



THE INFLUENCE OF ONLINE PROMOTION THROUGH CELEBRITY ENDORSEMENT ON CONSUMER BUYING INTEREST

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Article info	ABSTRACT
Corresponding Author: Desven Sulaiman desven46@gmail.com Department of Management, University of Muhammadiyah Bengkulu	Online promotion is a promotional activity carried out to introduce and inform consumers about a product through the internet media which is carried out through social media such as Instagram, Facebook, Twitter and so on. Celebrity Endorsement is one of the supporting media used to promote a product, celebrities are influencers who are better known on Instagram who have many followers. The purpose of this study is to determine the effect of online promotion and celebrity endorsement on consumer buying interest. This research method uses a data collection method where the collected data is drawn into a conclusion and produces a hypothesis. This study provides a literature review on the effect of online promotion and celebrity endorsement on consumer buying interest. This conceptual framework can help businesspeople if they want to create an online promotion strategy by using celebrities in marketing their products. This study provides an idea for businesspeople to market their products with celebrity endorsement services or celebrities, because both influence consumer buying interest which will increase sales of the product. This will provide 2 benefits, namely for the party doing the promotion and for the company. From this study, there is a positive and significant influence between online promotion and celebrity endorsement on consumer buying interest. Keywords: <i>Consumer Purchase Interest, Online Promotion, Celebrity Endorsement</i>
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INTRODUCTION

The development of technology in the world is so rapid. All information is quickly and easily accessed anywhere and anytime. The development of technology has also caused a shift in marketing in a business. Because the old way may no longer be able to attract consumers. Therefore, with the development of advanced technology, it is hoped that it can provide benefits for businesspeople in marketing the products they produce.

This development is marked by the increasing number of transactions via the internet. So is the promotion method. Promotion that is quite effective in influencing consumer buying interest currently is promotion through the media. The development of technology provides opportunities for businesspeople but also presents challenges for companies. Companies must be able to compete by being able to implement this technology into their company.

One of the technological shifts is marked by changes in the media used to market products. In the past, they might still use print media or magazines, radio and so on in product promotion. However, now many companies introduce their products with promotional methods through e-marketing or e-commerce such as Instagram, Twitter, Facebook, WhatsApp, the web and so on. Media like that are widely used by businesspeople today because they are very tempting. However, it is undeniable that there are still those who do promotions through television with little hope of attracting buyers. The challenge is not only how to sell the most products but how to maintain the existence of the product. Every company certainly tries to attract the interest of its consumers and tries to instill in the minds of consumers about its products. In the digital era like today, marketing is only done offline.

Utilizing the internet or e-marketing to market products is the right solution in today's era. Given the increasingly advanced development of technology, it can make it easier for businesspeople to market their products to consumers. Celebgrams themselves are people who exist on social media, namely Instagram, who are idols with followers of up to millions. It is not new to find many celebrities on Instagram who promote products or services, both culinary and fashion. Because I often see things like this, that's why I took the title in this proposal. I want to know whether online promotion is effective and has an influence on consumer buying interest and with the celebrity endorsement method in promotion can increase consumer buying interest or this does not affect consumer buying interest. Therefore, I took the title "The Influence of Online Promotion and Celebgram Endorsement on Consumer Buying Interest". However, for this study, I have not found the object to be studied. Based on the explanation in the formulation of the problem is whether there is a significant influence of online promotion and celebrity endorsement on consumer purchasing interest?

METHOD

This writing is done using a literature study research method or literature review. Literature study is a research approach that involves analyzing various written sources that are relevant to the topic or problem being studied (Adlini et al., 2022). This method aims to explore information, understand key concepts, and build a strong theoretical basis based on previous research. In this research, the data used comes from secondary literature, such as books, scientific articles, research reports, official documents, or other reliable sources. This research does not involve primary data collection, such as surveys, interviews, or experiments (Rasyid, 2022). The literature study method plays an important role in providing a solid theoretical foundation, supporting research arguments, and identifying gaps in previous research that still require further study. Through this approach, relevant information is systematically organized and analyzed to broaden understanding of a topic.

RESULT AND DISCUSSION

Promotion Online

According to Sulianta (2014:90), online promotion as a promotional activity via the internet and promotional media that are currently often used in online promotion are Instagram, Facebook, and Twitter. According to Kotler and Armstrong (2004:74), e-promotion describes the company's efforts to inform, communicate, promote and market its products and services via the internet. According to Mohammed et al. (2003:4) e-promotion

is the process of building and maintaining relationships with customers through online activities that facilitate the exchange of ideas, products and services that meet the goals of both parties.

