INFLUENCER MARKETING STRATEGIES IN INCREASING CUSTOMER ENGAGEMENT (TIKTOK MINKE CASE STUDY)

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KEYWORD	ABSTRACT
Influencer, Customer Engagement, TikTok, Market Trend.	*The rapid development of technology encourages businesses to use other alternatives in marketing their products, one of which is the use of influencer marketing services. This aims to expand product information and is also key to increasing customer engagement. In increasing customer engagement, influencers need to implement a good strategy so that the desired goals are achieved. Therefore, this research aims to find out the influencer marketing strategy implemented by Adam through minke's TikTok account to increase customer engagement. This research is qualitative in nature using the case study method. In addition, this research collects data through observation, interviews and documentation. Data analysis techniques include data collection, data reduction, data reduction and conclusion display. The results of this research indicate that the strategy implemented out by Adam is included in a good influencer strategy, this is indicated by Adam's considerable efforts in increasing his credibility so that the engagement created is high. This research is expected to have an academic impact on influencer marketing strategies in increasing customer engagement as carried out by Adam.*

INTRODUCTION

The development of technology is accelerating in human life, ranging from technology made to facilitate human work to technology that is used as a substitute for human labor it self in a job to reduce the risk of work accidents and minimize expenses. Danuri (2019) explains that technological developments are used to fulfill individual satisfaction, ranging from technological developments for industry, technology for agriculture, technology for education and technology for information and communication. The development of information and communication technology has a wide impact on human life, ranging from the bad impact to the good impact caused by the development of information and communication technology. The impact of developing Information and Communication Technology is felt by the community, including the business community. In the business world, the development of information and communication technology can have a detrimental impact, dependence and changes in customer consumption patterns, which change rapidly result in business people need to follow the flow of these changes, as a result, if there is a disruption in the use of information and communication technology will affect sales results and cause losses to business people, in addition, the development of information and communication technology also has a good impact in the business world, the rapid dissemination of information results in potential customers get information about a product in a short time.

The rapid spread of information is the focus of business people in increasing work productivity, production efficiency with the market and marketing needs of a product. The rapid spread of information has also changed people's lifestyles in shopping. According to Refachlis, A.U, Puspa, Supia & Hadi (2021) one of the factors for the changes in people's lifestyles in

shopping is due to the many contributions of online services that offer convenience in shopping. Social media is closely linked to online services that make shopping easier in today's world, according to Pratiwi (2020) social media is a communication tool that can be used as a media process for socialization. Social media was originally used as a tool to communicate with others, but now it can be used for many things, one of which is shopping, where previously people shopped directly by coming to stores or markets. The use of social media has changed people's shopping habits to be faster and easier (Jasri, Mustika & Khair, 2022). The use of social media is changing people's shopping habits, this is well utilized by business people, where business people will find it easy to offer products in detail in a picture and text uploaded on social media. On the consumer side, the use of social media will make it easier for them to get detailed information, choose a variety of products, get satisfying facilities without having to spend more time coming to the store (Jasri et. al,. 2022). In utilizing the use of social media, businesses use social media applications that are often used by the public as a form of their digital marketing. In the opinion of Ermayda, Nanda & Narullia (2019) digital marketing is a way to market products through the use of social media in accordance with the development of society, so as to increase the income and sales of business people. The use of social media applications such as Facebook, WhatsApp, Instagram and TikTok by business people. TikTok is one of the most important social media platforms for businesses in digital marketing, according to Azhari & Ardiansah (2022) TikTok is an application that is highly demanded by the public because the TikTok application is used as an entertainment medium to create and share information through video.

For the first time of TikTok's appearance, it was only used as entertainment, over time many business people utilized TikTok as digital marketing, so that features appeared on TikTok that supported businesses and consumers in finding and marketing products. By utilizing these features, businesses are expected to be able to expand sales and increase customer engagement properly (Afiah, Hasan, S & Arisah, 2022). One of the ways businesses utilize TikTok as their digital marketing is by using influencer marketing services. According to Hariyanti & Wirapraja (2018) influencer marketing is considered the best strategy for engaging consumers in social media marketing by leveraging the followers of influencers. Influencer services can create a product brand image no less powerful than artist endorsements at lower cost. Influencers are chosen based on their expertise, ability, level of popularity, and reputation, often influencers are chosen because their masses are in accordance with the target market of the business (Hariyanti & Wirapraja, 2018). By using the services of influencers, businesses hope to create a good impression of a product in detail so that it can form good customer engagement. Businesses also understand the importance of utilizing influencers to build authentic relationships with their consumers. A report from the Association of National Advertisers (ANA) in April 2018 stated that around 58 percent of brands had affiliations with around 25 influencers in 2017 which shows that businesses want to have a deeper relationship with their customers (Chopra, Afhad & Jaju, 2021).

