Digital Economy: Economic Innovation Through Digital Branding Via Instagram Platform for MSMEs

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ABSTRACT

INTRODUCTION

The rapid development of information technology is capable of changing society’s lifestyle patterns in terms of information fulfillment. All information can spread quickly and its dissemination is difficult to control. It cannot be denied that humans are currently spoiled by the sophistication of technology, and indeed, humans are now highly dependent on the technological devices available today. It starts with the creation of cell phones, and then the emergence of smartphones equipped with increasingly sophisticated features over time. With the internet, smartphones have become the most widely used communication tool by humans today.

With increasingly advanced technology, the impact on the development of facilities and infrastructure for shopping becomes more abundant, attractive, and easily accessible. The products offered are not only goods that can fulfill consumer
needs but also products that can satisfy consumer pleasures. Therefore, social media plays a quite vital role in increasing marketing for MSMEs because the dissemination of information on social media is very fast and massive and can also reach many people.

An influencer, commonly known as a selebgram, is someone who has a large following on their Instagram account, giving them a broad reach to disseminate all kinds of information. Influencers have the power to shape opinions and influence purchasing decisions. For MSMEs, collaborating with influencers can increase product exposure, build brand awareness, and drive sales. Moreover, recommendations from influencers are often seen as more authentic and credible by consumers compared to traditional advertisements. This is because influencers have built trust with their audience through personal content and authentic interactions. It’s no wonder that some MSME products choose to market through influencers. One influencer whose name is increasingly prominent is Fadil Jaidi, an Indonesian selebgram of Arab-Indonesian descent.

Fadil Jaidi’s name started to rise when he created content with his father, Pak Muh, showing his mischievous actions in April 2020, coinciding with the fasting month and the Covid-19 pandemic. Therefore, this research, particularly content analysis, was conducted for one month in April 2022, coinciding with the fasting month similar to the beginning of his career, and there were many requests from his followers for content related to his activities during the fasting month. He has not been involved in any issues to date.

Fadil Jaidi’s followers range from children to adults, from various ethnicities, religions, and even professions. Additionally, Fadil Jaidi does not receive much hate speech. The social media platforms he most frequently uses are Instagram, TikTok, and YouTube, but in this case, we are more focused on the Instagram platform. The analysis results on the website analisa.io show that within two days, Fadil Jaidi gained an increase of 200 thousand followers on Instagram, and his engagement rate was 11.32% (January, 2022).

LITERATURE REVIEW

Personal Branding

Personal branding is the characteristic that can create emotional responses in others about someone's personality and values (Johnson, 2017; Ulfah & Barry, 2019). According to Montoya, personal branding is the strong or clear image that exists in the minds of your customers (Karaduman, 2013). Like products, whether they are goods or services, as the brand becomes more deeply rooted in the hearts of the public, an effort called branding is needed, which in general terms, personal branding is a system of forming and understanding that people have their parts. Individuals, including characteristics, abilities, or values, how each can be known to the public, which in turn can be used as a marketing tool (Vitelar, 2019).

The theory of personal branding refers to the process of building and maintaining an individual's reputation and impression in the eyes of the public. It is based on the premise that every individual has a unique "brand" that distinguishes them from others. Personal branding involves identifying and communicating the uniqueness, skills, values, and strengths...
of individuals to position themselves in a professional or social environment.

In a professional context, personal branding can help individuals stand out in their industry or field, build credibility, and attract opportunities that align with their skills and values. In today's digital era, personal branding is often associated with one's online presence, such as social media profiles, blogs, and personal websites, but it also encompasses face-to-face interactions, speaking style, and how someone presents themselves in various situations.

