



Endorsement as a Marketing Media Trend: A Case Study on By_aibee

Agus Wahyu Irawan^{1*}; Wahyuni Wahyuni²

¹Department of Sharia Economic, Faculty of Economics and Islamic Business, Institut Agama Islam Al-Hikmah Tuban, 62361, INDONESIA

²Department of Sharia Economic, Faculty of Economics and Islamic Business, Institut Agama Islam Al-Hikmah Tuban, 62361, INDONESIA

*Corresponding author, email: aguswahyuirawanw@gmail.com

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ABSTRACT

Promotional activities through endorsements are currently being carried out more and more, but this makes the users and recipients of endorse services mostly not careful in doing endorsements on social media. Sometimes endorsements or celebgrams in promoting a product through social media are only based on perceptions, they are not in accordance with the reality, even the products being promoted are not used in real life in everyday life. They are also excessive in carrying out promotions related to endorsed products. If the celebgram ad includes using voice or verbal expressions, the bad impact is that people who don't know experience fraud in advertising on Instagram just because the artist has a beautiful face and has many followers. The focus of celebgram is to introduce products in online media, both in the form of Instagram and other media. This research used a qualitative approach, with the type of field research. This research used interview observation method and in-depth documentation of the subject. The results of the research showed that to market products through Instagram were a form of consumer testimony for the products being marketed and then shown on Instagram so that potential buyers were interested in buying the product. The promotion of By_aibee products was carried out on Instagram accounts using an attractive appearance and not showing their bodies, and Accessivist choose Instagram celebrities who are beautiful, and have more attractiveness that was able to attract consumers to buy the promoted products. Prices matched the quality. The target for consumers was all people who needed products from By_aibee.

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INTRODUCTION

Economic growth and technological developments in Indonesia have made the internet one of the media favored by the public. The convenience provided to

consumers to carry out various activities, such as finding information, communicating and as a means of shopping. Shopping online is considered more efficient than doing it conventionally. This is what causes the increasing number of internet users in Indonesia every year, thus encouraging the pace of commerce in the business world, especially online businesses. At this time social media is one of the effective business promotion tools because it can be accessed by anyone.

Social media has become a major part of marketers or business marketers is one of the best ways to reach a wide audience. Business activities cannot be separated from marketing activities. Indeed, marketing is the planning, execution and monitoring of programs aimed at creating transactions in the marketplace. Goals that meet individual or group needs on a mutually beneficial basis, through product use, pricing, promotion, and popularity.¹

The number of social media currently available that can be used as a place of business is often referred to as an online business. E-commerce is a commercial activity, including services and products provided by Internet facilities, from negotiations to transactional activities without having to meet directly with customers. An online shop business has one goal, namely that every online store must direct its business activities towards making products that can satisfy consumers, so that in the long term online stores will get the expected benefits from the products they sell. The success of an online store business is largely determined by success, the efforts made by marketing and the accuracy of the products made in making decisions for certain target consumers.

There are various strategies that entrepreneurs use to market their products through social networks. This has resulted in increased business and commercial competition between traders because potential buyers have a wide choice of shopping locations. Therefore, business people must be more creative in marketing their products through social networks to attract the attention of customers. Businesses should be able to design effective marketing strategies to get consumers to give them positive feedback about their products. One of the commonly used marketing strategies is to advertise their products on Instagram using the services of other people known as Instagram celebrities who have many followers or followers on their Instagram accounts or commonly known as endorsements. By_aibee is no exception, one of the strategies used to market their products is to use the services of celebrities or Instagram artists.² The approval process is carried out by contacting the artist or celebrity via Instagram, then the online store will wait for a response from the artist or celebrity. After being confirmed and agreeing to work together, the celebrity or celebrity endorser prepares photo or video assets while presenting the approved product with an attractive word of

¹ Herry Sutanto and Khaerul Umam, *Manajemen Pemasaran Bank Syariah* (Bandung: CV Pustaka Setia, 2013), 80.

² Sri Ayu Wulandari, "Pengaruh Penggunaan Endorsement Terhadap Omzet Penjualan Usaha Online Shop Di Palangka Raya" (Skripsi: IAIN Palangka Raya, 2017), 17.

mouth promotion and then uploads it using the @ (arroba) sign to link the Instagram name of the product owner to the online store so that followers can go directly to the Instagram online store page promoted by Celebgram.

