

The Impact of Instagram Endorsements on Increasing De.Idofficial Product Sales

Mohammad Arif Saifudin¹, Wilhelmina Hijrotul Azizah²

¹² Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Lamongan, Lamongan, 62218, Indonesia.

Abstract

This study aims to examine the utilization of Instagram Endorsements on sales increase for De.idofficial products. The research method used is qualitative research with a case study approach. Data were obtained through in-depth interviews with De.idofficial management and analysis of sales documents before and after the use of Endorsements. The results show that Endorsements through Instagram are effective in increasing product sales. This sales increase is accompanied by an increase in brand awareness among consumers. Consumers have a more positive perception of products endorsed by influencers they trust. The implications of this study are that companies need to continue to utilize Endorsements as part of their marketing strategy and choose the right influencers to achieve optimal results. However, this study is limited by a small sample size and a short research period, so further research with larger samples and more diverse variables is needed.

Keywords: *Instagram Endorsements; Sales Increase; Brand Awareness; Influencer Marketing; Marketing Strategy*

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Co-Author:

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1. INTRODUCTION

In the current Net Generation era, technological advancements have developed rapidly. These technological developments have become an integral part of daily life, including the business sector. Furthermore, the internet facilitates seamless communication and easier access to information. This condition prompts companies to leverage digital platforms for their marketing activities (Yusuf, 2019). Consequently, De.idofficial, an online store selling fashion products such as hijabs, outerwear, and dresses, emerges as one of the businesses that has successfully utilized

this technology, specifically through Instagram endorsements.

De.idofficial was officially launched on January 3, 2021. Since its establishment, the brand has consistently received positive responses from the public. This positive reception is evidenced by its Instagram follower count, which reached 2,101 in early 2024. Recognizing a significant opportunity in endorsement activities, the management selected Instagram as its primary medium for product marketing. In practice, the brand collaborates with influencers by providing them with complimentary products. These influencers are then expected to promote the given products to their followers through engaging photo and video posts.

Instagram has evolved into a highly effective platform for digital marketing. It serves as a particularly powerful tool for executing endorsement campaigns. Recent data indicates that the global number of Instagram users reached 1.63 billion in April 2023. Within this demographic, Indonesia ranks fourth globally as the country with the highest user base, amounting to 106 million users (Safira, 2019). Therefore, the strategic utilization of social media, especially Instagram, offers businesses a valuable opportunity. This strategy allows them to reach a broader audience and simultaneously drive an increase in sales (Devi Maulidasari & Setiyana, 2020).

Endorsement serves as a prominent form of marketing communication in the digital era. This strategy involves direct collaboration with Instagram celebrities or influencers. Typically, these figures are chosen because they possess strong public appeal and a considerably large following. These influencers hold significant sway over their followers' purchasing decisions. Consequently, endorsement has become a highly popular promotional method among online businesses (Rusdi, 2022). In its implementation, De.idofficial grants these influencers creative freedom in determining their promotional styles. This flexibility includes independence in conceptualizing photos and writing captions, which ultimately makes the promotions appear more authentic and engaging to the target audience.

Despite its benefits, implementing an endorsement strategy requires thorough planning. This approach also demands a substantial allocation of financial resources. A critical aspect of this planning is selecting the most appropriate influencers for the brand. Therefore, businesses must carefully evaluate the image and reputation of prospective influencers. These personal factors heavily influence the overall effectiveness of the marketing campaign. Ultimately, when executed successfully, this tactic provides multiple advantages. It not only increases direct sales but also significantly expands the brand's reach among the wider public (Ramadhan et al., 2020).

This study was specifically conducted to analyze the utilization of Instagram endorsements. The primary focus is to evaluate how this digital strategy contributes to increasing product sales

at De.idofficial. Theoretically, the findings are expected to provide valuable insights into digital marketing dynamics. It demonstrates how a well-targeted endorsement strategy can serve as a highly effective tool for marketing fashion products online. Practically, the research aims to offer tangible benefits for similar businesses. This knowledge can be utilized as a reference for developing and refining their future digital marketing strategies (Desrizal et al., 2023).

Based on the aforementioned background and preceding discussions, this study identifies several key research problems. First, how is the actual implementation of Instagram endorsements carried out for De.idofficial products? Second, what is the measurable impact of these Instagram endorsements on De.idofficial's overall sales performance? Accordingly, the specific objectives of this research are formulated to address these issues. The first objective is to examine the practical implementation of Instagram endorsements for De.idofficial products. The second objective is to comprehensively evaluate the impact of these endorsement activities on the brand's sales growth.

