



## The Influence of Influencer Marketing on Instagram towards Secondate Brand Awareness in Jakarta

Shearent Lie<sup>1</sup>  
Tony Sitinjak<sup>2</sup>

<sup>1</sup> Communication Study Program, Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta, Indonesia 14350. E-mail: [shearent.shearent@gmail.com](mailto:shearent.shearent@gmail.com)

<sup>2</sup> Communication Study Program, Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta, Indonesia 14350. E-mail: [tony.sitinjak@kwikkiangie.ac.id](mailto:tony.sitinjak@kwikkiangie.ac.id)

### Abstract

This study explores the impact of Influencer Marketing on Instagram on Secondate brand awareness in Jakarta. Drawing on Influencer Marketing and Brand Awareness theories, the research employs a quantitative approach with 145 active Instagram users who follow Titan Tyra, an influencer associated with the Secondate brand. Using simple regression analysis, the study finds that the model effectively predicts brand awareness. The t-test indicates a significance value below 0.05, supporting the hypothesis that influencer marketing significantly influences Secondate brand awareness. The conclusion highlights a positive correlation between Influencer Marketing and Brand Awareness, emphasizing the importance of this strategy for companies in Jakarta seeking to enhance their brand presence on Instagram.

**Corresponding Author:**  
Shearent Lie

**Email:**  
[shearent.shearent@gmail.com](mailto:shearent.shearent@gmail.com)

**Article History:**  
Received: February 4, 2023  
Accepted: February 21, 2024  
Published: March 5, 2024

**Publisher:**  
LPPM Institut Bisnis  
dan Informatika  
Kwik Kian Gie

Selection and Peer-review  
under the responsibility of the  
Editor Team of Jurnal  
Komunikasi dan Bisnis.

### Keywords

influencer marketing, brand awareness, social media, instagram, secondate

 OPEN ACCESS

## INTRODUCTION

Business competition is growing more and more stringent along with the rapid development of the times. Companies are required to keep innovating in formulating marketing communication strategies to keep up with the times in order to be able to compete with competitors in their target market. As one of the important things in business, marketing communication according to Firmansyah (2020) is a means by which companies try to provide information, remind, and persuade consumers directly or indirectly about the products and brands being sold.

In Indonesia, competition continues to increase with the increasing number of new innovations, especially in launching local brands. Therefore, marketers in determining how to market products must be sensitive to changes that occur in order to be able to market their products among the public. Internet technology is widely used by marketers as a method of marketing a product or service, which is generally referred to as internet marketing over time.

In utilizing existing technological advances, the traditional marketing communication method is replaced by the internet marketing method. Internet marketing has the advantage of reaching a broad target market practically at an affordable cost, which is the reason marketers use this method in formulating their marketing communication strategies. This is due to the Indonesian people who are currently active in using internet technology media in their daily life.

Based on the We Are Social report in 2021, it is stated that there are 202.6 million internet users in Indonesia. Compared to the previous year, there was an increase in internet users by 9.7% or 27.2 million. There are 170 million active social media users. Compared to 2020, in 2021 there will be an increase of 10 million Indonesians who are active on social media. One of the social media that is widely used is Instagram which reaches 87.8 million users. Instagram is the third most used social media platform after YouTube and WhatsApp (katadata.co.id).

Instagram has a function other than to connect with friends, it is also useful for use in the business world. According to Atmoko (2012), Instagram is an application from mobile phones specifically for social media which is one of the digital media that has almost the same function as Twitter, but the difference lies in taking photos in or places to share information with users.

In utilizing social media platforms to provide brand information, marketers use one marketing communication strategy, namely persuasive communication. Persuasive communication can be interpreted as an activity to influence others by involving the psychological side of the communicant, so that the communicant consciously does something of his own free will (Zaenuri, 2017). This persuasive communication is then utilized by using the services of influencers.

Influencer according to Hariyanti & Wirapraja (2018) is a person or figure on social media who has a large number of followers, and what they say has an impact on the behavior of their

followers. This marketing method is commonly referred to as influencer marketing and this strategy is currently popular in the business world. The use of social media and fame owned by an influencer that is used in marketing has various functions, one of which is to build consumer awareness of the brand being marketed or Brand Awareness.