Influencers have different roles and functions compared to their early history, according toYumna, Ishihara & Octavianti (2021) an influencer is someone who is able to influence others through the content they create and share on social media, Meanwhile, according to Anjani & Irwansyah (2020an influencer is someone with followers on social media who is paid by brand owners or business people to promote their products to their followers. Influencers do not start when they are already an actor or actress, but everyone can become an influencer if they have the ability to create unique and inspiring content for their followers. Influencers can also be categorized as activists who have an impact both emotionally and mentally on their followers (Bruns, 2018). Influencers who are active on social media have an active relationship with their followers (Kadekova & Holiencinova, 2018). Influencers promote a product through their personal lives, but also through a promotion in a video insert that they present to their followers and are expected to generate customer engagement. Influencers serve as the ultimate connection between businesses' products and customers. Through their openness with consumers,

influencers have high social influence and it is this credibility that makes the influencer phenomenon so successful.

Being an influencer is certainly not an instant position in the market, it takes time, experience and enough relationships so that influencers can be categorized as capable of marketing business people's products widely. Being an influencer must also have problems that are not known when they will come, bad comments from followers, cancellation of cooperation with businessmen people to deletion of social media accounts by the system automatically because of violations made by influencers themselves become things that influencers avoid and fear. There needs to be a good strategy in compiling a content that will be uploaded on social media as an influencer so that the initial issues and goals of an influencer marketing can be achieved. As has been done by an influencer named Adam, through a TikTok account owned by Adam with over one million followers, Adam markets a variety of products from various business people, the successful content he creates cannot be separated from the strategies compiled and used by Adam in working and marketing products as influencer marketing, so the goals of an influencer can be achieved by Adam through the creativity of the content he has created as an influencer. Based on the results of the description above, the researcher intends to conduct research entitled "Influencer Marketing Strategy in Increasing Customer Engagement (Tiktok Minke Case Study)". In this study, the authors will examine influencer marketing strategies in increasing customer engagement through an influencer named Raihan Adam Firmansyah, the owner of the TikTok Minke account.

RESEARCH METHODS

The type of research used in this study is qualitative research using a case study approach. According to Walidin, Saifullah & Za (2015, p. 77) that qualitative research is a research process to understand phenomena that occur in society by creating a comprehensive and complex picture presented in words and in the form of detailed reports of views, obtained from informant sources and conducted in a natural setting. Meanwhile, according to Fadli (2021) that the type of research using a case study approach is an approach that is carried out intensively, in detail and in depth from the thing being studied in the form of programs, activities, events and others to obtain in-depth information and knowledge about it. The type of research used is qualitative research using a case study approach where the data obtained will be presented in the form of words and detailed explanations.

The object of research in this study is the influencer marketing strategy in its efforts to increase customer engagement, while the subject chosen in this study is a TikTok minke account owner named Raihan Adam Firmansyah, a young influencer who has had a long career and has many followers on his TikTok account. This research was conducted from April to June 2023. The data collection techniques used in this research are observation, interviews and documentation. Observation is done by directly seeing how Adam makes a strategy for creating a marketing content from a business person's product. Interviews were conducted by directly involving influencers as well as TikTok Minke account owners, namely Raihan Adam Firmansyah. Documentation is done by looking back at the results of videos and content that Adam has created through TikTok social media and data related to influencer strategies in increasing customer engagement.

