

## Advertising Management: Smes and Local Brand Development Through Brand Voice in Micro-Influencers

Idlofi Mahdi Muhammad

Universitas Airlangga, Surabaya, Indonesia

Corresponding e-mail: [idlofi.mahdi.muhammad-2022@feb.unair.ac.id](mailto:idlofi.mahdi.muhammad-2022@feb.unair.ac.id)

Informasi Artikel

Diterima: 29-08-2023

Direvisi: 22-02-2024

Disetujui: 05-03-2024

**Abstract** – This research was conducted to explain and understand how packaging practices brand voice to develop SMEs and local brands to attract consumer interest. The method in this study uses a qualitative descriptive approach, namely a focused method, involving interpretation and a natural approach to the subject matter. The social settings in the research conducted are micro influencers who contribute to the development of local brands and SMEs and have carried out brand voice in promotional media. Determination of informants using purposive sampling technique. The theory applied in this study is the Advertising Management Strategy Theory which is reviewed by 2 models (AIDA Model and Securities Hierarchy Model) and supported by Brand Voice Theory which acts as a bridge in this research process. The results of this study are that the development of small businesses in product promotion involves many strategies, one of which is the use of micro influencers. These people have followers with reach that can be used to promote brands. Micro influencers can help small businesses get the attention of potential customers by creating content relevant to their industry. The steps taken by these micro influencers are clear evidence of the quantity and quality of endorsement actions on their social media which function as promotional media. Micro influencers help in increasing brand awareness by creating engaging and shareable content. Having partners helps SMEs capitalize on the trust and enthusiasm of their followers, which in turn increases brand awareness and drives sales.

**Keywords:** Micro Influencers, Brand Voice, Small Medium-Size Enterprises, Local Brands

### 1. Introduction

Stoner (1961) Management is the coordination of all resources through the process of planning, organizing, directing and controlling to achieve predetermined goals. Management is a process in all matters such as planning, organizing, and controlling resources to achieve the organization's vision and mission effectively and efficiently. The role of management in the media industry is critical to ensuring that media companies remain profitable and relevant in today's fast and ever-changing technological landscape.

Media management plays a crucial role in optimizing market communication strategies, achieving sustainable competitive advantages, and maximizing return on investment. Strategic planning stands out as a key component, where media managers are tasked with developing and executing plans aligned with the company's vision, mission, and values (Niekerk, 2007). This entails identifying new growth opportunities, crafting marketing strategies, and anticipating/responding to changes in the media landscape. Additionally, financial management is pivotal, requiring media managers to oversee budgets, forecast revenues and expenses, and make financial decisions impacting the bottom line (Niekerk, 2007). Content creation also takes center stage in media management, where efficient media management can speed up production times, reduce

costs, and ensure optimal output quality. Media managers are responsible for supervising the development and production of content that is engaging, relevant, and meets the needs of their target audience (Baumann, 2020). Furthermore, audience development is a critical aspect, where media managers must grasp their target demographics and devise appropriate marketing strategies to attract and retain audiences (Niekerk, 2007). Lastly, innovation plays a pivotal role in media management. Media managers must foster a culture of innovation within their organizations by encouraging experimentation, creativity, and risk-taking. By staying abreast of technological advancements and consumer trends, companies can remain competitive and meet the evolving needs of their audiences. Thus, media management goes beyond efficient asset management; it also involves ensuring alignment between strategies and innovations with the ever-changing market landscape.

Promotion in the media has a crucial role for Small and Medium Enterprises (SMEs) in increasing brand awareness, reaching target audiences, and increasing their sales (Kotler & Armstrong, 2018). In conditions of limited marketing budgets, SMEs often have difficulty competing with large companies in terms of customer acquisition. However, by utilizing various promotional media such as social media advertising, email marketing, and search engine



optimization (SEO), SMEs can build a strong online presence and attract potential customers who may not previously have been familiar with their brand (Hollensen, 2019).

Cost-effective advertising is also an important tool for SMEs to promote their products and services, helping to increase sales and revenue using limited resources (Kotler & Armstrong, 2018). Social media and content marketing, with creative and engaging content, allow SMEs to interact with customers, build a loyal following, and expand the reach of their business through word-of-mouth referrals (Ryan, 2014).

