

Systematic Literature Review: The Role of Digital Influencers in Digital Marketing

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ABSTRACT

Objective: The purpose of this study is to determine and examine how digital influencers fit into digital marketing plans. Because of their extensive audience influence, digital influencers are now essential components of contemporary marketing. **Methods:** This study takes a descriptive qualitative approach and employs a systematic literature review strategy. **Results:** The study concluded that influencers are crucial in raising brand recognition, establishing reputation, and influencing customer purchase decisions based on the body of available literature. Influencers can establish a more intimate connection between brands and customers by producing genuine content that resonates with their audience. However, choosing the correct influencers and matching their values with the company being pushed are crucial to the success of influencer-based marketing initiatives. **Novelty:** According to the study's findings, influencer marketing has a lot of potential for digital marketing, but in order to be as successful as possible, rigorous planning and control are needed.

INTRODUCTION

With the speed at which technology is developing nowadays, there are more and more possibilities for promoting goods and services. Therefore, in order to adjust to the ever-evolving times, a corporation or firm must revamp its current marketing strategies and approaches. In addition, businesses need to be able to compete in a free market that is becoming more and more competitive. Digital marketing is one tactic that can be used to complement an all-encompassing marketing plan. [1] a company's marketing activities at different levels, criteria, and attributes are guided by a set of goals and policies known as its marketing strategy. This primarily serves as a business's reaction to shifts in the external environment and the degree of competition in the online market [2].

As technology has advanced and internet usage has increased, digital marketing has emerged as a key component of contemporary corporate strategy. The marketing industry is changing dramatically as digital trends emerge. Traditional marketing, which depends on print and television media, is giving way to internet-based marketing, which is more accessible and less expensive. The use of digital influencers is one aspect of digital marketing that is currently very popular. Digital influencers, who are generally individuals with large followings on social media platforms, have the ability to influence their followers' purchasing decisions through the content they create [2].

As more people use social media and the internet, the use of digital influencers is becoming more and more common in Indonesia. In addition to using social media for social connection, the majority of Indonesians use it to research the goods and services

they require. Because of this, social media is a very promising marketing channel, and one of the keys to maximizing the efficacy of marketing on this platform is using digital influencers [3]. Nevertheless, there are obstacles that must be overcome despite the huge potential of digital influencers to advance digital marketing [4].

Digital influencer-based digital marketing methods go beyond simply promoting goods or services; they also work to improve a brand's reputation and image in the eyes of customers. This is particularly crucial in a time when consumers are becoming more picky about the items they buy and are more inclined to heed the advice of people they trust than to believe straight, commercial promotion. Digital influencers offer a more genuine and intimate viewpoint, which boosts the impact of the advertising messages that are distributed [5].

Digital influencers can affect several facets of digital marketing, including raising brand exposure, boosting customer interaction, and even boosting product sales, according to a number of earlier studies. This suggests that digital influencers have a more strategic role in shaping consumer attitudes and perceptions of brands than just serving as a promotional tool. As a result, it's critical to evaluate their function within the larger framework of digital marketing [6]. Particularly for businesspeople who wish to employ this tactic to boost their competitiveness, a deeper comprehension of the function of digital influencers in digital marketing is imperative given the advancement of technology and the rise in social media users. The purpose of this study is to better understand the role that digital influencers can play in digital marketing and how to best utilize them to accomplish the intended marketing objectives [7].

The purpose of this study is to identify and evaluate the function of digital influencers in Indonesian digital marketing, with a focus on the issue formulation of how influencers might boost product sales, engagement, and brand awareness. In addition, this study seeks to understand how influencers contest it as a component of their marketing approach. In this digital age, it is therefore envisaged that this research will significantly aid in the creation of more successful digital marketing tactics.

RESEARCH METHOD

The results of earlier studies on the function of influencers in digital marketing are analyzed and synthesized in this study using a qualitative approach and a systematic literature review methodology [8]. Researchers utilized terms like "influencer marketing," "digital marketing strategy," and "social media influencers" in their literature search. This method enables researchers to adhere to the research protocol while conducting an organized and methodical literature review. Platforms like Google Scholar are used to conduct literature searches. This procedure, called a literature review, is crucial for gathering, assessing, and synthesizing different literature sources that are pertinent to the subject of the study. By using this approach, scholars can find gaps in the

body of existing literature and obtain a deeper understanding of the most recent advancements in the field.

