

CHAPTER I

INTRODUCTION

1.1 Research Background

The digital era has significantly influenced social media usage in Indonesia, with a staggering number of users engaging on various platforms. Based on Meltwater (2024), approximately 190 million Indonesians are active on social media, spending an average of 7-8 hours daily online, reflecting a deep integration of these platforms into daily life. This dominance is driven by several factors, including the rapid increase in internet penetration, which reached 77%, and the widespread availability of smartphones. Faramawy (2024) stated that social media serves as a vital tool for communication, information sharing, and even business transformation, with platforms like Instagram and TikTok becoming particularly popular among younger generations, especially Generation Z (Gen Z).

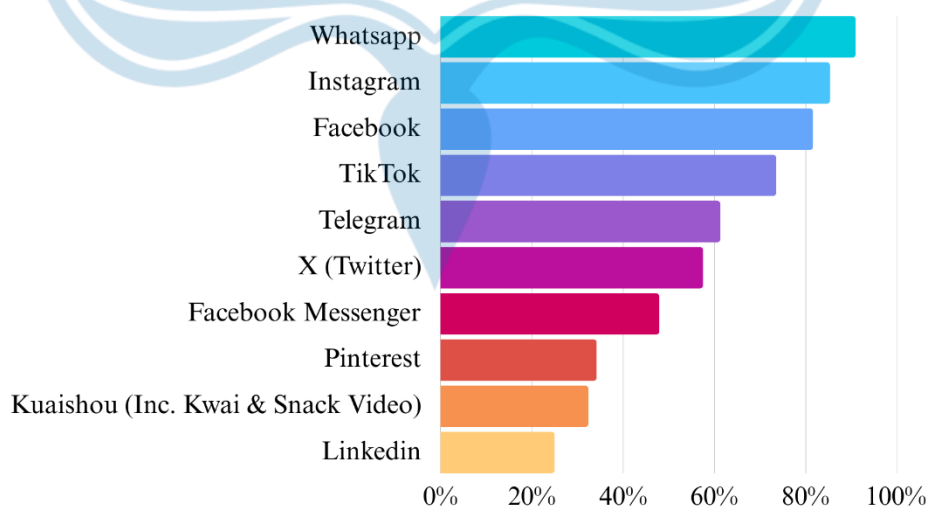


Figure 1. 1 Social Media Usage Percentage in Indonesia

Source: Meltwater (2024)

Instagram and TikTok have emerged as the leading social media platforms among Gen Z in Indonesia, with usage rates of 85.3% and 71.3%, respectively. Instagram is favoured for its visual storytelling and aesthetic appeal, while TikTok captivates users with its short, engaging videos, making both platforms essential for connecting with this dynamic demographic. In summary, the digital era has not only transformed how Indonesians Gen Z connect and communicate but has also created a dynamic environment where social media influences cultural, political, and economic aspects of the society. As this trend continues, it will be essential to balance the benefits of connectivity with the challenges that arise in this rapidly evolving digital landscape.

Based on Institute (2024), Gen Z in Indonesia exhibits distinct behaviours on social media, characterized by their active engagement and strong focus on social issues. They spend significant time on platforms like Instagram and TikTok, utilized these spaces for self-expression, entertainment, and community building. This generation is particularly influenced by social media influencers (SMIs), who shape their consumer habits and perspectives on social justice, mental health, and environmental concerns. Additionally, Gen Z utilizes social media as a tool for activism, mobilizing support for various causes and fostering a sense of community around shared values.

Social media influencers (SMIs) play a crucial role in shaping brand image and consumer behaviour in Indonesia, where platforms like Instagram and TikTok are dominating (Jamil et al., 2024). SMIs are the consumers on social media who (1) regularly post content on social media, (2) have a large fan base and (3) are used

by brands for marketing communications (Malik et al., 2024). Their growing influence has made them pivotal in marketing strategies, as they possess the ability to connect with audiences and create unique opportunities for brands to enhance their visibility and reputation. Research indicates that influencers significantly affect Gen Z's purchasing decisions, often leading to increased brand awareness and shifting consumer preferences, particularly in sectors like beauty and fashion (Batra et al., 2022). By aligning their personal brand with the values and aesthetics of the brands they promote, influencers contribute to the construction of brand image, enhancing brand perception and fostering trust among consumers.