Increased customer retention and word of mouth references obtained through promotional media are very profitable for SMEs (Keller & Fay, 2012). Loyal customers tend to provide recommendations to others, which expands the reach of SME businesses.

Promotional media can also provide valuable customer data that can be used to inform marketing strategies and improve overall business operations (Hollensen, 2019). By leveraging tactics like email marketing, social media advertising, and micro-influencer marketing, SMBs can target potential customers and encourage them to make a purchase. Thus, promotional media not only allows SMEs to compete effectively in a competitive market, but is also a key element in their business growth strategy.

Linqia (2020) revealed that in increasing brand awareness, the involvement of influencers can increase brand awareness which is very important for new brands or products that are trying to establish a foothold in the market. Influencers can introduce a brand to their followers, and the brand can reach a wider audience. According to a study by Linqia, 94% of marketers believe that influencer engagement is an effective way to increase brand awareness. Enhanced brand credibility can also mean Influencers are seen as credible sources of information by their followers. By working with influencers, brands can increase their own credibility. When influencers promote products or services, their followers are more likely to trust those recommendations. According to a study by Edelman, 63% of consumers trust influencers more than what brands say about themselves (Edelman, 2019).

Influencers can play an important role in promoting SMEs (Small and Medium Enterprises) by leveraging their brand voice and reach. SMBs are often small businesses on a limited budget, and influencer marketing can be a cost-effective way for them to promote their products or services. By working with influencers, SMBs can amplify their brand voice, reach targeted audiences, build brand loyalty, build a social media presence, and do it in a cost-effective way. According to a report by Business Insider, influencer marketing is expected to be worth \$15 billion by 2022, indicating that the influencer marketing trend is here to stay and will continue to

grow in terms of importance for SMBs (Business Insider, 2019).

Research conducted by Pedro Torres, Mário Augusto, Marta Matos in 2019, entitled "Antecedents and Outcomes of Digital Influencer Endorsement: An Exploratory Study," has striking differences from this research. That research focuses on brand development for SMEs and local brands through micro-influences, while this research considers more the influence of digital endorsers on consumer attitudes and behavior.

The methodology used is also different; This research uses a descriptive qualitative approach with focused interviews, while the previous research was an exploratory study with a survey method. Regarding theory, this research is based on Advertising Management Theory and Brand Voice Theory, while previous research refers to Meaning Transfer Theory and literature on celebrity endorsements. The analysis approach is also different; this research focuses more on the natural interpretation of the subject, while previous research is more oriented towards testing conceptual models and validating data.

Despite these differences, the two studies have significant similarities. Both emphasize the influence of endorsers on consumer behavior or attitudes, and recognize the importance of social media in marketing and promotional strategies. In addition, both this research and previous research have a practical purpose in helping marketing managers or SMEs to understand and improve their marketing strategies.

In terms of gaps or problems and novelty, this research faces the problem of a lack of understanding of how brand voice can be packaged to develop SMEs and local brands, but makes a new contribution by approaching brand development strategies through micro influences. On the other hand, previous research suffers from a gap in the lack of research on the effects of digital endorsers on consumer behavior, but provides novelty by considering the influence of digital endorsers in the context of consumer behavior and their effectiveness in marketing strategies. Thus, these two studies provide valuable insights for marketing practitioners in developing effective strategies for leveraging endorser influence to increase brand awareness and drive sales.

## 2. Research Methods

This study uses a qualitative descriptive approach, analysis of the data obtained (in the form of words, pictures or behavior), and not set forth in the form of numbers or statistics, but by providing an explanation or description of the situation or condition under study in the form of a narrative description.

Determining informants using purposive sampling technique enables the selection of relevant informants beforehand for the research. This technique doesn't impose limits on the number of

informants but continues until the data acquired is sufficient to address the research questions comprehensively.

