THE UTILIZATION OF INSTAGRAM MICRO-INFLUENCERS FOR WARDAH BRAND AWARENESS IN THE DIGITAL ERA

Salsabilla Rahmadanty[1], Indira Fatra Deni P[2]

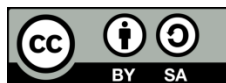[1,2]Universitas Islam Negeri Sumatera Utara, Indonesia
*Corresponding Author: salsabilla0603202053@uinsu.ac.id

Article Info	ABSTRACT
Article history: E-ISSN: 2541-5263 P-ISSN: 1411-4380 This is an open access article under the CC BY-SA license	*In today's highly digital era, numerous business actors compete through social media platforms. The skincare industry, in particular, has emerged as one of the most dynamic sectors, experiencing rapid growth in recent years. Wardah, as a leading local brand, must maintain its branding by enhancing brand awareness. With the rising beauty trends and increasing consumer awareness of high-quality local products, competition among various local cosmetic brands has intensified. This study aims to analyze and understand the utilization of Instagram micro-influencer accounts as a means to build Wardah's brand awareness in the digital era. A qualitative research method is employed to address research questions that require explanations or insights related to social phenomena and their contexts, particularly the use of influencers on Instagram. The study involves interviews with five participants who meet specific criteria, namely micro-influencers affiliated with the Wardah Youth Ambassador program, with follower counts ranging from 1,000 to 100,000. This research seeks to identify the effectiveness of leveraging Instagram micro-influencers in enhancing Wardah's brand awareness in the digital age.* ***Keywords:** Micro-Influencer, Brand Awareness, Wardah, Digital Era*

1. INTRODUCTION

In today's highly digital era, numerous business actors are competing through social media. The skincare industry, in particular, has evolved into one of the most dynamic sectors and has experienced rapid growth in recent years (Rahma, Fitriyah, & Ariescy, 2025). As competition within the beauty industry intensifies, many companies are striving to implement effective marketing strategies to attract new customers. Wardah, as a leading and popular local brand, must maintain its branding by enhancing brand awareness. This necessity arises in response to the

rapid increase in beauty product purchases, which has resulted in the emergence of various new products with diverse market branding approaches.

According to the Coordinating Ministry for Economic Affairs (2024), the number of cosmetic manufacturing companies in Indonesia increased by 21.9% from 2022 to 2023, reaching a total of 913 companies (ekon.go.id, 2024). With the growing beauty trends and increasing consumer awareness of high-quality local products, competition among local cosmetic brands has become more intense. Wardah, one of the major brands in this segment, has successfully established itself as a market leader.

This is evidenced by the results of a survey conducted by the Top Brand Award in 2017, organized by Frontier Consulting Group, which revealed that Wardah's products ranked highly across various categories, including lipstick (25%), lip gloss (23.1%), and BB cream (26.7%) (Azhari & Sazali, 2023). Nevertheless, in today's digital age, a brand's success is determined not only by the quality of its products but also by its digital marketing strategies, particularly in terms of brand awareness. Brand awareness can be defined as the extent to which a label or brand comes to consumers' minds (Ramadayanti, 2019). In other words, a brand becomes mentally registered in consumers' minds, whether in the form of its name, quality, specific products, and so forth.

One of the ways to enhance brand awareness is by collaborating with influencers. Influencers are considered an effective marketing strategy due to their ability to build strong trust with their followers. This is particularly relevant as Instagram's user base is largely dominated by the millennial generation, whose characteristics are deeply intertwined with the internet. They use social media to gather information and make purchasing decisions based on reviews or testimonials from those who have previously bought or used the product (Susilawati & Solehatun, 2023).

In addition, influencers can be categorized based on the number of followers they have (Girsang, 2020):

1. Mega-influencers are the highest-ranking social media influencers, typically with over one million followers, and they usually have broad audiences covering various topics.
2. Macro-influencers rank below mega-influencers and also have large audiences.
3. Micro-influencers are individuals with between 100,000 and 1 million followers.
4. Nano-influencers, unlike typical celebrities or influencers, often have consistent audiences, focus on specific niches or fields, and are typically regarded as industry experts or topic specialists.

Micro-influencers can contribute significantly to a company's public relations efforts. These individuals, who generally have between 1,000 and 100,000 followers, tend to maintain closer and more authentic relationships with their

audiences (Pratama, Kharen, & Hellyani, 2024). This becomes a significant advantage because their followers are more specific and often segmented into targeted groups.