In today's digital era, personal branding has become one of the most important tools in enhancing the visibility and credibility of MSMEs, especially through social media platforms like Instagram. MSME owners can start by introspecting to determine the unique characteristics of their business, which can later serve as the basis for their brand narrative on Instagram. Once they have a clear understanding of their brand identity, they can design content strategies that reflect the values and essence of their brand. Authentic, consistent, and relevant content to the target market will attract consumer attention and build brand loyalty. Additionally, active interaction with followers, such as responding to comments and hosting live Q&A sessions, can enhance engagement and trust. Thus, strong personal branding on Instagram will not only increase brand awareness but also the economic growth potential of MSMEs.

The personal branding theory used in this research is the 11 Criteria for Effective Authentic Personal Branding by Hubert K. Rampersad because the researcher aims to examine Husain Basyaiban's personal branding process through three dakwah (preaching) videos with the highest viewership on the TikTok social media platform (Petruca, 2016). Hubert K. Rampersad's standards for personal branding include: being oneself, integrity to moral and ethical standards, consistency, specialization, being a beloved figure, differentiation, delivering useful and important information, delivering messages that are deeply embedded in the audience, personal character, good attitude, and performance.

**Celebrity Endorser**

A celebrity endorser is a supporter of a product who acts as a message deliverer to strengthen a brand's image. Belch (2009:178) defines an endorser as an advertising supporter who is presented to convey a message. Endorsers are often referred to as direct sources, speakers who deliver a message and/or demonstrate a product or service. Additionally, an endorser is also defined as a person chosen to represent a product's image because typically public figures have prominent characters and strong appeal. Specific indicators for celebrity endorsers to facilitate communication effectiveness are explained by the acronym TEARS. TEARS consists of Trustworthiness and Expertise, which are two dimensions of credibility, physical attractiveness, respect, and similarity, which are components of the general concept of attractiveness.

**Micro, Small, and Medium Enterprises**

MSMEs are businesses that have a small scope of the market, minimal labor, and are self-managed by the business owner (Simmons, Armstrong & Durkin, 2008). According to the World Bank, MSMEs are businesses that meet two out of three criteria: number of employees, asset size, or annual sales (Das, 2017).
In the Indonesian economy, MSMEs are the largest group of businesses and have proven to be resilient against various economic crises. The criteria for businesses classified as Micro, Small, and Medium Enterprises (MSMEs) have been regulated under the law. Based on Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises (MSMEs), Article 1 of Chapter 1 explains that Micro Enterprises are productive businesses owned by individuals or individual business entities that meet micro-enterprise criteria. Small businesses are standalone productive businesses conducted by individuals or business entities that are not subsidiaries of companies owned, controlled, or part of either directly or indirectly medium or large enterprises that meet small business criteria.

Digital Marketing

Digital marketing is marketing activity that utilizes internet platforms to reach target consumers; it is also defined as marketing products or services through the internet, often referred to as online marketing, web marketing, e-marketing, or e-commerce (Hermawan, 2012). Businesses leverage digital marketing activities to increase their presence in the market through internet media. The role of digital marketing is crucial in line with the development of digital technology, aiming to attract and guide customers through a blend of electronic and conventional communication (Chaffey D, 2009).

Research Methodology

The method used in this research is a qualitative approach as it is the most appropriate method for examining and understanding phenomena and addressing emerging questions (Cresswell, 2017). This study employs the research method of literature review, where literature review is the activity related to collecting bibliographic data. Generally, literature review itself is a way to solve problems by exploring written sources or what is more commonly known as literature review.

In addition to the literature review method, another method used is internet searching method. This internet searching method is a search method using the internet and is widespread worldwide. The use of the internet is considered one of the means of collecting data because there is a lot of information scattered across the internet. The abundance of this information is certainly useful for research as it is supplemented with various literature from previous research conducted from various parts of the world. The flexible internet access and easy application make this a value-added and one of the data search options and collection techniques.

The research location was conducted virtually by conducting content analysis during April 2022 on Fadil Jaidi’s social media. Supporting informants and
triangulation are conducted directly or virtually using video conferencing applications.