Endorsement is a business that hires services to promote a product because there are two parties, namely the business or online shop owner and the validator or program that works with both parties.³ Business owners use endorsement services or celebrities to promote their products through social media with certain rewards. Business in the sense of service activities, namely the activities of providing services carried out by both people and subjects. Approval is appearing more and more on the social network Instagram.⁴ Instagram itself is an application that is used to take photos, manage photos, edit photos and share photos with everyone, from Instagram we can post photos and share them with the public via the internet. Products that use promotional services, such as hijab products with hijab, refer to the benefits and composition of hijab products after using hijab. Show what so-called or suspected Instagram celebrities are famous for using the product and convey the message that the post can invite others to buy used goods. Advertising using Instagram celebrities is quite effective in creating an image in the minds of consumers, because many consumers are still influenced by certain numbers when buying these products. By_aibee is an online store that sells various products ranging from women's accessories, cosmetics, bags, clothes such as long dresses, bathrobes, tunics, hijabs and others which are beauty aids in fashion and beauty.

By_aibee is one of the online shops in Ngawun Village, Parengan Sub District, Tuban District that uses endorsement services as a promotional strategy. There are two owners of the By_aibee online shop, they are Yayang Artamia as the first owner and Ibrohim as the second owner. By_aibee's Instagram account has 137 followers or followers with 135 posts. Meanwhile, the celebrity used in By_aibee's online shop is Ananda Febriana Maratus Sholihah with her instagrm account named nanda_febriana which has 14.8k followers.

The target of this business is young people in robes or young women. By_aibee markets its products through social networks, especially Instagram with a strategy of introducing products by displaying beautiful women on Instagram. Because, if online entrepreneurs are less innovative in creating marketing communication strategies for their products, of course they will be left behind or even their products will not be glimpsed by potential buyers. Therefore, many entrepreneurs make various marketing strategies to promote their products and attract the attention of consumers. Strategy selection is a crucial step that requires careful handling in communication planning, because if the strategy is chosen incorrectly or incorrectly, the results obtained can be fatal, especially losses in terms of time, material and energy.

³ Elfa Murdiana, *Hukum Dagang*, (Yogyakarta: IDEA Press Yogyakarta, 2013), 33.

⁴ Elfa Murdiana, *Hukum Dagang*,.. 33.

Table 1. Online Shop Sales Data of By_aibe in 2021

Month	Sales Data
January	40
February	54
March	58
April	60
May	77
June	69
July	89
August	100
September	140
October	174
November	220
December	300

Data Source: By_aibee 2021 sales amount data

From this data, it can be seen that from January to July sales at the By_aibee online shop were still in the tens, this is because they are not well known and only have a few followers on Instagram, marketing communications for By_aibee products are only done by word of mouth and by providing free samples to those closest to it. Due to difficulties in increasing sales of its products for more than a year, in June online shop By_aibee began to develop its marketing strategy through endorsements and began to show a very significant increase in sales in July and continued to increase until December. Meanwhile, the online shop Ayunda Wholesale Clothes in Banaran Village, Senori District, Tuban Regency experienced a slight decrease in sales compared to By_aibee after using endorsement services. Due to the lack of selective selection of the celebgram, the celebgram also did not pay attention to Islamic business ethics, such as not wearing the hijab and wearing open clothes. The celebrity used at the Ayunda Wholesale Baju online shop is Eky Nirum with his Instagram account called EkyNirum with 31.7k followers.

Table 2 Online Shop Sales Data of Ayunda Wholesale Clothes in 2021

Month	Sales Data
January	108
February	106
March	110
April	120
May	140
June	128
July	145

August	109
September	70
October	75
November	77
December	80

Data Source: Data on the number of sales of Ayunda Wholesale Clothes in 2021

From these data, it can be seen that Ayunda Wholesale Clothes in its marketing strategy when using endorsement services from September to December has decreased and is not stable compared to January to August. Promotional activities through advertising on Instagram are now increasingly being carried out, but this makes users and recipients of sponsorship services generally not careful when advertising on Instagram on social networks. Sometimes advocates or celebrities promote a product through social media only based on perception, not in accordance with reality, even the product being promoted is not used in real life. They also go overboard in doing promotions regarding approved products. If in an advertisement a celebrity states verbally or in writing that the quality of the product is good and the quality is not known for certain, then that is the impression of lies, fraud, and fraud.

Just because an artist or celebrity has a large following, they easily accept products, even those that don't match the account owner's personality, they just want money. Advertisements that contain deceptive elements are actually unfair trading practices or are very detrimental to consumers if the quality of the goods offered does not match the advertised goods. This of course will lead to customer dissatisfaction and is very contrary to the ethical values of Muslim business. Because so far, many elements of fraud, lies and deception have been found by business people to attract the attention of consumers through the promotion of products to be sold. Meanwhile, according to Islamic law, all types of transactions that contain false elements are prohibited.