Wardah has established a community for micro-influencers known as the Wardah Youth Ambassador. This community accommodates young women to engage and support activities, particularly in the beauty and fashion industries (Syahwitri & Dianita, 2024). Through this initiative, Wardah has attracted university students across Indonesia, forming a network of up to 500 members (Soraya, 2022). Within the Wardah Youth Ambassador community, aspiring influencers interested in beauty and fashion are nurtured. Such a brand community acts as a communicator in marketing the company's products and strengthens consumer trust in the products through the content presented. The existence of the Wardah Youth Ambassador brand community thus helps the company enhance brand awareness.

From a strategic communication perspective, social media influencers are defined as external actors who have developed numerous relevant relationships of a particular quality and influence an organization's stakeholders through content creation, content distribution, interaction, and personal presence on social media (Enke & Borchers, 2019). One strategy to increase Wardah's brand awareness is through the use of Instagram micro-influencers who are part of the Wardah Youth Ambassador brand community. Therefore, the author intends to conduct a study entitled "The Utilization of Instagram Micro-Influencers in Building Wardah's Brand Awareness in the Digital Era." This research aims to analyze and understand the use of Instagram micro-influencer accounts as a means to build Wardah's brand awareness in the digital era.

Micro-Influencer

According to Girsang (2020), micro-influencers typically maintain closer relationships with their audiences, as they are perceived as opinion leaders within their respective fields rather than as conventional celebrities or influencers, and they generally have a substantial number of followers. Furthermore, Şenyapar (2024) states that micro and nano-influencers, despite having fewer followers and lower popularity, contribute the most and perform better in terms of trust and engagement when compared to macro and mega-influencers. In short, micro-influencers possess an exceptional capacity to foster authentic relationships with their audiences, which encourages trust and engagement in ways that macro-influencers often struggle to achieve (Eze, 2024). A study by Influencer Marketing Hub (2020) also indicates that micro-influencers have a greater ability to influence consumers' purchasing decisions within a specific niche or market. Additionally, due to their typically more localized reach, micro-influencers are considered more affordable and more accessible for collaboration.

Brand awareness : Wardah

According to Hamidi (as cited in Pienrasmi & Nur, 2021), brand awareness is a crucial element of brand equity, where a brand is deemed successful in the awareness phase if consumers can recall and recognize it in comparison to other products. In Keller's (1993) Strategic Brand Management, brand awareness is defined as the ability to recognize and identify the presence of a product associated with a specific brand and to distinguish it from other brands.

Brand awareness can be evaluated through how easily the brand name is recalled by consumers. Moreover, brand awareness refers to the extent to which a brand comes to consumers' minds when they think of a specific product category, and how easily that brand name is recalled (Herdana, 2015). It involves both brand recall and brand recognition. Recall affects an individual's ability to perceive a brand as distinct from others once it is recognized. Visual elements such as logos, names, trademarks, and packaging are commonly used features that assist in this process.

New Media

Pierre Lévy introduced the theory known as "New Media Theory," which explains the evolution of media. According to this theory, new media refers to digital, technology-based media that are flexible, interactive, and accessible both publicly and privately via the internet (Mondry, 2008:13). New media serve as communication tools used to engage, interact, express opinions, and rapidly access current information efficiently.

The concepts of interactivity and networking within new media are particularly relevant in explaining how micro-influencers engage with their followers on Instagram. In this study, the researcher adopts the New Media Theory due to its suitability for examining the use of Instagram as the primary platform in this research.

2. RESEARCH METHOD

This study employs a qualitative research method to address research questions that require explanation or understanding of social phenomena and their contexts, particularly the use of influencers on the social media platform Instagram. This study also aims to produce detailed descriptions and comprehensive understandings based on participants' perspectives within their social environments (Ritchie & Lewis, 2003).

According to Fraenkel, Wallen, and Hyun (2017), this is a type of descriptive research that aims to provide a comprehensive depiction and explanation of the phenomena being studied. A descriptive approach is used to gather data, describing the characteristics, patterns, and relationships between observed variables.

The qualitative approach is adopted to understand the meanings and subjective experiences of both the micro-influencers and their followers, while also analyzing the context in depth.

The participants in this study are micro-influencers, specifically those who are considered beginner influencers. The researcher selected five participants based on specific criteria: micro-influencers who are members of the Wardah Youth Ambassador community, with a follower count ranging from 1,000 to 100,000.

Data collection was carried out using semi-structured interviews, conducted either online or through Direct Messages (DM) via Instagram. The researcher examined how Instagram accounts of micro-influencers are utilized as a medium to enhance Wardah's brand awareness.

Secondary data—data not obtained directly from the subjects—were also used in this study. Examples of secondary data include uploaded Instagram content, documents, reports, journals, and other materials relevant to the research.