According to Shimp (2014) an influencer is generally chosen based on credibility, expertise, attractiveness, quality, and similarity with the intended audience. According to Hutabarat (2020) states that in several existing case studies, influencers have a high level of participation although sometimes they have a small number of followers. However, with a high level of participation, an influencer can be more effective in influencing the level of brand sales. One of the well-known brands among teenagers in today's modern era is one that uses the services of influencers. For example, the use of influencer Titan Tyra on Instagram for Secondate brand awareness.

This brand was founded by renowned beauty influencer Titan Tyra and her best friend Gitta Amelia on February 20, 2020, taking the concept of a second date. Secondate is the first local beauty product to produce Lip Tint with the Milky Gel Tint type and is quite attractive to many Indonesian beauty enthusiasts. One of the signs of this brand's success is marked by the sold out of Lip Tint products within 7 minutes of the first launch on its website [www.secondatebeauty.com](http://www.secondatebeauty.com).

In 2021 Secondate's success continued, Secondate released its newest product in the form of an eyeshadow called the Instapeach Eyeshadow Palette. The quality of Secondate is recognized by many people including influencers. This makes the Secondate brand included in the list of nominees for the 2021 Tokopedia Beauty Awards. Secondate's current Instagram followers are 153,000 followers. This makes Secondate choose Instagram as a way to market their products. The name of the Influencer especially on Instagram who plays a role in promoting this Secondate is Titan Tyra.

Marketers hope that this persuasive ability can build consumer awareness or strong brand awareness in the minds of consumers. According to Surachman (in Krisnawati, 2016) brand awareness is the ability of a potential buyer to recognize or recall a brand as part of a certain product category. It is very important for marketers to increase consumer brand awareness of the brand being promoted.

Because the brand has an important role as the identity of a company's product, so that consumers can easily recognize the company's products among many similar products. The uniqueness of the brand and easy to remember has the potential to appear in the minds of consumers about brand awareness of a product. An important role is also held by brand awareness in influencing consumer perceptions and behavior.

Based on the influencer marketing phenomenon on Instagram, the researchers are interested in examining how the influence of influencer marketing applied by Secondate in Jakarta, through Instagram media publications in building brand awareness with quantitative research methods. This aims to examine whether there is an influence of influencer marketing through Instagram social media and how much influence it has on Secondate's brand awareness.

## **LITERATURE REVIEW**

### **Persuasive Communication Theory**

According to Hovland, Janis, and Kelley (in Rakhmatin, 2019) persuasive communication is a process in which a communicator conveys stimuli in the form of messages to influence the behavior of others. According to Zaenuri (2017) it can be interpreted as an activity to influence other people by involving the psychological side of the communicant, so that the communicant consciously does something of his own will. Burgon and Huffner (in Putri, 2016) provide an explanation regarding the persuasive communication process, where persuasive communication has the aim of influencing research and the opinions of others to match what the communicator or sender wants. Based on the notions of persuasive communication that have been stated above, the researcher concludes that persuasive communication is a process of influencing others in the form of messages to do something as desired by the communicator.

### **Internet Marketing**

According to Kalyanam and McIntyre (in Setiyaningrum, 2015) internet marketing is a form of e-marketing that describes the use of websites to strengthen marketing efforts, especially promotions carried out by companies. According to Armstrong and Kotler (2018) E-Marketing is what can be interpreted as the marketing side of E-Commerce, which consists of the work of companies to communicate, promote, and sell goods and services via the internet. Meanwhile, according to Chaffey, et al. in (Fauzi, 2017) internet marketing is a means to market products or services through internet marketing, it is also an application of the internet and related digital technologies to achieve marketing goals. It can be concluded by the author that internet marketing is the marketing of products and services used by companies through the internet in order to achieve company goals and build relationships with customers via the internet.

### **Instagram**

According to Atmoko (2012), Instagram is an application from mobile phones specifically for social media which is one of the digital media that has almost the same function as Twitter, but the difference lies in taking photos in or places to share information with users.

According to Clow and Baack (2017), Instagram is a photo sharing application that allows users to take photos, apply digital filters and share them to various social networking services, including Instagram's own. Instagram is also an android-based mobile application that is used to take photos, manage photos, edit photos, apply filter effects to photos, and share these photos with everyone.

