

Use of social media through Digital Content Short Video for Advertising by Influencers or Brand Ambassadors

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Abstract

Nowadays, the internet is overgrowing with the presence of various social media platforms such as Instagram, TikTok, and YouTube. This creates creativity from all walks of life and ages to contribute to introducing themselves as brand ambassadors and influencers by creating various forms of content. One popular form of content is content with a bit of time or a short video. However, then, a brand also needs to analyze whether there is trust that can be generated by using short video content on specific social media platforms or not. This research uses a literature review as the research method. This article tries to answer the concerns of a brand in promoting its products or services by using short video content and someone to promote the brand. In addition, this research also aims to determine the level of awareness a brand can get if they upload content on specific social media platforms.

Keywords

brand ambassador, influencer, short video, digital content, social media

1. Introduction

In the current COVID-19 pandemic, many workers and students have to carry out their activities only at home, so various kinds of entertainment that can be accessed online are needed. This pandemic showed when a survey conducted in Italy was under lockdown. A sample of 715 adults aged 18-72 stated that they spent more time in the day using social media than before the pandemic (Boursier et al. 2020). In addition, there is a fact that there is an increase in users on various social media platforms, such as Facebook with 2.45 billion active users, YouTube with 2 billion active users, and Instagram with 1 billion active users (Ayuni 2020). Then, through the previous factors, many companies choose their products and services through social media through Digital Content as the only part of Internet Marketing (Štreimikienė et al. 2021).

Currently, digital content has provided significant results as a form of marketing a product or service (Lou and Xie 2020). One example of the use of Influencers for digital content in the Indonesian market is the company Erigo. Erigo is one of the fashion brands based in Indonesia which develops and prioritizes various qualities and designs that clothes can use in daily activities or when traveling. Previous research conducted a trial on 30 valid samples where several questions and statements have given to the respondents regarding the use of influencers to promote various Erigo products. The results of the research state that Influencers who work with Erigo have three positive impacts. The first impact is that the influencer creates marketing between fellow influencer communities to create brand awareness. The second impact is the creation of an increase in brand awareness through the first impact on the potential target market of the Erigo brand. Then the last impact is the use of influencers, and the influencers are willing to become supporters and consumers of the brand. Erigo can achieve this by involving his customers in creating explicit, educational, and exciting content. In addition, the content created by Erigo Influencers can be obtained easily through various social media platforms, so this strategy successfully shapes the Erigo brand's personality to gain its customers' trust (Yodi et al. 2020).

Then one example of using a Brand Ambassador came from South Korea for the Mediheal company. Mediheal Company is a company that has been established for ten years and focuses on the beauty world to create various face sheet masks that have done used to provide the best skin care at an affordable price. This company uses Brand ambassadors as an image of their product by choosing BTS (Bangtan Sonyeondan). BTS is a boy group from South Korea that has successfully entered the Billboard Hot 200 list with fans from various circles worldwide. Therefore, Mediheal chose them as ambassadors of the brand to attract the interest and attention of potential Mediheal consumers. Collaboration content between Mediheal and BTS can be accessed easily on all social media platforms. The content results show various content impressions on the Mediheal x BTS YouTube channel, which has done watched by a range of 29,000 to 2.5 million viewers. Then, the results of Mediheal's collaborative research with BTS prove positive and negative values due to the Korean Wave effect on the selection of Brand Ambassadors. However, the effects of the Korean Wave and Brand Ambassadors from South Korea, such as BTS, have a more positive impact and influence on buyers' decisions because of the indirect simultaneousness that has embedded in the minds of various potential consumers, especially the supporters of the idol (Imani and Martini, 2021). However, the selection of influencer marketing and brand ambassadors needs to be seen from various sides, one of which is the image offered by the influencer and brand ambassador. That is because influencer marketing and brand ambassadors create a factor called Brand Image. Brand Image describes a perception of the product created in the customer's mind when the consumer sees or hears the product. Brand Image also creates the trust of users of the product, which can have a positive or negative impact (Aryani 2020). This journal exists to find out the problem of whether there are differences in engagement and level of trust resulting from digital content through the use of influencers or brand ambassadors in the use of various kinds of social media as platforms for digital content.