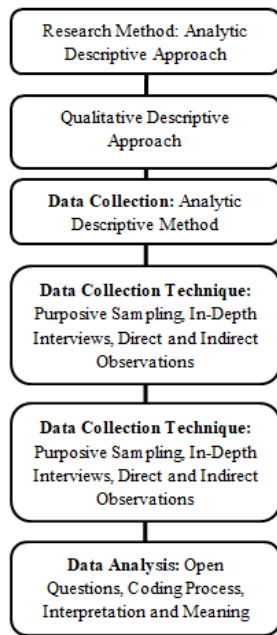


Figure 1. Research Flow chart

In this study, informants are divided into two main groups. Firstly, there are micro influencers, individuals with significant followers who impact SMEs development and have collaborated with local brands. Secondly, there are entrepreneurs who possess products to assess an influencer's effectiveness in branding their products. The evaluation aims to determine whether influencers have a significant impact on SMEs development.

Additionally, there are 8 additional informants with backgrounds as young entrepreneurs in the local UMKM sector and also as micro influencers. They were intentionally selected to broaden the research scope and gain more comprehensive insights.

In data analysis, the first step involves organizing and preparing data including interview transcripts and field notes to obtain a holistic understanding and reflect on their significance. The next step entails detailed data analysis through coding processes. Coding involves organizing documents into relevant categories to generate descriptions for further analysis. These descriptions include detailed information about individuals, places, or events involved in the study. The final step in data analysis involves interpreting or assigning meaning to the data. This interpretation is based on the researcher's personal perspective rooted in their understanding of culture, history, and personal experiences. Additionally, interpretations may be made by comparing findings with information obtained from relevant literature or theories.

### 3. Results and Discussion

#### 3.1. Participant Demographics

Participant Demographics encompasses various groups, ranging from SME entrepreneurs looking to expand their markets to micro influencers who play a role in promoting local brands. These SME entrepreneurs may come from various industry sectors, such as beauty products, food, or other consumer goods. Meanwhile, micro influencers can have diverse backgrounds, ranging from models, students, to food vloggers. The demographic data of research participants will aid in understanding the workings of collaboration between entrepreneurs and micro influencers and its impact on the development of local brands and advertising management strategies.

Ega Putri Novitasari is an entrepreneur who acts as a seller focusing on Retrophilial products, which include selling phone case papers and photography services. Turbawaniati is also involved in the business world as an entrepreneur with Hallyanishop\_ products, offering various skincare products. On the other hand, Chilyatul Chusna runs a business related to frozen foods, offering a variety of Frozen Food products to consumers. In order to expand brand influence and awareness, Devi Fifi Ariyanti acts as a Key Opinion Leader at Happymee Beautycare company, pioneering in seeking and collaborating with micro-influencers to support local brands.

Micro-influencers like Zaidan Bin Madi with a background as a model, Maulidya as a student, Muhammad Hendi Hidayat Romadhoni as a food vlogger, and Azzahra as a student play a crucial role in expanding market reach for entrepreneurs. With a significant number of followers on the Instagram platform, they have the ability to influence the preferences and purchasing decisions of their followers. Collaboration between entrepreneurs and micro-influencers can help strengthen brand voice by ensuring that the messages conveyed to the audience are consistent with the established brand identity.

The influence of key opinion leaders like Devi Fifi Ariyanti is also crucial in supporting SMEs development. By introducing micro-influencers to the Happymee Beautycare company, she facilitates mutually beneficial cooperation between entrepreneurs and influencers. Opinions and recommendations from an expert in certain industries such as beauty can help build consumer trust in the brands and products offered by entrepreneurs. Thus, the synergistic relationship between entrepreneurs, micro-influencers, and key opinion leaders is key to achieving business development goals and increasing market presence for local brands.

#### 3.2. Efforts to Establish Micro Influencer and Small Business-Size Enterprise (SMEs) Branding Identity

Micro influencers are individuals who have a relatively small following on social media but are seen as experts in their field or niche. SMEs (Small

and Medium-sized Enterprises) are businesses that have a limited number of employees and generate relatively little income compared to large corporations. Micro influencers can be a valuable resource for SMEs in terms of reaching potential customers. The AIDA model can be useful for understanding how micro influencers can help SMEs achieve their marketing goals. In relation to the data findings above, the AIDA Model has strong relevance in relation to the studies that have been conducted.

The aspects of this model cover all of the research results. The AIDA model is a marketing framework that describes the different stages a potential customer goes through in the purchasing decision-making process. AIDA stands for Attention, Interest, Desire and Action. Each stage represents a step in the customer journey, from becoming aware of a product or service and ending with making a purchase.

