

**ANALISIS KONTEN VIDEO *INFLUENCERS* SEBAGAI ALAT PEMASARAN PADA
MEDIA SOSIAL INSTAGRAM DI KOTA BAUBAU**

SKRIPSI



*Diajukan Untuk Memenuhi Salah Satu Syarat Guna Memperoleh Gelar
Pada Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial Dan
Ilmu Politik Universitas Muhammadiyah Buton*

Oleh:

JUNDI SYAHRUL RAMADAN
NPM. 152001036

**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS MUHAMMADIYAH BUTON
BAUBAU
2025**

LEMBAR PENGESAHAN

**ANALISIS KONTEN VIDEO *INFLUENCERS* SEBAGAI ALAT PEMASARAN PADA
MEDIA SOSIAL INSTAGRAM DI KOTA BAUBAU**

SKRIPSI

Oleh:

JUNDI SYAHRUL RAMADAN
NPM. 152001036

Telah Dipertahankan Dihadapan Tim Penguji Dan Dinyatakan Lulus
Pada Ujian Skripsi Program Studi Ilmu Komunikasi
Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Muhammadiyah Buton.

PANITIA UJIAN SKRIPSI

Ketua : Dr. Ansar Suherman., S.IP., M.I.Kom. (.....)
Sekretaris : Muh. Rizal Ardiansah Putra., S. Kom., M.I. (.....)

TIM PENGUJI SKRIPSI

Penguji I : Harry Fajar Maulana, S.Sos., M.I.Kom. (.....)
Penguji II : Muh. Hidayatullah, S.M., M.I.Kom (.....)
Penguji III : Wa Nurfida, S.Sos., M.I.Kom (.....)

Mengetahui,
Dekan FISIP

(Dr. Ansar Suherman., S.IP., M.I.Kom)
NIDN. 0929118802

LEMBAR PERSETUJUAN
ANALISIS KONTEN VIDEO *INFLUENCERS* SEBAGAI ALAT PEMASARAN PADA
MEDIA SOSIAL INSTAGRAM DI KOTA BAUBAU

SKRIPSI

Oleh:

JUNDI SYAHRUL RAMADAN

NPM.152001036

Telah diperiksa dan disetujui oleh pembimbing:

Pembimbing I

Pembimbing II

Hastuti., S.Sos., M.I.Kom.
NIDN. 0917038808

Muh. Rizal Ardiansah Putra., S.Kom., M.I.Kom
NIDN. 0910099401

Mengetahui
Ketua Program Studi

Harry Fajar Maulana, S.Sos., M.I.Kom.
NIDN. 0929118802

PERNYATAAN KEASLIAN SKRIPSI

Yang bertanda tangan di bawah ini

Nama : Jundi Syahrul Ramadan
Nomor Mahasiswa : 152001036
Program Studi : Ilmu Komunikasi
Fakultas : Ilmu Sosial Dan Ilmu Politik Universitas Muhammadiyah
Buton

Menyatakan dengan sebenarnya bahwa skripsi dengan judul “Analisis Konten Video Influencers Sebagai Alat Pemasaran Pada Media Sosial Instagram di Kota Baubau” yang saya tulis ini benar-benar merupakan hasil karya sendiri, bukan merupakan pengambilan alihan tulisan atau pemikiran orang lain. Apabila dikemudian hari terbukti atau dapat dibuktikan bahwa sebagian atau keseluruhan skripsi ini hasil karya orang lain, saya bersedia menerima sanksi atas perbuatan tersebut.