LITERATURE REVIEW

Marketing Strategy

There are several kinds of understanding of strategy from experts. According to Marrus in Umar, strategy is defined as a process of determining the plan of top leaders that focuses on the long-term goals of the organization, accompanied by the preparation of a method or effort to achieve these goals. Strategy is specifically defined as an action that is incremental (constantly increasing) and continuous, and is carried out based on the point of view of what customers expect in the future.⁵

⁵ H Umar, *Strategic Management in Action, Konsep, Teori, dan Teknik Menganalisis Manajemen Strategis Strategic Business Unit* Berdasarkan Konsep Michael R. Porter, Fred R. David, dan WheelanHunger (Jakarta:PT Gramedia Pustaka Utama, 2001), 31.

Kotler defines marketing as a social and managerial process by which individuals or groups obtain what they need and want through creating, offering, and exchanging products of value with others. From the above understanding it can be understood that marketing is a process that starts from designing and offering something that is the need or desire of the customer in order to provide satisfaction to the customer. In the sale and purchase of goods must be displayed and shown the features so that other parties are interested in buying them. According to Chandra, an endorsement that is allowed for a product or service that is allowed that follows the rules in Islam is one of them using good and polite language according to the correct Indonesian language rules and does not contain immorality, slander or things that ignite emotions. Marketing strategy is a plan that outlines the company's expectations of the impact of various marketing activities or programs on the demand for products or product lines in certain target markets.⁶

The marketing program includes marketing actions that can affect the demand for products, including in terms of changing prices, modifying advertising campaigns, designing special promotions, determining distribution channel choices, and so on.

a. *Marketing Mix*

The marketing mix is an idea map of the marketing strategy that the company needs to think about in order to realize the defined differentiating strategy. Kotler provides a definition of the marketing mix, namely "The marketing mix is a set of controllable factor marketing tools "product, price, promotions, place that are combined by the company to produce the desired response in the target market." Saladin provides a definition of the marketing mix is a set of marketing variables that can be controlled by the company and used to achieve goals in the target market.⁷

1) *Product*

The product is an organization that produces goods that include the quality of the brand concept, product packaging. The quality of a product is the main attraction in selling an item. Products have their own categories to be of interest to consumers. Products with low prices of ordinary quality will be in demand by the middle class to the crater. Likewise, products with good quality at high prices will be in demand by the upper middle class, because it is to improve the quality of self-esteem of the upper middle class.

2) *Price*

The price of a product is attractive to consumers if price and quality are balanced. The price of an item is determined by the cost of production and the cost of raw materials plus the profit that will appear in the price. The price offered by the seller if the goods are in demand and purchased by the

⁶ Gregorius Chandra, *Strategi dan Program Pemasaran* (Yogyakarta: Penerbit Andi Offset, 2002), 93.

⁷ M. Nur Rianto Al Arif, *Dasar-Dasar Pemasaran Bank Syariah*, (Bandung: Alfabeta, 2010), 14

buyer. In the market, the price is determined by the force of attraction between the seller and the buyer to enter into a mutual agreement.

3) *Promotion*

The introduction of a product to potential consumers can be done through online and offline media. Online media promotion can be done by way of endorsements, products will be offered by Selepgram which has many followers. The product will be seen by potential consumers, potential consumers will respond to products that have been introduced by the celebgram.

4) *Place*

In determining the business and production of goods and services, place is the main factor. The best place to produce an item is a place that is close to public transportation access. Distribution access can also run well and will affect the price of goods sold.

b. Good Marketing Strategy

The procedures in a good marketing strategy are market segmentation strategies, target market determination strategies, and market positioning strategies.

1) Market Segmentation Strategy

Market segmentation is the process of dividing the market into distinct groups of buyers based on needs, characteristics, or behaviors that require separate product and marketing mixes. Or in other words market segmentation is the basis for knowing that each market consists of several different segments. Market segmentation is the process of placing consumers in sub-groups in the product market, so that buyers have almost the same response as the marketing strategy in determining the company's position.

2) Target Market Determination Strategy

It is the selection of the size or breadth of the segment according to the ability of a company to enter the segment. Most companies enter a new market by serving a single segment, and if they prove successful, they add segments and then expand vertically or horizontally. In analyzing the target market, one must evaluate by examining three factors: a) Segment size and growth b) Structural attractiveness of the segment c) Targets and resources.

3) Market Positioning Strategy

Market positioning is a strategy to seize a position in the minds of consumers, so this strategy concerns how to build trust, confidence, and competence for customers. According to Philip Kotler, positioning is the activity of designing an image and positioning oneself in the minds of

consumers. As for Yoram Wind, positioning is how to define the identity and personality of the Company in the minds of customers.

