

**MILLENNIAL TRUST THROUGH ENDORSER CREDIBILITY ON LOCAL INFLUENCER
ENDORSEMENT ON INSTAGRAM****KEPERCAYAAN GENERASI MILENIAL MELALUI KREDIBILITAS ENDORSER TERHADAP
ENDORSEMENT INFLUENCER LOCAL DI INSTAGRAM**

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Abstract: Endorsement as a marketing strategy using local influencer instead of celebrity in North Sulawesi is being used by many SME's nowadays. This study aims to find out how is the millennial trust through endorser credibility on local influencer endorsement on instagram. In this study endorser credibility is derived from 3 factors which are expertise, attractiveness and trustworthiness. This research is a qualitative research and uses in-depth interview. This research sampling size are 15 respondents and are taken from people aged 23-39, who are instagram users and have seen endorsement activity of local influencer on instagram. The result of this research is expertise rated as a more important indicator in endorser credibility over attractiveness, however local influencers are perceived as no experienced endorser. Result also shows physical appearance and familiarity are the two more important dimensions in attractiveness over likeable and similar. From the results, it is recommended for brand who is doing endorsement activity using local influencer to have the priority of finding endorser who has the expertise especially experience rather than attractive look and endorser who is interactive, constantly updating and enjoy making connection with viewers that make them more familiar.

Keyword: *endorsement, endorser credibility*

Abstrak: Endorsement sebagai strategi marketing menggunakan influencer lokal bukannya celebrity di Sulawesi Utara digunakan oleh banyak UKM saat ini. Penelitian ini bertujuan untuk mengetahui bagaimana kepercayaan generasi milenial melalui kredibilitas endorser pada endorsement dari influencer lokal di instagram. Dalam penelitian ini kredibilitas endorser berasal dari 3 faktor yaitu keahlian, daya tarik dan kepercayaan. Penelitian ini menggunakan metode penelitian kualitatif dan in-depth interview. Ukuran sampel penelitian ini adalah 15 responden dan diambil dari responden berusia 23-39 tahun, yang merupakan pengguna instagram dan pernah melihat kegiatan endorsement dari influencer lokal di instagram. Hasil penelitian ini adalah keahlian yang dinilai sebagai indikator yang lebih penting dalam kredibilitas endorser melebihi daya tarik, tetapi local influencer dinilai tidak berpengalaman. Hasil juga menunjukkan penampilan fisik dan keakraban adalah dua dimensi yang lebih penting dalam daya tarik melebihi disukai dan serupa. Dari hasil tersebut, direkomendasikan pada brand yang melakukan kegiatan endorsement menggunakan influencer lokal untuk memprioritaskan pencarian endorser yang memiliki keahlian terutama pengalaman daripada yang hanya berpenampilan menarik dan endorser juga harus interaktif, terus memperbaharui dan suka membuat koneksi dengan viewer yang membuat mereka semakin familiar.

Kata Kunci: *endorsement, kredibilitas endorser*

INTRODUCTION

Research Background

Marketing is constantly developing in this digital era following technology updates, new life-style, and trend. Having technology and internet simplify the use of interactive marketing strategy which is the type of marketing that encourages active participation between consumers and marketing campaigns. What is happening now is user generated content is perceived by consumers to be more credible than brand generated content (Johnson and Kaye 2004).

One way of doing user generated content is endorsement or also known as paid partnership. The company would pay a certain amount of money or any valuable thing to endorser, who can be a celebrity, politician, expert, basically anybody who has an influence on social media and in return the endorser would promote the brand through their own social media account.

Previously most instagram endorsement activity would be done by a celebrity who is known nationally and cost a lot of money, but these days even selebgram or instagram user with a lot of followers is actively doing it. In North Sulawesi, instead of reaching out celebrity or any national social media influencer that will cost a lot of money, many local businesses are reaching out to local social media influencers or local selebgram with followers that are based in their area.

Using local influencer instead of celebrity on endorsement however still being questioned whether it is effective and efficient. When normally it would be done by someone who is probably appears on national broadcast and television, but now it is done by locals that we might have seen before, familiar with or even someone we know closely. The popularity rate is different, one only known locally and one known nationally. People perceived them differently. Consumer in this smart world also getting smarter. A lot of people now understand what is endorsement. They have clear understanding that it is one of marketing strategy that being applied and a paid-partnership where both parties get benefits. Some endorsers might make the promotion seamless like they don't get paid at all. Some might underline that they are doing endorsement activity. Some endorsers might still mention the weakness of the products or services. However some endorsers might lie about it and it appears on people social media timeline.