The research examined in this review center on the function of influencers in digital marketing and were released within the previous eight years. Studies that examined the use of influencers on different digital platforms were chosen based on inclusion criteria that included both qualitative and empirical research. Researchers use these criteria as a guide for choosing publications that are pertinent to the subject under study. After that, a thematic analysis of the chosen articles was conducted to look for trends, patterns, and variations from earlier research findings [9].

RESULTS AND DISCUSSION

Results

In order to conduct the literature search, the keyword "Social Media Influencer" was entered into the Scopus search engine using the Publish or Perish program. The goal of using Scopus as a search engine is to find scientific publications that are indexed in the database and have a guaranteed reputation. There are correlations between this search and other phrases like "follower," "impact," "Twitter," "Facebook," and "social network" [10].

Following that, the researcher reviewed the abstracts of the discovered literature and sorted them according to preset inclusion and exclusion standards, which are given in Table 1. The researcher was able to choose the best and most pertinent material thanks to this filtering procedure. The result of this screening stage was the selection of 12 pieces of literature that satisfied the criteria, all of which were journal articles indexed by Scopus and were designated primary data for the research. In addition, secondary data is gathered from a variety of other sources, including books, journals, and pertinent articles, in order to enhance the discourse surrounding the research issue [11].

Table 1. Literacy screening table: the role of influencers in digital marketing.

Criteria	Inclusion	Exclusion
Type of study	research on the use of influencers in digital marketing that is empirical, qualitative, and quantitative in nature.	studies that do not discuss influencers or have anything to do with digital marketing.
Year of publication	Studies published in the 2018-2025 time period.	Studies that were released prior to 2018 or after 2025 are not representative of current trends.
Platform Type Media Social	Influencers that are active on social media sites including Facebook, YouTube, Instagram,	Studies that only focus on traditional media platforms or social media are less relevant.

	TikTok, and Twitter are included in the study.	
Research Topics	Pay attention to how influencers affect sales, customer loyalty, engagement, and brand recognition.	studies in which the role of influencers on digital marketing is not explicitly discussed.
Research methods	Studies that use clear, systematic methods, such as surveys, interviews, content analysis, or experiments.	research that is based on pertinent primary data or lacks a clear approach.
Publication Language	studies that were either published in Indonesian or English, depending on the setting of the study.	studies that are written in a language that is incomprehensible to researchers.
Journal Quality	articles listed in reputable scientific databases including Google Scholar, Web of Science, and Scopus.	articles from journals of poor quality or those that are not listed in reliable scientific databases.
Research Sample	Studies with audiences impacted by influencers and samples pertinent to digital marketing.	studies with unrelated sample sizes, such as audiences that are not digital or samples that are too tiny.
Data Type	Relevant and quantifiable data, including both qualitative (such as interviews and case studies) and quantitative (such as surveys and experiments).	Studies that don't offer information that can be methodically examined or understood.

The literature that satisfies all selection criteria will be further analyzed by synthesizing pertinent material and summarizing the main points of each study in accordance with the research topic's focus. The goal of this approach is to create a precise classification of social media influencers' function in relation to digital marketing. The outcomes of this synthesis will therefore aid in more thoroughly and systematically defining the different aspects and contributions of influencers to digital marketing campaigns.

Subsequent processing of literature that satisfies all selection criteria will involve distilling the main points of each study and combining pertinent data in accordance with the research topic's focus. In the context of digital marketing, this technique seeks to provide a precise taxonomy of social media influencers. Consequently, the outcomes of this synthesis will aid in more thoroughly and systematically defining the many aspects and contributions of influencers to digital marketing practices.

Table 2. Screening results.

No	Article Title	Author	Year	Research Methods	Social Media Platforms	Main Focus
1	"Instagram influencers: The role of opinion leadership inconsumers' purchase behavior" [12]	Fakhreddin, Farbod, and Pantea Foroudi	2022	Quantitative survey	Instagram	The influence of influencers on purchasing behavior
2	" Influencer impact: Examining the effect of influencers on consumer behavior and purchase " [13]	Mishra, Sraddhaa, and Rubaid Ashfaq	2023	Descriptive quantitative	Instagram, YouTube	Brand awareness and consumer engagement
3	" A Study of Social Media Influencers and Impact on Consumer Buying Behaviour in the United Kingdom." [14]	Chan	2022	Quantitative Experiments	Facebook	Influence on product sales
4	Why are consumers following social media	Lee, J. A., Sudarshan, S., Sussman, K. L., Bright,	2022	Qualitative	Instagram	User loyalty and long-term impact

