

**ANALYSIS OF K-POP IDOL BRAND AMBASSADOR AD CONTENT ON
INSTAGRAM SOCIAL MEDIA****Stevania Randalia**

Universitas Indonesia, Indonesia

Email: stevania.randalia@ui.ac.id

Keywords	Abstract
brand ambassador; content format; content topics; engagement	Advertising campaigns with Korean celebrities as brand ambassadors is a prominent strategy utilised by Indonesian e-commerce brands. However, previous researches showed inconsistencies of the effectiveness of these type of campaigns attributed to two underlying factors: incompatibility of the said brand ambassadors with the product and audience demographics; or when content itself fails to capture audience engagement. This research focuses on the latter by analyzing formats and topics found in @biliblidotcom Instagram contents with idol NCT 127 as their brand ambassadors, considered to be successful in raising brand awareness and generating high engagement. A quantitative content analysis was conducted on 73 contents with NCT 127 and compared the formats and typologies used in each content with the engagement obtained. This research's findings reaffirm previous studies, where brand ambassadors can increase audience engagement in the form of likes regardless of the message formats and topics. However, for engagement in the form of comments, the message format should optimize the visual strength of the brand ambassadors in combination with topics that encourage direct (live events) and indirect/parasocial (incentives and interactive related to the brand ambassador) interactions between the audience and Korean celebrities.

**INTRODUCTION**

The e-commerce industry is growing rapidly in Indonesia and is the main choice of shopping places for consumers (Populix, 2023). Starting from the Buying and Selling Forum (FJB) in Kaskus in 1999, now, there are several large e-commerce companies that compete and try to capture the attention of consumers through various marketing strategies, including by bringing celebrities as company ambassadors or in Indonesia better known as brand ambassadors which is also reflected in their digital marketing strategies on social media (Voorveld, 2019). The latest trend is to make artists/idols from South Korea as brand ambassadors such as Shopee which collaborated with Blackpink (2018), Tokopedia with BTS (2019), and Bilibli with NCT127 (2022). Idols from South Korea are considered to be able to

increase brand awareness and sales. According to research by the Katadata Insight Center (2022), there has been an increase in purchases of clothing, food, beverages, and skincare products promoted by South Korean artists.

Research on the phenomenon of using South Korean celebrities as brand ambassadors in Indonesia generally focuses on its influence on product brands and companies as well as purchase interests. The results of research on the effectiveness of brand ambassadors of South Korean artists tend to be diverse. The use of brand ambassadors for South Korean artists with high effectiveness was found in the case of Korean idol BTS advertisements by the e-commerce company Tokopedia with the finding that there was a positive influence of brand ambassadors on purchase decisions (Ilaisyah & Sulistyowati, 2020; Hendayana & Afifah, 2020). South Korean celebrity brand ambassadors also have an influence on impulse purchases among consumers in Indonesia (Umar et al., 2023). However, in several other studies, it was found that the low impact of brand ambassadors with two factors identified contributed to low effectiveness. First, the selection of brand ambassadors who are not suitable for the brand, product, and target demographic. Second, content packaging that does not succeed in increasing audience engagement (Rahmadani, 2021; Aisyah, 2023).

On the other hand, Audreylia, K. & Utami, L.S.S. (2023) in their research on Blibli Promotional Content on YouTube Featuring NCT 127 in Increasing Brand Awareness found that after Blibli used NCT 127 in its promotional content on social media, Blibli's brand awareness increased where many NCT 127 fans recognized, considering the Blibli brand, and even registered as a user and became a Blibli customer through NCT 127. Therefore, this study wants to explore the variables of advertising content on social media, the use of NCT 127 brand ambassadors, and its effect on engagement results from content on social media accounts, specifically the Blibli e-commerce brand.