Research Objective

To know how is the millennial trust on local influencer endorsement on instagram based on endorser credibility

THEORETICAL REVIEW

Marketing

In a simple word according to Keller (2009), marketing in terms of identifying and meeting needs at a profit. Marketing is constantly developing in this digital era following technology updates, new life-style, trend and has started to replace traditional marketing to modern marketing. The idea of creating, communicating, delivering and exchanging the value can be done in a very broad and creative way just by seeing the world is getting more and more advance in terms of technology.

Social Media

Social media is a free platform for people to connect, interact and share content like videos, photos, audio or writting. It is possible to build user profile of individuals and to make a list of friends to connect with, also to explore throughout profiles of other users. A lot of brands and businesses create their own official social media account to promote, interact, to reach out and be reached out by consumers. Social media has also become e-word of mouth (e-WOM).

Endorsement

Endorsement is a public declaration of support for a person, product, or service. In the marketing realm, supporters of products are called influencers, and they leverage social media to market the objects of their support (investopedia, 2013). The brand would pay a certain amount of money or any valuable thing to endorser, who can

be a celebrity, politician, expert, basically anybody who has an influence on social media and in return the endorser would promote the brand through their own social media account.

Consumer Trust

Trust as an expectancy held by an individual that the word of another can be relied on (Rotter, 1967). Consumer trust is an emotional feelings towards brands, make it a factor that would impact the purchase intention of individuals.

Expertise

According to Waldt and Wehmeyer (2009), expertise refers to the degree to which the endorser is perceived to have the adequate knowledge, experience or skills to promote the product. Consumer would assess and define endorser expertise differently either from the knowledge they have and share, experience of dealing with or using the product, or skills related to the product and any other thing that might be considered as expertise.

Trustworthiness

Trustworthiness refers to level of confidence that consumers have regarding the validity of assertions communicated by the endorser (Ohanian, 1990). Miller and Baseheart (1969) said in their studies that highly trustworthy communicator who deliver opinionated message produced an effective attitude change.

Attractiveness

Attractiveness defined as the degree to which a stimulus person's facial features are pleasing to observe (Putzer, 1983). However defining attractiveness as just the pleasing physical appearance would be outdated because there are other thing that generates attraction like similarity, familiarity and likability.

Previous Research

Chapple and Cownie (2017) in analysis of the credibility of endorser found that life-style vloggers seen as a figure who is very influential, as a high-credible person because of their life-style exposing activity to their viewers, and how they connect, appreciate and have a special relationship to their subscribers and viewers. However this only happen if the viewer had a positive perception to the endorser, if they do not have a positive perception to the endorser it is only seen as a paid-partnership and a promotional content that is meant to persuade the viewers for nothing but business.

Sertoglu (2014) in analysis of source credibility affects buying Intention, also the measurement of perceived credibility differences between created spokesperson and celebrity endorser found that all of the three credibility dimensions; Expertise, Attractiveness and Trustworthiness for both celebrity endorser and created spokesperson have a positive relationship with purchase intention.

Tanjung (2016) in analysis of the impact of celebrity and non-celebrity endorser credibility; attractiveness, trustworthiness and expertise in the advertisement to attitude toward advertisement, attitude toward brand, and purchase intention found that most of the dimensions of celebrity and noncelebrity endorser credibility have a good and major effect on the attitude toward advertisement, attitude toward brand and purchase intention. Also attractiveness is found as something not really influencing to all dependent variables. Both celebrity expertise and non-celebrity expertise do not have any significance impact when it comes to purchase intention.

Conceptual Framework

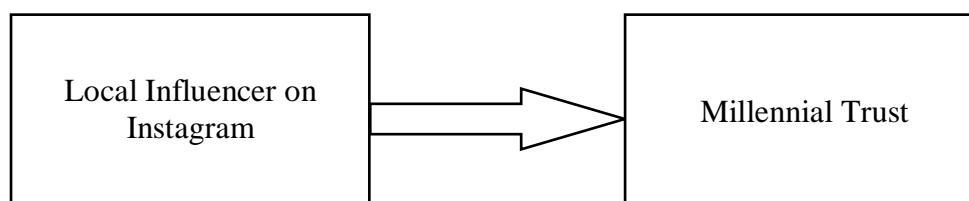


Figure 1. Conceptual Framework

Source: Data processed, 2019

RESEARCH METHOD**Research Approach**

This research is qualitative research methodology and uses in-depth interview to discover the millennial trust through endorser credibility on local influencer endorsement on instagram. Strauss and Corbin (1990), further indicate that qualitative research refers to the research about people's lives, beliefs and behavior.