Baubau, 7 Januari 2025
Yang menyatakan

Jundi Syahrul Ramadan
NPM. 152001036

ANALYSIS OF INFLUENCERS' VIDEO CONTENT AS A MARKETING TOOL ON SOCIAL MEDIA INSTAGRAM IN BAUBAU CITY

Jundi Syahrul Ramadan¹, Ansar Suherman², M. Rizal Ardiansah Putra³

¹ Universitas Muhammadiyah Buton

² Universitas Muhammadiyah Buton

³ Universitas Muhammadiyah Buton

E-mail: jundimadan19@gmail.com

Abstract

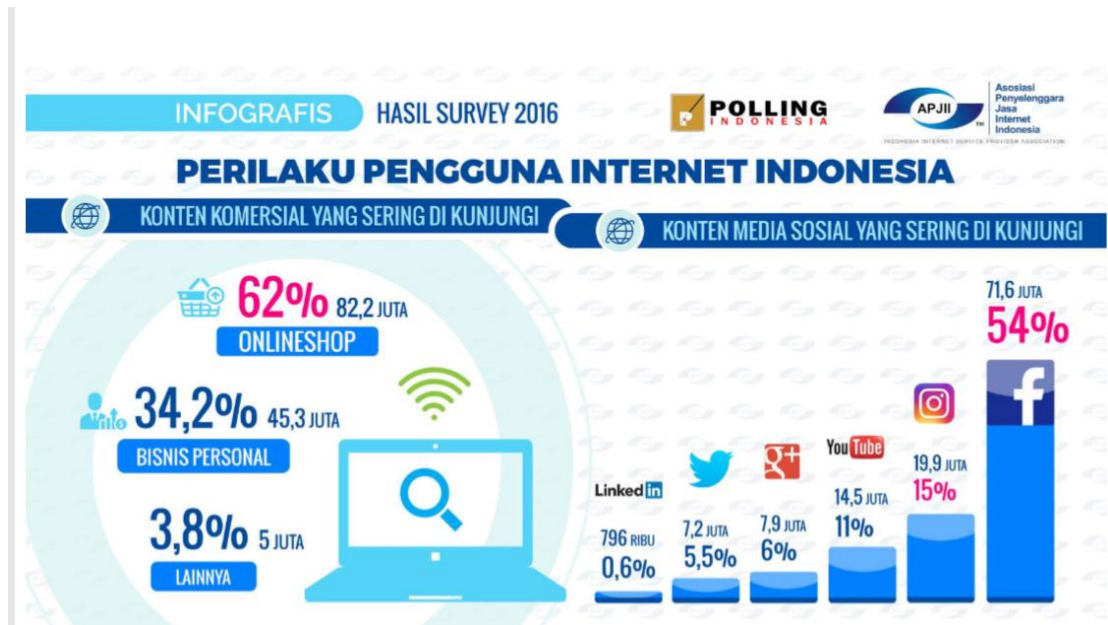
The purpose of this study is to examine how influencer Instagram video material is used in Baubau City as a marketing tool and how it affects customer behavior. Instagram social media is increasingly important as a medium for companies to promote products in the modern digital era, especially through influencer marketing. This research uses a case study methodology combined with a descriptive qualitative approach to investigate the ways in which video content created by influencers can influence consumer purchasing decisions and increase brand awareness among local consumers. content analysis was conducted on Instagram videos that have been uploaded by the influencers. Findings show that factors such as storyline, compelling images and genuine audience engagement are critical in determining how effective video content is. Influencers who are respected and whose products are highly relevant to their local audience have a greater ability to influence customer decisions. Based on these findings, this study provides marketing strategy recommendations for local brands to maximize the use of influencers on Instagram, such as the selection of the right influencers and the creation of relevant and engaging content for the audience. This research is expected to contribute to the development of digital marketing at the local level and become a reference for further research in the field of influencer marketing.

Keywords: influencer marketing, video content, Instagram, digital marketing, digital framing.

Introduction

Modern technology has evolved at a rapid pace, particularly in the field of media marketing and advertising for businesses. Businesses today have to execute marketing and advertising plans with greater creativity, and they have to do so with careful thought. One of the key components that can help businesses succeed in the face of competition, build competitive advantage, attract new clients, and retain existing clients is a marketing plan (Mahmudah & Rahayu, 2020).