The subjects in the research were the parties related to the research problem who will act as informants in providing various necessary information. Informants in a research study include key informants and supporting informants (Rukajat, 2018). To obtain data in this study, the researcher used data collection techniques as follows: (1) Content analysis (content analysis) conducted on Fadil Jaidi’s social media, namely Instagram @fadiljaidi, including 351 Instagram instastories, 24 photo or video uploads on Instagram along with comments. (2) Observation technique, which was also conducted through interview method on the informant's Instagram account, namely: a) Informant 1 (Zafira Faradilia, 21 years old, Student). Zafira Faradilia's Instagram account name is @zafiraaaa.s, following Fadil Jaidi since the age of 17; b) Informant 2 (Andini Maulidiya, 20 years old, Student). Andini Maulidiya’s Instagram account name is @_iniipunyakuu, following Fadil Jaidi since the age of 17; c) Informant 3 (Icha Dwi, 21 years old, Student). Icha Dwi's Instagram account name is @ichadwi_ap, following Fadil Jaidi since the age of 18, observing young people who are increasingly interested in the creativity of making interesting content. (3) Literature Review on news portals on the internet, Youtube content Siniar from Rans Entertainment with Fadil Jaidi, and trending topics on Twitter. The data obtained were processed through data reduction, data presentation, and drawing conclusions. Additionally, data validity testing in this research used source triangulation.

Finding and Discussion

Endorsement by Fadil Jaidi on Instagram Application

Endorsement is an activity that promotes a specific product or brand to increase its purchasing power. In its development, the phenomenon of endorsement is widely carried out on Instagram. Instagram is a photo and video-sharing social networking service designed by Kevin Systrom and Mike. Instagram was officially launched in October 2010, initially intended only for iOS-based mobile users. Then, in April 2012, Instagram was released for Android-based mobile users and followed by the website in November 2012. Additionally, this application can attract users worldwide and has the second-highest number of downloads, surpassing the number of downloads of Facebook and WhatsApp applications. This occurred as released by Sensor Tower Company, which indicates the movement of Instagram user data:

![Figure 1: Most used social media platforms](image)

This indicates the high development and usage of Instagram in Indonesia, so it is natural for millennials who have creativity to eventually be active and do many things on Instagram, one of which is developing themselves as endorsers. Similarly, Fadil Jaidi, who is the subject of the study, also expressed this. Fadil uses Instagram as a means to create interesting content such as tutorials, education, information, cooking, beauty
and fashion, “poison,” life hacks, storytelling, and humor.

Since its appearance on various social media platforms, Fadil Jaidi has always been in the spotlight from children to adults. The content he presents includes his daily activities. His mischievous behavior often entertains netizens and makes him a "mood booster". Another interesting thing about Fadil Jaidi is that his endorsement concept is always eagerly awaited by his followers, whom he calls the Goib Army, and has become a topic of public discussion because the concept is unique and total, namely the concept of Toko Ci Leny. In addition, from January to June 2022, Fadil Jaidi has been a trending topic on Twitter several times, such as when he prayed with Pak Muh on the streets abroad, when he uploaded a photo resembling a baby, when he appeared in Forbes Indonesia magazine due to his endorsement concept (Toko Ci Leny), when he won Favorite Digital Comedian at the Indonesian Comedy Awards 2022, and when he gave a gift to his parents in the form of opening Waroeng Pak Muh. These things further increase his popularity. Moreover, his relations among public figures have improved.

In his Instagram account, as of October 2023, Fadil Jaidi’s account [@fadiljaidi] has 9.9 million followers, follows 1,232 accounts, and has made 1,192 posts. The content he presents is predominantly endorsement content.

Content Analysis of Fadil Jaidi

In this section, the author will analyze Fadil Jaidi’s endorsement activities with Pak Muh on his Instagram account [@fadiljaidi]. The author describes the level of engagement from the posts on the account by randomly selecting posts with different discussion topics. The data that is the focus of the analysis is the comments from netizens responding to the humor of Fadil Jaidi and Pak Muh in endorsing products.

