

Celebrity of Instagram and Endorsements: Shaping and Constructing Social Identity

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Abstract

Purpose: This research aims to explore how endorsements by celebrities on Instagram play a role in the formation and development of social identities among users. It will investigate the psychological processes, including relationships and the desire for social connection, that influence the link between celebrity impact and identity development.

Methods: The method used was a qualitative descriptive method, data collection techniques by observations, interviews and documentations. Researchers choose influencers with high engagement rates. Key Informants that being choosen are three celebgram from Palembang, South Sumatera, Indonesia.

Findings: A celebrity's social identity is shaped by their interactions with their fans, as seen by the quantity of views, comments, direct messages, re-posts, and mentions. Along with participation, interpersonal interactions, communication style, social relationships, lifestyle relevance, and the presence of online communities. The visual appearance of celebrities is a major factor in the success of product endorsements because visuals are the first element that attracts the audience's attention.

Originality: The originality of this study stems from identifying a distinctive concept known as 'Local Empathetic Communication' as an essential element in forming social identity among celebgrams in Palembang. In contrast to prior research, this study combines the Social Construction of Reality Theory with the VisCap Model to illustrate that followers engage more deeply with influencers who embody local culture and values through empathetic and relatable dialogue. This emphasis on a localized emotional connection has not been previously addressed in earlier works, making it a new and significant contribution to the discipline.

Keywords: Celebrity of Instagram, Social Media, Endorsement, Local Emphatic Communication.

Introduction

The development of the era followed by technology and the era of globalization as it is today, is developing rapidly, one of which is information and communication technology. Along with the progress of technology and communication, the development of the internet, especially in cyberspace, is increasingly rapid. This development is also followed by the life of society to become more modern. In social life, every human being cannot live alone and meet their needs personally. The use of social media has rapidly increased in recent years, with 71% of young adults reporting using Instagram (Auxier & Anderson, 2021).

The study titled "*Celebrity of Instagram and Endorsements: Shaping and Constructing Social Identity*" is crucial in understanding the profound impact of social

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media, particularly Instagram, on individual identity formation. In the contemporary digital landscape, celebrities and influencers utilize Instagram not only to promote products but also to craft idealized personas that resonate with their followers (Abidin, 2016). This curated self-presentation influences how individuals perceive themselves and others, often leading to the adoption of certain lifestyles, behaviors, and consumption patterns. By examining this phenomenon, the study aims to shed light on the mechanisms through which celebrity endorsements shape social identities, thereby contributing to the broader discourse on media influence and consumer behavior (Zinaida, R. S., Hardiyanti, S. T., & Amin, 2023). Social media also having a relation with consumer behavior (D. Amanatidis & Dossis, 2022).

To explore this dynamic, the study proposes a mixed-methods approach. Quantitative surveys will be administered to assess the extent of individuals' engagement with celebrity-endorsed content on Instagram and its correlation with their self-perception and identity construction. Complementing this, qualitative interviews will delve deeper into participants' personal experiences and interpretations of such content, providing nuanced insights into the psychological and social processes at play. This comprehensive methodology ensures a holistic understanding of the subject matter, capturing both the measurable impacts and the subjective experiences associated with celebrity endorsements on social media (Djafarova & Rushworth, 2017).

The primary objectives of this research are threefold: first, to analyze how celebrity endorsements on Instagram influence followers' self-perception and identity formation; second, to investigate the role of perceived authenticity in the effectiveness of these endorsements; and third, to explore the psychological mechanisms, such as parasocial interactions, that mediate the relationship between celebrity content and audience identity construction. This study is exploratory in nature, aiming to generate insights into the complex dynamics of social media influence and identity. The findings will contribute to the fields of media studies, psychology, and marketing by elucidating how digital platforms and celebrity culture intersect to shape individual and collective identities. Technology can improve social connectivity and moreover can help shaping the celebgram identity in digital platform (Amin & Zinaida, 2024).

One way for humans to survive and meet their needs as social beings is by interacting and communicating. According to (Park et al., 2020), he defines social media as interactions that were previously inaccessible to the average citizen. Social media is a new set of communication and collaboration tools that enable various types of interactions that were previously unavailable to the general public. Rapid technological advances in the era of globalization have an impact on many areas of life. With the development and long-term support of advanced technology, supported by the presence of various smart phone communication devices (smartphones) with sophisticated features and easy Internet access, users can access the Internet and obtain information that will be available quickly exchanged. This era is called the era of interactive communication (Hassan et al., 2017).

