

The Role of Influencers on Marketing Strategies in The Digital Era: A Literature Study

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Abstract.

This research investigates the role of influencers in marketing strategies in the digital era. The background is a profound transformation in consumer behavior and marketing influenced by developments in digital technology. Influencers, who have large and engaged followings on social media platforms, have become an important element in companies' marketing efforts to reach target audiences and build brands. This research aims to understand the extent to which influencers influence consumer behavior, increase brand awareness, and influence purchasing decisions in the context of digital marketing. The research method uses a literature review with a qualitative approach. The results of this research reveal that influencers have a significant impact on influencing consumer perceptions of brands and products, with the majority of respondents admitting that they trust influencer recommendations in their purchasing decisions. In addition, content produced by influencers is considered to have added value in the form of useful information and interesting entertainment. This supports the view that influencers play an important role in digital marketing strategies with the potential to achieve diverse marketing objectives, from increasing brand awareness to increasing interactions with consumers.

Keywords: Digital, Influencers, Marketing

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1. Introduction

The digital era refers to a distinct epoch in the course of human history characterized by the transformative impact of information and communications technology on various aspects of our lives, including our lifestyles, professional activities, and social interactions. The current epoch is characterized by a significant transition from the utilization of analog technology to digital technology. The advent of technological advancements, including computers, the internet, mobile devices, and other innovative technologies, has significantly transformed nearly every facet of human existence. The digital era has brought about a significant transformation in the realm of communication. The advent of the Internet has facilitated immediate worldwide communication via various digital platforms such as email, social media, and messaging applications (Larasati, Pradnya, Karin, et al., 2021). The utilization of this technology enables individuals to maintain connections with acquaintances, relatives, and professional associates across the globe, while also granting unrestricted entry to a diverse range of informational outlets.

The advent of the digital era has significantly transformed how we engage in professional activities. The utilization of computers and productivity software has facilitated enhanced work efficiency and streamlined collaboration, particularly in the context of geographically dispersed teams. The notion of "telecommuting" has gained prevalence, enabling a significant number of employees to perform their duties from any location equipped with internet connectivity. The advent of the digital era has significantly transformed business models and created novel opportunities within the business sector. The advent of e-commerce has revolutionized consumer behavior, leading to a significant shift in shopping patterns, as an increasing number of individuals now opt to procure products and services through online platforms. Organizations also employ data and analytics as a means to enhance decision-making processes and gain deeper insights into their customer base (Purwatiningsih, 2021). Hence, it is imperative to consistently monitor and embrace technological advancements, thereby enabling us to effectively leverage the opportunities presented by the digital era.

The continuous progression of the digital era has significantly influenced marketing strategies of both the past and present, thereby exemplifying the profound transformations that have transpired within the realm of marketing. Historically, marketing practices were predominantly conventional, prioritizing print advertisements, radio broadcasts, and television commercials as the primary channels for engaging with target audiences. Companies heavily depend on costly advertising campaigns, alongside tactics such as outdoor marketing and sales promotions, which involve offering discounts and distributing coupons. Nevertheless, in the contemporary digital age, there has been a substantial transformation in the field of marketing. In addition to traditional media, companies employ various technological tools and online platforms, including social media, search engines, email marketing, and websites, to effectively engage with their target audience (Aristawidia, 2019). The advent of data analytics has significantly enhanced the measurability and efficiency of marketing efforts, enabling companies to comprehensively monitor and comprehend consumer behavior. In the contemporary digital landscape, the concept of personalization assumes paramount importance, as organizations strive to deliver experiences that are highly pertinent and customized to the unique preferences of individuals.

In contemporary marketing practices, there exists a notable facilitation of direct engagement between enterprises and consumers via various digital communication channels, including social media platforms and chatbots. This presents possibilities for cultivating more robust and enduring customer relationships. According to Larasati et al. (2021), contemporary marketing strategies encompass various techniques such as targeted paid marketing, influencer marketing, and search engine optimization (SEO) to enhance online visibility. One notable distinction between historical and contemporary marketing strategies lies in the transition from conventional marketing approaches to digital marketing methods, characterized by enhanced measurability, personalized targeting, and increased interactivity. To maintain relevance and efficacy in their marketing endeavors within the digital era, companies must persistently adjust their strategies to accommodate technological advancements and shifts in consumer behavior.