The first aspect, Attention, Micro influencers can help SMEs to get attention from potential customers by creating content that is relevant to their industry. By displaying the products or services offered by SMEs, in today's ultra-competitive market, SMEs should have a diverse folio of marketing tactics in place to ensure their products can sell successfully. As with large conglomerate corporations, marketing strategy is just as critical for small and medium-sized businesses (SMEs), where marketing can serve as a channel for delivering brands and values to customers (Kusumawati et al., 2021).

Micro influencers can attract the attention of their followers who are interested in these products. Related to research results that micro influencers have sufficient power to influence product sales in the early stages. Micro influencers has high credibility in particular area of expertise, taht allows them to gain a high level of trust and engagement with the audience. (Smith et al., 2021). Forming an identity by creating personal branding that is carried out is able to build the trust of brands to use their branding services. Apart from that, creating a portfolio can also be said to be an effective way to 'build trust' as well as a method for establishing personal branding in the marketing field.

The second aspect, namely mmind. Once micro influencers have captured the attention of their followers, they can use their platform to generate interest in the products or services offered by SMEs. This can be done through product reviews, demonstrations or tutorials. By providing useful information to their followers, micro influencers can generate interest in SMEs' products or services. As is the case with creating interactive content that can be used as a digital method in attracting an audience so that product knowledge can be understood by the audience/consumers. In social media, influencer often share their opinion about products and that benefit. Influencer can be considered as opinon leaders who cotribute to a social network that quite large in influencing the audiance. (Hodijah et al., 2021).

In addition, visual communication management planning actions can be used as a way to create self-image in branding a product. In this study, it was found that an influencer made modboard layouting, content plotting, and platform engagement so that the content created is more structured and develops aesthetic value. Service improvement can be categorized into two aspects, namely communication and delivery, where this step is used as an important action in the marketing process.

Other aspects, such as the environment, are aspects that can become opportunities in product marketing. Another way to market a brand is by placing products on online media such as e-commerce and supported by attractive catalogs to make consumers understand the types of products being sold. Other aspects, such as the environment, are aspects that can become opportunities in product marketing. Another way to market a brand is by placing products on online media such as e-commerce and supported by attractive catalogs to make consumers understand the types of products being sold. Other aspects, such as the environment, are aspects that can become opportunities in product marketing. Another way to market a brand is by placing products on online media such as e-commerce and supported by attractive catalogs to make consumers understand the types of products being sold.

The third aspect, desire. Micro influencers can create desire for SMEs' products or services by showing how they can solve a particular problem or fulfill a specific need. Influencers are 'credible resources of promotional brand in an authentic way' (Childers et al., 2019). By highlighting the benefits and features of a product or service, micro influencers can generate a desire among their followers to buy it. Based on the findings of the study, micro influencers provide their best services to brands which are assessed through quantity, quality and credibility. Which micro influencer has a background in the field that will be brought in doing the promotion. The type of product or service being promoted may also affect the results. Some products may be more suit-able for promotion by influencers than others, depending on the nature of the product and its target audience. (Agustian et al., 2023). The influencer's credibility gives birth to a unique brand with other competitors. Means, SMEs in creating/selling their products have conducted market research for the products they make based on consumer needs and other aspects such as financial management in capital allocation. So that the management is structural. In addition, this allocation is able to stabilize the economy. The need for financial management is to help in surviving competition from other SMEs.

Fourth aspect, action. Micro influencers can encourage their followers to take action by providing a call to action. This can be as simple as providing a link to the SMEs website or a discount code for their followers to use when making a purchase. By providing a clear CTA (Call to Action), micro influencers can help SMEs to convert their followers

into customers. This can be seen through the agreement process between SMEs and consumers. The aspect of success in building trust is a big impact made by micro influencers. The steps that have been taken by these micro influencers are real evidence related to the quantity and quality of endorsement actions on their social media, which act as promotional media.

### 3.3. Application of Advertising Management Process for Micro Influencers and SMEs

Effect Hierarchy Model (EHM) is a model that explains how advertising works by showing how advertising messages are processed and how they affect consumer behavior. The Advertising Management process involves planning, implementing, and controlling advertising campaigns. This theory describes the three stages that consumers go through when making decisions in the cognitive stage, the affective stage, and the behavioral stage.