The analysis techniques used in this research include data collection, data reduction, data display and conclusion drawing. The data collection was obtained through observations, interviews and documentation which were then recorded in field notes consisting of aspects of description and reflection which were then checked for completeness and clarity of the data obtained so that the data obtained were valid data. The data reduction that was carried out during the research was by simplifying and focusing on the data that was still rough when obtained in the field, so that it could be arranged in an orderly and neatly arranged. In the data display, the data that has been arranged in order is then processed and adjusted so that it is easier to

understand. The last step used is conclusion drawing, where researchers will analyze and describe the data so that the data can be understood and clear according to the research objectives.

RESULTS AND DISCUSSION

Influencer Criteria

Influencers are people who have a large number of followers and have influence on social media (Alam, 2020). Influencers are someone who actively uses social media, they usually have one of their goals as a medium for marketing a product from a business. Influencers usually introduce products through the content they create and upload on social media, in other words, influencers will get promotions with endorsements from businesses when they market products in detail on social media accounts. One of the strategies of business people in using social media is to utilize influencers, in choosing influencers, business people need to have information from influencers to be used, such as character, strengths possessed to the level of influence on social media users. Being an influencer is certainly liked and trusted by many people, especially for their followers, so that whatever they promote, can inspire and influence their followers including trying and buying a product used and promoted by the influencer.

There are several types of influencers that Adam sees based on the number of followers, and here are the types of influencers based on the number of followers:

a. Nano Influencer. The smallest type of influencer in having followers, nano influencers have followers of one thousand to ten thousand followers. This makes influencers and their followers know each other and makes it easier for them to interact through social media, so that when promoting a product from business people it will be easily accepted and engagement with customers will be easy to get, besides that the costs incurred by business people in using nano influencer services are fairly cheap and very affordable.

b. Micro Influencers. Influencers with ten thousand to one hundred thousand followers can be categorized as micro influencers. Generally, the followers of this type of influencer have more trust in this type of influencer, because this type of influencer has capabilities in certain fields such as beauty experts, health experts and so on. Because the followers of these influencers are still not large enough, the resulting engagement is still fairly strong, the costs incurred by businesses to use the services of these influencers is still affordable.

c. Macro Influencers. Influencers categorized as macro influencers are influencers who have one hundred thousand to one million followers. With a larger number of followers, the reach of the message conveyed by this influencer will be wider, the engagement generated by this influencer when promoting business products will be very strong because this type of influencer is quite famous. Meanwhile, the cost incurred by businesses must be higher than nano influencers and micro influencers.

d. Mega Influencer. This type of influencer is an influencer who has more than one million followers. These influencers are usually those who have been using social media in their daily lives for a long time and are known by many people. The large number of followers allows this influencer to promote business products widely in a short time, but the costs incurred by businesses in using the services of this type of influencer is quite high considering that the engagement that will be formed will be very strong and will affect business sales.
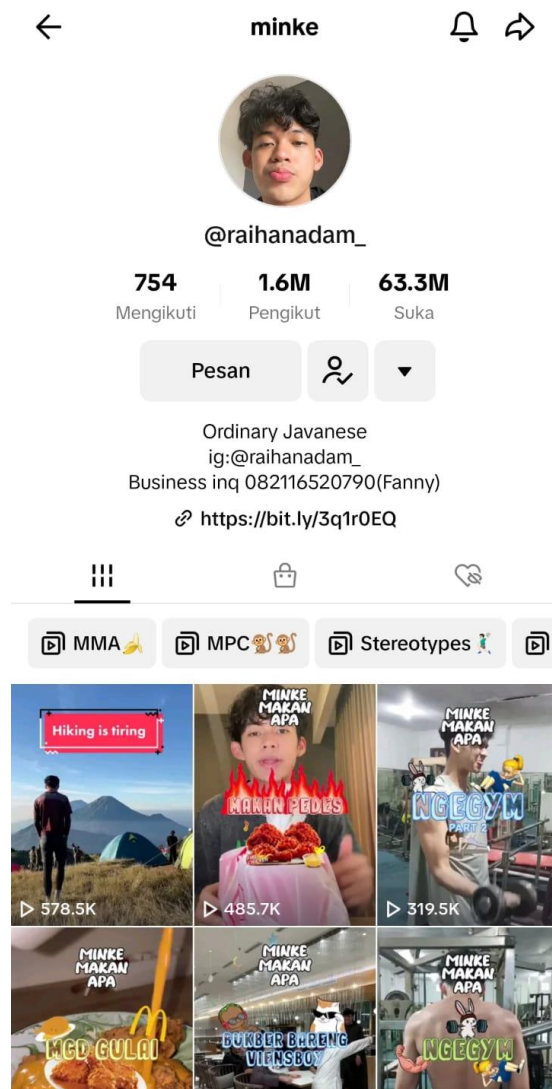
Figure 1. Adam's minke TikTok account

Figure 1 means is in minke's TikTok account can be categorized as a mega influencer, considering that minke's account has more than one million followers on TikTok social media and is well known by many people in Indonesia.