Peruta & Shields (2018) in a study on content packaging on social media in relation to audience engagement, concluded that the level of engagement with content on social media is influenced by the format and choice of topics. In general, data on traffic from social media users to a content is not available to the public, therefore research usually looks at elements that can be accessed by the public, namely the number of likes and comments (Peruta & Shields, 2018) The number of likes and comments is considered quite adequate as a measure of engagement because through both audiences provide a measurable manifestation of interest (Romney & Johnson, 2020).

This study will study the Instagram social media ads of the e-commerce company Blibli with the brand ambassador of the K-Pop group NCT127 in line with the recommendations of the previous research which directed the research on advertising messages with brand ambassadors that are in accordance with the demographics of the audience and are still active in the media (Aisyah, 2023). NCT 127, whose members are aged 25-28 years, has a high relevance to the e-commerce consumer demographic which is dominated by 18-25 years old (36%) and 26-35 years old (49%). The group is also still active and holds concerts in Indonesia, and still appears frequently in the media.

Based on the background of the problem described and explained above, the research group formulated the following research questions: first, what kind of Instagram ad content

message format with NCT 127 brand ambassadors on @bliblidotcom generates high engagement? Second, what kind of Instagram ad content message topics with NCT 127 brand ambassadors on @bliblidotcom generate high engagement?

From the research questions that have been described, the researcher formulated two hypotheses as follows:

H1: The selection of message formats in Instagram ad content @bliblidotcom with NCT 127 brand ambassadors gave different engagement like results.

H2: The selection of message formats in Instagram ad content @bliblidotcom with NCT 127 brand ambassadors gave different engagement comment results.

H3: The selection of content topics in Instagram ad content @bliblidotcom with NCT 127's brand ambassadors gave different engagement like results.

H4: The selection of content topics in Instagram ad content @bliblidotcom with NCT 127's brand ambassadors gave different engagement comment results.

METHOD

This study uses quantitative content analysis. Since the data analysis is done quantitatively, the data will be processed in a coding system, which converts the raw data into a more systematic format for analysis (Neuman, 2014). The coding used in this study is manifest coding for all Instagram account content @bliblidotcom which is part of an advertising campaign using NCT127 brand ambassadors which was uploaded in the July-December 2022 period which amounted to 73 posts. The unit to be analyzed is only the main content of the data; in the form of images and videos without seeing the caption of the upload. The coding process is carried out in a message format that is exhaustive and consists of three types, namely conceptual, narrative, and metacommunication. Meanwhile, the content topics are divided into eight, namely products, promotions, incentives, events, operational, interactive, social responsibility, and seasonal.

The coding process begins by testing the intercoder reliability with Holsti's calculations of two coders to analyze 10% ($n=7$) of the randomly selected sample. In the first test, the intercoder value was not satisfactory ($\alpha=0.51$) because there was no understanding of the format and topic of the message. So the coding handbook was revised and retraining of coders was held. The second intercoder reliability test showed satisfactory reliability results ($\alpha=0.95$) so that both coders could continue the content analysis.

RESULTS AND DISCUSSION

In total, there were 73 Instagram content that became a research sample. The content is all Instagram social media advertising content of the *e-commerce* company Blibli with *the brand ambassador* of the K-Pop group NCT127. Diagram 2 shows the total and percentage of content divided into three formats. Chart 3 shows the total and percentage of content topics divided into eight types.

Content Message Format

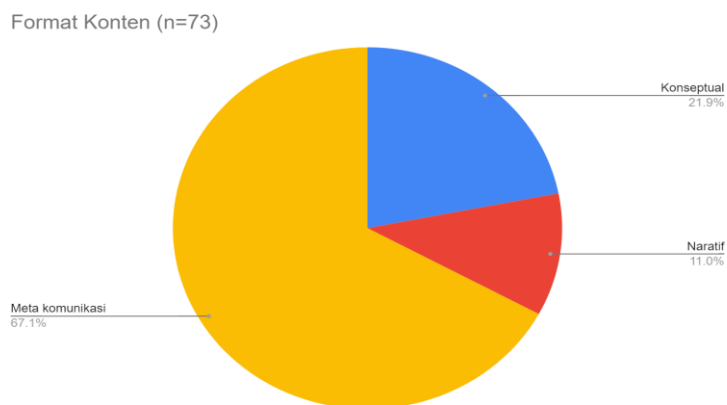


Diagram 1. Percentage of Blibli Instagram Content Message Format with NCT127

Metacommunication message formats were the dominant message choice, 67.1% (n=73). Then 21.9% of content is created in a conceptual format and the remaining 11% is created in a narrative format.

