



KUESIONER PENELITIAN

Kuesioner ini merupakan salah satu rujukan yang akan digunakan untuk penelitian yang berjudul **PENGARUH KARAKTERISTIK *INSTAGRAM INFLUENCER* TERHADAP *BRAND IMAGE* SKINNYCOOK SEMARANG** guna penyelesaian tugas akhir yang dilakukan oleh Kevin Arrowmax mahasiswa Manajemen S1S2, Fakultas Ekonomi dan Bisnis Universitas Katholik Soegijapranata

Penelitian ini sangat penting dalam penyusunan skripsi saya, maka saya sangat mengharapkan kesediaan Anda untuk mengisi kuesioner ini secara lengkap dan benar. Informasi yang diterima dalam kuesioner ini bersifat rahasia dan hanya digunakan untuk kepentingan akademis. Atas partisipasinya, saya ucapkan terima kasih

Data Pribadi Responden

1. Nama lengkap :
2. Jenis Kelamin : Pria / Wanita
3. Status : Kawin / Belum Kawin
4. Pendidikan Terakhir :
5. Usia diatas 17 tahun : Ya / Tidak

Bila ya, silahkan lanjut pada pertanyaan berikutnya, bila tidak kuesioner cukup sampai disini

6. Mengikuti salah satu influencer berikut (@leopardturtle, @erika_santoso, @keyeahh, @lydia.kusyono) : Ya / Tidak

Bila ya, silahkan lanjut pada pertanyaan berikutnya, bila tidak kuesioner cukup sampai disini.

7. Pernah berlangganan catering sehat Skinnycook : Ya / Tidak

Bila ya, silahkan lanjut pada pertanyaan berikutnya, bila tidak kuesioner cukup sampai disini.

Petunjuk pengisian Kuesioner :

1. Bacalah setiap pertanyaan dengan baik dan teliti.
2. Pilih salah satu jawaban yang paling tepat menurut Bapak/ Ibu.

Yaitu dengan cara memberi tanda *check list* (✓) pada kolom jawaban yang tersedia.

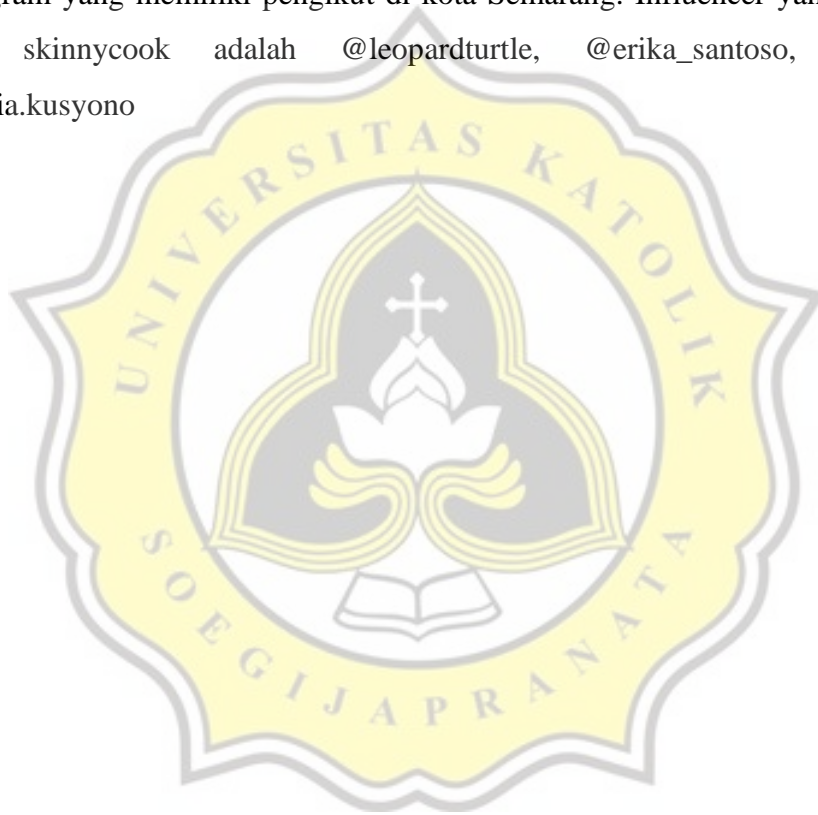
Keterangan Jawaban Kuesioner :

