

## Endorsement Decision on Instagram Jimny Katana Gallery

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**Abstract:** The increase in internet usage was directly proportional to the use of social media. Initially used only for communication, social media became a platform for purchasing and selling products and services. Instagram was utilized to facilitate the buying and selling process due to its professional features. Users with few followers typically employed endorsement services for Instagram accounts with many followers and reach, including Jimny Katana Gallery. Jimny Katana Gallery's Instagram account had 21,300 followers and a reach of over 100,000 accounts. The rate charged for endorsement services was Rp35,000. Users of endorsement services at Jimny Katana Gallery trusted this service because there were already several followers, and the admin sent real-time insights to each potential service user. The amount of reach on each endorsed upload was also determined by the quality of the image sent by the client. The better the quality of the uploaded image, the higher the visit rate on the upload.

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**Keywords:** Instagram endorsement, Jimny Katana, gallery promotion.

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### A. INTRODUCTION

Social media is currently widespread among the public. People's daily lives are never separated from social media. Technology development makes it easy for users to access social media anywhere and anytime. According to the data reported by We Are Social (2022), Indonesians are experiencing an increasing trend in internet user time. Internet usage increased by 4% compared to 2021 (We Are Social, 2022). Initially, social media aimed to connect people without being bound by location. Social media was initially only used to share specific moments, such as photos, videos, and posts.

Along with the development of technology and the evolving perspectives of social media users, new advertising strategies have emerged that leverage digital platforms for greater engagement and reach. Social media is starting to be used in the buying and selling process. Users can offer products or services to other users. (Thohawi et al., 2021) stated that social media is used to conduct sales activities because social media has very supportive facilities. In addition, social media can also help humans easily interact, communicate, and even trade with people from all over the world more efficiently and quickly. Promotion of products and services can be done through product photos, product videos, or just words. According to (Pradewi et al., 2018) the article, new media connected to the internet network can have a significant impact compared to past media. New media is used to promote goods to be sold online.

The selection of social media that offers endorsement services is usually based on physical attractiveness, credibility, and personality that matches the product to be promoted (Sallam & Wahid, 2012). Endorsements are included in Social Media Influencers on social

media platforms that are trusted to market specific products. The products to be offered are typically tailored to the existing theme of the social media platform. The selection of products for promotion is aligned with the specific niche present in each social media account (Lin et al., 2021). Automotive products will also advertise automotive products, and celebgrams will receive more endorsements related to fashion and other topics. However, not all products offered match the theme of social media; sometimes, there is a deviation in the theme of the product or service offered by social media that offers endorsed services.

[7], Social media has several notable characteristics: reach, accessibility, use, actuality, and permanence. These characteristics can make many people interested in using social media, including Instagram. The number of followers on Instagram can attract entrepreneurs who want to rent endorsement services. In addition to endorsements, the high number of followers can also be used to promote their products or services. A paid promotion or endorsement service is an offering to promote other people's products/services aimed at their followers. Each Instagram account has its rates that are offered to other users. Jimny Katana Gallery is an Instagram account with 21,300 followers. It has a theme related to Suzuki Jimny and Suzuki Katana cars. The Jimny Katana Gallery account also opens endorsement services for selling Suzuki Jimny cars, Suzuki Katana, Suzuki Jimny and Katana modification spare parts, and other automotive-related products.

## **B. LITERATURE REVIEW**

### **1. Instagram**

According to Instagram is one of the social media applications launched in 2010. The development of Instagram social media is felt very rapidly in connecting customers with companies or entrepreneurs, and there has been a significant increase from \$500 in 2015 to \$2,300,000,000 in 2020. (Berne-Manero & Marzo-Navarro, 2020; Kim & Kim, 2021). In the beginning, Instagram only had limited features, namely uploading photos or videos with a maximum duration of 15 seconds, commenting, and liking user uploads. In 2012, Facebook successfully acquired Instagram for about \$1 billion. Instagram's development can be remarkably rapid by adding new features such as stories allowing users to upload 15-second photos or videos that can only last 24 hours. Usually, this feature is used to show the daily life of its users. Lately, Instagram has added a new feature, namely the reels feature. Many people said these feature reels imitated TikTok features and were increasingly being used. This Reels feature replaces the IG TV feature for posting videos longer than 1 minute. Instagram users are currently more active using these Reels than the usual feed. Nowadays, Instagram features are increasingly abundant. User profiles, including personal, business, and content creator profiles, can also be set according to usage. Each profile has its function. The most visible is on business and content creator profiles, namely the Insight menu, which can bring up a range of profiles, feed posts, reels, and story posts.