Entrepreneurs are interested in social media sites such as Instagram, which is widely used by everyone from teenagers to adults, to grow their businesses. According to data from a 2016 survey on internet penetration and usage in Indonesia conducted by the Indonesian Internet Service Providers Association (APJII), Instagram is the most popular social media platform outside of Facebook, with 15% of users, or 19.9 million people, using it frequently (Puspasari & Hermawati, 2021).



Businesses use marketing communications as a tool to remind, educate, and convince customers about their brands and goods both directly and indirectly. Various media, including print and web, can be used for marketing communications. Due to Instagram's basis as a photo-sharing platform and its ability to display photos from past works as a means of advertising, the social media network is currently meeting the needs of photography suppliers in a very beneficial way. Activities related to marketing communications are those that support the advertisement of a product or service. When practicing the marketing communication process, the needs of target consumers also need to be considered (Ihsan et al., 2023).

Social media platforms offer a wide variety of formats for marketing content. One of the most frequently used mediums for business promotion is video material. The use of video formats to market a brand through customer-relevant digital channels is known as video content marketing. Creating video content is costly and time-consuming. To foster trust in the goods and services provided, target customers are eager for this endeavor. In addition, engaging video material helps target customers to better understand the message being conveyed. (Puspasari & Hermawati, 2021)

Influencers on social media have become influential third-party advocates using most social media sites, one of which is Instagram. Influencers on social media are a good way to keep online followers updated on new products and promotions. Influencers on social media usually interact with their followers by keeping them informed of new developments on a regular basis. Marketing managers should strategically leverage the persuasive capabilities of social media Influencers to identify relevant Influencers for their business or organization.

Social media will have a significant impact on people's consumption habits and has changed the way marketers engage customers with brands and products. E-commerce businesses in Indonesia use social media to attract customers to make purchases on their websites. Social media plays a huge role in marketing, therefore using the right techniques to sell products on these platforms is crucial. There is a direct correlation between having many followers and sales, but a larger following can also result in increased customer characteristics, comments on promoted products, and sampling, all of which can increase sales. On business social media pages, liking or commenting is considered a type of user.(Febrian et al., 2021)

Delivering communication messages from Word of Mouth (WOM) is one way the digitization process is changing the promotional sector of the marketing industry. WOM is considered the best source of information for potential customers to hear testimonials about goods and services. celebrity endorsement is a marketing communication tactic that utilizes a person's fame on social media. Using celebrities to endorse products or brands on social media is known as the celebrity endorsement technique. This strategy involves famous people promoting a product or brand by posting reviews about it. A group of people who are famous for mastering certain abilities or who are important practitioners in their industry are chosen to be celebrity endorsers. The celebrity endorsement strategy emphasizes the connection and relationship between the celebrity endorser and the advertised brand message, in contrast to traditional advertising messages. (Febriani, 2021)

Literature Review

Research conducted by (Mahmudah & Rahayu, 2020) with the research title “Corporate Social Media Content Management on Instagram of a Shopping Center.” The purpose of this research is to get a complete picture (in-depth and contextual) of corporate social media content management on Instagram of a Shopping Center (Mall) in meeting the information needs of visitors. Visual creativity, storytelling, direct interaction, and consistency are the main factors that determine the success of social media campaigns. The results of this study indicate that there are several discussions and analyses related to corporate social media content management on the Instagram account of a shopping center (Mall). Regina Luttrell in the 2015 book *Social Media How to Engage, Share, and Connect* mentions The Circular Model of Some that there are several stages that need to be considered in managing social media. There are four aspects to this model, all four have strengths in their own right, but together they enable a solid strategy. When a company/agency is sharing something they can also manage or engage and even optimize their message simultaneously.

Research conducted by (Selawati & Wibowo, 2023) with the research title “Analyzing Digital Marketing Content Techniques in the Tiktok Application (Case Study of Tiktok @Devi_chot Account)” The purpose of this study was to evaluate the digital content marketing strategy implemented by the TikTok @Devi_chot account and its impact on product sales in TikTok live broadcasts. The results showed that various techniques were used including ad promotion, comedy, hashtags, feedback, music audio, digital marketing sales, as well as content creation strategies and public speaking. These approaches helped increase brand exposure and awareness, as well as expand the reach of the target audience. The content was also designed to maximize the unique features provided by TikTok, such as visual effects, filters, and music. In each live broadcast, the @Devi_chot account actively invites and encourages users to purchase products by offering special promotions and discounts.