2. Literature Review

2.1. Digital Transformation, Digital Marketing and Digital Content

Digital Transformation is closely related to a technological change that can bring a company business model, which will provide changes to a product or service, even the structure of an organization and the manufacturing process. In addition, digital transformation can reach customers to reach products and services related to creating value for the market (Hess et al. 2020). *Digital Marketing* is a renewable marketing activity that combines technology, communication, and information as a basis. Digital Marketing is part of digital transformation which provides effectiveness to customer relationship management tools, increases sales revenue from the company, and increases

the level and value of customer satisfaction. In digital marketing, there is digital content (Veleva and Tsevanova 2020).

Digital Content is an approach that focuses on creating and distributing relevant and consistent content. Moreover, retaining the audience from content results must be attractive to achieve profits, namely, customers through online and social media. One example of digital content currently prevalent in advertising a product is the use of short videos. A 2019 China Online Advertising Market report states that the industry's revenue from using social media in advertising can generate a sales value of up to 484.4 billion Yuan. Therefore, video is the best choice for the industry in promoting its products and services. *Short Videos Advertising* is an advertisement created by an account where the user often uploads content into a video that lasts 10-15 seconds on social media (Paradova 2020).

2.2. Types of Digital Content

In digital content, there are several types available. One of them is Blogging. Blogging is one of the processes in journaling, where this can be done online, and someone can provide documentation to share their life experiences. In many cases, blogging can help someone solve problems or reduce their mental burden. For example, someone who is chronically ill can finally find a way to communicate with someone with the same health problem. They shared these stories, which, in the end, were well-recorded so that they could make supporters. Research states that individuals with chronic diseases use blogs to share their lives, and these things help in providing scientific insights and benefit their health. This research was supported by 230 participants, where blogging helps reduce pain, and they get various support from anyone. That research also states there is an effect on their mind, where they can enjoy life and participate in social activities (Tsai et al. 2018).

Another type of digital content is podcasts. A podcast is a place to be creative in the latest way where there is art in it, such as documentaries, fiction, and comedians that have improvised and are organized by the media, reading community, and the fandom. Podcasts are also useful as an up-to-date analytical approach to understanding politics, history, and life. The term 'podcasting' was coined by Ben Hammersley, a journalist who worked as a portmanteau of the 'iPod'. This Apple device allows us to download MP3 audio files, and we can listen to their conversations while we are traveling, and this is a reference to some radio shows from 2004. In 2020, podcasts emerged as a convergence of a technology called Really Simple Syndication (RSS), the technology basis of a blog. This new method is useful for compressing a digital audio file that is easier to give to the general public. As for the form of media, the interaction and identity of the podcast creator with media consumers can change (Berry 2022).

Another type of digital content is Infographics. *Infographics* are tools that contain meaningful writing to be shared in order to convey messages through social media and other new media. This is closely related to visual communication. Visual communication is easy to share news and information through social media. In addition, information visualization can provide learning benefits related to infographics. This visual communication can use electronic images and photos with designs, such as colors, illustrations, simplicity, etc. It can increase subscribers and content to market products, services, information architecture, and ideas so that the public and potential target consumers can quickly understand the information. One exemplary application of infographics is in health to convey messages to the public (Siricharoen and Siricharoen 2018).

2.3. Visual Merchandising

Visual Merchandising is a marketing strategy that uses a variety of layouts and technology to play with colors so that it can attract the attention of potential customers. In addition, another definition of visual merchandising is to replace the sales force, which aims to provide direction and information needed by customers through signs, pictures, and other media. Visual merchandising also aims to introduce a product into colors and styles and educate customers to make quick purchasing decisions. For example, the interest from customers in a brand or product so that the product or brand will be placed on the display rack, and it affects consumers to buy a lot and the company benefits from selling in that way. Visual merchandising encourages it to have a positive influence on creating impulsive purchases. Visual Merchandising (VM) aims to increase profits and sales through a strategy (Widyastuti 2018).

