expertise, Attractive, Respect, and Similarity.

Table 3. Percentages of Influencer Indicator I

No	Indicator	Percentages
1	Trustworthiness	81%
2	Expertise	58%
3	Attractive	92%
4	Respect	66%
5	Similarity	74%

In the table above it has been observed that the percentage for the attractive indicator gets the highest percentage, 92%. Attractive include physical attractiveness and visual treats shown by influencers. In addition, this indicator refers to the self which is considered as an exciting thing to look at in relation to the concept of a certain group with physical attractiveness. Therefore, this indicator also needs to be maintained by influencers to get a good ER for consumers. Meanwhile, the lowest indicator is Respect at 66%. Influencers think that consumers don't see the other side and background of influencers towards self-quality or hobbies as a quality of personal achievement. That is, self-quality is not a priority in several indicators. The company looks more at ER and how the quality of the content is produced, even though it is produced by other parties.

Table 4. Percentages of Influencer Indicator II

No	Indicator	Percentages
1	Reach	88%
2	Relevance	76%
3	Resonance	81%

Other observations are based on several things that are indicators of influencers from various experts. Observation of influencer indicators by Solis (Solis, 2012) ,are Reach, Relevance, and Resonance indicators. In the table above it has been observed that the percentage for the Reach indicator gets the highest score, its 88%. Reach is a measure of an influencer's popularity, potential, and impact. Reach refers to the number of followers of a

digital influencer, but the influencer's opinion on the target market object must be considered. Influencers must maintain reach so that they always match their target market because companies usually assess how consistent influencers are in reaching their consumers. Meanwhile, the lowest proportion is the relevance of indicators. Relevance describes the level of compatibility and comfort between the values adopted by digital influencers and the product's brand image. Relevance can be in the form of content created by influencers, and whether the influencer has the same values, culture, and demographics as the brand's target audience. Similar to the previous discussion, the content presented by influencers is not a priority compared to other indicators such as Reach and Resonance.

Discussion. Based on the discussion above regarding the literature review method and field studies, it can be explained that there are findings that can be displayed regarding nano-influencers which will then be abstracted and analysed to become knowledge. Comparison of some of the literature that has been researched produces resumes that will be compared with field studies based on observations of several nano-influencers. All indicators that receive approval and item similarity will be marked (√) while those that do not get similarity will be left blank and further research can be carried out in the future.

Tabel 5. Literature Review & Study

No	Literature Review	Field Study	Remark
1	High Influence	Trustworthiness	√
2	Cheaper	Relevance	
3	Big Promotion	Resonance	√
4	High ER	Reach	√
5	Positive Impact	Expertise	√
6	Exist		
7	Build Credibility	Relevance	√
8	Feedback	Similarity	√
9	Interaction	Reach	√
10	Responding to Expectations		

In the table, there are 8 indicators that received approval based on field studies from experts who identified influencer indicators, and obtained approval from the influencers themselves. There are two indicators that are not suitable, are Exist and As Expected. These two indicators can be mentioned for further research as indicators of nano-influencers in their interactions with followers.

Apart from that, nano-influencers are also called the most effective and efficient marketing media. The researcher's goal of developing influencers based on effectiveness and efficiency will be accommodated by price data spent in using influencer services to promote a brand. Here is the Instagram Integration Price and Earned Media Value data: the Average Min. and Max. for Each Influencer Tier (Hype Auditor, 2022).

Table 6. Earned Media Value on Instagram

Followers	Av. Post Price From	Av. Post Price To	Av. EMV From	Av. EMV To
1K – 5K	10\$	50\$	9\$	100\$
5K – 20K	15\$	110\$	35\$	450\$
20K – 100K	35\$	350\$	128\$	1.190\$
100K – 1M	185\$	2500\$	750\$	5.350\$
Over 1M	1.200\$	up	5.133\$	up

Source: State Global 2022

Earned Media Value or EMV is a measuring tool to measure the activities of marketers or public relations and marketing campaigns using influencers. The survey agency from Hype Auditor helps to display data that uses methodology exclusively and shows how much it costs brands to get the same reach by using paid social media for the same region. In the report, to take into account the price, they use several components including the number of followers, ER and market region. The prices shown are subject to change and vary. This can be influenced by several factors such as production hours, production complexity, and the use of assistants.

Besides Instagram, YouTube is also a promising platform for influencers. Youtube provides interesting social media and offers a large number of viewers with 2 billion incoming users per month. On average, each Youtube visitor can spend 11 minutes and 24 seconds per day. Marketing with youtube social media can provide good and impressive results if done well. This can be done by working with other creators to be able to help brands and businesses reach a larger audience.

Actually, 68% of youtube users are aged 18 to 34 years, but youtube is not only attractive to adult consumers. Adolescent users are also the third largest group contributing 15% and the remaining 10.92% are aged 2- 44. The younger audience group on YouTube was slightly more dominant among female users: 8.7% versus 5.91% in the 13-17 age group and 18.2% versus 16.4% in the 18-24 age group. This group is believed to be able to better enjoy and trust influencers with a balanced age range with various content shown.

CONCLUSION

Nano-influencers are small influencers with 1K – 5K followers. Various indicators from literature reviews, experts, and influencers have carried out data collection and abstraction methods. In conclusion, there are 10 indicators of nano-influencers and have been discussed based on the literature review: High Influence, Cheaper, Big Promotion, High ER, Positive Impact, Exist, Build Credibility, Feedback, Interaction, and Responding to Expectations. The indicators were abstracted from field studies and obtained several indicators such as Trustworthiness, Resonance, Reach, Expertise, Respect, Relevance, Similarity and Reach.

There are two indicators that have not yet been approved by experts and nano-influencers, namely Existing and Responding to Expectations. These two indicators can be continued for further research on other influencer classes. Next, nano-influencers are approved by a tri-section of research sources that only consider influencers with the highest level of ER so as to engage efficient influencers. Collaborative content and generating high

public trust, so that nano-influencers are also known as effective influencers. The limitations of this research include nano influencers on Instagram social media. For further research, we can discuss the two indicators that have not been approved, namely Existing and Responding to Expectations, and research can be continued on other classes of influencers in the future.

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