	influencers on Instagram? Exploration of consumers' motives for following influencers and the role of materialism "[15]	L. F., & Eastin, M. S.				
5	YouTube vloggers as brand influencers on consumer purchase behaviour [16]	Rybaczewsk a, Maria, Betty Jebet Chesire, and Leigh Sparks	2020	Qualitative	Youtube	Influence on product sales
6	Influencer Marketing and Consumer Behaviour: A Systematic Literature Review [17]	Kanaveedu, A., & Kalapurackal, J. J	2024	Descriptive qualitative	Tik Tok	Brand awareness is a marketing communication medium
7	Virtual Influencers as an Emerging Marketing Theory: A Systematic Literature Review [18]	Laszkiewicz, A., & Kalinska-Kula, M	2023	Descriptive qualitative	Youtube	The use of influencers can support advertising messages
8	Effectiveness of Using Influences in Digital Marketing Strategy. Scientific Journal of Management	Mulyadi, T., & Suryani	2024	Quantitative Experiments	Instagram	Analyze the effectiveness of using influencers in digital marketing strategies

	and Digital Business [19]					
9	The Influence of Digital Marketing, Influencer Marketing, and Product Placement on Purchasing Decisions [20]	Nurbaiti, A., & Handayani, R	2024	Quantitative Experiments	Tik Tok	How influencer marketing can be used to improve marketing in the digital era
10	The Role of Influencers in Digital Era Promotion Strategies [21]	Wulandari	2023	Qualitative	Instagram and Tik Tok	Influencers have relationships with followers that can build attachment between the two
11	Role and Function of Influencers on Social Media [22]	Mulyono	2022	Qualitative	Youtube, Instagram, Facebook, and Tik Tok	Influencer marketing influences purchasing decisions in a beneficial way, through relationships built with followers on social media

Through this screening process, researchers may make sure that the literature they employ is high-quality, pertinent, and consistent with their goals while studying the function of influencers in digital marketing.

Discussion

A. Digital Marketing Strategy

The term "marketing" describes a set of procedures or activities used to launch and distribute a product to the market, according to the Big Indonesian Dictionary (KBBI). In

contrast, a "marketing strategy" is a plan created to maximize a company's short- and long-term economic influence on the market. The outcomes of market research, assessment analysis, and planning pertaining to goods, distribution, promotions, and sales are typically the foundation of this approach. Generally speaking, marketing include actions that use sales components to draw in customers, boost sales, and preserve positive client connections. Conversely, a digital marketing strategy is a set of tactics and approaches intended to use digital platforms like social media and the internet to accomplish marketing objectives for a company's brands or products. This tactic is frequently employed to raise sales, engage with customers, expand the audience, and raise brand exposure [23].

In this sense, people who possess the capacity to sway others, particularly via social media, are considered influencers. They typically have a sizable following and have the power to affect their audience's beliefs, actions, and purchases. Influencers frequently collaborate with brands to market goods and services, using their popularity to reach a larger audience. Influencers come in a variety of forms, ranging from celebrities with millions of followers to people with fewer followers who are heavily involved in a particular industry. According to the completed literature analysis, influencers play a crucial part in today's digital marketing tactics. Businesses use social media for a number of reasons, such as marketing, reviews, self-expression, and communication with their audience [24].

Using different kinds of influencers, influencer marketing is regarded as one of the best ways to get potential clients' attention on social media. In contrast to hiring graphic artists or other public people who may be more well-known, influencers, who possess acknowledged power, experience, fame, and reputation, can be crucial in creating a more pleasant and approachable company image. In addition to improving product visibility, using these influencers helps strengthen the audience's perception of the brand. It is believed that this strategy will strengthen the bond between the brand or business and its patrons, thereby boosting customer loyalty. More open communication opportunities may also result from this, including the ability to learn more about new products and the manufacturing processes [25].

Target audience characteristics, brand positioning, and market segmentation goals all play a significant role in choosing the best influencer since they affect things like fan impact and audience engagement on the platform. Some influencers can even create vibrant communities that offer suggestions and comments on the things being promoted in addition to influencing how people view them. As the digital age progressed and social media emerged as the primary means of communication and information exchange This tactic uses people with a lot of social media influence and reputation to market their goods and services to their following., influencer marketing emerged as a very successful digital marketing tactic [26].