- | | |
|-----------------------|-----------------|
| 1. Tidak Setuju (TS) | bobot nilai = 1 |
| 2. Kurang Setuju (KS) | bobot nilai = 2 |
| 3. Cukup Setuju (CS) | bobot nilai = 3 |
| 4. Setuju (S) | bobot nilai = 4 |
| 5. Sangat Setuju (SS) | bobot nilai = 5 |

Isilah pertanyaan di bawah ini sesuai dengan pilihan anda :

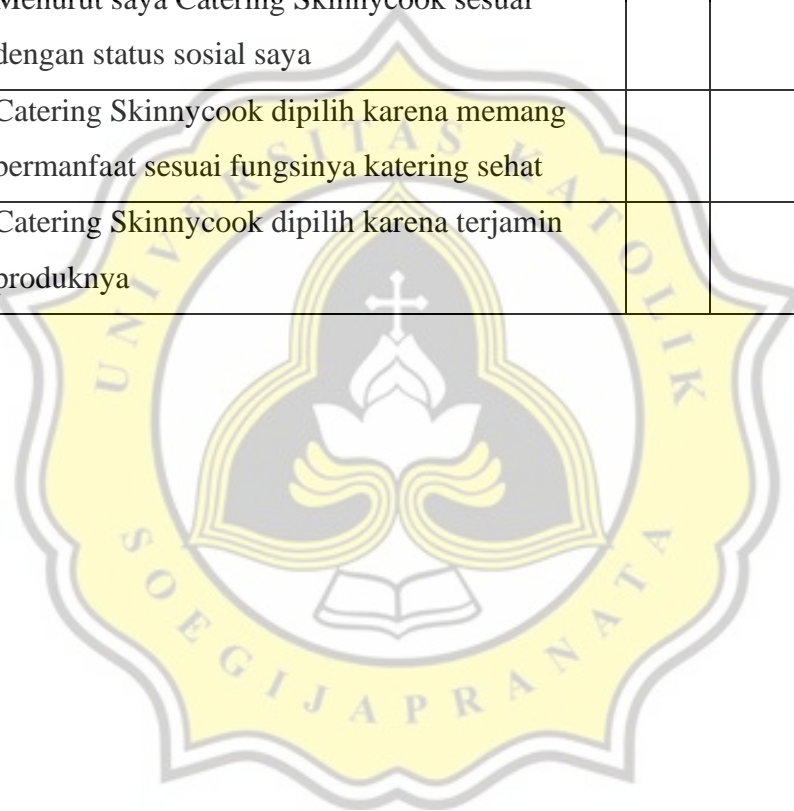
Semakin berkembangnya jaman, begitupun dengan cara memasarkan produk. Penggunaan Influencer sebagai sarana pemasaran sudah tidak lagi asing bagi pelaku pebisnis online. Pemasaran influencer merupakan bentuk pemasaran melalui media sosial yang melibatkan seorang Influencer / Selebritis yang memiliki pengetahuan ahli atau pengaruh dibidangnya.