2.4. Short Videos

Short Videos Advertising is an advertisement created by an account where the user often uploads content into a video that lasts 10-15 seconds on social media. Someone who creates short videos should be comfortable with transmission in that content and an emphasis on sociality. However, the video has also been widely used to share knowledge from

social media to Massive Online Open Class (MOOC) platforms. The research results state that viewers in a video share their knowledge in a short time, which is 3 minutes on the MOOC platform. Then, videos less than 5 minutes can also give good results, namely knowledge and experience, for users to improve attitudes from learning and effectiveness to engagement (Jung and Zea 2019).

2.5. Influencer and Brand Ambassador in Digital Content

An influencer creates content independently and can even have their team that works professionally on social media platforms divided into categories such as beauty, games, health, and the discussion of the latest news (Bishop 2021). Then, social media Influencers themselves use social media to establish partnerships with these brands so that consumers have an attraction and are interested in buying goods and services. Social media influencers also have a definition to engage consumers from the results of the services they provide for promoting goods and services as prominent users on the social media network. Influencers also include someone who can produce and market their ads independently by creating content. In addition, influencers are often misunderstood when an influencer is seen as an artist. According to Argyris, an influencer is just an ordinary individual who has managed to gather many followers on his social media account by posting various exciting content according to their lifestyle to their merchandise. Then, an influencer usually posts several selfies, groups, or glamorous photos, one of the influencers' characteristics, so that their followers are interested in their lives. By 2020, the value generated from marketing an influencer could reach US\$ 8 billion. In addition, influencers also use algorithms provided by social media platforms to process data to provide predictive results from the content to be uploaded (Francisco et al. 2021).

A brand ambassador is a person or group passionate about telling stories about the organization or introducing products from a particular brand. In addition, they are often involved in various social media activities to give meaning to the brand for its consumers. These brand ambassadors also function as spokespersons and humanize the brand to provide facilities for relational relationships within the organization. In addition, a company uses brand ambassadors for various purposes as a promotional medium for strategic cooperation (Smith et al. 2018). Currently, the selection of Brand Ambassadors that various companies favor is to use part of the Korean Pop (K-Pop) ecosystem. This ecosystem can consist of various artists, groups of groups, media and entertainment companies, event management companies to digital platforms. This ecosystem can generate revenue of 40 billion USD which has amassed 30 million fans worldwide (Tan et al. 2020).

2.6. Social Media

Social media itself allows users to interact freely through anyone to offer various ways for marketing stakeholders to reach out to engage indirectly with consumers. Although social media can be seen broadly, very few perspectives from the community and the media see social media as a service offered by a particular technology, more inclined towards social media as an essential part of everyday life. From this perspective, we can think of social media as an ecosystem that uses technology where there is behavior, interaction, and information exchange that involves various parties, such as individuals, organizations, groups, and companies, to institutions. Social media is also widely used as a relevant culture (Apple et al. 2019).

2.7. Use of Digital Content in Marketing Platforms

Currently, Digital Content marketing in social media is proliferating. One of the most popular social media platforms for uploading Short Videos is TikTok. At this time, TikTok can be called a 'video encyclopedia' where all content distributions can be aggregated into one that can be sold, archived, and rated by video viewers. TikTok is also one of the social media that offers services integrated into e-commerce, tourism, propaganda, and online education. Each video cannot be replaced because it will be embedded directly or indirectly in the minds of our people (Zhang 2020). The exciting thing about the TikTok application is its Augmented Reality (AR) use. AR is usually used to enhance perception in the real world by connecting virtual objects into a sequence of images obtained from various camera technologies (Makhataeva and Varol 2020).