Understanding TikTok's Algorithm

TikTok is a social networking platform for sharing short videos that allows users to create and view videos from others (Ramadhan, Priatama, Zuhaida, Akalili & Kulau, 2021). TikTok is a content distribution platform where users can easily get millions of views even with a small number of followers, uniquely TikTok provides the same opportunity for all users to make their content viral. In use, TikTok has a very good algorithm where the TikTok algorithm will select certain and specific content that will go viral and TikTok users can use the application longer. The TikTok algorithm is a complex system designed by TikTok to present the most interesting content to users through the FYP page, where TikTok presents content that is directly selected by the algorithm and displayed according to what users like. FYP is a page recommended by TikTok that contains trending and viral videos. What makes this is even more interesting because the FYP

pages that users see will differ based on their one another according to the user's personal likes and interests.

In understanding the TikTok algorithm, Adam the TikTok account owner minke always pays attention to the content he creates so that it is always FYP, and here are the things that influencers need to pay attention to in understanding the TikTok algorithm:

Authentic content. The first thing TikTok does is analyze the uploaded content, TikTok will not immediately push the video that has just been uploaded to the audience but TikTok will analyze the video to determine whether the uploaded video meets the requirements of TikTok community guidelines such as violating other people's video copyrights. If the uploaded content is not original, it can result in the newly uploaded video may not receive any views at all and even TikTok has the right to take down the video. The second thing is hastag, Many beginner influencers underestimate the use of hastags in TikTok, TikTok uses hastags to categorize the type of content on their platform. The use of hastags on TikTok needs to be considered, the hastags used need to be appropriate and relevant to the video so that the uploaded video can be shared widely.
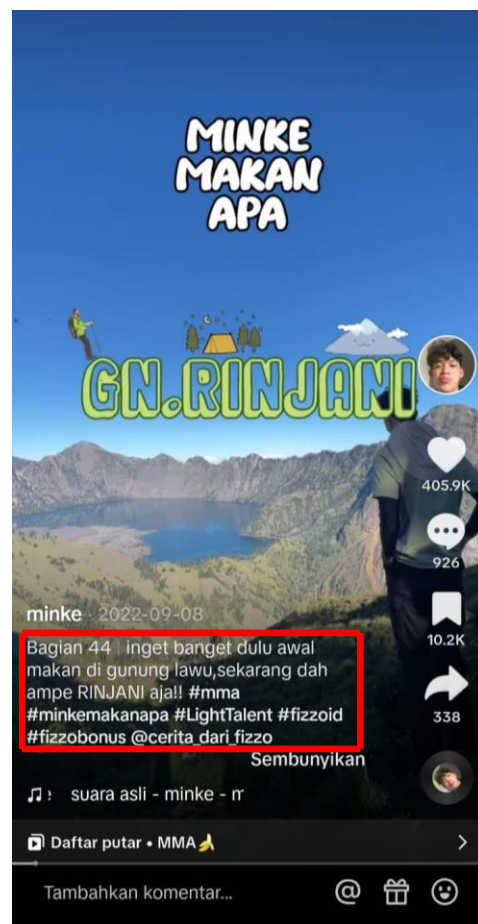

Figure 2. Adam's Authentic Content   Figure 3. Use of Hastags in Adam's Content

In figure 2, Adam has implemented how influencers create authentic content. This is done by Adam himself through his own creative ideas and those inspired by others. In figure 3, Adam uses hastags as a form of his efforts to simplify the TikTok algorithm so that Adam's content is easy for the algorithm to take into account and is searched for by the audience.