Influencer yang digunakan oleh skinnycook merupakan pengguna instagram yang memiliki pengikut di kota Semarang. Influencer yang digunakan oleh skinnycook adalah @leopardturtle, @erika_santoso, @keyeahh, @lydia.kusyono



| No | Pernyataan | Jawaban | | | | |
|---|---|---------|----|----|---|----|
| | | TS | KS | CS | S | SS |
| Variabel <i>Instagram Influencer</i> | | | | | | |
| <i>Visibility</i> | | | | | | |
| 1 | Influencer yang muncul mempromosikan Skinnycook cukup terkenal di kota Semarang | | | | | |
| 2 | Influencer dalam iklan Skinnycook dikenal menjadi lambang sebuah produk (<i>brand ambassador</i>) | | | | | |
| <i>Credibility</i> | | | | | | |
| 1 | Influencer yang dipilih mendalami produk yang dipromosikan | | | | | |
| 2 | Influencer yang dipilih dipandang jujur dan dapat dipercaya | | | | | |
| <i>Attraction</i> | | | | | | |
| 1 | Influencer yang dipilih memiliki karakter kepribadian yang menarik | | | | | |
| 2 | Saya memiliki kecocokan / kesamaan karakteristik dengan influencer yang mempromosikan skinnycook | | | | | |
| <i>Power</i> | | | | | | |
| 1 | Karakteristik influencer mempromosikan membuat saya tertarik untuk membeli Skinnycook | | | | | |
| 2 | Saya sangat senang dengan influencer sehingga ingin meniru produk yang digunakan influencer | | | | | |

| Variabel <i>Brand Image</i> | | | | | | |
|------------------------------------|--|--|--|--|--|--|
| 1 | Skinnycook merupakan healthy catering yang populer | | | | | |
| 2 | Skinnycook terkenal kredibel dibidang catering sehat | | | | | |
| 3 | Menurut saya Catering skinnycook cocok dengan kepribadian saya | | | | | |
| 4 | Menurut saya Catering Skinnycook sesuai dengan status sosial saya | | | | | |
| 5 | Catering Skinnycook dipilih karena memang bermanfaat sesuai fungsinya catering sehat | | | | | |
| 6 | Catering Skinnycook dipilih karena terjamin produknya | | | | | |



Frequencies

Frequency Table

Jenis kelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Pria | 8 | 22.2 | 22.2 | 22.2 |
| | Wanita | 28 | 77.8 | 77.8 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

Status perkawinan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | Kawin | 17 | 47.2 | 47.2 | 47.2 |
| | Belum kawin | 19 | 52.8 | 52.8 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

Pendidikan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | SMA | 5 | 13.9 | 13.9 | 13.9 |
| | D3 | 2 | 5.6 | 5.6 | 19.4 |
| | S1 | 29 | 80.6 | 80.6 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

Visibility 1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | KS | 1 | 2.8 | 2.8 | 2.8 |
| | CS | 9 | 25.0 | 25.0 | 27.8 |
| | S | 23 | 63.9 | 63.9 | 91.7 |
| | SS | 3 | 8.3 | 8.3 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

Visibility 2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | KS | 6 | 16.7 | 16.7 | 16.7 |
| | CS | 14 | 38.9 | 38.9 | 55.6 |
| | S | 15 | 41.7 | 41.7 | 97.2 |
| | SS | 1 | 2.8 | 2.8 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

Credibility 1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | KS | 3 | 8.3 | 8.3 | 8.3 |
| | CS | 8 | 22.2 | 22.2 | 30.6 |
| | S | 21 | 58.3 | 58.3 | 88.9 |
| | SS | 4 | 11.1 | 11.1 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

Credibility 2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | KS | 2 | 5.6 | 5.6 | 5.6 |
| | CS | 21 | 58.3 | 58.3 | 63.9 |
| | S | 12 | 33.3 | 33.3 | 97.2 |
| | SS | 1 | 2.8 | 2.8 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

Attraction 1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | KS | 2 | 5.6 | 5.6 | 5.6 |
| | CS | 8 | 22.2 | 22.2 | 27.8 |
| | S | 22 | 61.1 | 61.1 | 88.9 |
| | SS | 4 | 11.1 | 11.1 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

Attraction 2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS | 1 | 2.8 | 2.8 | 2.8 |
| | KS | 1 | 2.8 | 2.8 | 5.6 |
| | CS | 10 | 27.8 | 27.8 | 33.3 |
| | S | 20 | 55.6 | 55.6 | 88.9 |
| | SS | 4 | 11.1 | 11.1 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