Besides TikTok, there is one well-known social media platform called Instagram. Currently, Instagram is emerging as a constant presence in the daily life of various young people, so it is not surprising that these young people are very obsessed with a brand promoted through this social media platform. Moreover, Instagram itself also allows its users to share various moments of their personal life with their followers that the user has (Francisco et al. 2021).

Then there is another social media platform that focuses on developing online video traffic, called YouTube. In 2019, 80% of the users of the platform focused on spending their time watching marketing content from various brands. YouTube is a valuable platform for sharing videos, with 2 billion monthly revenues from active users. It is noted that YouTube users spend more than a billion hours on video daily, making YouTube one of the preferred platforms for digital advertising and marketing practices. Research conducted by Google, the parent company of YouTube, states that 68% of users of the platform will watch video reviews of a product before making a purchase (Lou and Xie 2020).

3. Research Methodology

A Literature review is one method of writing a journal that is useful for showing evidence of the topic being raised where it is necessary to do much research in building a conceptual and theoretical based model. This research uses a literature review because there is a collection of various studies adapted to the questions of the existing problems (Snyder, 2019).

To find all the journal references for this research, it is necessary to search through the sites of well-known publishers. Some tools used in compiling a Literature Review are Mendeley, Harzing Publish or Perish 8, and Microsoft Word. The journal references from five publishers were selected: Springer, IEEE, Emerald, ScienceDirect, and Google Scholar. The publication date of the journal reference has been limited to the last five years (2018-2022) and one paper from 2016 so that a review of all literature according to the topic of this paper can be carried out. The reason for choosing the last five years is the similarities in technology, problems, and solutions used before this research was conducted.

4. Result

4.1. Engagement Results from using Instagram Reels, TikTok and YouTube Short

Engagement is defined as a part of online Word-of-Mouth (WOM) or, by other definitions, user-generated content on social media (Yu and Ramaprasad 2019). One study compares the results of engagement between Instagram Reels and TikTok in the case of a dermatologist influencer. In the results, it is stated that content connoisseurs prefer content from Instagram Reels to TikTok. Furthermore, it can be seen that the follower range of a dermatologist influencer has 44,700 to 4,100,000 followers on Instagram, while for TikTok, there are 198,800 to 3,900,000. Instagram Reels' involvement in achieving superior value is because it is more able to find content audiences that are appropriate for their age by sharing photos and longer video durations so that content lovers can get more explicit content (Rate 2021).

In addition, there is other research on using Instagram Reels as a place to upload content. The one who uses this social media platform is Subway Indonesia. This company has opened several outlets in Indonesia, especially in Jakarta, Bogor, Depok, Tangerang, and Bekasi (JABODETABEK), where they use Instagram Reels to advertise and promote their sales to ensure a relationship between the community and the company. For example, there is content that has been uploaded on reels from Subway Indonesia's Instagram (@subway.indonesia) by creating video content containing six spot ideas to take pictures at one of the recently opened Subway branches so that customers can enjoy the restaurant by producing photos suitable for uploading on their social media. This shows that most of the Instagram Reels content from @subway.indonesia is more likely to advertise branch stores from Subway Indonesia in several locations to attract potential customers. This resulted in Subway Indonesia having succeeded in increasing sales promotions and brand awareness among prospective customers for Subway Indonesia. The content also applies a communicative principle that provides information with concepts that can attract customers' attention so that customers know the existence of branches of Subway in Indonesia (Sucipto and Yahya 2022).