Research conducted by (Rahmawati, 2021) with the research title “The Influence of an Influencer's Social Media in Increasing Sales Through E-Commerce” The purpose of this study is that

the influence of an influencer in providing information on a product is able to achieve the ultimate goal to be achieved by increasing sales. The ease of access to information causes consumers to want information on a product in a transparent manner, where consumers are able to identify a brand that can be trusted so as to generate interest and purchase intention. Not just increasing sales but, can display a good product image or brand image and a good company image to consumers. Influencers act as buyers or users of a brand who are able to present things that match the facts of the product so as to increase the sales level of the product brand.

E-commerce businesses in Indonesia use social media to attract customers to make purchases on their websites. Social media plays a huge role in marketing, therefore using the right techniques to sell products on these platforms is essential.

Delivering communication messages from Word of Mouth (WOM) is one way the digitization process is changing the promotional sector of the marketing industry. WOM is considered the best source of information for potential customers to hear testimonials about goods and services. celebrity endorsement is a marketing communication tactic that utilizes a person's fame on social media. Using celebrities to endorse products or brands on social media is known as the celebrity endorsement technique. This strategy involves famous people promoting a product or brand by posting reviews about it.

Content videos are one of the increasingly popular digital marketing methods. The purpose of this study is to investigate the function and efficacy of content videos in amplifying product advertising. Content videos are a powerful tool for communication as they can convey ideas in an engaging and visually stimulating way.

Methodology

This research uses a descriptive qualitative approach to analyze influencer video content on Instagram as a marketing tool. This approach aims to describe and understand phenomena based on empirical data obtained.

This approach was used directly to informants, who served as conditional sources of research and included both Baubau City local influencers and their followers. This method seeks to gather more detailed information on the video content tactics influencers employ to advertise goods and services on Instagram. In this manner, researchers may establish an open and trustworthy connection with informants, resulting in more truthful and accurate information, particularly when it comes to digital marketing tactics and how they affect Baubau City local audiences.

Results



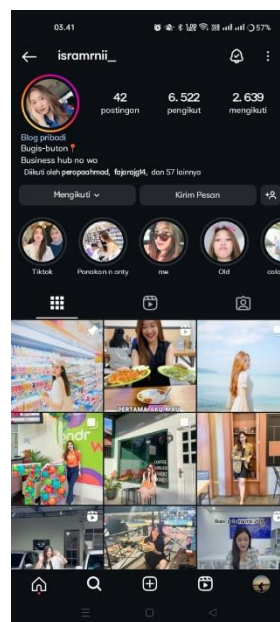
Picture 1: Picture/ instagram account @tiwivarischa

Source: ([https:// https://www.instagram.com/tiwivarischa/](https://www.instagram.com/tiwivarischa/))

The content of the @tiwivarischa Instagram account is mostly focused on two topics: food and beauty.

Culinary: The ratings of restaurants in Baubau City, Southeast Sulawesi, are the main emphasis of this account. By offering suggestions for regional cuisine, they disseminate information about a variety of places, from neighborhood food stands to bigger dining establishments. The account seeks to introduce its followers to Baubau's gastronomic diversity through captivating images and videos. Additionally, they frequently give their own opinions regarding the cuisine and ambiance of the restaurants, which makes this account a reliable resource for Baubau foodies.