Human communication is an integral study in human life activities. Raymond S. Ross also expressed the opinion that communication (intentional) is 'a process of sorting, sorting and sending symbols in such a way that it helps the listener generate meaning or response from his thoughts that are similar to those intended by the communicator'. Meanwhile, Harold Lasswell has a concept that describes communication in a simple way by answering questions. Communication in the digital realm is usually called cyberspace communication.'

Cyberspace is a 'world' where people communicate virtually through computer networks. However, as technology develops, the exchange of information is no longer focused on the exchange of voices between two parties, but has also developed into a direct exchange of photos and videos between two parties. This can be seen from the presence of various types of social media as a form of modern communication for sharing information, including Instagram, one of the social media applications that is present as a new way of communicating.

Instagram focuses on sharing content in the form of images that can be uploaded directly. Instagram also provides a photo editing feature to make your photos on Instagram look as attractive as possible. A public persona is then created on social media called Instagram. (Moriensyah, 2015) stated that Instagram users in Indonesia as a marketing communication media have increased very rapidly and online business is one of its potentials. One way to promote business products is through celebrity Instagram endorsers known as 'Selebgram' (Celebgram) in Indonesia (Pegan, G., Verginella, 2024). Businesses are using influencer marketing more and more as a way to interact with their audience and enhance their businesses (Ogiso & Mano, 2025).

It has been demonstrated that celebrity endorsements are a powerful tool for improving attitudes about brands, reaffirming behavioral goals, and influencing consumer perceptions. The employment of celebrity endorsements as a successful marketing approach that enhances brand perception and encourages buying intentions (Aw & Labrecque, 2023). To achieve their intended brand image and boost brand awareness, distinction, and loyalty, firms do invest a lot of money in celebrity endorsements in an attempt to capitalize on the emotional connections between customers and brands. To put it briefly, brands gain credibility and trust when they are supported by a favorite influencer or celebrity (Tabari, 2024). Studies uncover significant trends related to the distinctions between conventional endorsers and celebrity endorsements on social media, which also vary based on the article, author, country, journal effectiveness, and the historical, present, and future research themes surrounding the endorsers (Hariningsih et al., 2024).

(Shimp, 2003) defines celebrity endorsers or in Indonesia famous as 'Celebgram' (Celebrity on Instagram) as artists, entertainers, or public figures who are known to many people because of their success in their respective fields. Celebgram different from influencer, Influencers represent a category of microcelebrities who build a following on blogs and social media by sharing textual and visual stories about their daily lives, which serve as the basis for promotional content related to products and services (Abidin, 2016). There are recognized reputational and authenticity conflicts with their followers as influencers transition from free-standing opinion sharing to contractually compensated partnerships with brands (Wilson, J.A.J., Arroyo, L., Baghdasaryan, 2021). On a smaller scale, celebrity endorsement means appointing someone who has a positive influence based on the person's achievements or self-image. By using these celebrity recommendations, you can increase the image and quantity of your product. In today's digital era, social media has become a major platform for individuals and companies to communicate and promote products. One prominent phenomenon is the emergence of social media celebrities or 'selebgrams,' who have a major influence on consumer behavior.

Celebgrams are individuals who gain popularity on social media platforms such as Instagram, TikTok, and YouTube (Arda & Andriany, 2019). These celebgram and influencers have overtaken celebrities as the preferred social media figures among

millennials, who have been the largest consumer demographic in the US since 2019 (Argyris, Young, & Muqaddam, 2021). They often have millions of followers and can influence the opinions and purchasing decisions of their followers. Their online identity is formed through the content they share, interactions with followers, and collaborations with brands.