Endorsement

The word approval is closely related to the world of marketing, especially in online marketing. According to Martin Roll, endorsement is a brand communication channel where celebrities act as spokespersons, supporting brands with all the attributes of celebrity popularity, personality and social status. In other words, approval is a marketing communication strategy that uses famous people such as artists, fashion bloggers, and fashion stylists as a means to promote approval and public interest in the products offered on social media that are used.⁸

According to Gevin and Damayanti, companies must have creative strategies in advertising in order to attract consumers, one way is by using celebrity endorsers.⁹ According to Arnoldus and Dhyah, producers must choose who will support their advertisements. The selepgram image with its main characteristics, such as a reputable public figure to represent the product's mission.¹⁰ Celebrities are people (actors, artists, or athletes) who are known to the public for their achievements in fields other than the type of product supported. Many celebrities were invited to be the spokesperson for the product. Perhaps up to a quarter of all ads use celebrity endorsements. Based on this understanding, endorsement can be understood as a marketing strategy that uses a celebrity to attract public attention to the products offered for sale. Meanwhile, celebrity advocates or endorsers are those who promote a product or convey a message in an advertisement with the aim of attracting consumer interest. Celebrity appeal is very effectively used by advertisers to communicate with their market. Celebrities can be an influential force in generating interest or action regarding the purchase or use of selected goods and services. A good marketing strategy through recommendations that must be applied by every online shop owner who wants to promote their products through social media is as follows:¹¹

a. Determining the Endorsement Artist Target

Identification of the target artist endorsement must be done properly, not carelessly. Identification of the target claim must represent the target market.

⁸ Pratiwi Budi Utami, "Strategi Komunikasi Pemasaran Melalui *Endorsement* pada *Online Shop* di Indonesia" (Tesis Universitas Negeri Sultan Ageng Tirtayasa, 2014), 2.

⁹ Gevin Sepria Harly and Damayanti Oktavia, "Pengaruh *Endorsement Fashion Blogger* Terhadap Minat Beli Merek Lokal Studi Kasus Pada Fashion Blogger Evita", *Jurnal Manajemen Indonesia* Vol.14, No. 2 (Desember 2020): 140-151

¹⁰ Arnoldus Meidika and Dhyah Ayu Retno W, "Pengaruh Tingkat Kredibilitas Endorser dan Tingkat *Brand Awareness* terhadap Minat Beli Minuman Berenergi Studi *Eksplanatif* Iklan Televisi KUKU BIMA ENERGI Rosa Versi "Jigojagajig" di Kecamatan Umbulharjo Yogyakarta" (Skripsi: Universitas Atma Jaya Yogyakarta, 2014), 36.

¹¹ Pratiwi Budi Utami, "*Strategi Komunikasi pemasaran*", 21

For example, if the product being sold is tote bags, the target market is young people, then choose a sponsored artist with similar circumstances.

b. Trying to endorse regularly

Mentioning is more appropriate as a vehicle for advertising or the process of building a product's brand with the public. Preferably, modifications are made periodically, for example every 2 weeks or at least once a month. With frequent mention, the product is increasingly known to the public. This will help convince consumers of the good products we are promoting.

c. Providing Funds for Endorsement

Confirmation Important for segregating funds in business. This includes production funds, marketing funds and profits. But these tips should be applied after the company's profits stabilize.

d. Making Sure You Have Sufficient Stock

Setting up confirmed multi-stock products. Because consumers generally want products that are exactly the same as what their idol is wearing.

e. Recording Sales with Journal

The last thing to do after approval is to record all the sales generated. Recording sales can be done with the online accounting software Diary. Using journals, you can record all business transactions from sales to purchases to view an accurate complete inventory list. In general, there are five well-mentioned marketing strategies, as mentioned above. This procedure can be done by any business owner who has a social media account and wants to promote their products with referral services. When the existing process is implemented properly, the products we promote will certainly reach the wider community and we will get positive feedback from the use of the services we have used.