Beauty: In addition to cuisine, this account examines beauty tools and products. They offer advice, the newest styles, and thorough evaluations of cosmetics and



Picture 2 : Picture/ instagram account @isramnii_

Source: (https:// https:// https://www.instagram.com/isramnii_/)

The aim of the @isramnii Instagram account is skincare and cosmetics. It posts evaluations of skincare products and beauty appliances along with helpful advice and suggestions for its readers. Products like moisturizers, cleansers, and anti-aging treatments that can help with a variety of skin problems are frequently the subject of the article. Furthermore, the account frequently offers

skincare solutions customized to the skin type and individual requirements of its followers, along with product usage lessons. The account's primary objective is to provide information about safe, individualized, and effective skincare.

The application of digital marketing strategies is carried out by @tiwivarischa to promote products.

Influencer @tiwivarischa uses Instagram's visual prowess and personal characteristics to build emotional connections with viewers in order to promote client businesses that are based in the food and beverage industries. To demonstrate how to properly handle the client's food, @tiwivarischa uses step-by-step videos and food photos that show steps. I succeeded in creating a more visually appealing dish with a tepat pencahayaan and concise, eye-catching gambar.

There are several strategies that are used, including:

- Photographic close-up of food: Showcases the food's details, such as texture, warning, and shape that varies with time.
- Instagram Story: Mengungkapkan rasa, mencipi makanan tersebut, and provide an assurance on the quality of the food.
- reels: Making an entertaining film on the food preparation process or food ulasan processes. This video gives the audience more clear images of how

Make the audience feel as though they are a part of the culinary experience by using narrative. For example, @tiwivarischa might tell a story about having lunch with her friends at the client's restaurant and how they enjoyed each dish. Reviews like this, which are sincere and individualized, boost the content's credibility and entice readers to test the product.



Picture 2: Picture/ instagram video content @tiwivarischa

Source: ([https:// https://www.instagram.com/reel/C86sdKspjkW/](https://www.instagram.com/reel/C86sdKspjkW/))

Discussion

Through this study, researchers can uncover how Instagram online media is used to promote client products using digital marketing tactics.

The application of digital marketing strategies is carried out by @isramrnii_ to promote products.

@isramrnii_ is highly active in creating video lessons that demonstrate how to use the promoted beauty items. For instance, utilizing cosmetics to take care of your hair or face. She explains the advantages of the device and demonstrates how to use it properly in these videos. With useful knowledge that can be used right away, this type of content offers the audience greater value. brief films that demonstrate the effects of applying cosmetic procedures like facials or makeup.

@isramrnii_ reviews the impact the beauty gadget has had on her own grooming and appearance. As a result, the audience feels more connected to the influencer and has greater faith in the suggestions. Building audience trust is greatly aided by testimonials like "My skin feels softer and more radiant after using this tool."



Picture 3: Picture/ instagram video content @isramrnii_

Source: ([https:// https:/ https://www.instagram.com/reel/C4uZhFgpEmq/](https://www.instagram.com/reel/C4uZhFgpEmq/))

The interview results show that the strategy applied by Kadena Glamping Dive Resort Muna Island in promoting its business through social media Instagram and Facebook to attract local and foreign tourists is quite successful. With the execution of Kadena Glamping Dive Resort Muna Island's distribution which is carried out consistently through social media accounts on a regular basis. Kadena understands very well that consistency is the key to building a loyal audience and maintaining their engagement. By posting photos and videos on Instagram and Facebook regularly so that the audience always gets the latest information.

Marketing Mix

The tactics used by @tiwivarischa and @isramrnii_ in this material are based on the marketing mix theory, which covers public speaking, sales promotion, feedback, and advertising.

(Public speaking)

From traditional dishes to the latest creations from neighborhood eateries, the story showcases the region's gastronomic variety. In addition to offering suggestions, the account spreads awareness of Baubau's culinary culture with enticing images and interesting reviews.

The account @isramnii_, on the other hand, is a reliable resource for beauty enthusiasts. In addition to offering the newest advice and trends in the beauty industry, this account specializes on product reviews for skincare, makeup, and beauty products.