Music and caption. Influencers can use trending music on TikTok to signal to TikTok that the uploaded video on trend. This feature is also an advantage because we can directly use and select music on TikTok when uploading a video without having to edit it using a video editing application. In addition TikTok will read elements in the form of text in the form of captions, this needs to be considered by influencers before uploading videos. Using the right caption will help TikTok algorithm to recognize the type of content created so that TikTok can recommend to others according to the user's interest.

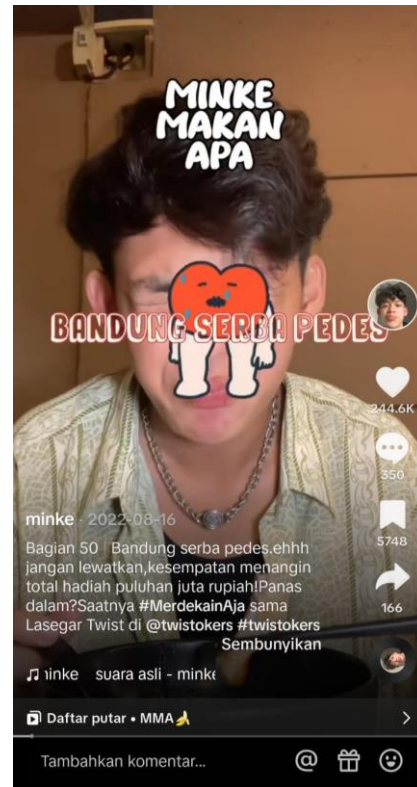Figure 4. Use of Music in Adam's Content   Figure 5. Use of Caption on Adam's Content

In figure 4, the use of music on TikTok by Adam will make it easier for the TikTok algorithm that Adam uses the minke account to also follow the growing music trends in the TikTok application. In addition, in figure 5 the caption used by Adam will be adjusted to the content presented, this will make it easier for the audience to understand Adam's content when the content is created as a form of influenser promotion in providing product information for business people.

Effects, filters, and location. In the use of effects and filters is almost the same as the use of music on TikTok, TikTok will see whether the uploaded video follows the current trend, not all videos that enter FYP use effects and filters, but this can be an alternative as a signal for TikTok's algorithm in spreading influencer videos. In addicition, The location and language used by the influencer will tend to push the video to others who share the same location and language. This needs to be considered in setting the location and language to make it easier for the TikTok algorithm to find a suitable audience and match the content created.

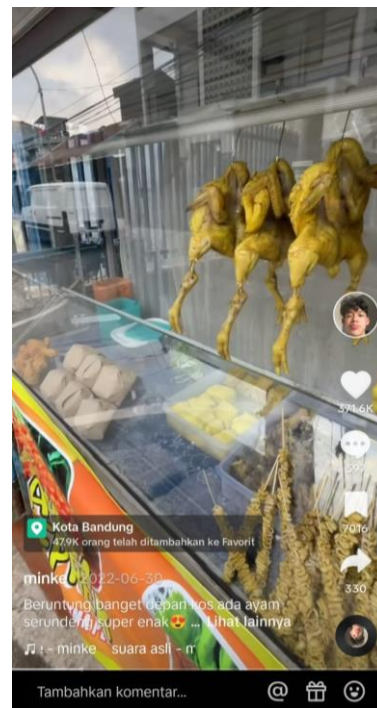Figure 6. Use of Effects and Filters on Adam's Content Content

Figure 7. Use of Location in Adam's Content

In figure 6, Adam's use of effects and filters is a form of influencer in following the growing trend in society, the effects and filters that continue to grow occur because TikTok gives its users freedom in creating effects on their platform, this will be easily accepted if the effects and filters used are interesting so that many people will try them including influencers. In addition, the use of location will also make it easier for the TikTok algorithm to calculate to whom and where the content will be given to the audience, this also informs the audience where Adam was when creating the content so that followers will feel the same emotions as the influencer.

Video transcripts. Influencers usually underestimate this when they create and upload TikTok videos, while text is the element that is most easily understood by the TikTok algorithm

The content created by the influencer will be pushed by the TikTok algorithm to an audience of around three to five hundred viewers, this will be rated by the audience not the TikTok algorithm, this process is called performance rating which will see the performance of the influencer's video. The matrix that will be seen and rated by the algorithm is the engagement of the audience such as like, comment, share, follow account, save video or save to favorites. There are several points that influencers need to consider in using TikTok such as watch time, retention rate, and rating ratio. If a video gets few likes or views, TikTok will cycle through the process where the video will be pushed back to the audience by the TikTok algorithm.