Power 1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS | 1 | 2.8 | 2.8 | 2.8 |
| | KS | 2 | 5.6 | 5.6 | 8.3 |
| | CS | 6 | 16.7 | 16.7 | 25.0 |
| | S | 21 | 58.3 | 58.3 | 83.3 |
| | SS | 6 | 16.7 | 16.7 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

Power 2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS | 2 | 5.6 | 5.6 | 5.6 |
| | KS | 2 | 5.6 | 5.6 | 11.1 |
| | CS | 12 | 33.3 | 33.3 | 44.4 |
| | S | 15 | 41.7 | 41.7 | 86.1 |
| | SS | 5 | 13.9 | 13.9 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

Corporate Image 1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | CS | 3 | 8.3 | 8.3 | 8.3 |
| | S | 24 | 66.7 | 66.7 | 75.0 |
| | SS | 9 | 25.0 | 25.0 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

Corporate Image 2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | CS | 3 | 8.3 | 8.3 | 8.3 |
| | S | 26 | 72.2 | 72.2 | 80.6 |
| | SS | 7 | 19.4 | 19.4 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

User Image 1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | CS | 7 | 19.4 | 19.4 | 19.4 |
| | S | 22 | 61.1 | 61.1 | 80.6 |
| | SS | 7 | 19.4 | 19.4 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

User Image 2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | CS | 5 | 13.9 | 13.9 | 13.9 |
| | S | 24 | 66.7 | 66.7 | 80.6 |
| | SS | 7 | 19.4 | 19.4 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

Product Image 1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | CS | 4 | 11.1 | 11.1 | 11.1 |
| | S | 23 | 63.9 | 63.9 | 75.0 |
| | SS | 9 | 25.0 | 25.0 | 100.0 |
| | Total | 36 | 100.0 | 100.0 | |

Product Image 2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Valid CS | 1 | 2.8 | 2.8 | 2.8 |
| S | 23 | 63.9 | 63.9 | 66.7 |
| SS | 12 | 33.3 | 33.3 | 100.0 |
| Total | 36 | 100.0 | 100.0 | |

Correlations

Correlations

| | Visibility 1 | Visibility 2 | Visibility |
|--------------|---|----------------------|----------------------|
| Visibility 1 | Pearson Correlation Sig. (2-tailed) N | 1 .595** 36 | .785** .000 36 |
| Visibility 2 | Pearson Correlation Sig. (2-tailed) N | .595** .000 36 | 1 .833** 36 |
| Visibility | Pearson Correlation Sig. (2-tailed) N | .785** .000 36 | .833** .000 36 |

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

| | Credibility 1 | Credibility 2 | Credibility |
|---------------|---|----------------------|----------------------|
| Credibility 1 | Pearson Correlation Sig. (2-tailed) N | 1 .599** 36 | .916** .000 36 |
| Credibility 2 | Pearson Correlation Sig. (2-tailed) N | .599** .000 36 | 1 .870** 36 |
| Credibility | Pearson Correlation Sig. (2-tailed) N | .916** .000 36 | .870** .000 36 |

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

| | | Attraction 1 | Attraction 2 | Attraction |
|--------------|---------------------|--------------|--------------|------------|
| Attraction 1 | Pearson Correlation | 1 | .557** | .865** |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 36 | 36 | 36 |
| Attraction 2 | Pearson Correlation | .557** | 1 | .898** |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 36 | 36 | 36 |
| Attraction | Pearson Correlation | .865** | .898** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 36 | 36 | 36 |

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

| | | Power 1 | Power 2 | Power |
|---------|---------------------|---------|---------|--------|
| Power 1 | Pearson Correlation | 1 | .666** | .902** |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 36 | 36 | 36 |
| Power 2 | Pearson Correlation | .666** | 1 | .923** |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 36 | 36 | 36 |
| Power | Pearson Correlation | .902** | .923** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 36 | 36 | 36 |