With the increase in social media usage, celebgrams have become an effective marketing tool to promote a brand. Brands are an important part of the ongoing experiment that supports the development of mobile social media platforms such as Instagram. Brands that are popular because of promotions on Instagram will also help Instagram increase its rating and image as an effective social media for the business world (Carah & Shaul, 2016). Connections between influencers and their audiences and how this influences how customers feel about the products they endorse (Cattaneo & Sun, 2024). They have the ability to reach a wide audience in a more personal and authentic way than traditional advertising. Celebgram followers often feel emotionally connected, which makes them more open to product recommendations. The identity of a celebgram is built through a combination of various elements, including lifestyle, visual aesthetics, values, and personal narratives. The content they share often reflects their daily lives, interests, and worldviews. Celebgrams use various strategies to build and maintain their identity, such as the use of high-quality photos and videos, storytelling, and active interaction with followers.

Many companies use celebrity instagrams to promote their products through endorsements or partnerships. Digital celebrity or celebgram credibility could strengthen or weaken the influence on advertising outcomes (Jandevi, 2019). This strategy has proven effective because celebritygrams are considered more trustworthy and authentic than conventional advertising. Follower engagement in the promoted content is also higher, which can increase brand awareness and product sales. The more Instagram advertising and celebrity endorsers increase, the higher the interest in buying. In the city of Malang, for example, MSMEs can implement marketing on several other social media platforms besides using Instagram advertising, MSMEs need to maximize Instagram advertising by increasing creativity in advertising and new innovations to attract consumers' attention to the advertisement (Ramadhan, B.P., 2024).

However, the use of celebgrams for product promotion also faces several challenges. One of them is the issue of ethics, where celebgrams must ensure transparency in stating their relationship with the brand. In addition, changes in social media platform algorithms and rapidly changing trends are also challenges for celebgrams in maintaining their relevance and influence. Research by (Taylor, J., Armes, 2024) showed that perceptions of both self-esteem and body-esteem varied based on the kind of social comparison made.

The existence of Instagram currently has a major influence on people's social lives. This can be seen from the number of Instagram users who feel that it is important to show who they are so that they can be widely known by others. Selebgram, short for Instagram Celebrity. Celebgram is a term that is currently developing which is given to a person's personal account who has many followers because the photos or videos uploaded by that person are interesting and liked by other Instagram users. One of them is celebgram Rachel Venya, who is also controversial, it turns out that she still has a big influence in the product endorsement process.

This study uses pre-research by looking at several previous studies that are references and benchmarks for seeing novelty in research, one of which is (boyd &

Ellison, 2007) see social media users using platforms to form and express their social identities, which are influenced by interactions with followers and online communities. While other research conducted by Bhattacharya and Sen describes how a strong social identity with a brand increases consumer loyalty. Consumers feel that the brand represents their values and identity.

(Latifah & Imanda, 2022) in their research explain that to become a celebrity on Instagram, it is necessary to have the ability to master the use of technology to display personal branding optimally by utilizing the wealth and affordances that Instagram has. The study of celebrity grams can also be analyzed from a gender perspective, where according to (Arda & Andriany, 2019) the use of celebrities for products sold on Instagram social media greatly influences its users, especially generation Z who are women who believe in celebgrams in influencing their purchasing interest compared to generation Z men.

Previous research indicates several sectors that are focused on in celebrity research such as gender, personal ability factors, interaction with followers, personal branding and the role of the celebrity itself in promoting products, but in the city of Palembang itself, research on celebrity is dominated by the downstreaming of promotional efforts, how to promote, communication style and others. Meanwhile, this study looks at how a celebrity constructs their social identity on social media, where this has not been widely studied before and will be a novelty in the study of social identity in cyberspace, especially for new types of celebrity jobs.

(Tajfel, Henri & Turner., 1979) explained that an individual's identity is largely determined by their membership in a particular social group. This is relevant in the context of celebrities who shape their identity based on their group of followers and online communities. The Social Identity Theory developed by Henri Tajfel and John Turner in the 1970s aims to understand the psychological basis of group behavior and how individual identity is influenced by membership in social groups. As part of the sociocultural tradition in communication, social constructivism resulting from various studies by Peter L. Berger and Thomas Luckman is known as the social construction of reality) (Littlejohn & Foss, 2009), 'Society is a human product. Society is an objective reality, man is a social product' (Berger & Calabrese, 1974).