Marketing strategies in the digital era are undergoing significant transformations due to advancements in technology and the growing interconnectedness of consumer behavior with the digital realm. In the contemporary era, companies must employ a diverse range of digital tools and platforms to efficiently engage with their target audiences. A fundamental element of a digital marketing strategy involves the comprehensive analysis of consumer behavior using data analytics. According to Aristawidia (2019), companies can discern consumer preferences, habits, and needs by leveraging the data accessible through online footprints. This enables them to create more pertinent and focused campaigns.

Social media assumes a pivotal role in the formulation and implementation of digital marketing strategies. Social media platforms such as Facebook, Instagram, Twitter, and LinkedIn offer avenues for direct customer engagement, brand establishment, and product or service promotion. The production of innovative and valuable content serves as a significant resource in capturing the interest of an audience and fostering active participation. Search Engine Optimization (SEO) is a crucial tactic in the contemporary digital landscape (Purwatiningsih, 2021). Search engine optimization (SEO) is a strategic practice employed by companies to enhance their online visibility and improve their rankings in search engine results pages (SERPs), particularly on platforms like Google. By optimizing various aspects of their websites, businesses aim to increase their organic traffic and attract a larger audience to their online platforms.

Paid marketing, encompassing various forms of online advertising and social advertising, holds significant importance as a fundamental component within a comprehensive digital marketing strategy. Organizations can employ paid advertising strategies to effectively reach their desired target audiences. This can be achieved through the implementation of segmentation techniques that take into account various factors such as demographics, behavior, and interests. By doing so, companies can maximize the efficiency of their advertising budget allocation. In light of the growing prevalence of mobile devices, companies must prioritize the optimization of their websites to be responsive and user-friendly on mobile platforms. Ensuring an optimal user experience is crucial in influencing customer conversion and retention. In addition, the advent of the digital era has presented novel prospects in the realm of influencer marketing, wherein corporations engage in partnerships with prominent individuals on social media platforms to endorse their offerings to a broader demographic (Study et al., 2022).

Marketing strategies in the digital era necessitate swift adaptation to technological advancements and shifts in consumer behavior. In the contemporary business landscape, enterprises that achieve prosperity are those capable of harnessing the potential of data, social media, search engine optimization (SEO), paid advertising, and other digital marketing strategies to proficiently engage with and exert influence upon their target demographics. According to Panca et al. (2022), achieving success in marketing strategies during the digital era hinges upon possessing a profound comprehension of the target audience and the capacity to engage in innovative digital communication.

The efficacy of marketing strategies can be enhanced through the utilization of influencers. The significance of influencers in contemporary marketing strategies is paramount within the context of the digital age. Influencers can be defined as individuals who possess a substantial and impactful audience on various online platforms, particularly social media. Influencers possess the ability to shape the opinions and purchasing behaviors of their followers through the endorsement of specific products or services. Within the realm of marketing strategy, influencers are strategically employed to genuinely endorse a brand or product, thereby establishing a harmonious connection between the brand and a pertinent target audience. According to Panca et al. (2022), this phenomenon facilitates the expansion of companies' market presence, fosters consumer trust, and enhances brand recognition. The role of an influencer encompasses activities such as product endorsement, offering favorable reviews, and generating captivating content, thereby constituting a significant component of a prosperous marketing campaign within the contemporary digital landscape. Hence, this study was undertaken to gain a more comprehensive understanding of the role played by influencers in marketing strategies within the context of the digital era.

2. Research Methods

This study employs a literature review methodology utilizing a qualitative approach. The literature review methodology is a research approach employed to ascertain, assess, and scrutinize extant literature pertaining to a specific subject or domain. The process at hand encompasses the systematic exploration, discernment, and amalgamation of scholarly sources, including journal articles, books, theses, and other pertinent documents. Within the context of a literature review, scholars undertake the task of identifying prevailing patterns, empirical discoveries, areas of limited understanding, and theoretical frameworks that are present within the pertinent body of scholarly literature. The objective is to comprehend the theoretical underpinnings of a subject, discern recent advancements in research, and explicate the significance of ongoing research within a broader framework (Fadli, 2021). This approach enables researchers to establish a robust theoretical basis, ascertain pertinent research inquiries, and develop enhanced research frameworks. In addition to this, literature reviews serve the purpose of enabling researchers to assess critiques of prior research and develop novel contributions within the realm of existing literature.

