

ABSTRACT

Emojis have rapidly evolved, aided by the development of online communication. In the business aspect, emojis have been utilized in various types of marketing communication. One common type of marketing communication that frequently uses emojis is firm-generated content. However, there is still a lack of research focusing on this as the main subject or objective of study.

The aim of this research is to determine the influence of using emojis in firm-generated content from businesses on increasing purchase intention. The object of this study is the brand Somethinc, which operates in the beauty industry, with the research scope being followers of Somethinc's X account. This study will investigate the effect of emojis as a dependent variable on purchase intention as an independent variable, with the addition of a mediator variable, positive affect, and a moderator variable, product type.

This descriptive research employs a quantitative method using structural equation modeling (SEM) with partial least square (PLS) to process the collected data in the SmartPLS 3 program. The sampling technique used is purposive sampling with the implementation time being one-shot cross-sectional.

The results of the study indicate that there is a positive and significant relationship between emojis on purchase intention and positive affect, in addition there is a mediating effect of positive affect in emojis on purchase intention, then the nature of the product, namely hedonic and utilitarian, also has a moderating role on the positive affect of emojis used in firm-generated content. Where, both product properties strengthen the positive affectivity felt by Somethinc followers on X.

Based on the results of the analysis and conclusions of this study, several conclusions and suggestions were obtained, the first being that Somethinc can increase the purchase intention of followers on X through the use of emojis in its content, where the emojis used are emojis that reflect positive feelings or emotions, namely feelings of joy, happiness, and enthusiasm. Then, Somethinc can also add more emojis that reflect feelings of enthusiasm to the content. For further research, it can expand the research object to various other industrial fields and pay special attention to emoji variations. In addition, research can also collect more diverse data and increase the population.

Keywords: *Emoji, Purchase Intention, FGC, Marketing*