Data analysis followed the steps proposed by Burhan Bungin (2003:70), which include:

1. Collecting data and information,
2. Summarizing and categorizing data obtained from the field,
3. Presenting the data in narrative form or in matrices, charts, tables, and diagrams,
4. Drawing conclusions based on the conducted research.

The data analysis process was supported using NVivo 25 software.

3. RESULT AND ANALYSIS

The collaboration between brands and influencers has become one of the most widely adopted strategies by business owners, particularly in the beauty product sector. One example is Wardah, operating under the umbrella of PT. Paragon Technology and Innovation. Wardah has established a community known as the Wardah Youth Ambassador, which accommodates micro-influencers—young women who actively engage in and support activities within the beauty industry (Syahwitri & Dianita, 2024).

Based on information gathered through interviews with informants 2 (@mputttrp_), 3 (@dyurenss), 4 (@nanatrmdn), and 5 (@kaemitadrp), the Wardah Youth Ambassador program is not solely intended for product promotion. Rather, it serves as a bridge between the Wardah brand and a broader audience, aiming to increase brand awareness among the youth demographic.

Instagram, as a social media platform utilized by micro-influencers, functions as a key medium connecting the Wardah brand with its followers—predominantly Gen Z. Micro-influencers possess an exceptional ability to build authentic

relationships with their audience, fostering trust and engagement in ways that macro-influencers often find difficult to achieve (Eze, 2024).

The Utilization of Instagram as a Promotional Medium by Wardah Micro-Influencers

In today's digital era, Instagram stands out as a social media platform with high engagement, particularly among Gen Z and Millennials. Based on interview results, the majority of informants stated that Instagram is more effective than other social media platforms—such as TikTok—for enhancing engagement and reaching target audiences.

This insight is supported by interviews with informants 2 (@mputtrp_), 3 (@dyurenss), and 5 (@kaemitadrp), who emphasized that Instagram has high engagement, making it an ideal platform for building personal branding. They noted that the platform offers comprehensive features and reaches a wider audience.

Informant 2 further elaborated that Wardah Youth Ambassador micro-influencers serve as intermediaries between the brand and the product, acting as the closest bridge between Wardah and real, relatable communities or audiences connected to these micro-influencers.
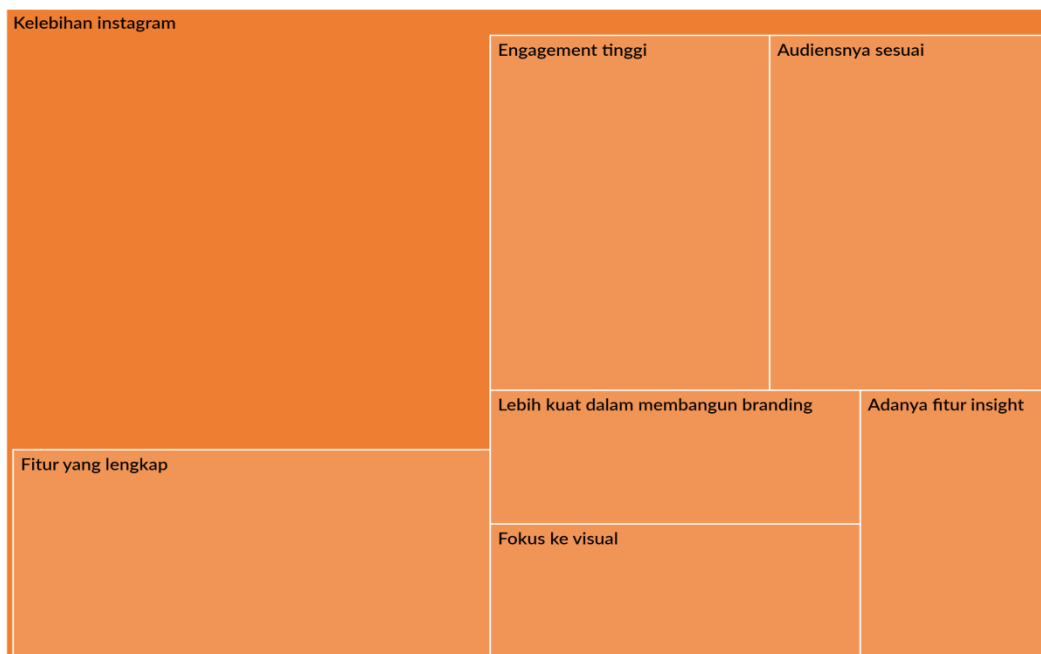

Figure 1. Hierarchy Chart of Instagram's Advantages

This is further supported by the data above, which highlights the numerous advantages of Instagram that make it appealing to influencers and lead them to perceive it as an effective platform for promotional activation and brand building. As stated by Informants 2 and 5, Instagram offers comprehensive features such as

Reels, Feeds, and Instagram Stories, which can be utilized to support promotional activities. Instagram is also considered more effective due to its strong focus on visual content—an aspect highly favored by Gen Z, as visual content tends to be more engaging and less monotonous.