(Sales promotion)

Southeast Sulawesi's Baubau City is home to the @tiwivarischa platform, which focuses on culinary discovery. The study examines a variety of cuisines, from contemporary meals to regional delicacies, offered in different Baubau eateries, cafés, and markets. The material ranges from short summaries of the tastes and sensations at the restaurants to mouthwatering culinary images and videos. The account's goals are to support local food companies and introduce its followers to the area's gastronomic gems.

on contrast, the Instagram account @isramnii_ is a beauty platform that specializes on reviews of skincare products, cosmetics, and beauty equipment. For its fans, it also offers helpful hints and guides. This account's diverse information assists its audience in selecting items that meet their needs and in understanding the most recent trends in beauty.

These two accounts, @tiwivarischa and @isramnii_, demonstrate how social media may be used to assist local economies in the culinary and beauty education sectors, respectively.

(Feedback)

Based on their areas of concentration, potential, and growth, the Instagram accounts @tiwivarischa and @isramnii_ have received the following general feedback:

Instagram account @tiwivarischa

Advantages:

1. **Local Focus:** By offering pertinent information for both residents and visitors, this account effectively showcases Baubau City's culinary characteristics.
2. **Visually Appealing Content:** Eye-catching films and mouthwatering food images contribute to the attraction of the audience.
3. **Active Interaction:** Stories and comments that are tailored to each follower increase interaction.
4. **MSME Support:** Demonstrating a dedication to area economic prosperity by giving local eateries priority when promoting small companies.

Areas of Development:

1. **Content Frequency:** To keep the audience engaged and the account expanding, post consistently.
2. **Cooperation:** To increase reach, team up with other regional influencers.
3. **Diverse information:** To make information more appealing, use storytelling components like cooking advice or food history.

Instagram account @isramrnii_

Advantages:

1. **Educational Content:** Offer reviews of beauty products that are educational and assist readers in making wise choices.
2. **Variety of Platforms:** To reach a wider audience, material is frequently shared on platforms other than Instagram, such TikTok.
3. **Use of Professional Visuals:** Images and films of the highest caliber convey a trustworthy and professional image.
4. **High Engagement:** Use Instagram Stories polls, quizzes, or Q&A to interact with followers.

Areas of Development:

1. **Personal Touch:** To boost audience trust and engagement, provide more first-person accounts or endorsements from the team behind the account.
2. **Local Trend Content:** Making content more pertinent to local viewers by including Indonesian beauty trends.
3. **Cooperation with Local firms:** To increase cooperation chances and support domestic products, local beauty firms should be promoted first.

(Advertising)

Instagram account @tiwivarischa

Headline: *"Rasakan Sensasi Kuliner Baubau yang Menggugah Selera!"*

Copywriting:

When it comes to finding the top restaurants in Baubau City, @tiwivarischa is your go-to resource! We are here to introduce you to Baubau's gastronomic delights, including street food favorites and local delicacies. For frank evaluations, cooking advice, and exciting promotions from your favorite eateries, follow our account. Don't miss our daily delicious stuff!

Call to Action:

- Find your new favorite places to eat by following @tiwivarischa!
- Check out our Instagram and enjoy the best of Baubau's culinary recommendations today.

Instagram account @isramrnii_

Headline: " Raih Kulit Sehat dan Cantik Bersama saya!"

Copywriting:

With @isramrnii_, learn the secrets of radiant, healthy skin! We provide easy-to-follow skincare recommendations, beauty tools, and reviews of skincare products. Get ideas for the newest makeup trends that work for all skin types by watching beauty tutorials. Become one of Indonesia's millions of beauty enthusiasts!

Call to Action:

- Follow @isramrnii_ for the best beauty content!
- Don't miss our daily beauty tips that help you look more confident.

Conclusion

According to the study's findings, Instagram influencer videos are a powerful marketing tool for promoting goods and services in Baubau City. A key factor in raising audience engagement and brand recognition is the employment of techniques like storytelling, interactive audience participation, and eye-catching imagery. To overcome the obstacles, however, influencers and local companies must work together more closely.