Population, Sample, and Sampling Technique

The population of this research is millennials who are Instagram users and have seen endorsement activity of local influencer on instagram. Millennials as the 1980-1995 year of birth age group or people aged 23-39 in 2019. This research sampling size are 15 respondents in Tondano and are going to be taken from people aged 23-39, the ones who have an instagram account and have viewed paid-promote or endorsement on instagram story or feed with different background such as education, job, income and gender. Sample techniques that will be used is purposive sampling. According to Sugiyono (2007: 68), Purposive sampling is a technique to collect sample of data source with some considerations like people who are considered understand the matter, can be trusted or people who has authority that will make it easier for the researcher to explore the certain object or social situation.

Data Collection Method

The data used are from primary and secondary data. To gain the primary data this research will use In-depth interview and secondary data is from the previous research, case studies, library records, online data, company websites, and internet in general.

Operational Definition of Research Variables**Table 1. Variable Definition**

Variable	Definition	Indicator
Endorser Credibility	Endorser credibility as the degree to which they are considered believable	-Expertise -Trustworthiness -Attractiveness

Source: Journals Review on Secondary Data, 2019

Validity and Reliability

Creswell (2007) defined validity as validation in qualitative research to be an attempt to assess the accuracy of the findings, as best described by the researcher and the participants. Reliability is a tool to produces stable and consistent result.

RESULT AND DISCUSSION**Result**

This result use qualitative research and use in-depth interview as the tool to gain information. The population of this research are 15 millennials the ones who have an Instagram account and have seen endorsement activity by local influencer. The first step, questions was arranged and prepared before interview.

Informant 1

Expertise and experience affect her trust, Virgin think endorser who is professional can describe the product and the benefits of it in a way that sounds more convincing she would be tempted to buy. In fact experience really affects her trust, she thinks experience is some kind of proof by endorser that they are really consuming and using the product, also it shows result. Physical appearance affects her trust, especially when it comes to cosmetics

endorsement. Familiarity surely affects her trust, just by the fact seeing the endorser in real life or feeling familiar with the endorser would increase her trust.

Informant 2

Expertise according to Refan will affect the trust because it reflects through how they describe the product it would sound more convincing and informative through their own language. Skill also has the same understanding as expertise according to Refan. Experience does affect the trust, experience in this case refers to testimony. Refan thinks if the endorser has a quite strong testimony it would affect his trust. Visual definitely affects Refan trust, because it is the first thing to notice in endorsement. Knowing the personality of endorser makes Refan feel like he has a growing trust towards the endorser, so he would trust the endorser more. If the endorser is familiar, it would definitely affect Refan trust especially if he has an interaction in real life. However if the endorser known negatively in the society he would not really trust the endorser. Refan thinks some endorser are trustworthy, some are not. It is hard for him to tell, since he thinks it is not fair to conclude all endorser are either trustworthy or not. About honesty Refan thinks that no endorser would say a word about the product weaknesses, so he still somewhat question their honesty. Refan could not tell whether endorser being sincere or not. The measurement of dependability according to Refan refers back to expertise and skill of the endorser, he would think the endorser is dependable if they have expertise or skill.

Informant 3

A professional endorser, a good presenter and performer, also an informative description would increase Fisko trust. Physical appearance of the endorser does not affect the trust, Fisko does not quite care, after all it is the product and the way they present the endorsement that he cares. Personality takes a huge part of trusting the endorsement, he just simply cares and would appreciate more endorser with good personality. Fisko also mentions if the endorser has a similar personality with him, and if it refers to having the same positive behaviour he would trust the endorser more, but if the case is having the same negative behaviour he would not trust the endorser.

Informant 4

Information given in the endorsement content would affect Ivan trust, even though a lot of endorser does not put informative description instead it seems like a copy paste description. Attractiveness highly affects his trust, especially physical appearance of the endorser. According to Ivan local endorser has highly attractive visual. He thinks endorser is not 100% trustworthy. He thinks endorser is not honest because they get paid, they have to somewhat promote and spread positive words of product. However endorser can be dependable according to how frequent they are doing endorsement activity. The more endorsement they have done, the more dependable they are according to Ivan.