Informant 3 added that Instagram insights are easier to build compared to TikTok's algorithm, as Instagram's insights are perceived to be more stable, while TikTok's algorithm is less predictable.

Micro-influencers leverage Instagram to disseminate information about Wardah's product promotions and events through various content formats, especially Reels. The content presented is natural, casual, and uses contemporary language tailored to the Gen Z communication style, making it easily accepted and well-received by the audience.

Micro-Influencer Content Strategy to Enhance Wardah's Brand Awareness

The content posted by micro-influencers has a significant impact on increasing Wardah's brand awareness. When creating content related to Wardah products, micro-influencers are provided with a brief from the Wardah brand team.

Based on interview findings, presenting content in the form of Reels is considered more effective. This is because Reels are short-form video content, which helps maintain the audience's interest and prevents them from becoming easily bored.
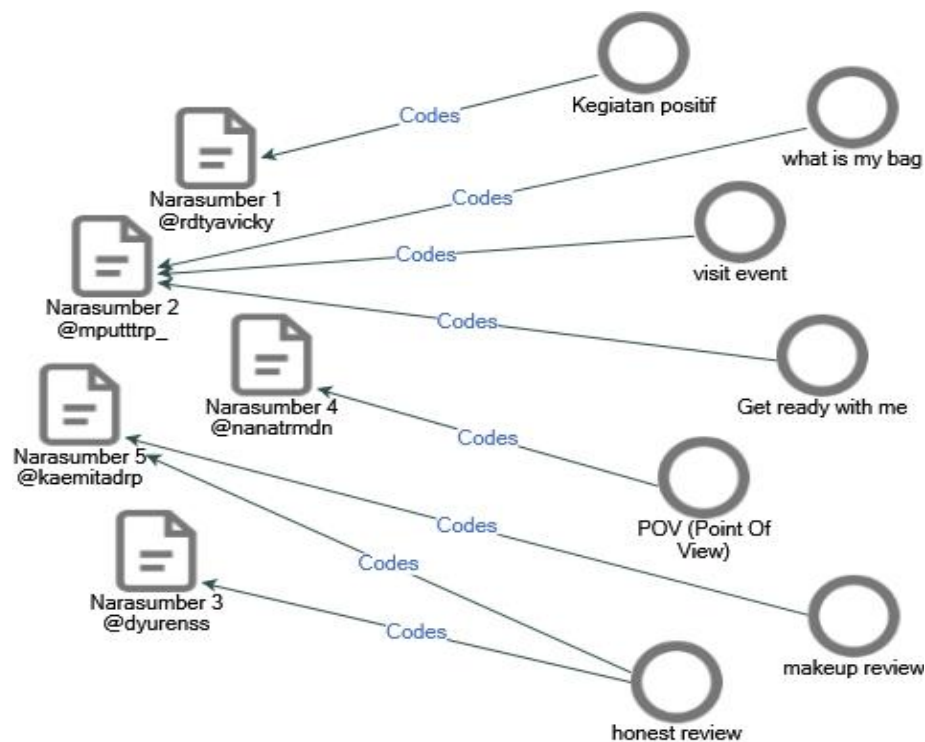

Figure 2. Project Map of Effective Content Formats

Based on the Project Map data above, several types of content have been identified as effective and widely used by micro-influencers to enhance brand awareness and promote products. According to the interview with Informant 1, Generation Z is currently highly interested in content featuring productive activities delivered in an engaging manner with exciting content. Content that is relatable to today's youth and uses mixed language styles can attract audience attention.

Content highlighting the productive daily routines of micro-influencers captures the interest of followers, as they are curious about what influencers do and use during these activities. One popular content format is GRWM (Get Ready With Me), which showcases the influencer's preparation routine before engaging in activities such as going to campus, the office, the mall, or other daily events. This type of content is considered highly relatable and offers a direct product demonstration, thereby fostering trust with the audience regarding product quality.

Makeup reviews also often drive the audience's desire to try the products being reviewed. Review-type content draws significant attention, especially in the beauty category, because it sparks curiosity about the quality and features of the products. Explaining product quality helps build trust in the micro-influencer. For instance, Informant 5 creates makeup review content by explaining the texture, durability, and swatches of the product to convey how the product feels, thereby capturing audience interest and encouraging purchase.