Conduct a Market Trend Analysis

Being an influencer must understand how trends work in society, this is an important part because the content created by influencers must follow developments in society, what is trending and viral must always be mastered by influencers. This is Adam's main concern before he creates content and markets business products, there are several ways how influencers can find out trends in society, one of which is by using google trends. On the google trends page, it can be seen that the majority of people are talking about, and looking for information about it. This can be utilized by influencers so that the content created will always follow trends and developments in society. On google trends there are also categories according to user interests, trends in a region

and viral content on that day. So that influencers will not be left behind in the information that is developing even though they only have a little time in researching trends in society.
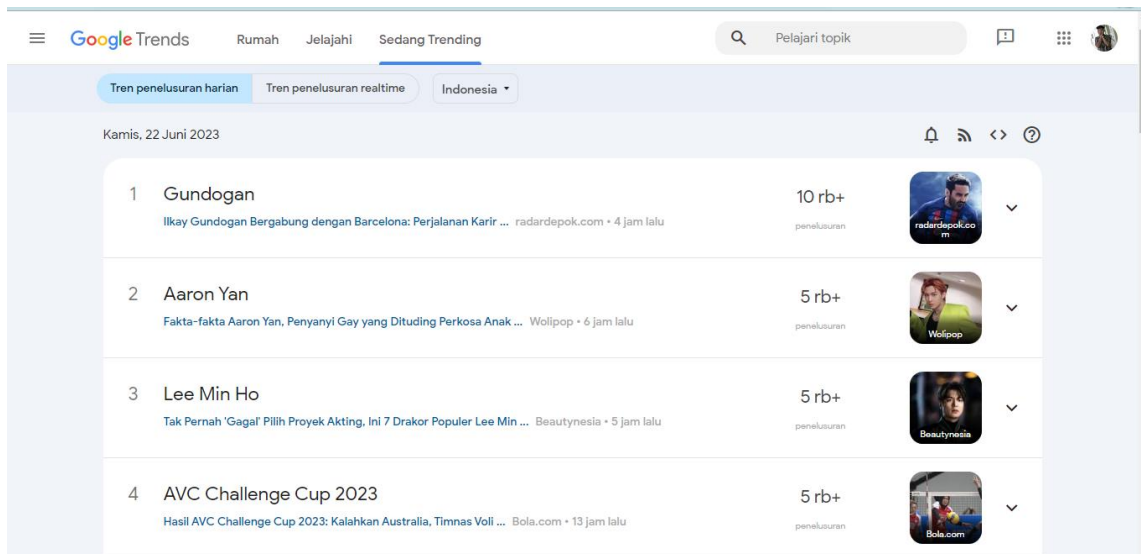

Figure 8. Trend list on Google Trend

Creating Influencer Personal Branding

In creating quality content, influencers need to ensure that what has been created does not result in a negative response from followers or customers later. This will also have an effect on customer engagement if the influencer promotes the business's products, and here are some of the ways adam as an influencer creates and maintains personal branding:

a. Distinctive content. One of the things that needs to be considered when becoming an influencer is distinctive, this will always be remembered by the audience. Distinctive features will distinguish an influencer from other influencers even though the type of content created is the same. There are various ways to characterize an influencer in creating content. As done by Adam, in the account owned by Adam, the characteristics of the content he has such as MMA content or Minke Makan Apa its mean what to eat minke, this content is characteristic of Adam with its flexible presentation, coupled with the editions he makes following trends or times of events such as Eid edition, street food edition to spicy food edition. So that in presenting the characteristics of his content, Adam can present and promote business products and create engagement with customers while increasing Adam's personal branding. In addition to increasing personal branding in front of followers, distinctive content will bring large endorsements from businesses, as Adam did, from the amount of MMA content Adam created, as much as 50 percent was the result of endorsements with businesses.