Informant 5

Experience is really important according to Oliv, if the endorser share their experience it would definitely not just promoting the product but actually saying that they have used/consumed it before. Physical appearance affects Oliv trust, especially in Female product. Having a similar personality would affect Oliv trust, because having things in common makes her think that both endorser and her has a same want or taste, so she would trust more of endorser she knows has a similar personality with her. If the endorser is familiar to her, it is an instant way to increase her trust, especially knowing the endorser in real life.

Informant 6

An expert endorser according to Ignatia is the one who knows how to present and promote the product in a way that are not pushing the consumer too hard on buying the product. Experience according to Ignatia as a living proof of how well the product is and it means the endorser also a consumer. She thinks endorser is not quite trustworthy, sincere and dependable, because it is a business and they get paid. However endorser are quite honest she thinks, because they are trying to keep their reputation to remain good. Especially if its food, she thinks they are tend to be honest.

Informant 7

Having skill and being professional would make the endorsement more convincing according to Stephanie, especially when the endorser is good at or have experience through the product the endorser is promoting. According to Stephanie local endorser does not has expertise, skill and experience, also they are not

giving an informative information. She thinks Endorser is not trustworthy, endorser is not honest, endorser is not sincere, because they get paid. However she thinks endorser is quite dependable.

Informant 8

Bryan would appreciate if endorser put so much detailed information of the product, but he personally think local endorser does not give an informative information. Attractiveness in terms of physical appearance does not really affect his trust, because appearance has nothing to do with the product, eventhough he thinks local endorser has attractive physical appearance. Personality of the endorser nor having a similar personality does not affects his trust. personally he think local endorser quite hard to identify if they have good or bad personality, but it would not affect him anyway. He also think endorser is dependable when it comes to food & beverages.

Informant 9

According to Merky physical appearance affects his trust. Endorser with an attractive visual would convince him and catch his eye, he admit local endorser has an attractive visual. Familiarity does affects his trust, being familiar with the endorser especially knowing them in real life would make him easily trust the endorsement more. However having a similar personality does not affects his trust, it has nothing to do with the endorsement he thinks.

Informant 10

Icha think endorser who has expertise and skill, would make the endorsement become more convincing, especially when they have skill towards the product they are promoting. However physical appearance does not affect her trust. When it comes to personality, having a similar personality and familiarity three of them highly affect her trust. If she finds out an endorser with a no good personality, she would not be interested at all with whatever product they are promoting. She clearly think endorser is not trustworthy, honest and sincere because it is business they get paid, they may not always say the truth, they want to please viewers, they simply want the endorsement to succeed. However she thinks that they are dependable by giving information to people.

Informant 11

Jessica measures endorser expertise through the amount of followers that they have, if endorser has many followers she can say that it is convincing and professional. If endorser has done endorsement multiple times it would convince her more, rather than endorser who has done it only a few times. familiarity is an instant boost that increase her trust, especially if she knows the person or better has an interaction in real life. Personality and having a similar personality with the endorser does not affect her trust, it is not about the endorser but the product, she also think personally she would not even guess what kind of person the endorser is, except if she already knew them, even so she does not get affected by it and she does not care. She even admit would still buy good product endorsed by awful person.

Informant 12

Melissa personally would get more attracted to a product promoted by an endorser that looks professional. She would also consider the background of the endorser, what they are good at and the way they present the product. Mostly she would not get into the endorsement if the information is not enough. Even though she admit sometimes beauty application and filter can fake someone else's appearance due to her own experience, she still pay attention to endorser visual and get affected by it especially if the products are cosmetics, skin care or slimming supplement. Someone who has a good personality more likely to be trusted, moreover if endorser has a similarity with her. If the endorser is a person that she knows or familiar with her, she would more highly trust on the endorsement. According to Jessica local endorser has good physical appearance because they are manadonese and generally has good personality.

Informant 13

When it comes to expertise and skill Yanti think it reflects on how they create their caption, photos, videos, even in how they communicate it and it just level up the endorsement content personally to her. Information is taking an important part according to Yanti it has to be informative in order to convince her. Experience is also really important, promoting something without actually using it would be bad for her to trust the endorser. Personally physical appearance and personality do not really affect her trust in the endorsement, it just about the product. However having similar personality would increase her trust in the endorsement. She does

not think endorser is trustworthy, honest and sincere because they get paid and it is being set up. However she thinks they are dependable in terms of promoting and giving information.

Informant 14

Octavianus think skill in the form of the way of communicating, delivering and presenting the product, also informative and detailed information are really important and convincing to him. Endorser must also have experience first otherwise it feels like telling people to do something when they themselves have not done it before. Familiarity and having similar personality does not affect his trust, in this case it has nothing to do with the product they are promoting and no matter how familiar he is with the endorser, even if he knows the endorser closely, the trust depend on the expertise of the endorser and most importantly the product. Endorsers are not trustworthy, honest and sincere it is a business it is a job, they tend to exaggerate and tells benefits only even worse not telling people the truth.