Honest reviews have also become a personal branding strategy for Informant 3, whose audience trusts the product assessments shared through their Instagram content.
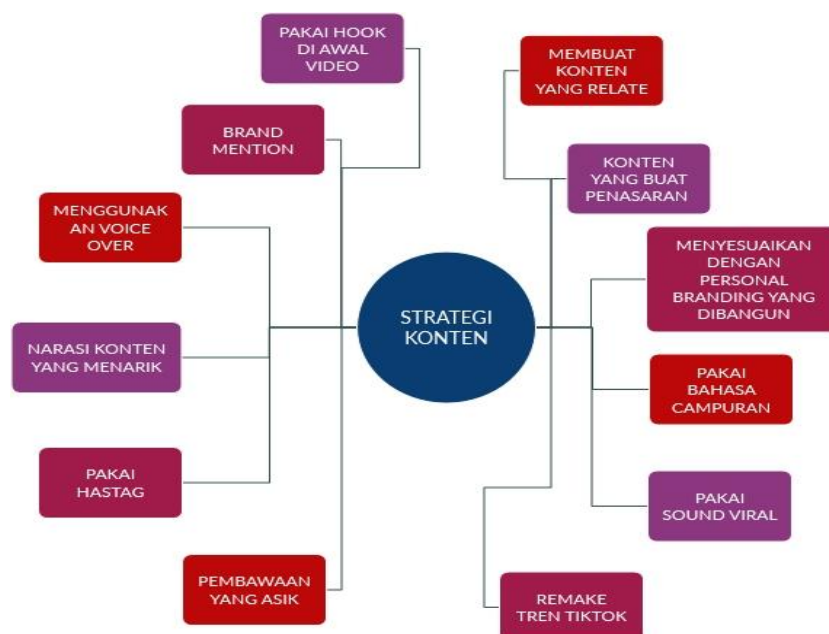

Figure 3. Content Strategy Mind Map

Based on the data from the Content Strategy Mind Map, each content creation process involves specific strategies, one of which is the use of a hook at the beginning of the video. According to the interview with Informant 3, content that begins with a compelling hook is more likely to capture the audience's attention. Informant 1 also added that the use of engaging captions, popular hashtags, and brand mentions can significantly enhance content effectiveness. Crafting attractive captions and tagging the brand play a crucial role in helping micro-influencers reach a broader audience.

The Role of Micro-Influencers in Increasing Audience Engagement and Trust

Micro-influencers are considered to be a bridge between the brand and their followers. They maintain a closer and more personal connection with their audience compared to macro- and mega-influencers. This is due to the fact that micro-influencers tend to have a more intimate and direct relationship with their social media followers.
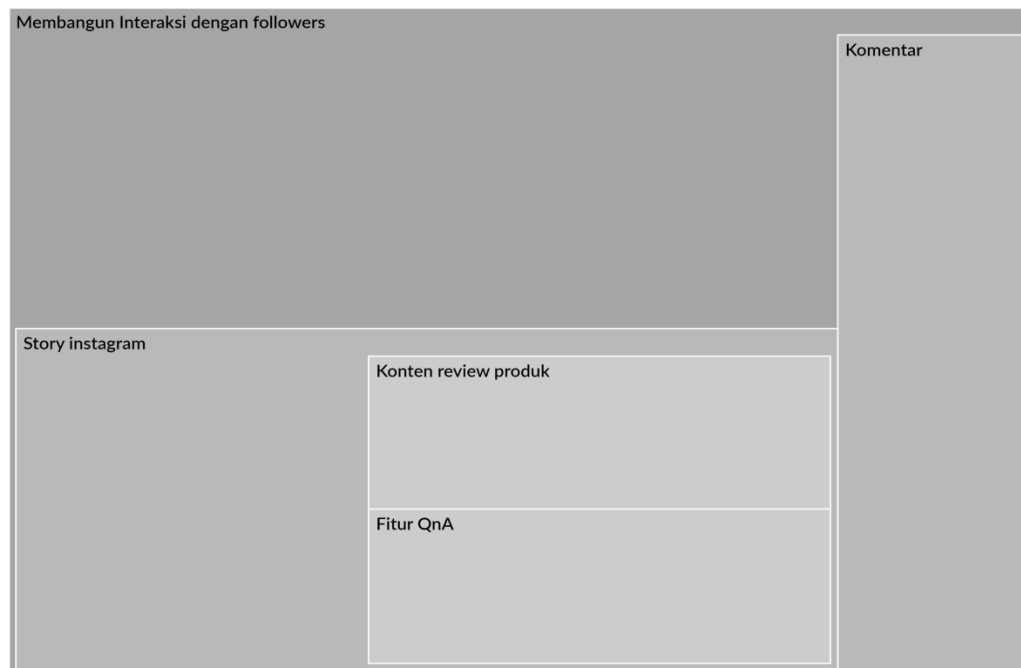

Figure 4. Hierarchy Chart of Building Interaction with Followers

Interaction with followers via Instagram's comment and story features is commonly used by micro-influencers, as seen from the Hierarchy Chart data analyzed using NVivo 25. Comments on a post help build closeness between micro-influencers and their followers. When followers leave comments—whether asking questions or providing feedback—they engage directly with the influencer. This interaction helps establish a more personal connection between the influencer and the audience.