b. Integrity. Being an influencer must have high integrity because influencers will always be seen and judged by the community, the application carried out by Adam to always be seen positively by the community is by not saying harsh words, giving his time to interact with followers and creating content that does not violate the rules. This will create high engagement with customers when promoting business products, because influencers will be known as trusted people through the integrity created.

c. Consistency. In addition to consistent behavior in order to create integrity, influencers need to be consistent in creating content and not be overly influenced by others. Adam's application in maintaining his consistency is by always uploading content with the theme of eating, even though the content created is about climbing mountains, facation or gym, Adam

always brings the theme of food in other content so that the characteristics that Adam has can be maintained.

d. Persistence. Persistence is the consistency that will shape personal branding, not giving up on the situation and trying to understand the situation. In applying persistence, Adam tries to understand how to be a good influencer, one of which is by learning about the science of communication that he studied in college, there are 3 elements in doing rhetoric and become a guideline for Adam to become an influencer, namely ethos, logos and pathos. Ethos is the credibility of the speaker, delivery by a trusted person will be more persuasive than someone whose honesty is questionable. Logos is the logical evidence that a person does, such as the practices carried out by Adam must be in accordance with what he has said to followers. While pathos is related to the emotions raised by a person to the listener, this is also what Adam does when creating the content he brings, followers will be able to feel emotionally in accordance with what Adam is talking about.

e. Honesty. In creating content such as Adam's review content, influencers should prioritize honesty over reviews that do not match expectations, this will have a good impact on the influencer's personal branding and create high engagement with followers and customers. In Adam's minke account, honest reviews are given using a value rating from one to ten, this has an impact on the trust of Adam's followers in a product that he brings, including the products of business people, if Adam gives a review that is different from reality, it is likely to have an impact on the lack of follower trust in Adam and will reduce his own credibility.

From the results of research on how influencers create and maintain personal branding, in line and support the theory that has been made from the results of Ishihara & Octavianti (2021) where personal branding will be important for influencers, this will shape the influencer's image in front of the public.

Understand About Customer Engagement

According to Rahmawati & Sanaji (2015) that customer engagement is an individual consumer relationship with a product or brand as a manifestation of cognitive, affective and behavioral responses outside of their purchasing activities. Customer engagement is a marketing activity that is oriented towards consumer behavior, customer engagement can be done by forming a relationship with consumers through promotions provided so that the product information conveyed can touch emotions, psychologically and physically by building consumer trust which is usually done repetitively. So it can be concluded that customer engagement is a process carried out by business people as a form of repeated interaction with consumers in order to provide experiences that can later strengthen the emotional side so as to motivate consumers to make repeated purchases due to their attachment to a product or brand of business people.

According to Hollebeek, Glynn & Brodie (2014) that customer engagement has several main concept variables, namely as follows:

a. Cognitive attachment, this refers to the cognitive stage owned by customers, such as when customers share information about their experiences with a product to others. This variable relates to how customers receive, learn, remember and process information about a product or brand from business people. In this variable, there are several dimensions such as contingency interactivity where customers experience interest in reading content on social media, indicators that can be used are customers interested in reading, downloading, viewing content on social media and their interest in providing reviews, ratings and recommendations to other consumers through comment, like and share options on social media features. There is another dimension of this variable, namely self company connection where this refers to the ability of business people to reflect their customers, the ability of customers to identify business people well, the existence of individual connections with

business people, and the customer's perception that business people are able to help them to become the person they want.

b. Attitudinal attachment, this refers to the attitude which is used as one of the variables measuring customer engagement because it covers the stage of positive affection and openness to new experiences and social and inter-personal involvement which will be related to taking customer attitudes that can increase the growth of business people.

c. Behavior attachment, this refers to the customer's behavior in an engagement effort carried out by business people is a great hope and is able to bring behavioral changes and can provide behavioral motivation to other customers. This strategy is a form of business actors' efforts in creating a strong relationship between customers and business actors, this involvement must be able to provide social support to a product or brand from business actors.

DISCUSSION

The rapid development of technology creates new technology as a form of human convenience in doing work including as a form of minimizing work accidents and minimizing existing expenses, this is in line with Danuri (2019) that technological developments are used as meeting individual and group needs. Significant technological developments also have a considerable effect on the business world, business people utilize technological developments as a medium in disseminating their product promotions, this is done so that the product information being promoted is well and widely distributed in the community. In utilizing this technological development, business people use social media, one of which is using the TikTok platform.