References

- Ambarwati, M., Sunarti, & Mawardi, M. K. (2015). (*Survei Pada Mahasiswa Universitas Brawijaya Yang Menggunakan Pasta Gigi Pepsodent*). 25(1).
- Auliasari, K., Kertaningtyas, M., & Willis, D. (2021). Penerapan Model AIDA pada Pembuatan Konten Digital Marketing Kreasi Kayu IMMUX. *Suluah Bendang: Jurnal Ilmiah Pengabdian Kepada Masyarakat*, 21(3), 341. <https://doi.org/10.24036/sb.01730>
- Dosen, O., Teknik, F., Perencanaan, J., Dan, W., Di, K., Islam, U., Isu, T., Ibu, P., Indonesia, K., & Timur, K. E. K. (n.d.). *Yayasan Lembaga Pendidikan Islam (Ylpi) Riau Universitas Islam Riau Program Studi : Humas*.
- Febrian, A., Lina, L. F., Safitri, V. A. D., & Mulyanto, A. (2021). Pemasaran digital dengan memanfaatkan landing page pada perusahaan start-up. *Jurnal Inovasi Hasil Pengabdian Masyarakat (JIPEMAS)*, 4(3), 313. <https://doi.org/10.33474/jipemas.v4i3.10103>
- Febriani, N. (2021). Efektivitas strategi komunikasi pemasaran celebrity endorsement di Instagram terhadap generasi Z. *Jurnal Manajemen Komunikasi*, 5(2), 238. <https://doi.org/10.24198/jmk.v5i2.27682>
- Ihsan, A. N., Setyawan, S., & Kom, M. I. (2023). *Komunikasi Pemasaran Vendor Fotografi Kepada Client Untuk Meningkatkan Loyalitas*. 1–21.

- Integrated, P., Communication, M., Rinto, M., Photography, S., Sujarwo, R., Komunikasi, S., Terpadu, P., Communication, I. M., Photography, R. S., Photography, R. S., Messenger, B., & Communication, I. M. (2012). T1_362005023_Bab V. *STRATEGI KOMUNIKASI PEMASARAN YANG DILAKUKAN OLEH MANAJEMEN RINTO SUJARWO FOTOGRAFI*, 28–43.
- Ishak, A. (2008). Pengaruh Penggunaan Selebriti dalam Iklan terhadap Minat Beli Konsumen. *Jurnal Siasat Bisnis*, 12(2), 71–88. <https://doi.org/10.20885/jsb.vol12.iss2.art2>
- Jati, W., & Yuliansyah, H. (2017). *PENGARUH STRATEGI PEMASARAN ONLINE (ONLINE MARKETING STRATEGY) TERHADAP MINAT BELI KONSUMEN (Studi Kasus Pada Toko Online Shop Azzam Store)*. 1(1), 2598–2823.
- Latiep, I. F., & Putri, A. R. F. (2023). Penggunaan Video Konten Dalam Memperkuat Promosi Produk. *Journal Of Career Development*, 1(2), 1–6.
- Mahmudah, S. M., & Rahayu, M. (2020). Pengelolaan Konten Media Sosial Korporat pada Instagram Sebuah Pusat Perbelanjaan. *Jurnal Komunikasi Nusantara*, 2(1), 1–9. <https://doi.org/10.33366/jkn.v2i1.39>
- Puspasari, N. A., & Hermawati, T. (2021). Strategi Komunikasi Pemasaran Melalui Media Sosial. *Jurnal Komunikasi Massa*, 5(1), 1–8.
- Rahmawati, S. D. (2021). Pengaruh Media Sosial Seorang Influencer Dalam Meningkatkan Penjualan Melalui E-Commerce. *National Conference Of Islamic Natural Science*, 20, 281–294.
- Selawati, & Wibowo, I. (2023). Menganalisis Teknik Konten Digital Marketing Pada Aplikasi Tiktok (Studi Kasus Akun Tiktok @ Devi _ chot). *INNOVATIVE: Journal Of Social Science Research Volume*, 3(3), 5188–5194.