In using Instagram there are various benefits and uses that can be felt by users, including:

- (a) As a sharing medium, for example by making pictures containing funny words, or sharing inspiration through photo descriptions by linking relevant photos.
- (b) As a portfolio, in this case, if Instagram users have works, have succeeded in achieving certain achievements, or participated in important activities, they can be published on Instagram.
- (c) Offer endorsement, which is to offer and promote a product or service.
- (d) Offering paid promote (paid promotion), if the Instagram user account is a brand account that has many followers and is interactive, you can offer paid promote services (paid promotion). The party who wants to be promoted by your account must pay a certain nominal amount.
- (e) Promotion, if Instagram users have products or services, especially physical products such as clothes, brooches, shoes, bags and the like, Instagram can be used to promote them.

### **Influencer Marketing**

Influencers are people who are trusted and liked by some people. Whatever is worn and done will always be in the spotlight for many people. An influencer can create a better product brand image and at a lower cost than using an artist brand endorser or public figure who is already among the top artists. An influencer is generally chosen based on his ability, expertise, level of popularity, and reputation (Hariyanti & Wirapraja, 2018).

According to Hariyanti & Wirapraja (2018) an influencer is a person or figure on social media who has many followers, and what they say has an impact on the behavior of their followers. According to Hutabarat (2020) states that in several case studies of influencers, sometimes influencers have a small number of followers but have a high level of participation, so it can be more effective in influencing the level of brand sales. Based on the explanation about influencer marketing above, the author can conclude that influencer marketing is a way of marketing by using a person or figure with a large number of followers through social media which has an impact on the behavior of their followers to increase brand sales.

According to Shimp (2014) there are five indicators in marketing products using influencers or what is known as the TEARS model, which are as follows: (a) Trustworthiness, refers to the honesty, integrity, and confidence of the influencer where the audience believes what their idol says and does. An influencer who has credibility is able to provide confidence in promoting the product he is promoting to the audience. (b) Expertise, refers to the knowledge,

experience or expertise possessed by an influencer associated with the brand promoted by him. An influencer must be able to influence the audience to buy and use the product promoted by the influencer. (c) Attractiveness, refers to the self that is perceived as attractive to look at in relation to the concept of a particular group of physical attractiveness. Physical attractiveness includes a number of good characteristics that consumers may feel in an influencer namely, intellectual skills, personality traits, lifestyle characteristics, athletic prowess, and so on. (d) Respect, refers to the quality of the influencer's self. The quality of the influencer's ability makes him admired by the audience, both in terms of talent and personal achievements. When respected/liked influencers establish endorsement relationships with various brands, celebrity respect/likes can extend to the brands with which they are associated, thereby increasing brand equity through a positive effect on consumer attitudes towards the brand. (e) Similarity, refers to the similarity between message sources and audiences in terms of age, gender, ethnicity, social status, and so on. The similarities between influencers and audiences are especially important when there is a wide variety of products or services on offer and where audience members are heterogeneous. In such cases, the spokesperson who is perceived to be similar to the audience is likely to have the greatest influence in influencing attitudes and choices.

According to Ellora (2019), in general, influencers are divided into 4 types based on the number of followers, namely: (a) Nano Influencers, nano influencers are influencers who have 500 to 1,000 followers. Even though he has the least number of followers in the influencer category, he still has a strong influence because he knows almost all of his followers directly. (b) Micro Influencers, micro influencers are influencers who have between 1,000 and 100,000 followers. Micro influencers are usually known for a specific field. For example, beauty bloggers, parenting bloggers, food bloggers, and many more. (c) Macro Influencers, macro influencers are one level above micro influencers, they have followers above 100,000 to 1,000,000. This type of influencer is the most commonly found and is often considered the most ideal for the brand. Macro influencers also produce higher quality content, because content creator is their main job. (d) Mega Influencers, mega influencers or commonly called premium influencers or celebrity influencers, they have more than 1 million followers. This type of influencer is categorized as the highest type of influencer because it usually comes from artists, YouTubers, or celebrities who have more than 1 million followers.

According to Gityandraputra (2020) the purpose of influencers is to increase the possibility of reaching a wider target audience. On the other hand, it can also increase the audience's curiosity to find out more about the ongoing campaign, so that more people are more familiar with the product or whatever is offered in related marketing activities. According to Sugiharto & Ramadhana (2018), influencers in playing their profession also have three general goals, namely to inform where the first general purpose of influencers is to provide information

that is not yet known by the audience. Then, to persuade where the second general purpose of the influencer is to persuade the audience to accept what is said by him. Then the third general purpose of influencers is to entertain where the influencer entertains the audience with his appearance followed by the delivery of informative and persuasive messages.