RESULTS AND DISCUSSION

By_aibee is an online store that sells various fashion products such as bathrobes, veils, dresses, tunics, bags, cosmetics, women's accessories and many more at affordable prices. This online business was founded in 2018 with an initial capital of IDR 500,000. The formation of By_aibee was born from the intention and desire to open an online business owned by Yayang Artamia, who at that time was still a student at the Husada Husada Bojonegoro College of Human Health. Initially only selling a few products and serving online orders, then along with the development of online stores from day to day, now many people are resellers and already have shops or offline stores in Ngawun village, Parengan District, Tuban Regency in densely populated areas so they are very easily accessible. . In an effort to develop his business, Yayang Artamia as the owner uses a marketing strategy by using Instagram celebrity mentions with more than 1000 followers. By_aibee sells various products that are favored by teenagers, students, and

ordinary people with the aim of reaching more customers. Structure is the way things or people in an organization are structured or built. While the organization can be defined as the arrangement or rules of the various parts, so that it is a unified and structured. So the organizational structure is a framework, arrangements that become a forum for the activities of a processing business in dividing and classifying the work that must be done as well as obtaining and compiling the fabric of working relationships among organizational units. To carry out the tasks and programs that have been formulated, a management structure for the By_aibee online shop is formed as follows:

- a. By_aibee owners:
 - 1) First Owner: Yayasan Artamia
 - 2) Second Owner: Ahmad Ihwan Ibrohim
- b. Celebgram
 - 1) Nanda Febriani

Marketing products is something that must be passed by all business owners, from marketing to finally producing all their own products. But after that all happened, have a team in charge of all sales operations to production. Many business owners participate and even go down directly in managing their business. The reasons that are often given are that there is no one to supervise the performance of their employees, they are worried that if they are left, the employees will work as they please, or that no one can make decisions if the leader is not around. The reason is reasonable, although not entirely correct. because the person who is fully responsible for the continuity of the business. As a business owner, you have a duty to develop your business and find new opportunities or breakthroughs. must delegate previous tasks to employees.

By delegating tasks to employees, they can focus on business development, such as making new breakthroughs or expanding the marketing area. It is possible for this to have to leave the By_aibee online shop.¹²

- a. Creating a routine reporting system, such as making daily, weekly, or monthly reports so that you can monitor employee performance. It would be better if you implement an online system so you can monitor it without space and time constraints.
- b. Using an online accounting system that is able to provide access rights according to employee workers. The system that has the feature of approving edited transactions remains under the authority of the owner.
- c. Determining regular meeting schedules to interact, brainstorm, or discuss problems faced by employees in each division.
- d. Building an attitude of trust in employees and accept ideas or input submitted for business progress.
- e. Giving rewards to employees who excel will show that they really appreciate their hard work so that they can motivate other employees to do the same.

¹² Winardi, *Entrepreneur dan Entrepreneurship*, (Jakarta: Prenamedia Group, 2003), 278.

In business, the owner must have extensive business relationships, must learn quickly and be responsive to all changes. While employees as a team that strive for these goals occur. Now, more and more Celebgrams are scattered on Instagram. Instagram celebrities are mostly ordinary people (non-public figures) who are popular or have many followers on Instagram. One reason is that Celebgram can get a lot of rupiah coffers in a fairly easy way compared to other jobs through the endorsement or paid post system. Of course, this makes many people tempted and look for ways to become a celebrity. One of the duties of a celebgram is endorsement, usually the customer will send the product to the celebgram. Next, the celebgram will upload a photo of him posing with the product.

By_aibee Products

There are several products that are selling well when they are marketed in the online shop business. Often this product is much sought after by teenagers who like online shopping. There are several best-selling products offered in online shop businesses including:¹³

a. *Fashion*

The first place is occupied by fashion products, starting from women's clothes, bags, shoes to dresses, it is indeed a concern for buyers at the By_aibee online store. Muslim clothes such as headscarves and headscarves are the target of buyers. Men's fashion products are also a major contributor to the high number of online purchases of fashion products.

b. *Beauty*

For women, the majority of beauty products are very much needed and of course sought. Beauty products often sell well when offered in online shop businesses. There are so many types of beauty products that can be marketed at By_aibee's online shop business, not only long-lasting beauty products but can also be offered in the form of instant or herbal beauty products.

c. *Gift Box*

The most professional packaging box manufacturers are manufacturers who can make gift boxes. Of course, only high value products will use gift boxes. Gift box advantages and functions. Gift boxes were originally used to hold gifts, to make gifts look more upscale. Therefore, it is believed that the original function of gift boxes was to increase product value, which is why gift boxes have been widely used in various industries. Products with a market price of 50 Plus gift boxes will feel like this 100 or higher. The biggest advantage of gift boxes is high-end parity, which is no worse than high-grade wooden boxes and iron boxes, but the price is only half that of iron wooden boxes. And Owner By_aibee knows that gift boxes are made of paper, a relatively environmentally friendly material and

¹³ Yayang Artamia, *Wawancara*, Tuban, 20 Maret 2021.

can be recycled. It is precisely because of the advantages that many high-end packaging boxes will choose gift boxes. The Gift Box in By_aibee is usually called the Savings Package Gift Box which contains hijab, organic masks, scrunchies, mask connectors. To make it even more interesting, the gift box includes free spatula masks, 3pcs rubber pigtails, cute stickers, interesting gifts, mini buckets, and premium boxes.