In this instance, influencer marketing is more profitable than utilizing well- known celebrities or regular people since influencers can more affordably project a more positive brand image. buy intention, according to Susanto and Aprianingsih, is the outcome of

the consumer's assessment of the product during the decision-making phase prior to making a buy. Customers are more likely to purchase a product with a positive brand reputation. Customers are more likely to value goods from companies they like, which makes them more inclined to buy [27].

Influencer marketing significantly affects what customers decide to buy. Trust in influencers, the caliber of the content offered, and social interactions on social media are some of the variables that frequently impact the desire to purchase cosmetic items. Influencers that can produce genuine material and have a high level of trust are typically better at encouraging their followers to buy. In addition, influencers are crucial in the formulation of company plans, particularly in the cosmetics sector. Cosmetics companies can learn more about consumer preferences and behavior by conducting surveys and market analysis on social media sites. Social media gives brands and customers a direct line of communication and instant feedback. Brands greatly benefit from this input since it allows them to improve product quality in accordance with customer demands and preferences and modify and improve their marketing strategy [28].

According to research, influencers are better at introducing brands to their audiences, particularly if they have firsthand knowledge of the things they are endorsing. Influencers have the power to greatly raise brand awareness by producing engaging, pertinent, and interest-based material. Increasing a brand's reach through influencer marketing has been shown to be highly successful, particularly on social media. Influencers can produce favorable reactions when they convey a marketing message to the appropriate audience, which raises brand awareness in the marketplace and eventually influences customer purchasing decisions [29].

B. The Role of Digital Influencers in Digital Marketing

The rise of digital influencers has been one of the primary drivers of the significant change in digital marketing in recent years. Digital influencers – that is, those who have a significant following on social media sites like Instagram, YouTube, and TikTok – are essential in bringing companies and goods to a larger, more niche market. Numerous studies indicate that digital influencers strengthen the bonds between brands and their audiences by influencing consumer purchasing decisions in addition to increasing brand awareness [30].

Generally speaking, digital influencers use their social media content to act as catalysts in the marketing of goods and services to a larger audience. The foundation of influencers' success in the realm of digital marketing is their capacity to develop a strong emotional bond with their audience. Their content frequently centers on anecdotes, advice, and personal experiences, creating stronger bonds than typical advertising. Because influencers tell a more genuine story, their audience is more likely to believe in the goods they endorse.

Influencers on the internet can efficiently raise brand awareness. Influencers have the ability to promote new companies or products to consumers that may not be reached by standard marketing techniques, according to study by [31]. Because influencers frequently have audiences that are highly segmented based on the product category or

niche they advocate, they can expose brands to more targeted and pertinent customer groups. Therefore, compared to mass marketing techniques, influencer marketing typically works better at raising brand recognition.

Influencer marketing's ability to affect customer purchase decisions is among its most significant effects. [32] research indicates that followers are more inclined to buy recommended products if they sense a connection to their influencers. Because the audience views recommendations from someone they trust as more trustworthy and honest than traditional advertising, the influencer can affect consumption behavior thanks to the trust that has been established between them.

One important determinant of a marketing campaign's efficacy is the trustworthiness of its influencers. Purchase decisions are more likely to be influenced by influencers who are trusted by their following. [33] research indicates that an influencer's credibility has a significant impact on how much of an impact they have on their audience. Authenticity, openness, and consistency in sharing personal experiences are what establish this trustworthiness. Therefore, identifying influencers that have high credibility is highly vital for the success of a marketing campaign.

Influencers contribute to the development of a favorable brand image in addition to raising brand awareness. According to [34], influencers contribute to the development of linkages between companies and their favorable attributes in the literature now under publication. Influencers with a reputation for being amiable and genuine, for instance, will enhance the perception of the companies they endorse. This is crucial for enhancing client loyalty and a brand's reputation in the eyes of prospective buyers.

Influencer marketing's primary benefit is its capacity to more precisely target audiences. [33] claims that influencers' audiences are heavily divided into groups according to demographic characteristics such as age, region, and interests. When mass advertising is utilized to attract audiences who are not interested in the product, it wastes resources. This enables firms to be more targeted in their marketing.