Other features like Instagram Stories are also widely utilized due to their interactive elements such as Q&A, link sharing, and the ability to upload short-form

video content. Micro-influencers often use the Q&A feature to interact with their audience by answering questions about the Wardah brand or its products. This is supported by interview data from Respondent 2, who stated that they regularly use Instagram Story Q&A to engage with followers and answer questions about new Wardah products.

Additionally, the Direct Message (DM) feature is frequently used as a private communication channel between the audience and micro-influencers. Respondent 1, for instance, reported using DM to share information on how to join the Wardah Youth Ambassador program. This influencer is even nicknamed "Mbak Wardah" by people in their community, as they are often consulted about Wardah products. This indicates a high level of trust from the audience, who view the influencer as a credible source of information.

Indicators of Brand Awareness Success through Instagram Micro-Influencers

Based on the data presented in Figure 5, the researcher aims to observe how successful Wardah has been in increasing brand awareness through Instagram micro-influencers. The closeness built by micro-influencers on Instagram through the content they share helps the Wardah brand expand its audience reach. This is especially true for Gen Z audiences, as the personal connection micro-influencers establish proves to be more effective in enhancing brand awareness for Wardah. This influence is not limited to their followers but also extends to their close circles, such as family and friends.
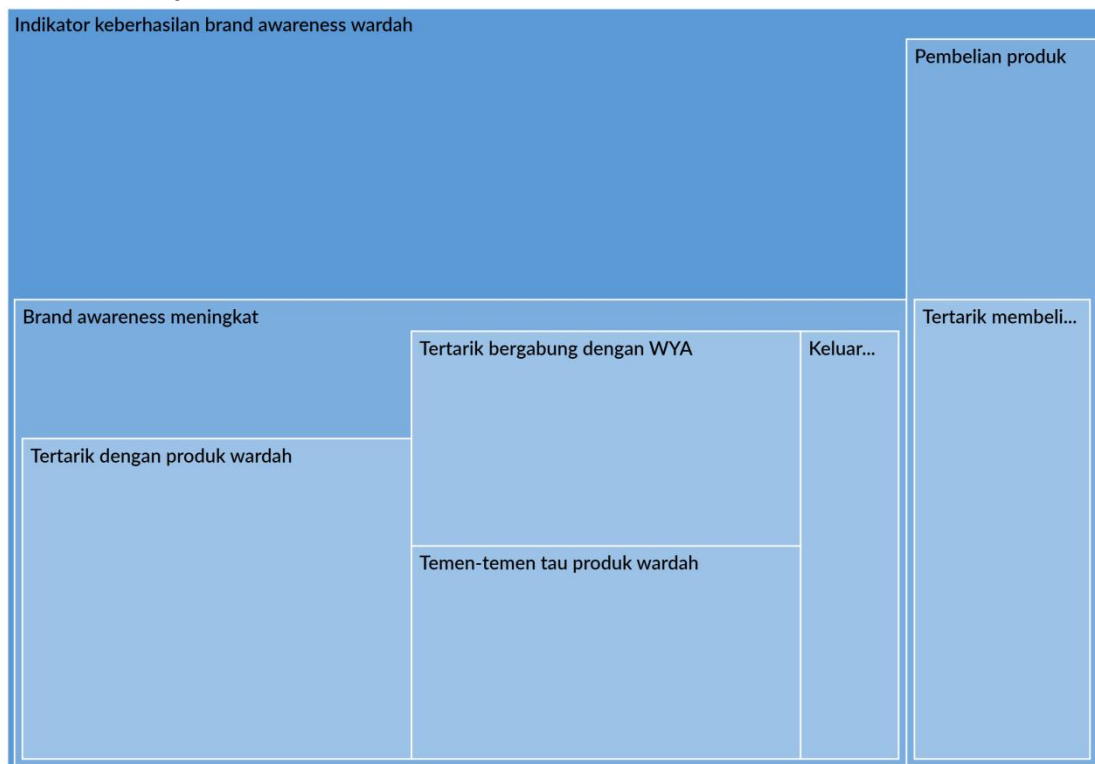

Figure 5. Hierarchy Chart of Wardah Brand Awareness Success Indicators

Based on the data from the Hierarchy Chart on the indicators of Wardah's brand awareness success, interest in Wardah products appears to be the most dominant factor. Respondents 1 and 2 mentioned that after joining the Wardah Youth Ambassador program, their friends and family became more familiar with various Wardah products. As a result, they trusted the respondents for advice and consultation regarding Wardah products. Audiences also found it easier to access information about the latest Wardah offerings.