### **Brand Awareness**

According to Krisnawati, 2016 brand awareness is the ability and ability of a potential consumer to be able to recognize parts of a brand or recall that a brand is part of a certain category. People are more likely to like or buy familiar brands because they feel safe with something they are familiar with. Most of them assume that a well-known brand has the possibility of reliability, stability in business, and quality that can be accounted for.

Brand awareness has several dimensions from the lowest (not aware of the brand) to the highest level, namely Top of Mind (Aaker, 2018). The following are the dimensions or components that affect brand awareness.

**Figure 1 Brand Awareness Pyramid**



Source : Aaker (2018:91)

### ***Unaware of Brand***

The lowest level in the brand awareness pyramid is Unaware of brand, where consumers are not sure or doubt whether or not they have recognized the brand mentioned. At this stage consumers are also not aware of the existence of a particular brand.

### ***Brand Recognition***

At this level, consumers know the existence of a brand and acknowledge its existence. Brand recognition shows the minimum level of brand awareness of a consumer towards a product. This level determines whether consumers will choose to buy the brand or not. This is important when a buyer chooses a brand at the time of making a purchase. Brand recognition, based on an assisted recall test.

### ***Brand recall***

This brand recall means that consumers not only know about the existence of a brand but remember the brand even without using help or signs. For example, when they hear the term lip tint, consumers will think of a local brand, Secondate.

### ***Top of Mind***

Top of Mind means that a brand is the main choice or the brand is the first brand that appears in the minds of consumers. The brand is the main brand of various brands in the minds of consumers. If a person is asked directly without being given the help of reminders and he can name a brand, then the brand that is mentioned the most first is the top of mind, in other words, the brand is the main brand of various brands that are in the minds of consumers. The stronger recollection position of mind peak awareness is the dominant brand.

## **RESEARCH METHODS**

This research was conducted on Instagram @secondatebeauty to prove the influence of Influencer Marketing on Secondate Brand Awareness. The object in this study is active Instagram users who know the @secondatebeauty account. Secondate has approximately 154 thousand followers on Instagram on December 5, 2021. This research was conducted by distributing 26 questionnaires to active users of Instagram social media as well as followers of the Instagram account @secondatebeauty.

In analyzing the data in this study with X variable, called Influencer Marketing and Y variable, called Secondate Brand Awareness, there are several techniques that can be used, such as:

### ***Validity Test***

According to Sugiyono (2017) the validity test is a valid instrument meaning the measuring instrument used to obtain data (measure) is valid. Valid means that the instrument can be used to measure what it is supposed to measure. The Pearson Product Moment correlation formula is used for validity testing.

### ***Reliability Test***

Reliability test is the extent to which the measurement results using the same object will produce the same data. Cronbach's Alpha coefficient (Ca) is the most commonly used statistic to test the reliability of a research instrument. A research instrument is indicated to have an adequate level of reliability if the Cronbach's Alpha coefficient is greater than or equal to 0.70.

### Descriptive Statistical Analysis Test

Descriptive analysis is a method used to describe or analyze a research result but is not used to make broader conclusions. The results of the research data are descriptively presented through graphs, tables, and diagrams, then used to see the frequency, mean, median, mode of measurement of data spread (standard deviation). Descriptive statistics can be used to see a description of the object of research. In this study, descriptive statistics were used to see the most dominant dimension of each variable by referring to the highest mean (mean) of each dimension per variable.

### Normality Test

According to Ghozali (2018), the normality test aims to test whether in the regression model, the independent and dependent variables are normally distributed or not. Testing the normality of the data using the Kolmogorov-Smirnov test in the SPSS 22.0 application program with a probability level (sig.) of 0.05. The test criteria for the Kolmogorov-Smirnov test are the probability value (sig.)  $> 0.05$ , then the data is normally distributed, while the probability value (sig.)  $< 0.05$ , then the data is not normally distributed.

### Simple Linear Regression Analysis Test

Regression analysis is to make a decision whether the increase and decrease in the dependent variable can be done through increasing the independent variable or not.