## **2. Endorsement**

One of the most important functions of advertising is that it can publicize brands and advertisers to capitalize on the value of trust by choosing endorsers widely regarded as honest, trustworthy, and reliable. Endorsement is a brand communication channel where celebrities act as spokespersons and endorse a brand with all the attributes of celebrities' popularity, personality, and social status (Saparso & Lestari, 2009). In addition, the endorsement is also referred to as a marketing communication strategy, which uses famous figures such as artists, fashion bloggers, and fashion styles to support the public's connection to the products offered on social media (Utami, 2014). Instagram's social media also still has some users who fraudulently increase their following by buying followers. It is hoped that users can filter prospective accounts that will be endorsed by looking carefully at existing insights.

(Shimp, 2010) explained that endorsement is a person who uses endorser services, which means advertising supporters or stars to support their product advertisements. Celebgram or fan page is an endorser whose job is to promote the products or services of the person who made the endorsement and has paid a certain amount of money or sent the goods. There are several types of endorsements, namely: (1) Services Endorsement: Service endorsement is a service offering that social media owners will promote; and (2) Product Endorsement: Product endorsement is an offer to promote a product by simply displaying it or sending the promoted product to be created content directly.

## **C. METHOD**

This article used a qualitative method with a descriptive approach. This method was chosen to understand better the phenomena that occurred and to find more in-depth descriptions and information. The qualitative approach was building knowledge statements based on constructive or participatory perspectives (Fiantika, Wasil M, Jumiyati, Honesti, Wahyuni, Jonata, 2022). The data collection method involved interviewing the owner of the Jimny Katana Gallery Instagram account. Additionally, the researchers examined real-time insights from Jimny Katana Gallery's Instagram and insights from endorsement content. Interviews were also conducted with users of the endorsement services. At the time of the study, Jimny Katana Gallery had 21,334 followers and a reach of 107,246 accounts. Since the previous year, the gallery has received endorsement services over 30 times, promoting products such as Suzuki Jimny car units, Suzuki Katana, and Jimny Katana spare parts.

## **D. RESULT & DISCUSSION**

The Jimny Katana Gallery account was created in September 2020. Judging from Insight on December 11, 2022, in detail, the Jimny Katana Gallery Instagram account has 21,334 followers, where as many as 61.2% of followers are from Indonesia, 2.8% from Japan, 2.4% from India, and followed by several other countries, as shown in Figure 1 and Figure 2.