Endorsment as a Marketing Strategy Trend at By_aibee

a. Product

Product strategy is the most important factor because it can influence other marketing strategies. The selection of the type of product will generate and determine the necessary promotional activities. Product quality on By_aibee is very important because it is the most important condition in transactions, it can make consumers satisfied and then they will come back again to buy. There are many products promoted through the By_aibee social network. Almost all products sold are posted through By_aibee's personal Instagram, ranging from clothes, accessories, cosmetics and more. By_aibee has 1 Instagram account to promote its products on social networks, namely an account that promotes products in the form of clothes and scarves, this is to make it easier for consumers to choose the right product. By_aibee products are fashion products. This product is purchased from a cheap dealer, then By_aibee sells it through Instagram, Facebook, and other online means. The products sold include headscarves, trousers and cosmetics for women and men. By_aibee stores items for resale.

b. Promotion

Promotion is an activity where a company tries to promote all its products directly or indirectly with the aim of attracting the attention of buyers and persuading them to buy. Likewise with online businesses through Instagram at this time, By_aibee is promoting online using mentions.

Promotions carried out by By_aibee are only through social media. The promotion process to be known by the public is collaborating with celebgrams or young people who have many followers to introduce By_aibee products. One way that is done by By_aibee is an endorser. Endorser for the current era has become a marketing trend in introducing products to potential consumers. Consumers can directly contact By_aibee who has been appointed as a contact person to serve orders. By_aibee products are posted by celebrities in their respective accounts to introduce By_aibee products. There are two types of endorsers in the promotional strategy that play an important role in using the endorsement strategy at By_aibee, including:

1) *Testimonial*

The endorser category is a person who is in the public spotlight on an Instagram account who makes claims of product superiority written in the caption and aims to make consumers believe the authenticity of the product. An interview with celebrity Nanda Febriana stated that she is an ordinary person but has more than 1000 followers on Instagram, and Yayang Artamia asked Yayang Artamia to promote By_aibee products on her Instagram account with interesting and interesting stories. When promoting products, use polite and good captions, and show photos that are also polite and cover aurat. In the post, an endorsed product is seen in the form of a basic striped t-shirt that is worn directly by a celebrity. He said the product is cute and the price is affordable.

Testimonials are carried out by people who are not familiar with By_aibee products. Then after using the product, it will be video or photographed by By_aibee, after that it will be uploaded on social media so that potential consumers believe in the products marketed by By_aibee. Online media marketing really needs testimonials because potential consumers can only see without holding the products offered by By_aibee.

2) *Accesivist*

The second type is endorser, which is an olshop shop owner who chooses an Instagram celebrity with a better appearance and more attractiveness to attract consumers to buy the advertised product. The owner of the online shop By_aibee said that he chose Instagram celebrities, beautiful people, and beautiful photos to be a plus when promoting By_aibee products. If a celebrity has a quirk or trait that is easier for followers to remember, the items they wear may be seen by others and even followed. This will certainly have a positive impact on online stores that use celebrity endorsements with good faces.

Figure 1. Product of By_aibee



In the picture above, we can see that the product advertised by Nanda Febriana is a basic ribbed t-shirt that enhances the appearance and is captioned that this is a basic ribbed t-shirt by @By_aibee, the texture is cute and the price is affordable, check it out. In his uploads, he has tagged the By_aibee account for his followers to see and buy their products. Of course, with an endorsement, the celebrity will be rewarded depending on the agreement, from the celebrity interview it is said that the recipient of the endorsement is quite affordable, only Rs 50,000. And for product promotion is given free of charge.

The selection of the celebgram appointed to market the product is not only beautiful but must adjust the products offered to potential consumers. For hijab products, Islamic women's clothing and women's equipment, they still choose celebrities who wear the hijab. Ethics in marketing a product does not directly suddenly choose a program that markets our products through endorsements. A good endorsement is a program that has good ethics and behavior on social media.

c. Price

Price is an expression of value, where the value concerns the usability and quality of the product image formed through advertising and promotion, product availability through distribution and service networks. In addition to direct and indirect factors, it is necessary to pay attention to the purpose of pricing on By_aibee. According to Yayang Artamia, the prices of the products he sells are quite affordable. The percentage of profits ranges from 5-25%.⁶⁸ This is a strategy to deal with competitors who have the same product as By_aibee because they create prices that match their quality. For example, the basic price of 1 dozen face masks is Rp. 228,000 are sold at a price of Rp. 20,000/pcs, so the profit earned is Rp. 12,000. so it can be seen that the percentage of profit is $(12,000/228,000) \times 100\% = 5.2\%$.