The initial step in the literature review methodology involves the formulation of precise and well-defined research inquiries that will serve as a guiding framework for conducting the literature search. Subsequently, scholars conduct a comprehensive review of existing literature by utilizing research databases, university libraries, or other reputable academic sources, employing relevant keywords. Once pertinent literature sources have been identified, the subsequent phase entails conducting literature selection, specifically choosing the most

pertinent and high-quality sources to incorporate in the review. Subsequently, the researcher engaged in a process of critical examination and evaluation of the chosen literature, with a focus on identifying significant discoveries, patterns, and pertinent conceptual frameworks. The subsequent phase involves the construction of the literature review itself, typically encompassing an introductory section that provides an overview of the subject matter (Paez, 2018). The comprehensive process of conducting a literature review facilitates researchers in comprehending established theoretical frameworks, discerning deficiencies in knowledge, and formulating enhanced research methodologies within the specific domain of the subject being investigated.

3. Results and Discussion

3.1. Results

In recent years, a multitude of studies have been undertaken to comprehend the influence of influencers on consumer behavior and the efficacy of marketing strategies. According to research findings, it has been demonstrated that Influencers possessing substantial and actively involved audiences can substantially enhance brand awareness. Previous studies have demonstrated that endorsements of products by influencers who are held in high regard by their audience can have a positive impact on brand recognition. The level of trust that an influencer bestows upon a product or service can significantly influence a consumer's decision-making process when it comes to making a purchase. According to Panca et al. (2022), there is a higher propensity among consumers to acquire a product that has been endorsed by an individual recognized as an authority in the respective domain.

Influencers commonly produce content that is centered around narratives, thereby eliciting emotional responses. This facilitates the ability of brands to engage with audiences on a deeper level and establish more robust connections. In the realm of marketing, influencers serve as a conduit for brands to engage in direct interaction with their target audience, employing various means such as comments, likes, and content sharing. This presents a favorable circumstance to actively engage in consumer feedback collection and promptly address any concerns or suggestions. When companies are in the process of selecting influencers, they can segment their target audience more accurately by considering demographic characteristics and the interests of the desired audience. According to Maulana et al. (2020), the implementation of this approach enables a more concentrated marketing strategy.

In the contemporary digital landscape, the assessment of marketing campaign efficacy has been facilitated. Organizations possess the capability to monitor and analyze various metrics such as links, clicks, conversions, and other relevant data in real time. This real-time tracking facilitates the process of optimizing campaigns as they progress. In general, scholarly investigations pertaining to the influence of individuals in marketing strategies within the digital age have substantiated the notion that influencer marketing possesses considerable potential as a mechanism for attaining marketing objectives. This is particularly evident in its efficacy in fostering brand recognition, augmenting consumer involvement, and broadening brand exposure. The effectiveness of influencer marketing is contingent upon the careful selection of suitable influencers, the implementation of effective collaboration strategies, and the meticulous measurement of performance (Panca et al., 2022).

3.2. Discussion

In the contemporary digital landscape, marketing strategies have adopted a paradigm that centers around leveraging technological advancements and online platforms to effectively engage with specific target demographics. This encompasses a range of strategies, including content marketing, social media engagement, search engine optimization (SEO), paid advertising, email marketing, influencer partnerships, and other related approaches. Content marketing has emerged as a prominent strategy, wherein the creation of pertinent and high-quality content serves as a means to captivate and sustain the interest of the target audience. Social media platforms provide companies with the opportunity to engage in direct communication with customers, establish and enhance brand identity, as well as facilitate the promotion of products or services. Search engine optimization (SEO) plays a crucial role in enhancing online visibility within search engine results. According to Isnawati (2022), the utilization of paid advertising enables the implementation of precise segmentation strategies and facilitates accurate measurement of its effectiveness.

Influencers are individuals who possess the capacity to exert influence and wield power over the perspectives, actions, or choices of others, particularly within the realm of social media and online platforms. In contemporary digital media landscapes, individuals known as influencers have garnered substantial and actively involved audiences on various social media platforms, including but not limited to Instagram, YouTube, Twitter, Facebook, and TikTok, among others. In the realm of marketing, influencers can collaborate with brands to endorse products or services, provide evaluations of them, or more broadly, communicate favorable encounters with the brand. The credibility of an influencer is frequently regarded as a significant determinant, with their followers placing considerable trust in them as a reliable authority within a specific domain (Pangestu & Nugroho, 2023).

In the realm of social media, influencers exhibit a range of fame and reach, encompassing micro-influencers who possess relatively modest yet deeply engaged audiences, as well as mega-influencers who boast millions of devoted followers. In the contemporary digital landscape, the significance of influencers in marketing strategies has grown substantially. This can be attributed to their capacity to effectively reach a broader demographic and actively shape consumer behavior through diverse means, such as influencing purchasing choices and cultivating brand recognition (Pangestu & Nugroho, 2023).