Informant 15

Endorser who is being professional and has skill according to Ivana can be measure through their way of presenting the product. Information has to be interesting for the example in food & beverages endorsement, telling and expressing the taste of the product. Having a connection with the person who is doing the endorser by simply knowing the personality, having a similar personality and familiarity highly affect her trust, especially if she really knows the endorser in real life.

Discussion

Expert, skilled, knowledgeable, and experienced are the four dimensions of expertise. Most of the informants agreed that 4 dimensions has something to do with their trust, or likely to say that expertise does affect the trust. There are 13 informant who think an expert endorser would affect the trust. However out of 15 informant there are 8 informant who think that local endorser are no expert. That numbers are beyond half of informants. There are 13 informant who think a skilled endorser would affect the trust. 11 out of 15 informant admit that local endorser is skilled. There are 14 informant who think that a knowledgeable endorser would affect the trust. Knowledgeable in this case is measured by the information given verbally or written. 10 out of 15 admit that local endorser are knowledagble. There are 13 informant who think that an experienced endorser would affect the trust. However out of 15 informant there are 8 informant who think that local endorser is no experienced endorser. That numbers are beyond half of informants.

Physical appearance, likeable, similar and familiar are the dimensions of attractiveness. Firstly physical appearance, all of the informants there are 15 of them agreed that local influencer has an attractive appearance, thats for sure. However only 11 out of 15 informant admit that physical appearance is something that is affecting their trust, the rest of them which are 4 informants think that physical appearance is an ingredient that would not affect their trust. There are 9 informant who think that personality would affect the trust. Good result also shows in personality as one of attractiveness dimensions is that there are 11 informant who genuinely think that local endorser generally has good personality. Similar in this research is measured by having a similarity in personality between viewer and endorser. There are 6 informant who think that having a similar personality would affect the trust. Lastly familiarity, there are 11 out of 15 informant who think that familiarity as it is something that affect the trust, 11 of them admit that having a familiar faces offering you one product online would definately increase the trust, especially if in real life informant has met them even better has an interaction with them.

Trustworthy, honesty, sincerity and dependability are the four dimensions of trustworthiness. Firstly trustworthy there are 8 informant who think that local endorser is not trustworhty. Same result as trustworthy there are 7 informant who think that local endorser is not sincere. Most of the informant who does not think endorser are sincere is because they get paid. Honesty takes 9 or more than half of the informants that certainly agreed that local endorser is not honest. They think endorser is not honest because endorsement is a business, of course endorser get paid, so they are likely to mention all advantages and put aside weaknesses of product, they just exaggeratte the endorsement in order to convince the viewer and they may not always say the truth. A very different result comes from dependability there are 10 out of 15 informant who think that local endorser are dependable. Trustworthiness is the hardest one to measure for informants, not surprisingly there are a few who answer it as local endorser can be both trustworthy and not trustworthy, sincere and not sincere, honest and not honest, dependable and not dependable.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Expertise highly rated as an important indicator in measuring the trust through endorser credibility over attractiveness. Knowledgable endorser who gives informative information counted as the most important in expertise and below that there are expert, skilled and experienced endorser. Result shows that local influencer are no experienced and no expert, however result also shows that local influencer are skilled and knowledgable.
2. Physical appearance and familiarity are the two important things in attractiveness over likeable and similar. Result shows that local influencer are physically attractive. Result also shows there is lack of honesty of local influencer in endorsement, however trustworthiness from millennials point of view is in dependability of influencer, and they do think influencer is dependable.

Recommendation

For any SME's who use local endorsement services as a marketing strategy, firstly endorsement as a marketing strategy is a smart way to not only demanding on increasing sales but at least it would increase brand awareness, possibly going viral. Local influencer is sure to have an attractive physical appearance, instead try to find local influencer who has the expertise ; expert, skilled, knowledgable and experienced. Expertise is more trusted than attractiveness. Result shows that influencer does not seems experienced, to be more specific make the influencer do the endorsement content by either showing the experience visually or telling the experience verbally, people are likely believe in testimony. Be picky in deciding which influencer to work with, try to find influencer who is interactive, constantly updating and making connection with the audience/viewers because familiarity is affecting the trust. The more people see, feel and exposed to influencer the more familiar viewers become.

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