2. LITERATURE REVIEW

Endorsement

Endorsement represents a promotional strategy where online stores collaborate with public figures. This collaboration is strategically designed to market their products to a wider audience (Falya & Dirkareshza, 2021). Consequently, famous personalities such as actors or celebrities are frequently selected for this role. These prominent figures are chosen because they can communicate product messages more effectively to the target demographic (Ode et al., 2021). Furthermore, endorsement practices can generally be divided into two main categories. The first category is celebrity endorsement, which exclusively involves famous public figures. The second category is typical-person endorsement, which utilizes ordinary individuals as the primary endorsers (Yahya, 2020).

The endorsement system is typically categorized into two primary operational models. The first model is known as free endorsement. In this specific arrangement, products are provided to influencers completely free of charge. Alternatively, the second model is paid endorsement, which involves direct monetary compensation given to the influencer (Nurul, 2022). The overall execution process encompasses several critical administrative and creative steps. These essential steps include selecting the appropriate endorser, signing formal contracts, creating the promotional content, and managing social media interactions. Ultimately, the characteristics of a successful endorsement campaign rely on several key factors. These vital elements involve

establishing public trust, maintaining relevance to the brand, and achieving a broad audience reach.

Endorsement serves various crucial functions within modern digital marketing strategies. Primarily, it plays a vital role in increasing overall brand awareness among potential consumers. Furthermore, this specific strategy is highly effective in building public trust. It also possesses a significant capacity to influence the purchasing decisions of the audience. Additionally, it acts as a strategic bridge connecting the brand with a highly relevant consumer demographic. Meanwhile, several distinct factors determine the ultimate success of an endorsement campaign. A primary factor is the alignment or congruence between the brand identity and the chosen endorser. Furthermore, robust interaction on social media platforms is required to maximize the campaign's impact. Finally, maintaining authenticity and absolute transparency in communication remains essential for long-term marketing success.

Several prominent case studies vividly illustrate the profound impact of this marketing strategy. For instance, the historic collaboration between Nike and Michael Jordan remains a prime example of successful brand alignment. Similarly, Coca-Cola's extensive partnership with Taylor Swift demonstrates the immense power of influencer marketing. These specific cases highlight the critical importance of an endorser's relevance and credibility in generating a successful campaign. In the contemporary realm of social media, modern public figures have also demonstrated remarkable success. Personalities such as Kylie Jenner and Cristiano Ronaldo have effectively leveraged their massive digital platforms. Through robust and well-planned endorsement strategies, they have successfully driven substantial increases in global product sales.

In the contemporary digital context, several interactive elements have become essential components of endorsement campaigns. The strategic use of hashtags is fundamental for categorizing and promoting content effectively. Additionally, compelling storytelling techniques play a significant role in capturing user attention. The incorporation of User-Generated Content (UGC) is also crucial for maximizing the effectiveness of these promotional efforts. Collectively, these elements help increase brand visibility and foster higher rates of audience engagement. Furthermore, these strategies are instrumental in building strong emotional connections with the target market. These core concepts are directly related to the central themes of the research topic. Consequently, they serve as the foundational basis for constructing the research framework and formulating the study's primary hypotheses.

Instagram

Instagram is widely recognized as a highly popular global social media platform. Its primary function allows users to share photos and videos rapidly across the internet. Etymologically, the name "Instagram" is derived from a combination of two distinct words. The prefix "insta" implies instantaneous action or speed. Meanwhile, the suffix "gram" is adopted from the word telegram, which signifies swift and direct communication (Salam, 2020). Currently, Instagram is extensively utilized as a powerful direct marketing tool. It is especially favored by online businesses as a primary medium for actively promoting their products and services (Febrina & Studi, 2019).

Instagram offers a diverse array of built-in features specifically designed to support marketing efforts. These integrated tools also facilitate seamless and continuous interactions among its users. Essential functions include the basic ability to upload standard photos and videos to the main feed. Furthermore, dynamic features such as Instagram Stories and Live Broadcasts provide alternative ways to share content. These specific tools allow users to interact with followers and promote products in real-time. Additionally, supplementary text-based features significantly enhance audience engagement levels. Specifically, the strategic use of captions, comments, and hashtags helps increase overall interaction rates and broaden the content's digital reach (Latte & Artina, 2021).

The platform continuously introduces additional features to further enhance the overall user experience. These supplementary functions include tools such as Direct Message (DM), Location Tags, and the Bookmark feature. Furthermore, advanced visual elements like Story Archive, Story Highlights, and Reels offer sophisticated options for content creators. Collectively, these features provide users with greater flexibility to systematically manage and store their digital assets. They also offer diverse and creative methods for promoting content effectively to the public. Because of this extensive variety of features, Instagram serves as a highly effective platform for executing digital marketing strategies. Consequently, it enables businesses of all sizes to reach a significantly broader and more actively engaged audience demographic.