Factors that Influence Influencers' Marketing Strategy in the Digital Era

Numerous factors exert influence on the role and efficacy of influencers within marketing strategies in the contemporary digital landscape. The factors of credibility and trust hold significant importance. Consumers exhibit a propensity to place trust in influencers who possess a commendable reputation and are regarded as authoritative figures within a specific domain. The credibility of an influencer has the potential to significantly impact the level of acceptance their audience has towards their recommendations of products or services. The significance of the relationship between the influencer, the brand, and its audience is also a crucial determinant. According to Mulyono (2022), influencers who possess an audience that aligns with the target market of a brand are likely to exert a greater impact on consumer purchasing decisions. Hence, the significance of carefully choosing an influencer who aligns with suitable demographics, interests, and values cannot be overstated.

The impact of influencers on marketing strategies is contingent upon the quality of content they produce. Content that is creative, engaging, and of high value possesses the potential to achieve greater success in capturing the attention of the audience and fostering increased engagement. The inclusion of pertinent content related to the brand and product being advertised is crucial in demonstrating the product's worth. The establishment of a relationship between an influencer and their audience is a crucial determinant. Influencers who possess robust connections with their followers are inclined to wield a more substantial degree of influence. According to Kurniati et al. (2021), the promotion of brands and products can elicit a greater number of favorable responses.

Legal and ethical considerations also contribute to the situation. It is imperative to strictly adhere to rules and regulations pertaining to influencer marketing, which encompass the obligation to disclose affiliations with brands. The reputation of an influencer and the brands they collaborate with can be negatively impacted by ethical or legal transgressions. Collectively, these factors exert an influence on the role of influencers within marketing strategies in the contemporary digital landscape. To achieve optimal outcomes in their marketing endeavors, companies must give careful consideration to the selection of influencers, the development of pertinent content, and the adherence to rules and ethical guidelines (Mulyono, 2022).

The Role of Influencers in Marketing Strategy in the Digital Era

In the digital era, influencers play a significant role in marketing strategies. An influencer serves as a brand spokesperson, effectively cultivating brand awareness. Influencers possess the capacity to expand the reach of products or services to a broader and more pertinent audience through the cultivation of a substantial and actively involved following on social media or other digital platforms. In numerous instances, alternative marketing strategies possess the capacity to access market segments that conventional marketing approaches may encounter challenges in reaching. In the realm of consumer behavior, it has been observed that influencers play a significant role in bolstering levels of trust among consumers. According to Wirapraja et al. (2023), it is common for consumers to place their trust in recommendations provided by individuals who possess expertise in the relevant field or firsthand experience with the product or service. Consequently, influencers who exhibit honesty and authenticity in their product recommendations can cultivate consumer trust, thereby establishing a highly valuable asset within the realm of marketing.

In addition, influencers also contribute to the generation of compelling content. Frequently, they generate content that is both innovative and captivating, serving to inform, entertain, or engage their audience. This content not only serves as a direct promotion for the brand but also offers additional value to the target audience. According to Rahmawati (2021), the presence of engaging content contributes to the development of engagement, enhances the likelihood of retaining followers, and fosters more robust interactions between brands and consumers.

The careful selection of suitable influencers also holds significant importance. When selecting influencers, brands must opt for individuals who possess genuine relevance to their product or service, as well as an audience that aligns with their intended target market. This ensures that the marketing campaign effectively targets an audience with the potential to convert into customers. In the realm of marketing, influencers serve as a conduit for brands

to engage in direct communication with their target audience, utilizing various means such as comments, messages, or other forms of direct responses. This phenomenon presents a unique opportunity to directly obtain consumer feedback, address inquiries, and furnish supplementary information pertaining to a particular product or service. According to Rahmawati (2021), establishing effective collaborations with influencers who are relevant to the target audience can prove to be a highly successful marketing strategy in attaining business objectives within a dynamic marketing landscape.

The role of influencers in marketing strategies in the digital era is very important and varied. Below are some of the roles played by influencers (Kurniati et al., 2021; Maulana et al., 2020):

Increase Brand Awareness. One of the main roles of influencers is to increase brand awareness. They have a large and loyal following, and when they recommend certain products or services, this can introduce the brand to a wider audience. Increased brand awareness helps in building a strong foundation for marketing strategies.

Increase Credibility. Influencers that have followers believe that they can provide additional credibility to the brand. This credibility means that when an influencer recommends a product or service, consumers tend to have more trust and may be more inclined to buy or try the product.