In utilizing the TikTok platform, businesses are trying to create engagement with their customers, this is done by utilizing the services of influencers in using the TikTok platform, this is in line with Rahmawatin & Sanaji (2015)research that creating customer engagement will have an impact on customer satisfaction and their trust in business products. The task of influencers in the business world certainly aims to increase customer engagement through the content created, this will be easily obtained if influencers implement strategies in their efforts to create and improve customer engagement.

In the strategy used by influencers, a good strategy is obtained from a young influencer named Adam, using a TikTok minke account, the implementation carried out by Adam is by understanding early how the TikTok algorithm runs, so that the content created is always viral and FYP including content created to promote business people's products. another strategy carried out by Adam is by creating good personal branding, this is in line with Yumna, Ishihara & Oktavianti (2021) that the personal branding created by influencers on social media will have an impact on the continuity of influencers in the future.

Marketing is an important key in the business world, how a product will be introduced and distributed to the hands of customers. Currently, there are various ways that business people can use in marketing their products, therefore business people need to understand how to market their products effectively and efficiently so that expenses and revenues match the calculations of business people, this is a challenge for business people in the current era. The development of the times has resulted in the emergence of new strategies for marketing to remain competitive in the market such as using and utilizing influencers as a promotional medium for businesses. Influencer marketing is an effective way to promote products owned by business people, this is supported by Immanue & S (2021, p. 767) statement that "*Influencers are individuals who regularly share content related to a particular field of expertise on social media platforms. Influencers can also be one of the marketing strategies used where familiar individuals on social media use their connections in social media to promote certain products or services*", by utilizing the ability of an influencer marketing through social media, businesses can reach their customers more widely and can build strong engagement with customers.

In building customer engagement, influencer marketing uses social media as a medium for disseminating promotions and product information from business people, this is in line with the opinion of Hanifawati, Dewanti & Saputri (2019) that their purchasing decisions are more influenced by visual content that displays the use of product experience from influencers. Content that is considered and displayed is more critical when delivered to the influencer's followers. From the description above, there is a relationship between influencer marketing strategies with customer engagement and business revenue. The application carried out by Adam through the TikTok minke account is also a way for influencers to increase customer engagement, this is shown through the strategies that have been made, customer engagement occurs if followers of Adam share information provided through TikTok with people because of their trust in the influencer. Based on the theoretical study above, the influencer marketing strategy affects customer engagement and will affect the revenue of business people.

CONCLUSION

In their efforts to create customer engagement, influencers need to understand how strategies need to be done so that marketing wrapped through content can be conveyed well to followers and consumers. This is the influencer's job in creating customer engagement, understanding the influencer's criteria needs to be done so that the followers' trust in the influencer will create a high enough engagement. In this case, it was found that Adam, the owner of the TikTok minke account, is included in the mega influencer type, where Adam's followers have more than one million followers, so that what Adam says, including promoting business products, will easily spread widely to the public, especially his followers.

The strategy used by Adam is also quite good, where Adam understands how the TikTok algorithm runs, so that the content created will easily FYP and go viral. This is a plus for influencers when the content created always gets a lot of views, besides the strategy of analyzing market trends through google trends is also an alternative for influencers in seeing trends that are developing in society. The strategy made is certainly as an influencer's effort in creating customer engagement with business customers.

In his efforts to create customer engagement, of course, influencers also need to create a personal branding, as done by Adam where his efforts in creating personal branding are quite good such as creating content with his characteristics and his efforts in creating credibility, this is certainly a form of Adam's efforts in creating a sense of follower trust in Adam through his credibility as an influencer. In addition, understanding how customer engagement is formed is also a strategy for influencers, so that the content created does not deviate far from the original purpose of the influencer together with business people. So it can be concluded that influencer marketing strategies in increasing customer engagement will occur if good content presentation and strategic planning have been carried out by influencers with their efforts in promoting business products.

This research is expected to be a reference for other researchers who will further examine the practice of influencers in the business world. It is also expected to be a view for future researchers to be able to examine the context of other social media such as Instagram, YouTube and Facebook.

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