The relationship between influencers and their followers is built on authenticity, and when influencers endorse a brand, their followers are more likely to perceive it positively, resulting in higher engagement rates and loyalty. Moreover, the synergy between influencer marketing and content marketing strategies amplifies brand trust and customer engagement. Thereby, effective content shared by influencers resonates with audiences and reinforce the brand's image. Studies reveal a direct correlation between influencer endorsements and increased purchase intentions, with consumers more inclined to buy products promoted by influencers they admire (Chen et al., 2024). In conclusion, the impact of SMIs on brand image in Indonesia is profound, influencing consumer behaviour, enhancing brand trust, and driving purchase decisions. As the digital landscape continues to evolve, brands must strategically leverage influencer partnerships to maintain relevance and foster positive brand perceptions among their target audiences.

This research categorized SMIs into two different categories, which are entertaining artist and beauty vlogger. Entertaining artist are creative individuals who engage and captivate audiences through various forms of performance and artistic expression. This category encompasses a wide range of talents, including musicians, dancers, actors, comedians, and visual artists, who use their skills to evoke emotions, provoke thought, and provide enjoyment. While, beauty vloggers are content creators who specialize in producing video content focused on beauty-related topics, including makeup tutorials, skincare routines, product reviews, and beauty tips. Typically sharing their expertise and personal experiences on platforms like YouTube, Instagram, and TikTok, these vloggers engage with their audience through visually appealing and informative videos.

The makeup industry in Indonesia is undergoing a remarkable transformation, characterized by rapid growth and evolving consumer preferences. Based on Statista (2025), with a population of over 270 million, a significant portion of which is comprised of young people, the demand for beauty and personal care products has surged. This demographic is increasingly influenced by global beauty trends, particularly those from South Korea (K-beauty), which emphasize skincare and natural aesthetics (Statista, 2025). As a result, Indonesian consumers are seeking products that not only enhance their appearance but also promote skin health, leading to a growing interest in multifunctional makeup items that combine cosmetic benefits with skincare properties.

In this competitive market, Somethinc has emerged as a leading player in the Indonesian makeup market, capturing a substantial share and establishing itself as

a household name. Launched in 2019, Somethinc quickly gained popularity by focusing on high-quality, affordable products that cater to the specific needs of Indonesian consumers. The brand's commitment to transparency and education about ingredients resonates well with a generation that values informed choices. Somethinc products range includes a variety of makeup items, such as foundations, lip products, and skincare-infused cosmetics, all designed to enhance natural beauty while addressing common skin concerns.



Figure 1. 2 Somethinc's Social Media Influencers

Source: Beautynesia.id (2021)

One of the prior factors contributing to Somethinc's success is its ability to adapt to local preferences while incorporating global beauty trends. The brand emphasizes the use of safe, effective ingredients, often highlighting the benefits of natural and cruelty-free formulations (Meramuda, 2021). Additionally, Somethinc has effectively utilized social media to build a strong community around its

products, engaging with customers through interactive campaigns, tutorials, and user-generated content. This approach not only fosters brand loyalty but also encourages consumers to share their experiences, further amplifying Somethinc's reach. Furthermore, Somethinc's strategic partnerships with local influencers and beauty experts have enhanced its credibility and visibility in the market. By collaborating with trusted figures in the beauty community, the brand has successfully positioned itself as a preferred option for makeup enthusiasts seeking quality and affordability. As the Indonesian makeup industry continues to evolve, Somethinc's innovative approach and commitment to meeting consumer needs will likely keep it at the forefront of this dynamic market, solidifying its status as a leader in the beauty landscape of Indonesia.