The first post is from the account @dhon.id_. This post describes a bag with high quality and waterproof features, with the zipper saying “this bag is waterproof, let’s prove it, guys!” or similar expressions in dialogue with Pak Muh, such as “are you also studying here :).” Fadil Jaidi emphasizes that this video is only intended for school children or students to comfortably use waterproof bags without worrying about their books getting wet. Fadil Jaidi’s endorsement account named @dhon.id_ reposts content creator posts and places them in the highlights of the @dhon.id_ account, named FADIL JAIDI2. It is stated there that many school children or other students were fooled and influenced by Fadil Jaidi, leading to many people buying products from the @dhon.id_ account.
The second post is uploaded on the @fadiljaidi account on October 4, 2023, it is @blankapparelofficial. This post explains that the clothes or attire being promoted have good quality and a good design, with the caption “these clothes are really good, guys, they can even hide a beer belly :).” Fadil Jaidi emphasizes that this video is aimed at young people or students to always look cool and stylish by wearing shirts from blank apparel. Fadil Jaidi's endorsement account named @blankapparelofficial reposts content creator posts and places them in the highlights of the @blankapparelofficial account, named FADIL & PAK MUH. It is stated there that many young people or other students were fooled and influenced by Fadil Jaidi, leading to many people buying products from the @blankapparelofficial account.

The third post, uploaded on the @fadiljaidi account on October 2, 2023, it is @jakarta_hobby. This Instagram story post by Fadil Jaidi explains that Jakarta Hobby sells various toy cars for collection and children’s toys. “I got all of these from Jakarta Hobby, they can also be modified, especially for boys, they’ll definitely love it,” Fadil Jaidi emphasizes. He also states that the Instagram story video is aimed at boys who like toy cars and they can buy them on the Instagram account @jakarta_hobby. The way the content is conveyed in the promotional video is also quite interesting because Fadil Jaidi’s presentation is cool and understandable, appealing to young people who like to play on social media.

Analysis of Fadil Jaidi’s Personal Branding
Fadil Jaidi’s personal branding is synonymous with his mischievousness. According to the opinion of Intan as a supporting informant, Fadil Jaidi's mischievousness is inherent in him, so in Intan” eyes, Fadil Jaidi has a personal branding of mischief towards Pak Muh. Furthermore, the second supporting informant, Muna Nabila Ovia Afirka, also agrees with this. From both informant’s opinions, it can be concluded that Fadil Jaidi is synonymous with his mischievousness.

In building his personal branding, Fadil Jaidi primarily uses the social media platform Instagram through the content he uploads. He portrays a personal branding as Fadil Jaidi, a funny, kind, mischievous, friendly, hardworking, and creative individual. Meanwhile, on his YouTube channel, Fadil Jaidi appears funny, kind, mischievous, and friendly. However, from the analysis results, Fadil Jaidi has a common personal branding across every social media platform, which is being funny and mischievous.

1. Authenticity
Authenticity is a brand that must be built from true personality and reflect the character, behavior, values, and vision of the personal branding practitioner. By doing so, the personal branding practitioner can have genuine personal alignment that exists in the real world and can be applied to build
authentic personal branding. The character and behavior formed by Fadil Jaidi to build personal branding as a Content Creator are genuine with his mischief and simplicity. The values built are kindness and friendliness to his followers, whom he calls Pasukan Goib (Invisible Troops). The personal branding attached to Fadil Jaidi, from character, behavior, values to vision on Instagram, aligns with real-life experiences. His personal branding is characterized by simplicity and mischief. This is what makes Fadil Jaidi’s personal branding authentic.