In determining a price By_aibee has conducted a price survey in Kab. Tuban and Kab. Bojonegoro so that these products can compete with other products. By_aibee's marketing targets are young women and men and housewives. Every product offered must be affordable and people can buy it.

d. Place

In addition to serving orders online, By_aibee also has a place or shop that consumers want to shop for the desired product, whose address is Ngawun Village, Parengan District. The shop is open every day from 09.00 to 16.00. Places adjacent to the highway are good places to market products. Highway access that

can be reached by consumers and couriers to pick up ordered goods via online media is also a determining factor for the progress of a business.

e. People

In terms of the sales process, By_aibee has two owners to assist the buying and selling process, both online and offline. Each owner acts as a By_aibee admin serving orders. The implementation of recommendations as a marketing strategy in By_aibee is expanding, many methods and technological capacities are developed. Many online businesses are supported by social media such as Facebook and Instagram. One of the olshops that do social media marketing is By_aibee. The owner of this olshop markets his products through Instagram, we know that Instagram was originally created only as a social media to download images or photos from smartphones like other social media, but now its functions vary according to the number of users. Using social networks for marketing purposes, it is not uncommon to find online stores that use them as a means of promotion, because Instagram users are getting more and more active. Based on interviews conducted by researchers with online shop owners, By_aibee uses several strategies, including through Facebook, online shopping sites, and Instagram using services. This strategy is similar to the promotion system of promoting the products it sells through social media, especially Instagram, but what makes it different is that celebrities promote olshop products. The advantage of promoting through Instagram is that many consumers know and follow the By_aibee account.

Consumer responses regarding By_aibee, namely By_aibee customers and consumers are found in various regions, one of which according to Titik Setiawati makes a purchase response at By_aibee, it can be seen that the quality of the majority of products is judged according to what is being promoted. The price is also assessed accordingly and gives feedback on the availability of products on By_aibee. Those who are interested in purchasing products on By_aibee give a good response to product quality, we can know that By_aibee carries out sales promotion activities including discounts or price reductions, prizes or give aways and product guarantees.

Endorsment in Islamic Business Ethics

In running a business, moslem must be based on Islamic values. Moslem has the Qur'an and must be a way of life, to avoid any element of fraud or lies in the management of running a company. There is no exception in promoting products with an endorsement strategy that must be based on Islamic business ethics principles such as:

a. Tauhid

In this online shop, By_aibee carries out sales and promotions in accordance with God's orders, namely by carrying out promotions by hiring someone's services or called celebgrams and the celebgrams promote politely according to the contents of the endorsed products and those who run the online shop by_aibee owner as well as all celebgrams. are Muslim and the goods sold on By_aibee are all good and halal and useful for consumers, one of which is the product in the fashion sector, which gives confidence and the Nanda Febriana celebgram in her personality can be seen in Instagram posts which include posts on stories, highlights and feeds that look both polite and cover the genitals and never create content that violates Islamic law, the content created is very inspiring and useful such as tutorials on good make-up.¹⁴

The implementation of sales at By_aibee is in accordance with Islamic Sharia. The sales process can be done through online and offline media. In the process, buyers can directly contact the admin or come directly to the By_aibee store in Parengan. By_aibee every sale there is money there is goods. So the buyer does not feel aggrieved and the seller as By_aibee is also not harmed. To complain about goods that have been purchased, you can directly contact the By_aibee admin. Items that are not suitable by By_aibee can be returned immediately and the cost is borne by the consumer if it is an online purchase. It's different again with offline purchases, buyers can directly exchange items that don't fit with By_aibee.

b. Honesty and Responsibility

Nanda Febriana's honesty as an Instagram celebrity provides descriptions or captions on photos using By_aibee products in polite and honest language, convincing consumers that these products are advertisements that can be purchased and the celebrity's responsibility in promoting products and providing information about the advantages of By_aibee products. With endorsements, celebrities must make a statement that matches the status of the product being promoted and must try the product first before recommending it to others.

While the By_aibee owner runs his online shop with honesty and responsibility, one of which is honesty by Yayang Artamia as the owner, namely not hiding the defects of an item or product sold at By_aibee and always providing a guarantee in the form of a 1x24 hour product guarantee when the product sent to consumers experiences a problem. errors such as errors on the part of By_aibee, whether from the type of color product, as well as the size

¹⁴ Yayang Artamia, Wawancara, 12 April 2021

provided and the cost of shipping costs will be fully borne by By_aibee who is responsible for such errors.