Content Topics

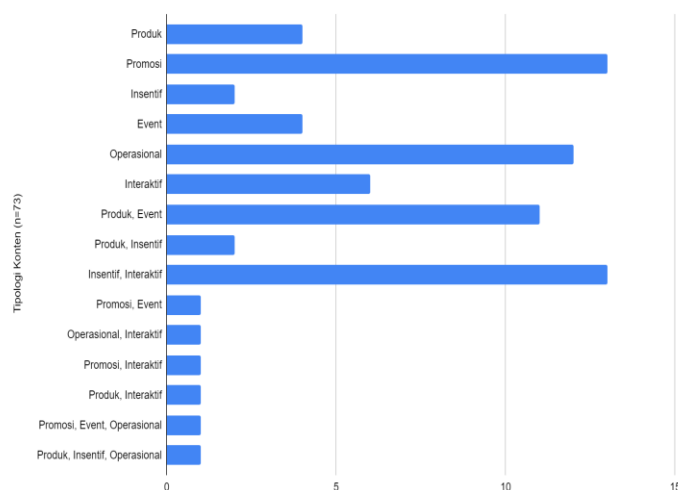


Diagram 2. Total and Percentage of Blibli Instagram Content Typology with NCT127

Based on the test results, it is known that out of the 73 content observed, it can be classified into 15 topic combinations. The most dominant message topics were a combination of incentive-interactive (17.8%), promotion (17.8%), operational (16.4%), event-product combination (15.1%). No social responsibility topics and seasonal topics were found in the sample.

The Relationship of Content Formats and Topics to *Engagement*

Testing the relationship between nominal-scale content formats and topics as independent variables with *ratio-scale engagement* (*likes* and *comments*) that have been

logarithmic as dependent variables was performed t-test for t-test independent samples looking at differences from each format and topic to generate *engagement* (Peruta & Shields, 2018).

Test Content Format Differences with *Engagement Likes*

The results of the independent t-test showed that although the number of metacommunication message formats exceeded other formats, there was no significant difference between the mean values of conceptual formats (M=3.6; SD=0.46), narrative (M=3.5; SD=0.37) and metacommunication (M=3.4; SD=0.57).

Tabel 2. Test the difference between independent sample t-tests between content formats and *engagement likes*

	n	Mean	Conceptual	Narrative	Metacommunication
Conceptual	16	3.6464	0.707	0.707	0.209
Narrative	8	3.5744	0.707	0.707	0.543
Metacommunication	49	3.4461	0.209	0.543	

Catatan: n=73, nilai p dengan signifikansi <0,05

From the table, it can be concluded that there is no significant difference between the selection of content formats and the generated engagement *likes*. In addition, the three message formats have more or less the same ability to generate *likes*. Based on these results, the first hypothesis, which states that the choice of message format in Instagram ad content @biliblidotcom with *NCT 127's* brand ambassador provides different engagement *like* results, **was rejected**. There was no significant difference between the choice of conceptual, narrative and metacommunication message formats in generating *like engagement*.

Test Content Format Differences with *Engagement Comment*

There were significant differences between the conceptual formats (M=2.4228; SD=0.409) and metacommunication formats (M=2.068; SD 0.801) with narrative format (M=1.278; SD 0.605 in generating *engagement likes*. However, there is no significant difference between conceptual and metacommunication formats in generating *likes*.