The engaging presentation of content related to Wardah Youth Ambassador events by micro-influencers serves as an inspiration to their audiences. According to Respondent 1, some individuals even inquired about how to join the Wardah Youth Ambassador program, the recruitment procedures, and tips and tricks for being accepted. The content uploaded by micro-influencers thus motivates and inspires their audiences to consider joining the program.

Moreover, the content shared by micro-influencers stimulates purchase interest among audiences, particularly through product reviews that build trust. Respondent 4 mentioned that some of her followers and family members felt "poisoned" (influenced) by the reviews she posted, which drove their desire to buy and try the reviewed Wardah products. Respondent 3 also stated that her followers enjoyed the content she posted, as reflected by increased engagement rates and a noticeable rise in the number of clicks on product links shared via Instagram Stories.

The use of Instagram by micro-influencers has significantly supported Wardah's branding efforts through the content they share. The wide reach of the information disseminated by these influencers contributes to enhancing Wardah's brand awareness and encourages audiences to make purchases. As audiences become more knowledgeable about Wardah, the brand gains greater trust, making it easier for Wardah to be remembered positively.

4. CONCLUSION

Collaboration between brands and influencers has become a widely adopted strategy by companies, particularly in the beauty industry—one example being Wardah, a brand under PT Paragon Technology and Innovation. Wardah has formed a community known as the Wardah Youth Ambassador, which serves as a platform for young female micro-influencers to support and engage in beauty-related initiatives (Syahwitri & Dianita, 2024). Instagram, as a social media platform, acts as a bridge connecting the Wardah brand with its predominantly Gen Z followers through these micro-influencers.

In today's digital era, Instagram stands out as a platform with high engagement, especially among Gen Z and millennials. It is considered more effective due to its emphasis on visual content, which tends to be more appealing and less monotonous for younger audiences. Micro-influencers leverage Instagram to

disseminate information about product promotions and Wardah events using various content formats, particularly reels.

Micro-influencers are seen as a bridge between the brand and its followers, owing to the more personal relationships they maintain with their social media audiences. To build interactions, they actively utilize features such as comments and Instagram Stories. When followers engage through comments—whether by asking questions or sharing feedback—it fosters direct interaction with the influencer.

In addition, micro-influencers often use the Q&A feature on Instagram Stories to engage with audiences through discussions about the Wardah brand or its products. The Direct Message (DM) feature also plays a crucial role in facilitating private conversations between influencers and their audiences. The personal closeness built through the content shared on Instagram helps Wardah expand its audience reach. Among Gen Z audiences in particular, the personal touch of micro-influencers has proven more effective in enhancing brand awareness.

The widespread dissemination of information by micro-influencers increases Wardah's brand awareness and encourages audiences to make purchases. As a result, audiences' knowledge of Wardah products improves, thereby strengthening the trust and credibility of the brand.

References

Azhari, M., & Sazali, H. (2023). EKSISTENSI PRODUK WARDAHDALAM PEMASARANDI MEDIA SOSIAL. Jurnal Ilmu Komunikasi UHO : Jurnal Penelitian Kajian Ilmu Sosial dan Informasi, 244-258. https://jurnalilmukomunikasi.uho.ac.id/index.php/journal/article/view/37/58

Chaniago, H. Z., & Majid, N. (2023). Analisis Pemanfaatan Keberadaan Micro influencer dalam Strategi Media Sosial Instagram sebagai Strategi Pendekatan ke Audiens di Era Digital . Dawatuna: Journal of Communication and Islamic Broadcasting, 552-570. document.pdf

Dharmawan, R. M., & Yoedtadi , G. M. (2024). Strategi Komunikasi Pemanfaatan Key Opinion Leader dalam Meningkatkan Brand awareness di Media Sosial. 27691_Michelle+Ruth+Dharmawan-edited.pdf

ekon.go.id. (2024, februari 3). Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy. Retrieved juli 2, 2025, from ekon.go.id: https://www.ekon.go.id/publikasi/detail/5626/hasilkan-produk-berdayasaing-global-industri-kosmetik-nasional-mampu-tembus-pasar-ekspordan-turut-mendukung-