By_aibee's honesty and responsibility in selling its products is unquestionable because every product offered in online media, By_aibee is fully responsible for the products it sells. Such as being responsible for damage to shipping products, prices. Honesty and responsibility in business are the main factors in business progress. If there is a business whose perpetrators are dishonest and irresponsible legally, they can be punished and according to Sharia will get a sin for harming consumers.

c. Fairness

The principle of fairness is that everyone in business is treated according to their respective rights and no one should be harmed. The collaboration carried out by the By_aibee owner and Selebgram both benefits and no one is harmed. Both parties cooperate well with the By_aibee owner as the party who owns the goods, while the Nanda Febriana program promotes By_aibee's products. There is no fraud or deceit between the two parties or with By_aibee consumers or customers.

Fairness in product sales efforts carried out by By_aibee has certainly carried out the element of fairness to distributors, consumers and celebrities. The form of justice carried out by By_aibee is treating consumers like kings. The price offered is not too expensive, free consumers ask anything related to the products offered by By_aibee. The goods sold are in accordance with the images uploaded by celebgram so that potential consumers can trust the products offered by By_aibee. By_aibee also conducts testimonials to people who are community figures or role models. The step is to appoint a village head or people's representative to try By_aibee products a few days later, when asked for comments about By_aibee products.

d. Free Will

The principle of free will is an important part of Islamic business ethics, namely the By_aibee owner submits the goods to be endorsed to the celebrity. While the celebgram promotes it in its own language according to the endorsed product with polite and kind words that do not violate Islamic business ethics. Free will shown by By_aibee does not force consumers to buy the products it offers. Consumers are free to choose products that are not from By_aibee or buy in other stores.

Endorsement Constraints as a Marketing Strategy on By_aibee

a. Celebrity Image Affects Product or Service

If a product or service is promoted through a celebrity endorsement, the product or service will be attached to the celebrity. So whatever Nanda Febriana as a celebrity does, will affect the product or service. In a positive way, the product will also be more favored by By_aibee customers or consumers. According to Yayang Artamia, products in the form of clothes promoted by a celebrity who have an image in fashion will be highly trusted by their customers. On the other hand, if something special happens to the program, the product or service will also be negatively affected. If many people don't like the celebrity, it could be that the product or service offered does not attract attention.

The image of a product is built based on the wishes of each owner. A good image on a product will be in great demand by consumers because the goods being sold have a positive side and are beneficial for many people. Services on By_aibee can also affect the image of a product offered on social media. It was found that the service on By_aibee was not good, the response from By_aibee because of the large number of orders so consumers when contacting via WA took a little longer to reply.

b. Quite Expensive Price

The obstacle in carrying out a marketing strategy through the next endorsement is the price or cost which is quite expensive. All the conveniences and benefits that an online shop By_aibee can enjoy when getting an endorsement from a celebrity must be paid at a fairly expensive price. If you are interested in choosing services through endorsements, you need to prepare money ranging from hundreds of thousands to millions. The price of services through Nanda Febriana's endorsement varies depending on the request of the By_aibee owner, Nanda Febriana sets the price. the service for the Instagram feed is 100,000 while on the Instagram story it is 50,000. Expenditure using marketing media with endorsements definitely costs a lot of money. The time in the Instagram story broadcast contract is only 24 hours. For a maximum duration of 15 seconds, this is an obstacle in introducing a product.

c. Advertisements Don't Last Long Time

Celebgram, Nanda Febriana, applied a policy for the duration of endorsement ads. Advertisements related to By_aibee products will be removed by celebgram if they have expired. For the duration set by Nanda Febriana as the celebgram, there are permanent advertisements that are displayed on the Instagram feed depending on the fees or wages from the online shop, because the wages applied in Instagram stories are different from those in the feed. It's cheaper on Instagram stories than on feeds. In the story it is valid for 24 hours, while in the feed it can take days according to By_aibee's wishes. The ad cycle

that is shown on celebrity stories only lasts 24 hours. The time used is only 24 hours, meaning that after 24 the story will disappear by itself.

CONCLUSION

Testimonials were a marketing communication trend led by By_aibee through Instagram, there are two types of endorsements applied, it was testimonials that advertise By_aibee products on their Instagram accounts using good and interesting annotations. In product advertisements, it was using polite and nice captions, displayed photos that were also polite and covered their *aurat*, and visitors chose Instagram celebrities who were beautiful and attractive to attract consumers to buy the advertised product. The owner gave the price according to quality. The target audience was everyone who needed By_aibee products.

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