

CHAPTER I

INTRODUCTION

1.1 Background

Consumers have now made social media a part of their daily routine, including utilizing it as a source of information for decision-making. This phenomenon has led to the rise of influencers, individuals who are popular on social media and considered role models by other users. Many other users often follow the advice and trust the views of influencers on topics such as fashion, lifestyle, photography and travel (Audrezet et al., 2020; Casaló et al., 2020). Influencers are now seen as an effective way to engage with consumers. They are proven to be able to establish a more intimate relationship with their followers compared to celebrities, and build a more trusted and reliable bond (Johnstone and Lindh, 2022). Influencer marketing has been researched on various platforms such as Instagram (Casaló et al., 2020; Tafesse and Wood, 2021), Facebook (Arora et al., 2019; Hughes et al., 2019), Twitter (Lahuerta-Otero and Cordero-Gutiérrez, 2016), and YouTube (Sokolova and Kefi, 2020).

After many studies on influencer marketing on various social media platforms, Barta et al. (2023) conducted new research focusing on influencer marketing on TikTok as a social media platform that has never been studied before. With TikTok having a different social media format, content type, and target audience than other platforms, followers' reactions to influencer marketing on TikTok may differ from followers on other social media platforms. The use of short, informal videos as the main format, the use of humor to entertain followers, and the emphasis on a very young audience indicate that peripheral route persuasion strategies that rely on affective cues can be very successful on TikTok. The result show that Posts characteristics in influencer marketing play an important role for influencers in persuading their followers on TikTok (Barta et al., 2023). The research, which analyzed the keys to influencer marketing success on TikTok and followers' behavioral intention, was researched using a sample of 217 TikTok followers of a popular young Spanish influencer, whose TikTok influencer publishes entertainment-based videos featuring themes common among young people (fashion, jokes, how to seduce, etc.). This research was conducted

using the SOR framework and Elaboration Likelihood Model (ELM) to improve understanding of influencer marketing effectiveness. The results of this research show the following conclusions. First, Originality perceived by the audience is an essential factor in fostering the desire to follow TikTok influencers' accounts and advice. Original posts provide followers with a hedonic experience and create the belief that the influencer is an opinion leader. Secondly, the quality of posts affects the hedonic experience and opinion leadership, although not as much as the originality of posts. Besides that, the quantity of posts reduces the hedonic experience. And then, humor was found to act as an alternative persuasion pathway in the context of TikTok. Humor displayed by influencers creates a more positive hedonic experience and thus provides greater influence. Lastly, opinion leadership does not influence the intention to follow the account but rather influences the intention to follow advice that supports commercial goals. Previous research supports the results of this research. Specifically, Casaló et al. (2017, 2020) showed in Instagram, that content characteristics have a positive influence on followers' behavioral intention.

With all the results obtained by Barta et al. (2023), the research has limitations in the number of samples because it was only conducted on TikTok users based in Spain, which according to Statista (2023), Spain only has 12.67 million TikTok users in 2022, With the number of users expected to reach around 15.36 million by 2027. While other data from Statista (2024) in July shows, Indonesia as the country with the largest TikTok audience in the world has 157.6 million users. The United States followed, with around 120.5 million TikTok users. Brazil came in third, with almost 105.2 million users on TikTok. All of these data show that using Spain as a research location in examining TikTok users is not enough to get a general conclusion because Spain has few TikTok users when compared to the countries with the most TikTok users in the world. Therefore, it is possible that Spain has different characteristics of TikTok users than countries that have a larger number of TikTok users, so Spain cannot represent the characteristics of TikTok users as a whole. Because of that, the limitation has an impact on the generalization process of the research results which must be very careful by only being based on followers of Spanish TikTok influencer accounts (Barta et al., 2023). Further research using different country with more TikTok users as a research location can complement the existing limitations, because it can give a more valid results regarding the influence of influencer's post characteristics towards

followers' behavioral intention. Based on existing data, conducting research using Indonesia as a country with the largest number of TikTok users in the world as a research location will expand the scope of research so that it can be a comparison of researches that have been done.