Tabel 3. Test the difference between independent sample t-tests between content formats and *engagement comments*

	n	Mean	Konseptual	Naratif	Metakomunikasi
Konseptual	16	2.4228	0.001*	0.100	0.100
Naratif	8	1.2789	0.001*	0.001*	0.010*
Metakomunikasi	49	2.0681	0.100	0.010*	0.010*

Catatan: n=73, nilai p dengan signifikansi <0,05

Based on these results, the second hypothesis, which states that it is suspected that the selection of message formats in Instagram ad content @bliblidotcom with *brand ambassador* NCT 127 provides different engagement *comment* results, **is accepted**. There is a difference between message formats in generating *comment engagement*, i.e. conceptual and metacommunication message formats significantly generate higher comments than narrative messages.

Test Content Topic Differences with *Engagement Like*

There was a significant difference between the three topics with the highest mean value, namely events (M=3.9), products (M=3.85), and product-event combinations (M=3.6) and topics with the lowest mean value of the combination of incentive-interactive (M=3.21) and interactive (M=3.20).

Table 4. Test the difference between independent sample t-tests between content topics and engagement like

	n	Mean	1	2	3	4	5	6	7	8	9
1. Produk	4	3,85		0.249	0.529	0.907	0,479	0,117	0,035*	0,516	0,548
2. Promosi	13	3,4	0.249		0,928	0,194	0,622	0,548	0,271	0,304	0,866
3. Insentif	2	3,5	0.529	0,928		0,189	0,864	0,574	0,446	0,552	0,933
4. Event	4	3,9	0.907	0,194	0,189		0,401	0,031*	0.016*	0,309	0,081
5. Operasi	12	3,5	0,479	0,622	0,864	0,401		0,337	0,126	0,693	0,916
6. Interaktif	6	3,2	0,117	0,548	0,574	0,031*	0,337		0,759	0,066	0,476
7. Insentif - Interaktif	13	3,21	0,035*	0,271	0,446	0.016*	0,126	0,759		0,015*	0,378
8. Produk - Event	11	3,6	0,516	0,304	0,552	0,309	0,693	0,066	0,015*		0,607
9. Produk - Insentif	2	3,54	0,548	0,866	0,933	0,081	0,916	0,476	0,378	0,607	

Catatan: n=67 dengan topik yang hanya muncul satu kali dalam sampel tidak disertakan dalam pengujian, nilai p dengan signifikansi <0,05

Based on these results, the third hypothesis, which states that it is suspected that the selection of Instagram ad content topics @bliblidotcom with *brand ambassadors* NCT 127 provides different *engagement like* results, **is accepted**. Product topics, events and event product combinations differ significantly in their ability to generate higher engagement like results than interactive topics and an interactive incentive-combination that results in lower *engagement* likes.

Test Content Topic Differences with *Engagement Comment*

Event topics (M=2.50), incentive-interactive (M=2.39), product-events (2.37), and incentives (M=2.35) were topics with a high mean value which meant generating more comments. While promotional topics (M=1.59) and product-incentives (M=0.50) were the topics with the lowest average number of comments. There was a significant difference when the topics with the highest mean value were tested with the topics with the lowest mean value.

Tabel 5. Test the difference between the content typology and *engagement comment*

	n	Mean	1	2	3	4	5	6	7	8	9
1. Produk	4	2,10		0,158	0,776	0,478	0,901	0,864	0,574	0,511	0,092
2. Promosi	13	1,59	0,158		0,075	0,020*	0,034*	0,210	0,011*	0,002*	0,008*
3. Insentif	2	2,35	0,776	0,075		0,758	0,746	0,651	0,960	0,969	0,969
4. Event	4	2,50	0,478	0,020*	0,758		0,398	0,325	0,822	0,694	0,001*
5. Operasi	12	2,16	0,901	0,034*	0,746	0,398		0,702	0,515	0,467	0,012*
6. Interaktif	6	2,00	0,864	0,210	0,651	0,325	0,702		0,404	0,322	0,071
7. Insentif - Interaktif	13	2,39	0,574	0,011*	0,960	0,822	0,515	0,404		0,960	0,016*
8. Produk - Event	11	2,37	0,511	0,002*	0,969	0,694	0,467	0,322	0,960		0,016*
9. Produk - Insentif	2	0,50	0,092	0,008*	0,969	0,0018	0,012*	0,071	0,016*	0,016*	