Cognitive stage, This is the initial stage of EHM, where the consumer becomes aware of the brand or product and starts gathering information about it. The cognitive stage involves the consumer's perception of the brand, which can be influenced by external factors such as advertising, word of mouth recommendations, or influencer content. At this stage, consumers are trying to understand what the product or service is, what it does, and how it can benefit them. This stage also contains 2 important components, namely awareness and knowledge.

This awareness relationship with SMEs and Influencers can help SMEs increase brand awareness by creating engaging and shareable content. This content can be distributed on social media platforms which have a massive reach, and can help SMEs reach a wider audience. Influencers can also create sponsored content that showcases a brand's products or services to their followers, which can help create brand awareness. Meanwhile, the knowledge relationship with SMEs and Influencers is in increasing knowledge about their brands by creating informative content that highlights the selling points and unique benefits of these brands. This can help potential customers understand why they should choose an SMEs product or service over competitors.

Influencer marketing emerges as a strategic linchpin, playing a pivotal and multifaceted role. Influencer marketing, with its dynamic and adaptive nature, serves as a vital conduit through which MSMEs can harness the influential power of individuals who have cultivated substantial followings and credibility in various niches. These influencers enable MSMEs to create authentic and engaging connections with their precisely targeted audiences. By harnessing the persuasive sway of influencers, MSMEs can not only foster brand recognition but also sow the seeds of trust and loyalty among consumers. (Agustian et al., (2023).

In relation to the research conducted, SMEs use IT to promote their products to a wider range in order to introduce their products to virtual audiences.

The data illustrates that SMEs carry out digital marketing using the services of micro influencers. Interactions between IT and consumers become a key component of marketing. (Thomas and Fowler., 2020). Other branding methods were found such as print media and word of mouth. There are differences in the techniques used by micro influencers in product branding. First, relying on the ability to serve as the main capital in collaborating with brands as evidenced by the existence of a portfolio as an assessment of flying hours. Communication, will affect the presentation of content, negotiation, and coordination regarding the marketing process. Branding carried out by SMEs is inseparable from the role of micro influencers who become digital supports in the marketing process.

The affective stage is the EHM emotional stage, where consumers develop feelings and attitudes towards a brand or product. The affective stage involves consumers' emotional responses to brands, which can be influenced by their values, beliefs and personal experiences. At this stage, consumers evaluate how the brand or product makes them feel, and whether it aligns with their personal values and beliefs. There are 3 components that are in this stage. First, liking, influencers can help SMEs increase likes by creating content that resonates with their followers. This can be achieved by aligning the influencer's values and personality with those of the brand. By presenting the brand in a positive light, influencers can create a favorable brand impression in the minds of potential customers, Second, Preference, Influencers can help SMEs increase preference by creating content that showcases the brand's products or services in a positive light. The role of an influencer in improving the performance of SMEs is very important for business continuity. For profit-oriented organizations, Using an influencer is very important, especially when many consumers are using social media. (Hodijah et al., 2021). This can be achieved by creating sponsored content that showcases a brand's unique features or benefits. By presenting the brand in a positive light, influencers can help potential customers develop brand preferences over competitors. Finally, Confidence, influencers can help SMEs increase confidence by providing positive feedback about the brand's product or service. This can help potential customers feel more confident about making a purchase from that brand.

All of these components can be relevant to the studies that have been carried out. Positive relationships should always be emphasized both in communication. Responsiveness which aims to respond to all forms of complaints, reviews, and questions. In addition, friendly makes consumers feel closer. Where this uses an emotional approach. Micro influencers for SMEs in the marketing process involve and participate in social media by commenting, liking and sharing their content. This action is able to show brands that have invested in the partnership and care about the success of SMEs. Professionalism, namely doing according to the

normative rules that have been made by SMEs. Follow disclosure guidelines, to maintain transparency with audiences and brands.

Product differentiation owned by SMEs has several aspects. Aspect (1) The sales proposition is brand differentiation that can help attract new customers and retain existing ones as well as provide uniqueness and different from competitors. Aspect (2) Competitive advantage, is superior brand differentiation in terms of quality, features, or benefits. Aspect (3) Higher pricing. Product differences also allow SMEs to charge a higher price for their products, because customers may be willing to pay more for the unique features or benefits that the product offers.