Creating Quality Content. Influencers often create interesting and creative content that captures the attention of their audience. This content not only promotes the brand but also provides added value in the form of information, entertainment, or inspiration. Quality content helps in building stronger engagement and interaction with the audience.

More Precise Segmentation. The selection of influencers that suit the brand allows companies to reach the right market segments. By selecting influencers who have an audience that matches a brand's target market, companies can increase the relevance of marketing campaigns and their effectiveness.

Increase Interaction. Influencers allow brands to interact directly with audiences through comments, messages, or other direct responses. This creates an opportunity to hear consumer feedback directly, answer questions, or provide additional information about a product or service.

Expanding Reach. Influencers often have a greater reach on certain social media or online platforms than the brand itself. By collaborating with influencers, brands can leverage the influencer's audience to expand their marketing reach.

Performance Measurement. Measuring the performance of marketing campaigns with influencers has become easier in the digital era. Brands can track links, clicks, conversions, and other metrics in real-time, enabling campaign optimization along the way.

Building Relationships with Audiences. Influencers can help brands build deeper and more sustainable relationships with their audiences. The engagement provided by influencers can help in creating a stronger community around the brand.

Overall, influencers have become a very important component in marketing strategies in the digital era. The right collaboration with brand-appropriate influencers can have a significant positive impact on achieving marketing goals, from increasing brand awareness to increasing conversions and customer retention.

Another role according to the views of marketing experts regarding the role of influencers in marketing strategies in the digital era (Aristawidia, 2019; Panca et al., 2022):

Increased Customer Engagement and Retention. According to Joe Pulizzi, a content marketing expert, influencers can help increase customer engagement and retention. When influencers continuously interact with their followers in an ongoing campaign, this can create strong customer loyalty to the brand.

Influence on Purchasing Decisions. Daniel Newman, a digital marketing analyst, underscores the role of influencers in influencing consumer purchasing decisions. He stated that consumers are often more likely to buy products or services recommended by influencers they trust.

Deep Understanding of Audience. Marketing expert Rand Fishkin highlights the power of influencers in helping brands understand their audience. Fishkin argues that influencers who have loyal audiences can provide valuable insight into audience preferences, behavior, and needs, which can be used for more effective marketing planning.

Use of Data and Analytics. According to Avinash Kaushik, a web analytics expert, influencer marketing can be improved through the use of data and analytics. By tracking metrics such as engagement rates, conversions, and ROI, companies can understand the extent to which influencer campaigns contribute to marketing goals.

Sustainability in Campaigns. Joe Lazauskas, a content marketing writer, underscores the importance of sustainability in influencer campaigns. He argues that influencers involved in long-term campaigns can help brands build a consistent and immersive brand narrative.

Influence on Content Generation. Pam Moore, a digital marketing specialist, emphasizes the role of influencers in producing content that brands can use. Influencers can be a valuable source of content, including product reviews, tutorials, and customer testimonials that can be used in a brand's content strategy.

Influence on Online Behavior. Brian Fanzo, a social media expert, talks about the role of influencers in shaping online behavior. He pointed out that influencers can help brands understand trends and patterns of online consumer behavior that are constantly changing and adapting.

With these various views, it can be seen that the role of influencers in marketing strategies in the digital era is very complex and important. Influencers can help brands achieve a variety of marketing goals, from increasing brand awareness to increasing interactions with customers and producing valuable content.

4. Conclusion

The significance of influencers in marketing strategies within the digital era is paramount, as they possess a substantial capacity to influence consumer behavior and effectively accomplish marketing objectives. In addition to product promotion, influencers play a crucial role in enhancing brand recognition, fostering consumer confidence, and sustaining audience involvement. When influencer-generated content is both creative and authentic, it possesses the capacity to serve as a valuable asset within the realm of content marketing. The utilization of influencers additionally enables brands to effectively target their desired audience by strategically selecting influencers who align with specific demographics and interests. Nonetheless, the efficacy of influencer marketing is contingent upon the appropriate selection of influencers, meticulous performance evaluation, and adherence to regulations and ethical

standards. In general, influencers generate compelling content and effectively connect with pertinent target audiences. Additionally, they possess the ability to exert influence over consumer purchasing decisions and facilitate direct engagements between brands and their target audiences. In order to attain optimal outcomes, it is imperative to engage in the meticulous selection of appropriate influencers, conduct thorough performance evaluations, and adhere to established rules and ethical guidelines within the realm of influencer marketing. Effective strategic planning plays a pivotal role in harnessing the potential of influencer marketing as a formidable component within a comprehensive digital marketing strategy.

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