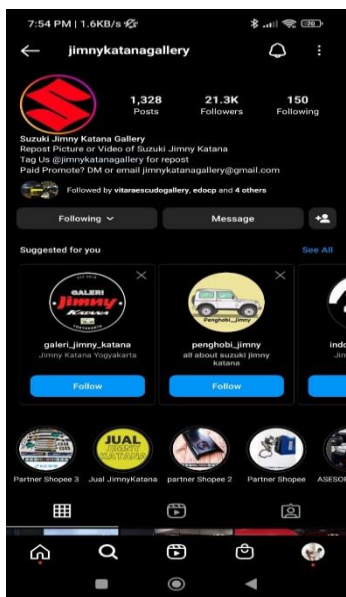


Figure 1. Jimny Katana Gallery Profile

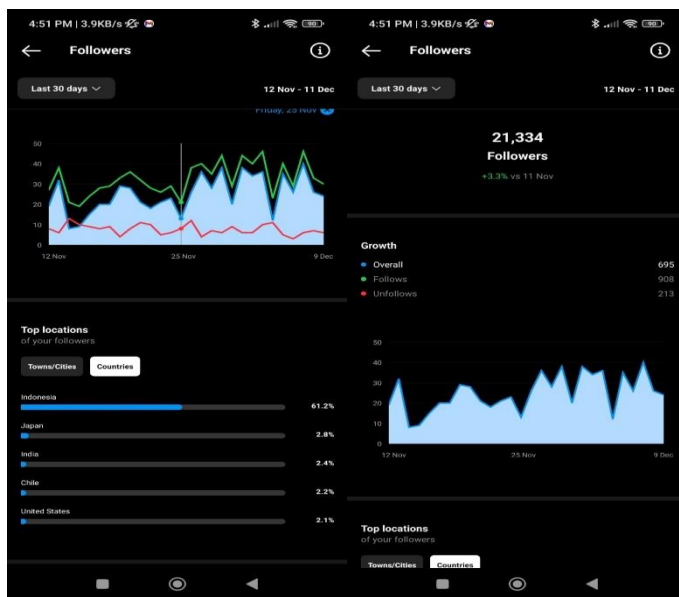


Figure 2. Jimny Katana Gallery Profile Follower Insights

95.1% of followers are male, and the rest are female. The age of most followers is between 25-34 years old as much as 39.3%, as shown in Figure 3. The overall reach of the Jimny Katana Gallery account is 107,246, with the highest reach in Indonesia at 61.2%, followed by Japan at 7.2%, India at 4.9%, and the United States at 1.7%, as shown in Figure 4.

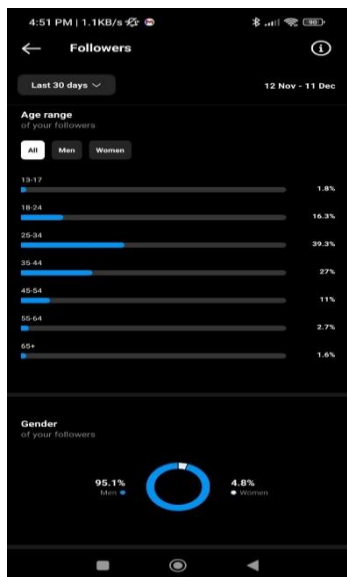


Figure 3. Age Range and Gender of Jimny Katana Gallery Profile Followers

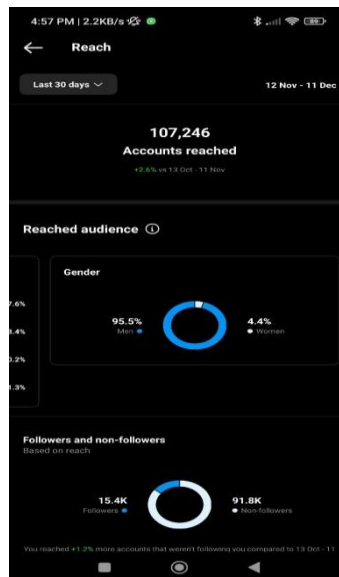


Figure 4. Jimny Katana Gallery Profile Account Reach

The reel account had the most extensive reach, with 76,200 feed posts, 68,500, and stories, 5,291, as shown in Figure 5. The endorse rate from the Jimny Katana Gallery account is Rp35,000. For this fee, users get feed posting facilities with a maximum of 10 photos, posting on stories, and storage in Highlight according to the endorsed product. In addition, user posts will not be deleted until the advertiser wants to delete the product. On December 3, 2022, Jimny Katana Gallery received an endorsement from @kinugarasi.fm account to showcase Suzuki Katana unit sales. The post reached 7,763, 217 likes, 6 shares, and 34 saves, as shown in Figure 6.