Micro influencers have different characteristics from other influencers. These descriptive indicators include: first, success in reaching an audience, which may not be accessible to competitors. This will give birth to output regarding the exposure obtained so that it has the potential to get new consumers. Second, different Messaging, Influencers have a unique voice and style, so the approach used is different, this is what can be used as a differentiator from competitors. Third, Creative ideas, influencers can bring their own unique ideas and approaches to brands, this can help keep content and messaging fresh and engaging. Such as taking videos/pictures and packaging visualization of content.

Practices in terms of trust produce 3 important outputs namely (1) Reputation, a positive reputation can help brands attract consumers and maintain customer loyalty. Convincing consumers of products can increase sales and revenue. Supported by positive testimonials/reviews, it is enough to be an assessment if the product is of high quality. (2) Brand loyalty. If customers are satisfied with the product, they are more likely to become repeat customers and recommend the product to others. This is also accompanied by a good service system. (3) Differentiation, product differences can also help in competing with competitors. If a product offers unique benefits or features that are important to consumers, they are more likely to choose that product over competing products. Micro influencers build trust and credibility, by establishing a relationship of trust with followers, and brand endorsement. Supported by the influencer's portfolio, it has shown the credibility and quality of the informants. A positive attitude that is able to convince the brand with the offers given. Because attitudes with gestures, speech styles, approaches, accuracy, and dexterity are important capital in presenting content as well as when coordinating with SMEs.

The last stage is behavior, consumers take action based on their cognitive and affective responses. The behavioral stage involves the consumer's actual buying behavior, which can be influenced by a variety of factors including price, availability, and brand reputation. At this stage, consumers make decisions to buy products or services based on their cognitive and affective responses.

There is only one component in this stage which is buying. Influencers can help SEMs increase buying by providing discounted rates or by creating a sense of urgency through limited time offers. This can encourage potential customers to make purchases from the brand. By offering incentives or rewards for their products or services, SMEs can use influencer relationships to encourage buying behavior.

Theoretical discussion in relation to the results of this study is the provision of promotions, bundling, and giving discounts will make consumers have the potential to buy these products. Because it is felt to be more effective and by reducing prices, consumers will feel more comfortable buying. Administration is sub important, micro influencers collaborate to reach agreement on models, packaging, and fixation of prices and content to be made. Scope of Work acts as a guideline that influencers must master. Thus, influencers must understand the components of product knowledge and content conceptualization. Payment creates a policy regarding price lists made by each micro influencer.

#### 3.4. The Impact of Micro Influencer Brand Voice Practices on SMEs Development

The involvement of brand voices and micro influencers can play a significant role in the development of SMEs by increasing brand awareness, building credibility and reaching new audiences. Brand voice refers to the unique personality, tone and style of messaging that a brand uses to communicate with its audience. Brand voice has important role in business management. To identify brand voice before building brand identity, one of the key success factor for creating a good relation with audience was analyzing and presenting effective marketing methods. (Cha, 2017). Developing a consistent and authentic brand voice can help SMEs differentiate themselves from competitors and connect with their target market. A strong brand voice can also help SMEs build brand loyalty and increase customer engagement.

Micro influencers are individuals who have a relatively small following on social media platforms but a highly engaged and targeted audience. Collaborating with influencers can produce a big profits. First, strategic partnerships to reach audiences to reach more audience that are difficult to access through conventional marketing channels. Influencer follower are usually highly engaged about the content shared by their trusted influencers, allowing brand messages to highly focus and receptive audience. (Agustian et al., 2023)

Partnering with micro influencers can help SMEs harness the trust and enthusiasm of their followers, which in turn increases brand awareness and drives sales. Such as developing a consistent and authentic brand voice, whereby SMEs can work towards developing a unique brand voice that aligns with their values and resonates with their target audience. The use of influencer services in improving marketing performance in this study shows significant positive results, which means that SMEs

users of influencer services on social media get good benefits. Influencers helped SMEs in communicating their products to customers (Ardyan et al., 2022). This can include creating distinct tonality, messaging styles, and visual identities.