Eze, M. (2024). The Role of Micro-Influencers in Niche Digital Marketing Strategies . International Journal of Marketing Studies; Vol. 17, 1-21. 676aa594b6ffc.pdf

Fadilah, F. A., & all, e. (2024). Pengaruh Brand Awareness, Asosiasi Merek, Persepsi

Kualitas dan Persepsi Harga Terhadap Keputusan Pembelian Kosmetik Wardah. . Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah , 6585 – 6601 . Al+Kharaj_2990_V6N10.pdf

Girsang, C. N. (2020). Pemanfaatan Micro-Influencer pada Media Sosial sebagai Strategi . Jurnal Ultimacomm , 206-225. 1299-Published Article-6695- 2-10-20201230 (2).pdfMeivanda, R. M., & Zuhri, S. (2024). Pemanfaatan Media Sosial Instagram dalam Meningkatkan Brand awareness pada Akun @photose.id. JIIP (Jurnal Ilmiah Ilmu Pendidikan), 691-702. 3664-Article Text-25733-1-10-20240105.pdf

KEMENTERIAN KOORDINATOR BIDANG PEREKONOMIAN;. (2024, februari 3). Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy. Retrieved juli 2, 2025, from ekon.go.id: https://www.ekon.go.id/publikasi/detail/5626/hasilkan-produk-berdayasaing-global-industri-kosmetik-nasional-mampu-tembus-pasar-ekspordan-turut-mendukung-

Mardhotillah, G. M., & Sukmadewi, R. (2024). PEMANFAATAN INFLUENCER ENDORSEMENT SEBAGAI STRATEGI STRATEGI DALAM MENINGKATKAN BRAND AWARENESS PADA UMKM ONIES BROWNIES. COSTING:Journal of Economic, Business and Accounting. 8574-Article Text-90746-1-10-20240320.pdf

Marhamah, & Sitorus, I. J. (2024). PEMANFAATAN INSTAGRAM SEBAGAI MEDIAPROMOSI DI ERA DIGITAL. Jurnal Komunikasi dan Budaya. 2635-Article Text- 5170-1-10-20240717 (1).pdf

Pratama, V., Kharen, R. M., & Hellyani, C. A. (2024). Analisis Mikro Influencer dan Makro Influencer Terhadap . Prosiding SENAM 2024: Ekonomi & Bisnis Vol 4 , 178-192. . 599-Full Paper-2586-1-10-20240812.pdf

Rahma, H., Fitriyah, Z., & Ariescy, R. R. (2025). Pengaruh Content Marketing, Brand Awareness, dan Kualitas Produk . JAMBURA ECONOMIC EDUCATION JOURNAL , 405 - 419. 27117-83875-1-PB.pdf

Ramadayanti, F. (2019). Peran Brand Awereness Terhadap Keputusan Pembelian Produk . Jurnal Studi Manajemen dan Bisnis, 78-83 .

Sukaesih, E. S., Indiati, I., & Purwosetiyono, F. (2020). Kemampuan Pemahaman Konsep Matematis Siswa dalam Memecahkan Masalah Kontekstual Ditinjau dari Komunikasi Matematis Siswa. Imajiner: Jurnal Matematika dan Pendidikan Matematika, 310-320 . 5882-15159-1-PB.pdf

Syahwitri, S. S., & Dianita, I. A. (2024). Pengaruh Brand Community Wardah Youth Ambassador Terhadap Brand . e-Proceeding of Management : Vol.11, 6856-6861. 25094-Article Text-49581-1-10-20250102.pdf

Salsabila, E. H., Suheldi, R., & Andani, M. (2024). Pemanfaatan Micro-influencer sebagai Strategi Publik Relations dalam UMKM. WISSEN : Jurnal Ilmu Sosial

dan Humaniora, 293-300.WISSEN+-+VOLUME+2,+NO.+4,+NOVEMBER+2024+Hal.+293-300 (1).pdf

Wicaksono, S. K., & Susan, M. (2024). Pengaruh Influencer di Instagram terhadap Brand awareness dan Dampaknya terhadap Purchase Intention Pada Brand Somethinc . Jurnal Informartika Ekonomi Bisnis, 788-791. 954-Article Text-2384-1-10- 20241118.pdf

Widyadhana, A. J. (2023). Analisis Pengaruh Makro Influencer Dan Mikro Influencer Dalam Kol (Key Opinion Leader) Marketing Terhadap Brand awareness Skintific. Inisiatif: Jurnal Ekonomi, Akuntansi dan Manajemen, 62-75. Inisiatif+vol+2+no+4+Oktober+2023+hal+62-75..pdf