Then, related to YouTube at its inception in 2005, the company only relied on investment from its investor named Sequoia Capital, with an investment value of \$3.5 billion. At that time, YouTube had no advantage where uploaders and creators of video content on the social media platform did not get any benefits. However, YouTube learned from its competitor, Revver, a video content-sharing website. One of the videos that can be shared on the website is a short video. In addition, all content creators on the website make money, creating a win-win solution. This makes YouTube create an AdSense where content creators can get additional income apart from the number of viewers of the video. In addition, based on this, YouTube Shorts was created so that YouTube could beat other competitors, such as Instagram and TikTok, in 2021. Short videos that can be uploaded are only 15 seconds to 1 minute long. However, before the existence of YouTube Short, short video content was uploaded by many content creators. One of the favorite short videos that can bring a good name to YouTube is "me at the zoo" by Jawed, which has been viewed more than 241

million times (Stokel-Walker 2022). Another further study that talking about how YouTube has influence to number of engagements for a video between the category of sciences and journalism are shown in the Table 1 below:

Table 1. Sample of Videos

Title of Videos in YouTube	Total			Category of Videos
	Viewers in 2016	Viewers in 2018	Producer/Publisher	
The Antibiotic Apocalypse Explained	772.000	3.700.000	Kurzgesagt	Animation (Sciences)
Maryn McKenna: What Do We Do When Antibiotics Don't Work Anymore?	80.000	139.000	TED Talks	Live Lecture (Sciences)
Superbugs: The Dark Side of India's Drug Boom	174.000	344.000	VICE News	Documentary (Journalism)
The Rise of The Superbugs Resistant to Antibiotics	70.000	42.000	Journeyman Pictures, ABC	Documentary (Journalism)

The table explained how all those videos were found by using all these keywords, such as “antibiotic resistance”, “superbugs” or “antimicrobial resistance”. Overall, both of the category could give essential number to the viewers. However, most of the viewers are likely to watch sciences rather than journalism as the category. Likewise, it can be proved by the sciences that added more than 50.000 – 2.000.000 viewers from past three years while the journalism only increase half of it and got decreased to the below value (Djerf-Pierre, 2019).

4.2. Confidence Level of Connoisseurs of Content from Instagram Reels, TikTok, and YouTube Shorts

One social media platform that has succeeded in convincing users to get the content they want (other than for business purposes) is TikTok. TikTok (in Chinese is Dǒuyīn) is a social media from China owned by ByteDance in 2012. This fact makes 9.7% of TikTok users come from that country and is among the third most prominent countries that have downloaded the application, followed by India (30.3%) and America (8.2%). In addition, there is a study in which there are 400 valid data that have been analyzed with some of the data obtained from Chinese teenagers aged 17 to 30 years and representing almost 84 per cent of the total respondents.

There is Research states the existence of E-Service Quality, E-Satisfaction, and E-Loyalty in supporting user confidence in the content in the application. *E-Service Quality* is a service that can be obtained from the internet by connecting sellers with prospective buyers in shopping efficiently and effectively. The dimensions that can be assessed from E-Service Quality are easy user access, the appearance of the application can rely on application, to the privacy it offers. Then, E-Satisfaction is one of the ways offered by the company (in this case, the application), which has a close relationship between the user and the application, such as the user experience in searching for something to purchase the application. In comparison, E-Loyalty is the ability of an application to create users so that they can revisit the application. The results of the research are:

1. The first hypothesis states that there is a positive value that TikTok can provide in creating E-Service Quality for E-Satisfaction. These users stated that they believe in the TikTok application where they can be socially famous, and the application can provide something they expect.
2. In addition, the hypothesis that is proven from the results of this research is a positive relationship between E-Service Quality and E-Loyalty. TikTok gives an excellent impression to its users where users of this application

can be exposed to the world of the internet so that users are loyal to applications that support the development of trends. This creates loyalty given by users to the application for very high quality and satisfying service.

3. The following hypothesis is that there is a positive value from E-Satisfaction so that it directly impacts E-Loyalty, where users can trust the buying and selling content in the application to create a purchase of the goods and services being sold.
4. The last hypothesis that can be proven from the research is that E-Satisfaction can mediate the effects created by E-Service Quality and E-Loyalty. Loyal users of this application can be an asset that can benefit the company in the future, where these users buy products and services offered by TikTok and do not switch to other applications.