In digital marketing, engagement is a crucial statistic. [35] research demonstrates that influencers can generate high levels of audience engagement. Likes, comments, and content sharing are examples of this involvement, and they raise brand awareness on social media. Audiences are more likely to react favorably to a marketing campaign when they are interested in the content that influencers provide, whether that means buying a product or telling others about it.

Influencer marketing can assist firms in gaining the audience's trust. Influencers can boost consumer trust in a product or service by sharing their own experiences, as demonstrated in a study by [36]. Following influencers who discuss the items they use gives followers more confidence to try them because they believe the suggestions are from reliable people. Compared to traditional advertising, trust established in this manner is more robust and durable. Influencers can contribute to new product development in addition to promoting already-existing products. According to research findings by [28], influencers frequently assist businesses by offering insightful feedback on how their target market reacts to particular goods or services. Businesses can employ

influencers to learn more about consumer preferences and create goods that better meet the needs of the market.

The ability of influencers to provide original and genuine material is one of the factors contributing to their success. Influencers frequently produce content that seems more organic and less like typical advertising, according to [35] research. Because they identify better with the message being presented, the audience finds this authentic information more engaging. Influencers' innovative ways of communicating product details can help firms stand out in the deluge of social media marketing content.

Digital influencers cultivate communities around themselves in addition to producing engaging content. On social media, influencers act as community leaders who may guide conversations, impart knowledge, and foster a feeling of camaraderie among their followers, claim [36]. Because followers who feel a connection to their influencers are more likely to be brand loyal, these communities are very important to brands. Additionally, this strong community boosts long-term sales potential and customer retention.

In marketing, brand loyalty is a highly desired result. According to [37] research, influencer marketing can boost brand loyalty. This occurs because followers are more inclined to keep buying products from a brand if they believe that their influencer shares those ideals. Long-term loyalty is built on the emotional connection that influencers help to forge between the audience and the brand.

Influencer marketing has its own set of difficulties despite its many benefits. Selecting the ideal influencer for a given campaign is one of the most difficult tasks. Selecting influencers with an audience that is similar to the target market for the product is extremely important, per [38] research. An unsuccessful campaign may result from selecting the incorrect influencer since the audience they reach is unrelated to the brand or product being advertised. Therefore, it is necessary to undertake in-depth research in choosing the correct influencer.

All things considered, digital influencers play a very important and undervalued role in digital marketing. Through genuine and pertinent material, influencers aid in product introduction, trust-building, and consumer purchasing decisions. Influencers can broaden brand reach, raise brand awareness, and foster enduring brand loyalty in the marketplace by actively engaging with their audiences. However, marketers must select the appropriate influencers and create focused, quantifiable marketing strategies in accordance with the table below in order to fully capitalize on influencer potential:

Table 3. The role of digital influencers in digital marketing.

No	The Role of Digital Influencers in Digital Marketing
1	Increase Brand Awareness
2	Influencing Consumer Purchasing Decisions
3	Building a Positive Brand Image
4	Expanding Market Reach
5	Creating Engagement with Consumers

6	Provide Real-Time Feedback
7	Growing Brand Loyalty (Brand Loyalty)
8	Helps in Niche Market Penetration
9	Increase Engagement with Paid and Organic Campaigns
10	Speeding up the New Product Marketing Process

In today's digital marketing methods, digital influencers are crucial. Some of the primary functions of digital influencers in digital marketing include the following:

1. Increase Brand Awareness

Increasing brand recognition is one of the primary functions of digital influencers in digital marketing. Influencers have a sizable and devoted following on a number of social media sites, including Twitter, YouTube, Instagram, and TikTok. Influencers can reach a larger and more varied audience by using their influence to promote new brands or goods. Influencers can increase brand recognition in the marketplace by educating their followers about the business's existence through the sharing of intriguing content or product recommendations [38].

2. Influencing Consumer Purchasing Decisions

Influencers have a big say in what their audience decides to buy. When followers believe an influencer's advice to be genuine and reliable, they are more likely to believe it. The audience is more inclined to heed an influencer's recommendation and buy a product or service when the influencer talks about it. Because the audience believes their influencer is speaking from personal experience rather than only for profit, trust is built. Consequently, audiences may be persuaded to try new goods or services by influencer marketing [39].