Catatan: n=67 dengan topik yang hanya muncul satu kali dalam sampel tidak disertakan dalam pengujian, nilai p dengan signifikansi <0,05

Based on these results, the fourth hypothesis, which states that it is suspected that the selection of Instagram ad content typology @biliblidotcom with NCT 127's brand ambassadors provides different *engagement comment* results, **is accepted**. There was a significant difference ($p < 0.05$) between topics with high average comments (events, incentive-interactive, and product-events) and topics with low average comments (promotions and product-incentives).

Message and Engagement Formats

This study found that there was no significant difference in the selection of message formats in generating engagement likes in content on Bilibli's Instagram with NCT 127's brand ambassadors. This is because there is a brand ambassador factor that plays an important role in generating engagement. The popularity of brand ambassadors, in this case NCT 127, which meets the popularity criteria in the form of age proximity to the e-commerce user audience in Indonesia, is still active in the media, and has a large fan base in Indonesia (Aisyah, 2023), is able to attract the attention of the audience for each message format.

Unlike previous research that found messages with narrative and metacommunication formats resulted in more engagement from audiences (Romney & Johnson, 2020), this study found that metacommunication message formats do not automatically result in high engagement. Especially if the primary message doesn't feature a brand ambassador or the secondary message doesn't provide the direction of the response that the audience should make to the content.

In addition, in this study, it was found that conceptual messages can also produce high engagement. This is influenced by the existence of brand ambassadors which makes timeless and static conceptual messages more attractive and can trigger high engagement from fans of Korean artists/idols. The factor of brand ambassador presence is also seen from the narrative message format in the Bilibili x NCT 127 campaign that did not achieve high comment engagement, because the majority of messages with narrative formats in the sample did not feature brand ambassadors.

The results of this study also found that if the target brand through advertising on Instagram aims to increase likes, then Korean artist brand ambassadors can effectively increase engagement on all message formats by optimizing the artist's visual, audio, and audio-visual strength. If the brand's goal is to increase comments, then a conceptual message format can be a better choice with a primary message that optimizes the brand ambassador's visuals and is accompanied by a creative secondary message.

Content analysis of the sample showed that the highest number of metacommunication messages did not succeed in generating high engagement because the primary message did not display brand ambassadors, and conversely, it displayed brand ambassadors without creative secondary messages. Secondary messages, according to Romney & Johnson (2020) help increase comment engagement when they contain directions for the audience to act towards the primary message, for example containing a question or a call to comment.

Typology of Messages and Engagement

Analysis of the Bilibili x NCT 127 campaign sample also showed that the brand ambassador factor had a different impact when compared to previous findings related to content typology. The presence of brand ambassadors can increase engagement on topics that usually have a low engagement tendency. The use of celebrities as brand ambassadors to utilize the relationship between celebrities and their fans can effectively increase engagement (Kineta Hung, 2014).

Peruta & Shields (2018), found content that contains messages that invite audience participation to have higher engagement. Meanwhile, content that contains information on event activities or about operations tends to get lower engagement.

This study found that incentive and interactive topics did not produce high likes, but were significant in generating more comments. In the sample, this happens in the gift-giving activity that requires the user to leave a comment and check the link provided.

Meanwhile, content that contains information on event activities or about company operations can also generate high engagement. Operational topics in the form of brand ambassador introductions packaged with teaser-shaped messages that arouse curiosity can increase engagement.

If the findings are compared with the concept of rooted and nurtured content in terms of content typology (Jana Gross in Hanlon & Tuten, 2022: 269). Rooted content that focuses on the brand's main business activities (products, promotions, and incentives) plays a role in increasing brand introduction and brand awareness is confirmed with the topic of the product successfully increasing likes, but is not effective in attracting comments.