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

| | | Corporate Image 1 | Corporate Image 2 | Corporate Image |
|-------------------|---------------------|-------------------|-------------------|-----------------|
| Corporate Image 1 | Pearson Correlation | 1 | .715** | .931** |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 36 | 36 | 36 |
| Corporate Image 2 | Pearson Correlation | .715** | 1 | .921** |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 36 | 36 | 36 |
| Corporate Image | Pearson Correlation | .931** | .921** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 36 | 36 | 36 |

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

| | | User Image 1 | User Image 2 | User Image |
|--------------|---------------------|--------------|--------------|------------|
| User Image 1 | Pearson Correlation | 1 | .620** | .908** |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 36 | 36 | 36 |
| User Image 2 | Pearson Correlation | .620** | 1 | .891** |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 36 | 36 | 36 |
| User Image | Pearson Correlation | .908** | .891** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 36 | 36 | 36 |

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

| | | Product Image 1 | Product Image 2 | Product Image |
|-----------------|---------------------|-----------------|-----------------|---------------|
| Product Image 1 | Pearson Correlation | 1 | .778** | .950** |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 36 | 36 | 36 |
| Product Image 2 | Pearson Correlation | .778** | 1 | .935** |
| | Sig. (2-tailed) | .000 | | .000 |
| | N | 36 | 36 | 36 |
| Product Image | Pearson Correlation | .950** | .935** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 36 | 36 | 36 |

** . Correlation is significant at the 0.01 level (2-tailed).

Visibility

Reliability

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 36 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .736 | 2 |

Credibility**Reliability****Scale: ALL VARIABLES****Case Processing Summary**

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 36 | 100.0 |

- a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .740 | 2 |

Attraction**Reliability****Scale: ALL VARIABLES****Case Processing Summary**

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 36 | 100.0 |

- a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .711 | 2 |

Power**Reliability****Scale: ALL VARIABLES**

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 36 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .796 | 2 |

Brand Image**Reliability**

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 36 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .867 | 6 |

Summarize

Case Summaries

| | Visibility | Credibility | Attraction | Power | Brand Image |
|----------------|------------|-------------|------------|-------|-------------|
| N | 36 | 36 | 36 | 36 | 36 |
| Mean | 7.03 | 7.06 | 7.47 | 7.33 | 24.78 |
| Std. Deviation | 1.383 | 1.264 | 1.362 | 1.724 | 2.652 |
| Median | 7.00 | 7.00 | 8.00 | 8.00 | 24.00 |
| Minimum | 5 | 4 | 4 | 2 | 18 |
| Maximum | 10 | 9 | 10 | 10 | 30 |

Regression

Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1 | Power, Credibility, Attraction ^a , Visibility | . | Enter |

a. All requested variables entered.

b. Dependent Variable: Brand Image

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .959 ^a | .919 | .909 | .801 |

a. Predictors: (Constant), Power, Credibility, Attraction, Visibility

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 226.334 | 4 | 56.583 | 88.197 | .000 ^a |
| | Residual | 19.888 | 31 | .642 | | |
| | Total | 246.222 | 35 | | | |

a. Predictors: (Constant), Power, Credibility, Attraction, Visibility

b. Dependent Variable: Brand Image

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 9.667 | .839 | | 11.516 | .000 |
| | Visibility | .433 | .164 | .226 | 2.641 | .013 |
| | Credibility | .592 | .171 | .282 | 3.469 | .002 |
| | Attraction | .655 | .162 | .336 | 4.047 | .000 |
| | Power | .409 | .119 | .266 | 3.441 | .002 |


a. Dependent Variable: Brand Image



@lydia.kusyono

Tsel-PakaiMasker 20.09

lydia.kusyono



614 Posts 10,8K Followers 2.994 Following

Lydia Kusyono
Personal Blog
Proud mommy @comicnerdartist_ & Nanda
Woman empowering woman
Semarang, ID
pesan.to/nuskin
Followed by zparamita, ignatova and 189 others