2. Integrity
Integrity is the cornerstone of personal branding. In an increasingly digitized world, one’s reputation can easily be built or destroyed. For practitioners of personal branding, integrity is not just about honesty in communication, but also about consistency between words and actions. When someone demonstrates integrity, their credibility increases. People tend to trust someone with a track record of honesty and consistency. Additionally, integrity also reflects a person's commitment to the values and principles they uphold, making them more reliable and trustworthy in the eyes of the public. Therefore, integrity is not just about words but also actions that represent one's personal brand.

Practitioners of personal branding must adhere to morals and behaviors that align with their personal ambitions to be viewed positively by the public. It is essential for individuals to adhere to societal morals and have a positive persona aligned with personal ambitions. Fadil Jaidi demonstrates integrity by being friendly, kind, and devoted to his parents, as shown on his Instagram account.

3. Consistency
Consistency is crucial for practitioners of personal branding. Fadil Jaidi lacks consistency in terms of the timing of content uploads on his social media platforms, but this is not a problem because he established this practice early in his career when building his personal brand. Currently, he is maintaining the personal branding he previously established. Presently, he is consistent in the content he provides to his followers on his Instagram account. He consistently uploads similar content, showcasing his humorous and mischievous antics with friends and family, especially Pak Muh, on every social media platform. However, what sets his Instagram account apart is that almost all of Fadil Jaidi's mischief involves product endorsements. Therefore, the mischievous character he portrays on his social media platforms demonstrates his consistency in building his personal brand, making it his distinctive feature or content pillar.

4. Specialization
Specialization plays a crucial role in personal branding. In a world filled with information and competition, having expertise or a specific focus can help someone stand out from the crowd. Personal branding practitioners who specialize in a particular field not only demonstrate expertise and deep knowledge but also make it easier for their audience or target market to identify and remember them. Fadil Jaidi highlights his humorous and unique behavior, making him known to his audience as a Content Creator in the comedy genre because Fadil Jaidi
consistently uploads funny content on Instagram.

5. Authority
Authority is seen as an expert known in a specific field, possessing exceptional talent, highly experienced, and regarded as an effective leader. To build authority, one must have deep knowledge acquired through education, experience, and continuous learning. Additionally, consistency in communication, whether through social media posts, blogs, or videos, is key to demonstrating commitment and professionalism. However, presenting quality content is equally important. Informative, relevant, and useful content will strengthen one's position as an authority in the eyes of their audience. Thus, the combination of expertise, consistency, and quality content forms the main foundation in building personal branding authority.

Fadil Jaidi is known as someone funny because of his behavior, making comedy one of his personal branding aspects. This is evidenced by his collaboration as a spokesperson for BliBli.com and Head and Shoulders with a comedy concept.

6. Performance
If personal branding practitioners do not continuously improve themselves, personal branding will only become something embarrassing. Fadil Jaidi's performance is evidenced by his collaboration as a spokesperson for BliBli.com and Head and Shoulders. In these advertisements, Fadil Jaidi successfully demonstrated his personal branding as humorous, making the commercials based on comedy. Furthermore, Fadil Jaidi is aware of the need to improve himself to maintain the personal branding he has built by providing new, out-of-the-box content to keep his “Pasukan Goib” entertained. The performance he delivers and the positive relationship built between Fadil and his “Pasukan Goib” are evident from the feedback he receives, both through comments and Instagram messages.

7. Relevant
The message conveyed must be related to something considered important by the audience. In this case, the content of Fadil Jaidi's Instagram account is considered highly relevant, especially to the targeted audience, because he engages in endorsement content on social media platforms, thus fulfilling this criterion.

8. Visibility
The message must be broadcast repeatedly, continuously, consistently until it is embedded in the audience's mind. Visibility is continuous repetition and long-term exposure. In this criterion, Fadil consistently shares endorsement content continuously on his Instagram account, thus building his personal branding, fulfilling this criterion.