The function of attracting comments is in nurtured content (event, operational, interactive) which aims to brand positioning and brand attractiveness by building relationships and communities through increasing comment engagement on social media. This is demonstrated by the topic of events and incentives that are significantly able to attract comments.

However, in the context of this research, the topic of rooted content such as products and incentives can also be used to increase engagement in the form of comments through content such as products such as concert tickets and brand ambassador merchandise. On the other hand, nurtured content can also attract attention to brand awareness by encouraging higher engagement levels of likes as seen in event topics that are directly associated with brand ambassadors, namely content about events attended by brand ambassadors.

If the brand's target is to increase engagement likes, then the topic that can be optimized is operations related to the introduction of brand ambassadors in a teaser format and utilizing images, audio, and video brand ambassadors. Other topics are products such as brand ambassador merchandise and events attended by brand ambassadors.

Meanwhile, if the target brand is comment engagement, then the topic that can be used is an event attended by brand ambassadors and interactive incentives such as giveaways on the condition of leaving comments. Regarding comment engagement, this study found that Korean artist brand ambassadors were not effective for product topics (brand products and services) and promotions (discounts and special offer days) in increasing comments if not in a metacommunication message format that included a compelling secondary message.

CONCLUSION

Brand ambassadors can increase engagement on social media, but not all formats and topics of content related to brand ambassadors result in high engagement. So creating ads using brand ambassadors needs to consider the format and topic of the content. Brand ambassadors can increase engagement on all types of message formats and topics. However, for comments, the packaging of the message format must feature brand ambassadors with topics that provide direct (live events) and indirect/parasocial (incentives and interactive related brand ambassadors) interactions between the audience and Korean artists. This study in terms of academic significance provides a new perspective in looking at advertising strategies on Instagram social media with brand ambassadors of South Korean artists who not only look at the effectiveness of using brand ambassadors but also analyze the content of advertising messages. In terms of practical significance, this study contributes to presenting an in-depth investigation of the factors in Instagram social media content that affect engagement earning. In technical significance, the content analysis in this study provides a new perspective in the study of communication because the researcher not only looks at the influence of brand ambassadors on engagement on Instagram social media, but also explains in detail the strategy for choosing message formats and content topics. However, research on social media content such as Instagram has limitations, namely the absence of information to distinguish paid and organic posts that are internal company data. Meanwhile, engagement levels can be influenced by high exposure assisted by promoting content for a fee. In addition, this study did not analyze

the content of comments as a form of engagement so that it did not measure the quality of social media users' engagement with advertising content with Korean artists' brand ambassadors. Further research can be done on similar research on advertisements with other Korean artists' brand ambassadors who are close to the target audience's age and are still active in media such as NCT 127. This study recommends the use of survey or experimental methods to test audience responses to metacommunication messages, which are the most dominant format of choice today as an effective message format that generates high engagement on social media.

REFERENCES

- Aisyah, M. (2023). The impact of a regional brand ambassador and social media advertising on brand trust and brand loyalty of Lazada in Indonesia. *International Journal of Data and Network Science*, 7(4), 1929–2940.
- Coelho, R. L. F., de Oliveira, D. S., & de Almeida, M. I. S. (2016). Does social media matter for post typology? Impact of post content on Facebook and Instagram metrics. *Online Information Review*, 40(4), 458–471.
- Coursaris, C. K., Van Osch, W., & Balogh, B. A. (2013). A Social Media Marketing Typology: Classifying Brand Facebook Page Messages For Strategic Consumer Engagement. *ECIS 2013 Proceedings* [online] (<https://core.ac.uk/download/pdf/301360965.pdf>, diakses 28/09/2023).
- Cvijikj, I. P., & Michahelles, F. (26/01/2013). Online engagement factors on Facebook brand pages. *Social Network Analysis and Mining*, 3(1), 843–861.
- Doorn, V. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of Service Research*, 13(3), 253–266.
- Hanlon, A., & Tuten, T. L. (Eds.). (2022). *The SAGE Handbook of Social Media Marketing*. SAGE Publications.
- Harrison, C. (2023, Februari). Visual social semiotics: Understanding how still images make meaning. *Technical Communication*, 50, 46–60.
- Hendayana, Y., & Afifah, N. (2020). Pengaruh Brand Ambassador dan Korean Wave terhadap Minat Belanja Online Melalui Marketplace Tokopedia. *Kinerja Jurnal Ekonomi dan Bisnis*, 3(1), 32–46.
- Hung, K. (2014). Why celebrity sells: A dual entertainment path model of brand endorsement. *Journal of Advertising*, 43(2), 155–166.
- Ilaisyah, H. L., & Sulistyowati, R. (2020). Pengaruh Brand Ambassador dan Iklan Terhadap Keputusan Pembelian Konsumen pada Marketplace Tokopedia. *Jurnal Pendidikan Tata Niaga (JPTN)*, 8(3), 904–910.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251.
- Kress, G., & Leeuwen, T. (2006). *Reading Images: The Grammar of Visual Design* (2nd ed.). Taylor & Francis.