Based on the explanation above, it can be concluded that online promotion is an activity to market products and a way to communicate with customers that is done online via social media such as Instagram, Facebook, Twitter and so on so that face-to-face meetings are not needed to introduce a product. Promotion provides convenience and is widely carried out by business people today because it provides a great opportunity to attract consumer interest in buying and makes it easier for consumers to recognize the product in question, the indicators of online promotion are as follows, marketing carried out through social media such as Instagram, Twitter and so on, providing information to consumers, can be done by presenting images or product descriptions, providing knowledge about the product, namely providing detailed information about the company, having information and benefits and influencing to buy the product

Celebgram Endorsement

Instagram is a social network for sharing photos and videos owned by Facebook which has recently experienced an explosion in popularity, resulting in more than 520 million monthly users (Clow & Bye, 2018). Celebrities are individual Instagram users who have their own uniqueness which will ultimately attract other Instagram users to become their followers.

So, the endorsed celebgram is popular on Instagram, whether from artists, singers, athletes, public figures, or ordinary people who support and promote a product (goods/services) accompanied by photos wearing the product and captions that attract the attention of potential consumers.

Consumer Purchasing Interest

According to Ashari in (Dharma and Alexander, 2017), purchase interest is a sense of interest experienced by consumers towards a product, either goods or services, which is influenced by attitudes from outside the consumer or from within the consumer themselves. So that purchase interest arises when consumers receive stimulation from the product, until finally the desire to buy arises so that they can have it (Dharma and Alexander, 2017).

According to Shifman and Kanuk in (Wang, et al, 2012) defines "purchase interest as transaction behavior that tends to be displayed by consumers after evaluating a product, and taking consumer reactions to a product to measure the possibility of consumer purchases and furthermore it is said that purchase interest is a guide for consumers to make purchases of a product, make plans, take relevant actions such as proposing (initiator), recommending (influencers), choosing, and finally making a decision to make a purchase". **Consumer Purchasing Interest**

In a study conducted by (Firly and Arlin, 2020) a case study on KAI Access users in Indonesia stated that online promotions have a positive effect and partially there is a significant effect on consumer purchase interest. Likewise with the research conducted by (Adelia, Stephanie, 2018) case study on Travel Online, (Holiday Even and Siti Khoirunisa, 2020) case study on Bukalapak Customers, and the thesis researched by (Risk Lady, 2016) case study on Consumers of the Fani House Bag Online Store, from the research conducted it resulted that there was a significant influence between online promotion and consumer buying interest. This means that the better and more attractive the online promotion carried

out, the more it will be able to attract consumer buying interest. Based on previous research, the following hypothesis is concluded H1: Online Promotion Has a Positive and Significant Influence on Consumer Buying Interest

Research conducted by (Alvi, Muhammad I, et al., 2019) case study on the Instagram online store which stated that there was a positive and significant influence on consumer buying interest. Similar to the research conducted by (Nur, (Yuswari) case study on Lazeta Skin Care Products in Makassar, thesis researched by (Mawlid) Nurhidayati, M.Sc., 2020) on implora cosmetic products case study on students of Ponorogo State Islamic University, (Risk Lady, 2016) case study on Consumers of Fany House Online Shop Bags, (Rahima, Phyta, 2018) case study on the Instagram account @wiriamaeazzahra, (Rose, Aslamia, et al., 2019) studied the case on the Instagram Account @gitasav, (Meizary, Ari, et al., 2018) studied the case on the Kaway Lampung Fashion Product, (Olivia, Dita NR, et al., 2016) studied the case on the Instagram Accounts @zahrathuljannah and @joyagh, as well as the thesis researched by (Diah Laylatul Uloom Awalia, 2018). Previous research states that there is a positive and significant influence between celebrity endorsement and consumer purchasing interest. This means that the better the celebrity presents the product, the higher the consumer's purchasing interest in the product offered. Based on previous research, the following hypothesis is concluded: H1: Online Promotion Has a Positive and Significant Influence on Consumer Purchasing Interest

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From the instruments explained above, it can be concluded that the conceptual framework includes the dimensions of online promotion, celebrity endorsement and purchasing interest.

CONCLUSION

This study provides a literature review on the influence of online promotion and celebrity endorsement on consumer buying interest. This conceptual framework can help businesspeople if they want to create an online promotion strategy by utilizing Celebgrams in marketing their products. This study provides considerations for businesspeople to market their products with celebrity endorser services, because both influence consumer buying interest which will increase product sales. This will provide 2 benefits, namely for endorsers and for companies.

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