### F test

The test criteria for the F test used a significance level of 0.05. If the significance value  $< 0.05$  means the research model is feasible to use. If the significance value is  $> 0.05$ , it means that the research model is not feasible to use.

### t test

The results of the t test can be seen from the coefficient table in the sig (significance) column. If the probability of the t value is significant  $< 0.05$ , it can be said that there is an effect on the independent variable on the dependent variable partially. However, if the probability of the t value is significant  $> 0.05$ , it can be said that there is no effect on the independent variables partially on the related variables (Ghozali, 2016).

### Coefficient of Determination Test ( $R^2$ )

The magnitude of the coefficient of determination ( $R^2$ ) lies between 0 and 1 or between 0% to 100%. On the other hand, if  $R^2 = 0$ , the model does not explain the slightest effect of the variation of the X variable on Y.

## RESULTS AND DISCUSSION

The researcher used an instrument in the form of a questionnaire which was distributed to 130 respondents. The questionnaire contains statement items regarding the influence of Titan Tyra influencers and Secondate's brand awareness. This questionnaire is used to find out how much influence Titan Tyra influencers and Secondate brand awareness have and the answers value were analyzed using SPSS 22.0 software. Based on the above analysis, the research results obtained are as follows:

First, based on the results of the research on validity and reliability tests that have previously been tested by researchers, it shows that the results answered by respondents regarding data instruments to measure influencer marketing and brand awareness variables are valid and reliable.

Second, based on the descriptive statistical analysis test, the average value obtained from the dimensions of trustworthiness, expertise, attractiveness, respect, and similarity in the first influencer marketing variable is 4.3 and is in the "strongly agree" scale range. Then the highest average value in the influencer marketing variable is the attractiveness dimension, which is 4.44.

Then, the next highest average value is the trustworthiness dimension, which is 4.34. This is in accordance with the theory put forward by Shimp (2014:304) about trustworthiness where in the calculation results obtained by researchers, it can be said that respondents strongly agree that the level of credibility and self-quality of Titan Tyra as an influencer gives a big boost to respondents so that they can trust and provide a positive response to the influencer in question. It can be said that these things trigger respondents to be willing to follow the social media accounts of these influencers voluntarily.

However, there is the lowest average value of the similarity dimension in the influencer marketing variable, which is 4.04. This shows that not all respondents have the same taste in make-up as the influencer Titan Tyra. Even though it is still in the "agree" scale, the researcher suggests that Secondate should further increase observation and survey activities through social media, especially Instagram to find out how the audience's tastes in make-up styles are and what make-up styles are currently trending.

The third is to see the results of the descriptive statistical analysis test of the influence of influencer marketing on Secondate's brand awareness. The value obtained from the dimensions of brand recognition, brand recall, and top of mind in the brand awareness variable is 3.93 and is

in the "agree" scale range. Then, the highest average value in the first brand awareness variable is the brand recognition dimension of 4.08.

This is in accordance with the theory put forward by (Aaker, 2018: 91) regarding brand recognition where in the calculation results obtained by researchers, respondents agree that respondents are able to recognize the use of logos, colors, and types of products sold by Secondate.

Next is the top of mind dimension of 3.88. This is in accordance with the theory put forward by Aaker (2018: 91) about top of mind where in the calculation results obtained by researchers, it shows that respondents place Secondate as the first brand on their minds or in their minds, and quite know the advantages of the Secondate brand.

The lowest average value in this Secondate brand awareness variable, namely the brand recall dimension is 3.85. This shows that not all respondents often hear the name Secondate, know the characteristics of Secondate products, or describe the types of Secondate products.

This research also states that influencer marketing has a positive and significant influence on Instagram on Secondate's brand awareness. The positive and significant influence of influencer marketing on Secondate's brand awareness shows that one of the things companies can take advantage of in marketing their products is by using influencer marketing. The internet and social media, especially Instagram, also continue to grow more sophisticated with more and more new features, so that they can become tools in marketing communication activities.