To further refine the scope of this study, a pilot test was conducted to identify the most recognizable entertaining artist and beauty vloggers who have established partnerships with the Somethinc brand. A pilot test titled 'Are you familiar with Indonesian beauty vloggers and entertaining artist?' was administered through the distribution of an online questionnaire through Google Forms, utilizing purposive sampling with 15 respondents who met the criterion of Gen Z and their familiarity towards entertaining artist and beauty vloggers in the beauty industry. **Figure 1. 3** depicts the chosen entertaining artist in the beauty industry, thus **Figure 1. 4** depicts the chosen beauty vloggers in the beauty industry.

Diantara pilihan Entertaining Artist dibawah ini, siapakah yang paling familiar dengan Anda dalam industri kecantikan?

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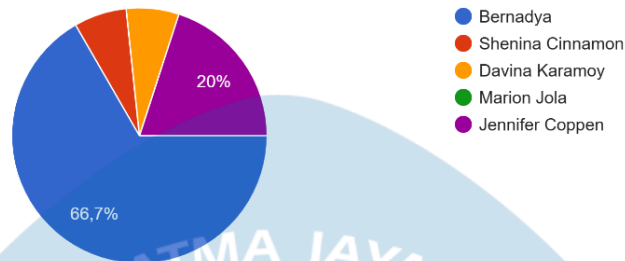


Figure 1. 3 Chosen Entertaining Artist in The Beauty Industry

Source: Google Form Processed Output (2025)

Diantara pilihan Beauty Vloggers di bawah ini, siapakah yang paling familiar dengan Anda dalam industri kecantikan?

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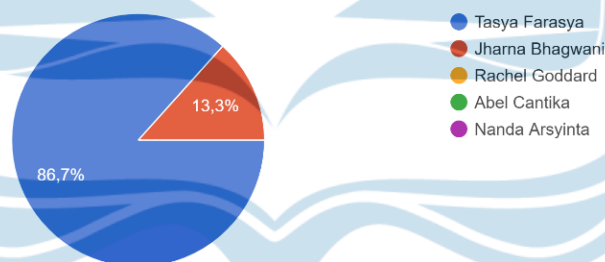


Figure 1. 4 Chosen Beauty Vloggers in The Beauty Industry

Source: Google Form Processed Output (2025)

Relying on the result of the pilot test, Tasya Farasya was chosen as the most familiar beauty vloggers that reach 86.7%. While, Bernadya was chosen as the most familiar entertaining artist in the music industry for 66.7%.

According to a previous study conducted in Pakistan by Jamil et al. (2024), compared the impact between mega-influencers and macro-influencers. This research stated that valuable insights such as argument quality (AQ), source

credibility (SC) and influencers' kindness (K) has an influence in shaping consumer well-being (CW) and purchase intentions (PI). It shows that SC is crucial for information originating from mega-influencers, thus K becomes more significant when considering macro-influencers. Another study by Bueno & Gallego (2021) stated that AQ positively impacts PI through the research regarding e-WOM in C2C platforms. Similar studies by Zhangchao et al. (2024) examines the impact of social media influencers on consumers' well-being and purchase intention within the context of the Douyin platform, utilizing the Elaboration Likelihood Model (ELM) as the underlying theoretical framework. The study explores critical constructs including AQ, SC, K, and parasocial interaction, and their respective effects on CW and PI. The result shows all the variables has a direct significant impact towards CW and PI.

Although researchers have concentrated on social media influencers (SMIs), majority of existing studies lack a comparative analysis between different types of SMIs. Hence, research by Jamil et al. (2024) addressed this gap by examining distinctions between mega and macro-influencers. Building upon this approach, this particular study employs a comparative analysis across two distinct influencer categories, namely entertaining artists and beauty vloggers such as Bernadya and Tasya Farasya. In addition, the majority of existing literature predominantly emphasizes cognitive variables such as SC and AQ, while emotional and moral characteristics like K, have received comparatively limited research attention. Although kindness is intuitively recognized as a critical factor in fostering trust and emotional engagement, it remains insufficiently examined as a persuasive element

within the realm of digital influencer marketing. Furthermore, this study incorporates consumer well-being as a mediating variable to examine the relationship between argument quality and purchase intention.