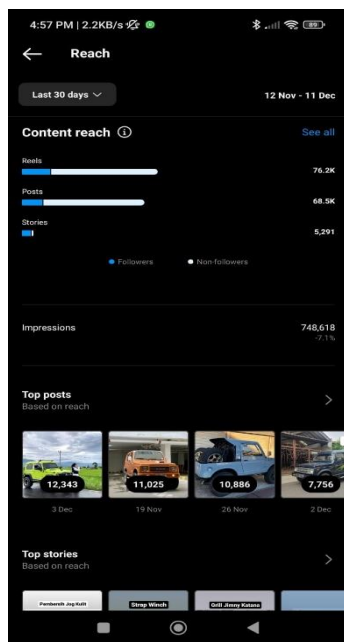
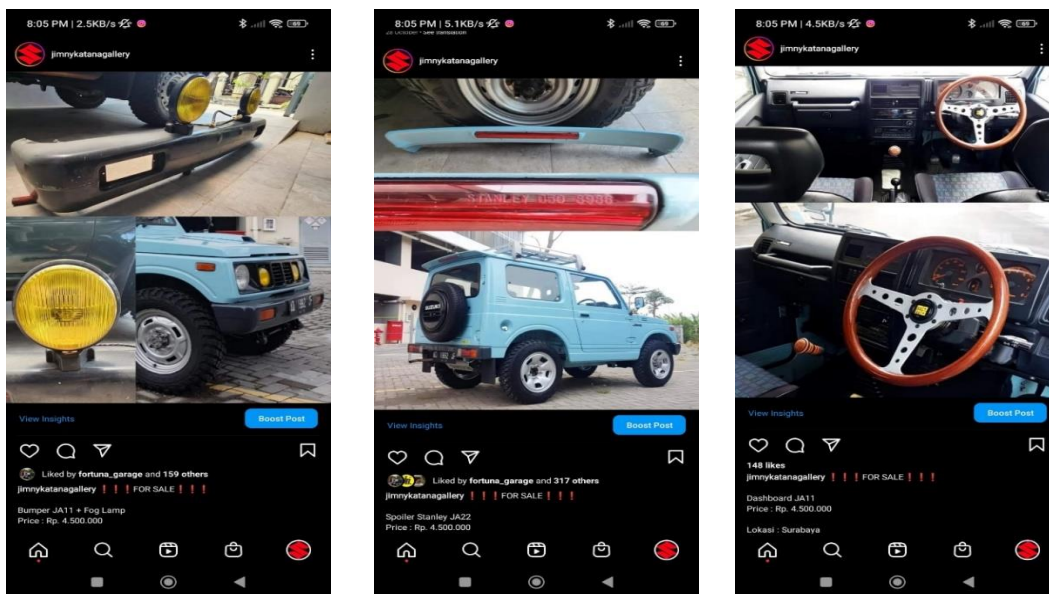


Figure 5. Reels, Post, and Story Reach of Jimny Katana Gallery Profile



Figure 6. Endorse Post 1 Jimny Katana Gallery

@kinugarasi.fm has been interviewed by researchers, who explained that the reach owned by Jimny Katana Gallery is excellent and organic, so they believe in using Jimny Katana Gallery's endorsed services. Then, the admin of Jimny Katana Gallery also sends insight updates to DM @kinugarasi.fm to see the development of this Instagram in real-time so that it can increase the trust of clients. On October 26, 2022, Jimny Katana Gallery received endorsements for three Suzuki Jimny modification parts: bumper and Foglamp, Spoiler, and Dashboard, as shown in Figure 7.



**Figure 7.** Endorse Post 2 Jimny Katana Gallery Jimny Bumper and Fog Lamp Products

Bumper and foglamp posts can reach 5,995 users, spoiler posts can reach 8,693 users, and dashboard posts can reach 5,498 users. The post also received a positive response from Jimny Katana Gallery followers because several DMs (Direct Messages) entered the account. @sparepartjimny, who uses endorsed services to Jimny Katana Gallery, said that the trust to advertise is seen from the number of followers and the reach in Jimny Katana Gallery's insight. Not half-heartedly, the @sparepartjimny user directly advertises the 3 products above. On October 16, 2022, Jimny Katana Gallery advertised Suzuki Jimny products with insights from 13,016 users, as shown in Figure 8. After being interviewed via Instagram DM, the advertiser stated that he trusted Jimny Katana Gallery to advertise his product, having followed the account for one year. The ad with the most extensive reach was the post advertised on October 8, 2022, which was the sale of Suzuki Katana, which reached 23,517, as shown in Figure 9.





Figure 8. Endorse Post 5 Jimny Katana Gallery Suzuki Jimny Products



Figure 9. Endorse Post 5 Jimny Katana Gallery Suzuki Jimny Products

After analysis, this ad has the most extensive reach because it has a beautiful and clear photo, so users will like and open the post more. In addition, the products offered are also in prime condition. This study aligned with the findings (Sallam & Wahid, 2012), which indicated that the decision to visit had been influenced by physical attractiveness, specifically in product display. Advertisers who could not be named said they trusted Jimny Katana Gallery because the account dared to show real-time insight to potential advertisers. Advertisers have been following Jimny Katana Gallery for the past 1.5 years.

## E. CONCLUSION

Followers were one of the most critical factors in customer trust regarding the use of endorsement services. Still, it would have been even better if the attachment of real-time page insights to potential endorsement service users strengthened this. The results of interviews with respondents indicated that they increasingly believed that when the admin of Jimny Katana Gallery sent screenshots of insights to potential users of endorsement services, this enhanced their trust. This was supported by research from [15], which stated that trust influenced the decision to use endorsement services. The reach of endorsement advertising was also determined by the quality of the uploaded images, which allowed them to reach more Instagram users who responded to these uploads.

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