Using social media to reach new audiences, SMEs can leverage social media platforms to connect with micro influencers who have highly engaged audiences. By partnering with micro influencers, SMEs can increase brand awareness and reach new audiences that may not have known their brand before. Engaging content creation, so that SMEs can work with micro influencers to create engaging and relevant content that resonates with their target audience. This can include social media posts, blog posts, and videos featuring SMEs' products or services. Building credibility By working with micro influencers who have built trust with their audience, SMEs can build credibility and trust with potential customers.

Consistency, Personality, Tone, Emotion and Differentiation are the key elements of brand voice influencers marketing products. First, consistency, is important in micro influencer marketing as it helps build trust and credibility with the audience. Micro Influencers should use a consistent tone and message throughout their content to reinforce brand identity and messaging. Second, personality, Micro Influencers often have a unique personality that sets them apart from others. They may use humor, sarcasm, or other techniques to showcase their personality and make content more appealing to their audience. Third, tone refers to the attitude or emotion conveyed through the content. Influencers may use a positive, upbeat tone to convey enthusiasm for the product.

Fourth, emotion, is an important aspect of influencer marketing as it helps create a connection between the audience and the influencer. Influencers can use emotions such as joy, excitement or humor to make content more interesting and appealing to their audience. Fifth, differentiation, is the key to standing out in the crowded influencer marketing space. Influencers can use unique messaging or visual elements to differentiate themselves from others and create a more memorable brand voice. This can include using certain colors, fonts or other design elements that are consistent throughout the content.

In strengthening the theory that has been explained by micro influencers in this study, micro influencers take a consistent communication approach to form loyalty to SMEs. Such as professionalism, humble, informative, to follow, as well as providing benefits for the project. Involvement in SMEs social media was expected to contribute to SMEs performance. Various efforts had been made to improve performance, including the use of services that were trending in social media, namely the services of social media influencers. (Ardyan et al., 2022) . From several brand voice practices in this element, micro influencers have a characteristic approach to support SMEs' loyalty to them. Such as increasing the quality and quantity of branding by

expanding reach using paid promotion features, product visualization, information packaging, focusing on brand image. In the practice of promotion to the audience. Of course micro influencers pay attention to other things. Like the adjustment of followers to brands that will be marketed through social media. Micro influencers carry out several ways for this adjustment, including reaching audiences of all criteria using paid advertisements, planning market product sales, and determining content visualization concepts before the content is ready to be produced.

The promotional strategy actions carried out by micro influencers have a considerable impact on the audience. Actions to buy brands that have been promoted can be reviewed based on platform insights, brand testimonials-audience response, and curious motivation to buy products. The value of tastes, wants, and needs are important elements that brands must think about before launching their products. The personality influencer presented is the formation of personal branding that can build good collaboration with SMEs in product marketing, brand knowledge, and brand awareness to the audience.

#### **4. Conclusion**

The development of SMEs in product promotion has many strategies in it. One of them is the presence of micro influencers who have followers with audience reach which can be used as a solution in branding. The existence of micro influencers certainly has an impact on SMEs by selling the products that have been made. In this case there are several points of conclusion in the results of this study.

Micro influencers can help SMEs get the attention of potential customers by creating content that is relevant to their industry. By displaying the products or services offered by SMEs, micro influencers can attract the attention of their followers who are interested in these products. Once micro influencers have captured the attention of their followers, they can use their platform to generate interest in the products or services offered by SMEs. The steps that have been taken by these micro influencers are real evidence related to the quantity and quality of endorsement actions on their social media, which act as promotional media.

This awareness relationship with SMEs and Influencers can help SMEs increase brand awareness by creating engaging and shareable content. This content can be distributed on social media platforms with massive reach, and can help SMEs reach a wider audience. mInfluencers can also create sponsored content that showcases the brand's products or services to their followers, which can help create brand awareness. Meanwhile, the knowledge relationship with SMEs and Influencers is in increasing knowledge about their brands by creating informative content that highlights the selling points

and unique benefits of these brands. Consumers evaluate how a brand or product makes them feel, and whether it aligns with their personal values and beliefs. Influencers' creative ideas can bring their own unique ideas and approaches to brands, this can help keep content and messaging fresh and engaging. Micro influencers build trust and credibility, by establishing a relationship of trust with followers, and brand endorsement. Payment creates a policy regarding price lists made by each micro influencer,

Partnering with micro influencers can help SMEs harness the trust and enthusiasm of their followers, which in turn increases brand awareness and drives sales. Such as developing a consistent and authentic brand voice, whereby SMEs can work towards developing a unique brand voice that aligns with their values and resonates with their target audience.