Relying on theoretical background explained above, this study adopts comparative analysis to investigate the influence of social media influencers (SMIs) characteristics on consumers' purchase intention toward Somethinc products, by comparing two influencer types, Indonesian entertaining artist, Bernadya and beauty vlogger, Tasya Farasya. Titled 'Beyond Beauty: The Mediating Role of Consumer Well-being in the Effectiveness of Bernadya and Tasya Farasya on Somethinc's Purchase Intention', this research examines the effects of the variables such as argument quality (AQ), source credibility (SC), and kindness (K), within which AQ is mediated by consumer well-being (CW), on the purchase intention (PI).

1.2 Research Questions

The implementation of social media marketing in beauty brands in this digital era is crucial for brand possess the ability to connect with the audience and create unique opportunities to enhance their visibility and reputation. This research will focus on the impact of social media influencers (SMIs) which are Tasya Farasya and Bernadya to Somethinc's customer purchase intention. The assessment will center on the following considerations:

1. Does social media influencers' argument quality influence Somethinc's consumer well-being?

2. Does social media influencers' source credibility influence Somethinc's consumer well-being?
3. Does social media influencers' kindness influence Somethinc's consumer well-being?
4. Does consumer well-being influence Somethinc's customer purchase intention?
5. Does social media influencers' argument quality influence Somethinc's customer purchase intention?
6. Does consumer well-being mediation influence the social media influencers' argument quality on Somethinc's customer purchase intention?

1.3 Research Objectives

As social media influencer plays a crucial role to enhance brand visibility, this study would have some objectives which are :

1. Analyze the influence of social media influencers' argument quality on Somethinc's consumer well-being.
2. Analyze the influence of social media influencers' source credibility on Somethinc's consumer well being.
3. Analyze the influence of social media influencers' kindness on Somethinc's consumer well being.
4. Analyze the influence of consumer well-being to Somethinc's customer purchase intention.
5. Analyze the influence of social media influencers' argument quality on Somethinc's customer purchase intention.

6. Analyze consumer well-being mediation influence the social media influencers' argument quality to Somethinc's customer purchase intention.

1.4 Research Benefits

This research aims to provide benefits for the readers which divided into 2 categories, namely academic and practical benefits.

1. Academic Benefit

- a) To increase academic perspectives the impact of social media influencers' argument quality towards consumer well-being, source credibility towards consumer well-being, and kindness towards consumer well-being, consumer well-being towards customer purchase intention, and social media influencers' argument quality towards customer purchase intention.
- b) To contribute to the growth of social media influencers' marketing related research in Indonesia, specifically the factors which indirectly drive customer purchase intention.

2. Practical Benefit

- a) Increased trust and credibility since social media influencers often have established relationships with their followers, who see them as relatable and trustworthy source of information.
- b) Provide targeted reach and engagement by collaborating with influencers who align with their brand values and target market, to increase brand visibility and enhances engagement.

1.5 Research Systematics

The systematics of the arrangement of this research is described as follows:

1. Chapter I: Introduction

Explains the research background, problem formulation, research objectives, research benefits which contains academic and practical benefits, and research systematics.

2. Chapter II: Literature Review

A prior section that involves collecting, reviewing, and combining existing research regarding social media influencers. This process helps to improve understanding, guide research methods, and place new studies within the broader field of knowledge.

3. Chapter III: Research Methodology

This section refers to a structured and theoretical examination of this study. Research methodology outlines the overall approach to the research, including the research methods, the design of the study, the sampling techniques, and the tools for data collection and analysis.

4. Chapter IV: Data Analysis & Discussion

Data analysis refers to the obtained data using the proposed analysis techniques. This section interprets the results, exploring their implications, significance, and relevance to the research questions posed.

5. Chapter V: Conclusion

The conclusion serves as a bridge between the research findings and their practical applications, emphasizing the importance of the work and its contribution to advancing knowledge in this field.