Increase in Sales

Marketing fundamentally represents the process of exchanging goods or services between sellers and buyers. The primary objective of this ongoing process is to satisfy consumer needs effectively. In today's increasingly developed business environment, e-commerce plays a pivotal role in modern trade dynamics. Specifically, it significantly enhances sales efficiency by providing transaction convenience, reducing operational costs, and accelerating overall business processes. Furthermore, through continuous product innovation and the implementation of

creative marketing strategies, companies can attract a much larger consumer base. Consequently, these combined efforts directly contribute to increasing the overall sales volume (Rachmawati, 2011).

Effective sales execution requires a highly structured and systematic approach. This comprehensive process encompasses everything from initial client prospecting to dedicated post-sales customer care. Within this framework, possessing excellent communication skills is considered absolutely essential. Moreover, strict professional discipline and the ability to build positive interpersonal relationships play a crucial role in maintaining successful consumer interactions. A successful marketing strategy typically incorporates various dynamic elements, such as targeted promotions and strategic endorsements by public figures or celebrities. Additionally, the continuous improvement of product quality and robust digital marketing initiatives serve as fundamental components. Ultimately, all of these strategic factors function synergistically to drive a substantial increase in sales volume (Anam & Iswari, 2021).

Companies must consistently focus on executing highly effective promotional campaigns to remain competitive. Furthermore, they are required to maintain high standards of product quality at all times. It is also imperative for businesses to actively utilize digital marketing platforms to reach a significantly broader consumer demographic. In this specific context, endorsement strategies can substantially elevate the market credibility of a brand. This promotional method also continuously enhances the overall visual and social appeal of the products offered. Therefore, by carefully implementing the most appropriate marketing strategies, companies can successfully achieve their primary business objectives. This strategic alignment ultimately leads to increased corporate revenue and higher profit margins through a sustained growth in sales volume (Hulu, Dakhi, & Zalogo, 2021).

3. RESEARCH METHODS

This research employs a qualitative approach. The primary objective of this methodological choice is to comprehensively understand various descriptive phenomena that cannot be easily quantified. These qualitative elements specifically encompass the underlying processes, theoretical concepts, and distinct characteristics that naturally emerge from the collected research data. To gather the necessary empirical information, primary data was collected through direct interviews with several key stakeholders. These carefully selected informants included the owner of the De.idofficial Instagram account, internal employees, actual buyers, active Instagram

users, and recognized digital marketing experts. Meanwhile, secondary data was systematically obtained from various relevant academic literatures, published books, and related social media platforms. Furthermore, a data source triangulation method was explicitly utilized to validate the acquired information. This rigorous validation process involved continuously comparing the results gathered from multiple sources, such as in-depth interviews, direct observations, and written documents. Consequently, this methodological approach strictly ensures the overall accuracy of the data while significantly reducing the potential for individual bias. Ultimately, this rigorous analytical process guarantees the reliability of the research findings regarding the direct influence of endorsements on the increased sales of De.idofficial products.

4. RESULT AND DISCUSSION

De.idofficial is an online store that specifically focuses on the retail of fashion products. The business was officially established and has been actively operating since the year 2021. Despite facing numerous operational challenges during its initial stages, the enterprise has experienced significant revenue growth over time. By effectively utilizing endorsement strategies and maximizing various Instagram features, De.idofficial successfully increased its average monthly revenue. Consequently, the initial earnings of approximately IDR 500,000 to IDR 800,000 in early 2021 surged to IDR 1,300,000 by the end of 2022. Furthermore, this positive financial trajectory continued, with monthly revenues fluctuating to reach an impressive IDR 1,500,000 throughout the year 2023.

De.idofficial has consistently implemented endorsement strategies since the very beginning of its establishment. In executing this promotional method, the brand actively collaborates with various influencers to market its products to a broader demographic. Nisrina, the owner of the enterprise, strongly emphasizes the critical importance of careful influencer selection. She asserts that the chosen influencer's audience demographic must perfectly align with De.idofficial's specific target market. In addition to these collaborations, the business also maintains a strong focus on comprehensive content marketing. This strategic approach involves the continuous utilization of dynamic Instagram features, such as Reels, Instagram Stories, and standard Feed posts. Ultimately, these integrated digital tools are consistently utilized to engage interactively with the brand's growing audience.