## References

- Agustian, K., Hidayat, R., Zen, A., Sekarini, R. A., & Malik, A. J. (2023). The Influence of Influencer Marketing in Increasing Brand Awareness and Sales for SMEs. *Technology and Society Perspectives (TACIT)*, 1(2), 68–78. <https://doi.org/10.61100/tacit.v1i2.54>
- Ardyan, E., & Dharmayana Putra, S. (2022). Social Media Marketing Trends: Influencers' Accounts For Smes Product Marketing Digital Business Management. *Business and Accounting Research (IJEBAR) Peer Reviewed-International Journal*, 6.
- Armstrong, G. , A. S. , Denize. , & K. P. (2014). *Principles of Marketing*.
- Baumann, S. (2020). Guest editor's introduction: strategic media management at a junction. In *Journal of Media Business Studies* (Vol. 17, Issue 1, pp. 1–12). Taylor and Francis Ltd. <https://doi.org/10.1080/16522354.2020.1740564>
- Belch, G. E., & Belch, M. A. (2004). *Advertising And Promotion An Integrated Marketing Communications Perspective*.
- Brown, D. (Business consultant), & Fiorella, S. (2013). *Influence marketing : how to create, manage, and measure brand influencers in social media marketing*.
- Cha, M.-H. (2017). Study of the Role of Brand Voice in the Corporate Blog Management. *Journal of Next-Generation Convergence Information Services Technology*, 6(2), 1–9. <https://doi.org/10.29056/jncist.2017.12.01>
- Chaffey, D., Mayer, F. E.-C. R., & Johnston, K. (2009). *Third Edition Internet Marketing Strategy, Implementation and Practice*.
- Childers, C. C., Lemon, L. L., & Hoy, M. G. (2019). #Sponsored #Ad: Agency Perspective on Influencer Marketing Campaigns. *Journal of Current Issues and Research in Advertising*, 40(3), 258–274.
- <https://doi.org/10.1080/10641734.2018.1521113>
- Hodijah, C., Juliana, A., Intan, M., Solihah, R., & Maria, S. (2021). *The Role of Influencer Marketing to Improve Organizational Performance and its Impact on Purchasing Decisions*. <https://doi.org/10.33258/birci.v4i3.2214>
- Hollensen, S. (2019). *Marketing management : a relationship approach*.
- Kusumawati, N., Aprilianty, F., Fitri, G., & Zaharani, R. (2021). *Proceeding Book of The 6th ICMEM* (Vol. 2021).
- Philip Kotler & Gary Armstrong. (2018). *Principles of Marketing*.
- Ryan, D. (2014). *The best digital marketing campaigns in the world II*.
- Smith, D., Jacobson, J., & Rudkowski, J. L. (2021). Employees as influencers: measuring employee brand equity in a social media age. *Journal of Product and Brand Management*, 30(6), 834–853. <https://doi.org/10.1108/JPBM-03-2020-2821>
- Thomas, V. L., & Fowler, K. (2021). Close Encounters of the AI Kind: Use of AI Influencers As Brand Endorsers. *Journal of Advertising*, 50(1), 11–25. <https://doi.org/10.1080/00913367.2020.1810595>
- Torres, P., Augusto, M., & Matos, M. (2019). Antecedents and outcomes of digital influencer endorsement: An exploratory study. *Psychology and Marketing*, 36(12), 1267–1276. <https://doi.org/10.1002/mar.21274>
- Van, N. A. (2007). Strategic management of media assets for optimizing market communication strategies, obtaining a sustainable competitive advantage and maximizing return on investment: An empirical study. *Journal of Digital Asset Management*, 3(2), 89–98. <https://doi.org/10.1057/palgrave.dam.3650070>
- Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617–644. <https://doi.org/10.1111/ijcs.12647>
- Zeren, D., & Kapukaya, N. (2021). Whose voice is louder? Influencer and celebrity endorsement on Instagram. *Ömer Halisdemir Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 14(3), 1038–1050. <https://doi.org/10.25287/ohuiibf.815713>