9. Persistence
Personal branding takes time to grow. If we look at the timeline from the beginning of how Fadil's Instagram account reached millions of followers, there is certainly time and effort that must be taken. Many other supporting factors have contributed to the rapid growth of Fadil's audience until now.

10. Goodwill
People only want to do business with those they like. Personal branding will yield better and longer-lasting results if
perceived positively by others and associated with positive values. Until now, Fadil has been perceived with a positive image by his audience because his content focuses on engaging endorsement content delivered in a humorous and clear manner. Performance is the most important element after the brand is recognized. If one does not continually improve and perform, personal branding becomes nothing but embarrassing. Fadil always develops his uploads with content that follows the current trends popular among young people, often wrapping it in the form of endorsement content. This has led to a drastic increase in his social media followers.

The Impact of Fadil Jaidi's Endorsements

Marketing through influencers has become a growing trend, especially for SMEs. When a product or service from an SME is promoted by an influencer, the product tends to gain greater exposure among the influencer's followers. This results in increased brand awareness and product recognition among a wider consumer base. Additionally, the trust and credibility held by influencers often have a positive impact on the product’s image, making consumers feel more confident about trying or purchasing the product. This type of marketing can also increase interaction and engagement with potential consumers, and potentially boost long-term sales and customer loyalty.

The communication built by Fadil through his endorsement content successfully captivates many audiences, both from producers and consumers. From the content analysis, there is positive feedback from sellers where the product sells out shortly after using Fadil Jaidi's endorsement services. This is evidenced by posts showing a rush of orders caused by effective communication through Fadil Jaidi’s endorsement.

Besides its impact on producers, Fadil Jaidi’s endorsement also greatly affects its consumers, namely Fadil Jaidi’s followers on Instagram. Fadil Jaidi’s endorsement content is perceived as engaging and not just mere humor; it also demonstrates effective communication about the endorsed products. This results in the communication built by Fadil Jaidi towards those who use his endorsement services being considered as good communication, categorized as two-way communication where Fadil Jaidi acts as an intermediary between producers and consumers.

This argument is reinforced by statements from informants who are followers of Fadil Jaidi, where all three informants agree that Fadil Jaidi’s endorsement content not only brings humor due to his behavior and scenarios during endorsements but also effectively communicates the promoted products to the audience, sparking a desire among his followers to purchase them. Additionally, Fadil also communicates about his endorsed products as if they are truly
convincing and of high quality because his photography and videography techniques dare to show visuals up close, allowing the details conveyed to be accepted and understood correctly by his consumers.

Essentially, Fadil Jaidi’s engaging endorsement content has turned Instagram into a new environment where advertising or marketing no longer needs to be done manually, especially in the pandemic era where people have limitations in accessibility, and post-pandemic where society has become accustomed to using and accessing everything through digital media. This has made digital media a more commonly encountered social environment for people because it is not limited by space and time.

CONCLUSION

Based on the research findings, it can be concluded that Fadil Jaidi’s endorsement content has influence on both the audience and his SMEs. This is a result of innovation and a transition in the economic environment from direct shopping to online shopping. Fadil Jaidi himself is one of the Gen Z influencers who has a significant impact on consumer purchasing power and sales for SME owners, who are also mostly Gen Z. Furthermore, Fadil Jaidi’s engaging endorsement content has transformed Instagram into a new environment where advertising or marketing no longer needs to be done manually, especially in the pandemic era where people have limitations in accessibility, and post-pandemic where society has become accustomed to using and accessing everything through digital media. This makes digital media a more commonly encountered social environment for people because it is not limited by space and time.

As for suggestions for future researchers interested in personal branding topics and using similar methods, they should consider the subjects and objects of study beforehand to determine whether they will make the research easier or more difficult. For Fadil Jaidi, there are several suggestions from researchers for his social media platforms, especially for his Instagram account. He should consider following existing trends more frequently and interacting more with followers in the comment section to strengthen the personal branding he has built.

REFERENCES