The strategic implementation of endorsements plays a crucial role in enhancing overall brand awareness. Furthermore, this marketing approach serves as a primary catalyst for driving continuous product sales. Numerous testimonials gathered from both internal employees and loyal customers clearly support this assertion. These accounts indicate that Instagram endorsements have

been highly instrumental in expanding De.idofficial's market reach significantly beyond its immediate local area. The strategic and consistent use of various Instagram features has further amplified these marketing efforts. Consequently, the synergistic combination of platform optimization and influencer endorsements has directly contributed to a steady and sustainable increase in the brand's overall monthly revenue.



Figure 1. The Omzet of De.idofficial

The research findings indicate that De.idofficial strategically utilizes influencers on the Instagram platform to promote its merchandise. The endorsement process specifically involves carefully selected celebrities or prominent social media influencers. These chosen figures must possess an audience demographic that aligns perfectly with De.idofficial's intended target market. In practice, these influencers actively utilize various interactive features available on the Instagram application. These dynamic digital tools primarily include Instagram Stories, standard feed posts, and Reels. Consequently, through the utilization of these features, the influencers are able to showcase the products in a highly engaging and interactive manner.

During its practical implementation, De.idofficial meticulously selects influencers who are highly relevant to the specific fashion products being sold. This rigorous selection process ensures that the intended promotional messages can be delivered effectively to the target audience. Furthermore, the digital content generated through these endorsement activities strongly emphasizes the core values of authenticity and consumer trust. These specific values are considered absolutely crucial in building a strong, lasting emotional connection between the brand's products and its consumers. Additionally, this research found that the continuous interaction between the influencers and their followers creates significant market opportunities. This sustained digital engagement effectively enhances both the overall visibility and the market appeal of De.idofficial products. Consequently, the research findings unequivocally demonstrate that the utilization of endorsements yields a significantly positive impact on accelerating sales

growth. The empirical data obtained from in-depth interviews and detailed sales evaluations further substantiates this conclusion. Ultimately, this comprehensive data reveals a substantial and tangible increase in total sales volume following the successful implementation of the endorsement strategy.



Figure 2. Before using The Endorsement



Figure 3. After using The Endorsement

Prior to the implementation of endorsements, the reach of De.idofficial's Instagram account was considerably limited. However, following the strategic adoption of this marketing approach, a significant increase occurred in both the number of accounts reached and the overall engagement rate. This research specifically notes that the utilization of credible influencers played a pivotal role in this positive transformation. Because these public figures possess strong influence within their

respective digital communities, they successfully fostered robust consumer trust. Ultimately, this newly cultivated trust functioned as a primary catalyst, directly stimulating a substantial increase in overall product sales.

Based on the comprehensive research findings, a definitive conclusion can be drawn regarding the efficacy of this promotional approach. The continuous implementation of endorsements through Instagram does not merely enhance the overall market visibility of the products. More importantly, this strategic collaboration contributes directly and significantly to the sustained increase in De.idofficial's sales volume. Furthermore, this specific digital marketing strategy has proven to be highly effective in penetrating a much broader and more diverse target market. Consequently, this expanded market reach simultaneously plays a crucial role in cultivating and strengthening long-term consumer loyalty.

5. CONCLUSION

Based on the research findings regarding the utilization of Instagram endorsements to increase De.idofficial's product sales, several key observations were made. The implementation of this endorsement strategy by De.idofficial has generally been running effectively since the year 2022. However, it is important to note that certain operational aspects have not yet fully aligned with established theoretical frameworks. In conducting its digital promotions, De.idofficial actively utilizes various interactive features available on the Instagram platform. These integrated digital tools primarily include Reels, Instagram Stories, standard feed photos, hashtags, bookmarks, Story Highlights, and embedded bio links. Furthermore, the business owner frequently serves as the primary model for the visual promotional content. This internal initiative is strategically undertaken to minimize operational marketing costs while simultaneously maintaining the active daily presence of the social media account.

The utilization of endorsements involving prominent Instagram celebrities has proven to be highly effective in driving direct sales growth. Nevertheless, the overall effectiveness of this digital strategy heavily depends on the strong alignment between the specific product and the chosen influencer. Additionally, the absolute honesty and authenticity of the product reviews provided by these public figures play a crucial role in shaping consumer perception. Despite its proven benefits, this digital marketing approach carries potential negative risks if endorsements are executed without genuine transparency. Similar adverse effects may occur if the promoted products fail to correspond with the specific needs and expectations of the influencer's followers. Therefore, it is fundamentally essential to continuously create promotional content that is highly engaging, contextually relevant, and aligned with current market trends. Ultimately, these meticulous content

creation efforts are necessary to successfully maximize brand awareness and continuously boost the sales volume of De.idofficial products.

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