3. Building a Positive Brand Image

Influencers contribute to the development and enhancement of a brand's favorable image. Businesses can establish favorable connections in the minds of their audiences by collaborating with influencers who share their brand values and image. In the industry, for instance, a beauty brand that partners with a well-known beauty influencer will be regarded as reliable and trustworthy. Influencers have the ability to more effectively and authentically convey brand values and emphasize the advantages of products, which strengthens bonds with customers [40].

4. Expanding Market Reach

Influencers can aid in a brand's domestic and international market expansion. Brands can reach a worldwide audience through influencers with a large international following. Collaborations with influencers that have worldwide audiences enable marketers to reach previously unreachable markets in the increasingly interconnected digital world. For instance, a local brand can reach a worldwide audience by collaborating with an international influencer, eliminating the need for extensive marketing campaigns in every nation [34].

5. Creating Engagement with Consumers

Influencers have the capacity to increase audience engagement. Influencers can establish stronger bonds with their followers on social media by engaging with them frequently through direct messages, likes, and comments. As a result, brands are able to better understand the needs and preferences of their customers. In a digital marketing plan, this interaction is crucial since it can boost customer loyalty and cultivate a more devoted brand following [41].

6. Provide Real-Time Feedback

Direct communication between consumers, brands, and influencers is made possible by social media platforms. Product development or marketing tactics can be modified in response to audience feedback obtained through reviews or comments. This enables businesses to learn directly from customers how a campaign or product is received and make the required modifications. Additionally, this feedback offers insights into customer preferences and market trends that can be utilized to create more successful marketing campaigns or goods [42].

7. Growing Brand Loyalty (Brand Loyalty)

When influencers and brands work together consistently, followers who identify with the influencer may grow to be loyal to the brand being promoted. Stronger brand or product loyalty is often the result of influencers who emotionally connect with their consumers. In the long term, this may result in greater repeat business and a more devoted brand following [42].

8. Helps in Niche Market Penetration

Additionally, organizations might benefit from the assistance of digital influencers in breaking into highly specialized sectors. Certain influencers have small but well-defined fan bases, which enables companies to connect with extremely specific consumers. A brand of vegan or health products, for instance, might collaborate with an influencer whose followers are very interested in those subjects. This increases the possibility that consumers may convert by allowing brands to market to audiences with more specialized interests [12].

9. Increase Engagement with Paid and Organic Campaigns

Influencers can assist brands with both organic and paid marketing strategies. Influencers are compensated by businesses to produce content that advertises their goods in paid campaigns. However, influencers can also naturally promote products by sharing their own product experiences without receiving payment. When sponsored and organic efforts are combined, businesses can achieve the best possible outcomes with greater reach and engagement [13].

10. Speed up the New Product Marketing Process

Working together with influencers can expedite the launch and promotion of new goods. Influencers can frequently help businesses generate excitement or buzz about the debut of a new product by sharing lessons, product reviews, or unboxings with their audience. This can boost consumer interest in trying new items before they are widely accessible on the market and hasten their adoption [15].

All things considered, digital influencers play a critical role in digital marketing by raising brand awareness, influencing consumer choices, and cultivating customer loyalty. Influencers are becoming a crucial component of every effective digital marketing plan because of their capacity to reach a large audience, provide genuine content, and launch items more naturally. When brands and influencers work together effectively, businesses can improve sales, fortify their brand, and forge closer bonds with their customers.

CONCLUSION

Fundamental Findings: Digital influencers play a big part in digital marketing strategies that aim to boost sales conversions, build stronger relationships with customers, and raise brand awareness. First, digital influencers help to increase the legitimacy of brands. Customers are more inclined to believe endorsements or advertising from individuals they regard as experts in their industry. Second, due to the fact that many influencers have sizable and varied fan networks, influencer marketing can reach a larger audience at a lesser cost than traditional marketing. **Implications:** Overall, even though influencer marketing has a lot of promise, its effectiveness depends largely on the method chosen, the caliber of influencers chosen, and the audience's degree of trust in the influencer. To get the best outcomes, marketers must therefore create more genuine and thoughtful strategies when working with influencers. **Limitations:** But choosing the proper influencer is difficult because a campaign's success mostly hinges on how well the influencer's values align with those of the brand's target market. Concerns about openness and authenticity are also becoming more significant as viewers grow more adept at differentiating between genuine suggestions and sponsored advertisements. **Future Research:** Digital influencers play a significant role in digital marketing, according to this study, but effective management is required to optimize the outcomes.

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