Figure 1.1 Fadil Jaidi's TikTok Account

To complement the limitations of previous research, TikTok influencers who are well-known and very influential for their followers are needed to be used as research subjects, so that the research results obtained become reliable and can be a comparison for previous research. Data from influencer analysis agencies can be used to find the most relevant influencers to be the subject of research. Indonesia has lots of influencers in different fields, one of the famous influencers in Indonesia is Fadil Muhammad Jaidi. This influencer, who has a TikTok account with the name Fadil Jaidi, displays entertainment-based video content that shows funny videos about him and the people around him (friends, family, work partners, etc.). Fadil Jaidi often posts funny videos featuring his annoyances towards his family, especially his father. Besides that, he also does endorsements for various brands on his TikTok account, ranging from food and beverage brands, e-commerce and

digital wallet brands, and also cosmetic brands. Fadil's endorsement content is usually in the form of parody videos, funny moments from his daily activities that are connected to the endorsed brand, and brand review videos done with his father while playing pranks on him. According to HypeAuditor (2024), After compared by other TikTok influencer in Indonesia which calculated by the number of average views per video, average likes, comments, and shares, Fadil Jaidi has become the Top 3 TikTok influencer in Indonesia as of September 18, 2024. In fact, his TikTok account has more than 14.4 million followers, has more than 5.5 million average views, also received more than 490.6 thousand average "likes", 3.8 thousand average comments, and 7.1 thousand average "shares".

Several researches on the influence of post characteristics on followers' behavioral intention already conducted on Instagram by Casaló et al. (2017, 2020) which shows that post characteristics positively influence followers' behavioral intention. Then the research was continued and developed by Barta et al. (2023) on a different social media platform which is TikTok with research results showing that the post characteristics that route peripherals are the key to influencer marketing success on TikTok. However, there are limitations in the research, which is the research location, specifically Spain, has a small number of TikTok users compared to countries with the most TikTok users in the world, making the argument from the research results are not strong enough. So, conducting further research in TikTok using a country with the most TikTok users in the world, which is Indonesia as the research location is needed so that it can provide stronger argument and a very useful results for previous and future researches. That way, quantitative research on Fadil Jaidi's Followers is needed to collect the data about the influence of influencer's posts characteristics through peripheral route towards TikTok Users' behavioral intentions in Indonesia. Therefore, further research is needed with the title "The Influence of Influencer's Posts Characteristics Through Peripheral Route on TikTok Users' Behavioral Intentions".

1.2 Research Objectives

With the limitations in the research on the key to influencer marketing success on TikTok conducted by Barta et al. (2023), further research is needed so that it can fulfill the existing limitations. The results of the study which show that the post characteristics that route peripherals are the key to influencer marketing success on TikTok are not a strong

enough argument because the research location, which is Spain, has a small number of TikTok users compared to countries with the most TikTok users in the world. Therefore, the objective of this research is to understand the influence of influencer's posts characteristics through peripheral routes on followers' behavioral intentions by using Indonesia as the country with the most TikTok users in the world as the research location. With that, the research results can be very useful as a comparison for previous research and as a reference for future research.

1.3 Research Questions

Based on the background and research objectives described above, the following are the research questions of this study:

1. How much influence do post characteristics have on followers' behavioral intention?
2. How much influence do post characteristics have on the peripheral route?
3. How much influence does peripheral route have on followers' behavioral intention?
4. How much influence do post characteristics have on followers' behavioral intention through the peripheral route?

1.4 Research Significance

1.4.1 Theoretical Significance

This research collects data regarding the influence of influencer post characteristics through peripheral routes on followers' behavioral intention. So, with this data, this research can contribute as a comparison to previous research and as a reference for further research about influencer marketing, especially about the influence of influencer post characteristics on followers' behavioral intention.

1.4.2 Practical Significance

With the results obtained regarding the influence of influencer post characteristics through peripheral routes on followers' behavioral intention, this

research will be useful for influencers as a reference in determining the characteristics of their posts, so as to increase follower trust, engagement, and the number of endorsements from various parties.