- Larasari, E., & Mumtazah, L. (2018). Pengaruh Brand Ambassador Dan Event Sponsorship Terhadap Purchase Intention Dengan Brand Image Sebagai Variabel Intervening. *Sains: Jurnal Manajemen dan Bisnis*, 11(1), 261–280.
- Lea-Greenwood, G. (2012). *Fashion Marketing Communications*. Wiley.
- Liadeli, G. (n.d.). A Meta-Analysis of the Effects of Brands' Owned Social Media on Social Media Engagement and Sales, 87(3).
- Long, P., & Wall, T. (2012). *Media Studies: Texts, Production, Context*. Pearson.
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches* (7th ed.). Pearson.
- Peruta, A., & Shields, A. B. (2018). Marketing your university on social media: a content analysis of Facebook post types and formats. *Journal of Marketing for Higher Education*, 28(2), 175–191.
- Populix. (29/08/2023). *Survei Populix: Platform E-commerce Masih Jadi Pilihan untuk Belanja*. Populix [online] (<https://info.populix.co/articles/platform-e-commerce>, diakses 12/10/2023).
- Qualman, E. (2012). *Socialnomics: How Social Media Transforms the Way We Live and Do Business*. Wiley.
- Romney, M., & Johnson, R. G. (2020). Show me a story: narrative, image, and audience engagement on sports network Instagram accounts. *Information, communication & society*, 23(1), 94–109.
- Shen, B., & Bissell, K. (2013). Social Media, Social Me: A Content Analysis of Beauty Companies' Use of Facebook in Marketing and Branding. *Journal of Promotion Management*, 19(5), 629–651.
- Shimp, T. A. (2014). *Integrated Marketing Communications in Advertising and Promotion*. Salemba Empat.
- Smith, A., & Fischer, E. (2012). How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter? *Journal of Interactive Marketing*, 26(2), 102–112.
- Tanisang, M. D., Vidyarini, T. N., & Monica, V. (2019). Studi Komparatif: Analisis Isi Pesan Pada Posting Instagram E-Commerce di Indonesia. *Jurnal E-Komunikasi*, 7(2), 1–10.
- Umar, A., Liesl, R., Himawan, N., & Mustikasari, F. (2023). The Influence of Korean Brand Ambassador on Hedonic Shopping Motivation moderated by Fanaticism toward Impulsive Buying Behavior in E-Commerce. *Proceedings of the 3rd Asia Pacific International Conference on Industrial Engineering and Operations Management* [online] (<http://ieomsociety.org/proceedings/2022malaysia/360.pdf>, diakses 18/09/2023).
- Voorveld, H. A.M. (2019). Brand Communication in Social Media: A Research Agenda. *Journal of Advertising*, 48(1), 14–26.
- Wies, S., Bleier, A., & Edeling, A. (2022). Finding Goldilocks Influencers: How Follower Count Drive Social Media Engagement. *Journal of Marketing*, 87(3), 383–405.