Following Message Contact


Charge Lumi Pasang Acc... Pake Accent Sunat Khitan Bersihin Lumi



@erika_santoso

Tsel-PakaiMasker 20.08

erika_santoso

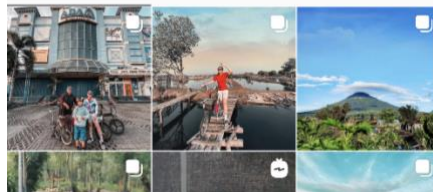


3.078 Posts 45,5K Followers 1.381 Following

Ricky & Erika Santoso
Entrepreneur
"To be happy is all that matters".
Loving wife of Ricky Sulisty
Reicher Rovigo&Arcelia Rocha
Enquiries via DM
www.youtube.com/channel/UC8Dqhk9CTdt029HOKxG4hQ
Followed by ragam.centimeter, irene.iem and 60 others

Follow Message Call


Ride on Cover Salatiga Koping Parakan



@keyeah

Tsel-PakaiMasker 20.08

keyeah



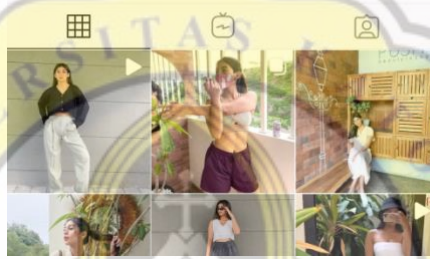
474 Posts 17,8K Followers 2.531 Following

keisha
Blogger

@notanoonajk
Endorsement by DM
Business Inquiries : 081369694745 (Tya)
Followed by surepictures, felz89 and 27 others

Following Message Email

PUSPA LOU... fur buddies OOTD II Hair Journey



@leopardturtle

Tsel-PakaiMasker 20.08

leopardturtle

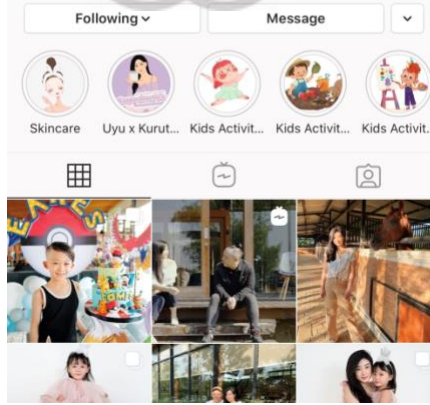


1.661 Posts 40,1K Followers 2.042 Following

Leopardturtle | Interior
Architect / Interior / Graphic
@rsigroup @mssm.associates
Founder of @kuruton.jp... more
m.youtube.com/watch?v
Followed by natalia_fenny, ragam.centimeter and 87 others

Following Message

Skincare Uyu x Kurut... Kids Activit... Kids Activit... Kids Activit...





9.54% PLAGIARISM
APPROXIMATELY

Report #13370573

BAB I PENDAHULUAN Latar Belakang Penelitian Kegiatan komunikasi berfungsi untuk memberikan informasi kepada konsumen tentang produk agar menarik perhatian konsumen. Berkembangnya jaman dan teknologi, mempermudah konsumen mencari informasi dalam memilih produk atau merek yang dicari atau dibutuhkan, sehingga perusahaan harus menyesuaikan, bukan hanya melalui pengembangan produk, melainkan meningkatkan cara berkomunikasi kepada calon pembeli. Keller (2015) berpendapat bahwa periklanan merupakan komunikasi yang dilakukan perusahaan untuk menginformasikan dan menarik konsumen. Menurut Belch & Belch (2004) ada tiga dimensi yang dapat digunakan dalam membangun iklan, salah satunya merupakan daya tarik iklan menarik didapatkan melalui pemilihan media yang tepat. Wei & Wu (2013) mengatakan Celebrity Endorsement merupakan salah satu alat promosi yang efektif digunakan untuk membuat produk menarik dimata konsumen. Dalam sosial media instagram, memiliki Celebrity yang disebut dengan Instagram Influencer. Menurut