From the four hypotheses that have been proven, the E-Service Quality of TikTok users in China can create E-Satisfaction with E-Loyalty (Susilo 2020).

Then another example of the level of trustworthiness of the content in Instagram Reels to social media users is the content of the reels of the Madirda Lake Tourism Object in Indonesia. The reels feature here is used to carry out promotions such as activities carried out by visitors to these tourist attractions. Therefore, the positive response given by a visitor in 2021 can provide a value of trust to other potential visitors. However, there is no data on how YouTube Shorts can impact the level of connoisseurs (Sholihah 2018).

4.3. The difference between using Influencers and Brand Ambassadors in Digital Content

Previous research has discussed using influencers and brand ambassadors for some digital content. The first is from the Brand Ambassador. A brand will choose its brand ambassador by looking at various considerations, such as a well-known group or person whose face and reputation they have previously had following the products or services of the brand. In addition, brand ambassadors are part of the brand company, where the public will indirectly recognize them as employees who must help the company's image when they have to deal with the public or other companies. As one of the company's assets, this will have positive and negative values. One of the positive values is that by using a brand ambassador, the person can explain the images, ideas, and messages from the brand so that they can directly bring people's views to use the brand. However, one of the disadvantages of using a brand ambassador is that there is a contract that is thoroughly bound to the brand's company so that the brand ambassador's image also reflects the brand's image and vice versa. This contract can also be defined as a formal, informal, or temporary contract. In addition, the brand ambassador must also provide service, support, and trust to the public (Iqani 2019). This can negatively impact people's thinking because the brand ambassador's image will be slightly formed at the request of the brand by the company (Sette and Quelhas 2020).

Then, influencers will usually use Instagram as a medium for promoting their work; where the followers evidence this, they have, usually from hundreds to thousands. Influencers will usually show the activities of their daily lives to their followers, whereas famous influencers usually introduce themselves to the life of the wealth that has been obtained. However, they usually improve their lifestyle by providing services to brands and commodities (Iqani 2019). This is shown by the influencer's experience when using a brand's product or service. The fact shows that as many as 65% of brands will usually use influencers as their marketing strategy due to the power influencers get from their followers (Sette and Quelhas 2020).

Nevertheless, it is also possible that an influencer promotes a product or service of their own accord as entertainment for their followers, not just to create paid content. However, the drawback of using an influencer is to gain followers' trust and add value to the influencer's profile, and an influencer must be selective in choosing a brand. This is because influencers should carry out promotions with honest reviews that the product has the best quality but does not drop the brand's name (Sholihah 2019). Therefore, a brand needs to do research to choose the right influencer from the three types below, namely:

1. Referral influencers: These influencers are usually respected by their followers because their lifestyle matches the interests of their followers. These influencers are well-versed in a topic, so their suggestions will usually be considered.
2. Specialist influencer: This influencer is someone good at mastering until he already has a name in a field. The followers of these influencers usually have plans to buy products that are usually promoted and follow the influencer's field.
3. Positional influencers: These influencers are considered friends or family of their followers, so their followers will trust the influencer's opinion directly (Sette and Quelhas 2020).

To which areas of research and development the increased expenditures should be oriented.

5. Conclusion

The results of this study prove that a platform for uploading content can affect the engagement value of that content. In addition, the influence level of users' trust in a social media platform concludes that there is a mindset formed by these users regarding content that has been uploaded. Finally, there is an influence on potential buyers on the selection of brand ambassadors or influencers to promote a product or service; a brand needs to pay attention to its credibility so that it is by the quality and value of the brand's products and services. Unfortunately, this journal still has many shortcomings, one of which is the lack of data regarding YouTube Shorts as one of the popular social media for short videos, so it is hoped that future research can discuss YouTube Shorts and social media platforms are suitable for short videos.

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