## CONCLUSIONS

Based on the results of research using quantitative methods related to the research of the influence of influencer marketing on Instagram towards Secondate brand awareness in Jakarta, it can be concluded: (a) In this research, it is stated that there is an influence of influencer marketing on Instagram on Secondate brand awareness in Jakarta. Based on the results of the descriptive statistical test, the influencer marketing variable is in the range of the scale that strongly agrees. So, it can be concluded that the influencer Titan Tyra adequately represents the dimensions that exist in the influencer marketing variable and has an influence on Secondate's brand awareness. (b) To find out how much influence of influencer marketing has on Secondate's brand awareness, it is measured using a simple linear regression test. Based on the results of the t test, it shows that there is a partial influence of the Influencer Marketing variable on the Brand Awareness Secondate variable. Then, based on the results of the correlation coefficient in this study, it also shows that there is a strong positive relationship between variable X (Influencer Marketing) and variable Y (Brand Awareness).

## REFERENCES

- Aaker, A. D. (2018). *Manajemen Ekuitas Merek*. Jakarta: Mitra Utama.
- Atmoko Dwi, B. (2012). *Instagram Handbook Tips Fotografi Ponsel*. Jakarta: Media Kita.
- Clow, K. E., & Baack, D. E. (2018). *Integrated Advertising, Promotion, and Marketing Communication* (ed. 8). United Kingdom: Pearson Education Limited.
- Ellora, D. (2019, Mei 16). Mengenal Berbagai Jenis Influencer di Media Sosial. *Beauty Journal*. Diakses 5 Desember 2021, <https://journal.sociolla.com/lifestyle/mengenal-influencer-media-sosial>
- Fauzi, A. (2017). *Pemasaran Internasional – Pengantar, Teori, Dan Konsep* (Cet. Ke-1). Malang: Empat dua Kelompok Intrans Publishing.
- Firmansyah, M. A. (2020). *Komunikasi Pemasaran* (Cetakan ke I). Pasuruan: Penerbit Qiara Media, CV.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23* (Edisi 8). Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gityandraputra, D. (2020, Mei 26). Berbagai Tipe Influencer Marketing Campaign Berdasarkan Tujuan Pemasaran. Diakses 3 Desember 2021, <https://marketingcraft.getcraft.com/id/articles/tipe-influencer-marketing-tujuan-pemasaran>
- Hariyanti, N. T., & Wirapraja, A. (2018, Juni). Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Modern (Sebuah Studi Literatur). *Jurnal EKSEKUTIF*, 15(1).
- Hutabarat, J. R. (2020, Maret). Pengaruh Influencer Marketing terhadap Keputusan Pembelian Produk Eiger. *Jurnal Stindo Profesional*, VI(2).
- Kotler, P., Amstrong, G., et al. (2018). *Principles of Marketing* (Edisi 17). Harlow: Pearson.
- Krisnawati, D. (2016, Januari). Pengaruh Brand Awareness terhadap Keputusan Pembelian AMDK Merek Aqua (Studi pada Masyarakat di Kota Bandung). *Jurnal Manajemen Bisnis Krisnadwipayana*, 4(1).
- Putri, P. K. (2016). Aplikasi Pendekatan-Pendekatan Persuasif pada Riset Komunikasi Pemasaran: Iklan Melibatkan Penciptaan dan Penerimaan Pesan Komunikasi Persuasif Mengubah Perilaku Pembelian, 8(1).
- Rakhmatin, T. (2017). Pengaruh Komunikasi Persuasif Personal Sales Terhadap Keputusan Pembelian Produk Al-Quran Miracle the Reference E-Pen. *Jurnal COMMON*, 1(1).
- Setyaningrum, A. (2015). *Prinsip-Prinsip Pemasaran, Plus Tren Terkini, Pemasaran Global, Pemasaran Jasa, Green Marketing, Entrepreneurial Marketing, E-Marketing*. Yogyakarta: Andi Yogyakarta.
- Shimp, T. A. (2014). *Komunikasi Pemasaran Terpadu dalam Periklanan dan Promosi* (H. B. Sena, F. Santi, & A. P. Dewi, Penerjemah). Jakarta: Salemba Empat.

Sugiharto, S. A., & Ramadhana, M. R. (2018). Pengaruh Kredibilitas Influencer terhadap Sikap pada Merek (Studi pada Mahasiswa Fakultas Komunikasi dan Bisnis Universitas Telkom). *Jurnal Ilmu Politik dan Komunikasi*, 8(2).

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.

Zaenuri, A. (2017). Teknik Komunikasi Persuasif dalam Pengajaran. *JALIE: Journal of Applied Linguistic and Islamic Education*, 1(1).