The truth of a social reality is relative, which applies according to the specific context that is considered relevant by social actors. (Borén & Young, 2017) also explained that strategy is determining the long-term goals of an organization and the direction of action and allocation of resources needed to achieve those goals. To knowing the social construction of identity, we also need a strategy in mass communication. According to (Bittner, 1980) mass communication is a message delivered to a large number of people through mass media. One thing that needs to be considered in generating attention is avoiding the emergence of negative appeals. Negative appeals are not attention arousing, but anxiety arousing (Emeraldien et al., 2021).

A model that can help marketers choose the most appropriate influencer/celebrity can be found in the VisCAP model of source effectiveness introduced by Percy and Rossiter in 1980 (Percy & Rossiter, 1980) The VisCAP model provides a mechanism for determining the visibility of message supporters along with the credibility, attractiveness, power, and characteristics of the main source in communication (Rossiter, J. R. & Percy, 1997; Percy & Elliott, 2020).

This research using The VisCAP model to evaluate potential endorsers based on audience perceptions of the endorser. The four components of the model are defined as

follows (Percy & Elliott, 2020) visibility, credibility, attraction and power.

Table 1. The VisCap Model

Communication Objectives	Characteristic	Description
BAW	Visibility	How Recognizable is the Influencer?
BA	Credibility	Influencer's Perceived knowledge of the product category.
	Expertise	Sincerity or trustworthiness of the influencer in talking about the product category.
BA	Objectivity	Influencer is seen as personable or attractive.
BA	Attractiveness	Follower consider influencer for personable and similar to them.
	Likeability	Perceive ability of the influencer to instill compliance with the message.
BA	Similarity	
BPI	Power	

Note: BAW=Brand Awareness, BA=Brand Attitude, BPI=Brand Purchase Intention

Based on the explanation above, the research problem is divided into two key aspects. *First*, the specific characteristics of celebgram that enhance endorsement content have not been clearly defined. *Second*, the construction of their social identity has not been thoroughly examined as a crucial factor for vendors and clients when selecting influencers for endorsements. The research problem in this study is: *"How is the social identity of Instagram celebrities constructed on social media in product endorsement marketing?"* Research Objectives of this study are, to analyze the construction of the social identity of Instagram celebrities on social media in product endorsement marketing, to identify the characteristics of Instagram celebrities that enhance endorsement content, and last is to examine the communication styles of Instagram celebrities as a consideration for vendors/clients in selecting influencers for endorsements. Beside to promoting product by endorser, Social media have been used by some companies to support customer co-creation in recent years (W. He and G. Yan, 2015).

The novelty of this research stems from identifying a distinctive concept known as 'Local Empathetic Communication' as an essential element in forming social identity among celebgrams in Palembang. In contrast to prior research, this study combines the Social Construction of Reality theory with the VisCap Model to illustrate that followers engage more deeply with influencers who embody local culture and values through empathetic and relatable dialogue. This emphasis on a localized emotional connection has not been previously addressed in earlier works, making it a new and significant contribution to the discipline.

Methods

In this study, the researcher used a qualitative descriptive method. The subjects of this study were three celebrities with the highest followers in Palembang. The decision to choose three celebgrams from Palembang (South Sumatra) as primary informants in this research is informed by various scientific reason. The cultural backdrop of Palembang provides a distinct perspective for analyzing how social identity is shaped on Instagram. This city is recognized for its strong traditional principles mingling with contemporary digital culture, resulting in a unique setting where celebgrams function not only as influencers but also as cultural brokers. These three celebgrams boast a significant

follower count, enabling the control of regional variables and producing results that are coherent, contextually rich, and likely applicable to other similar regions where the creation of digital identity merges with traditional customs.

The research was begin with an observational analysis of the Instagram accounts from three key informants. This first stage includes a detailed examination of their posting styles, photo compositions, caption writing, and hashtag usage. After the observational phase, the research will move on to conduct in-depth interviews with the same time. These interviews aim to further explore the informants' viewpoints, looking into their motivations, perceptions, and experiences regarding their activities on Instagram and how these might affect their social identity formation. This exploratory investigation seeks to provide insights into the intricate dynamics of social media influence and identity, contributing to the domains of media studies, psychology, and marketing by clarifying how digital platforms and celebrity culture converge to form both individual and collective identities. This research leads to an inductive perspective, focusing on the meaning of information and translating complex issues (Creswell, 2018). As key informants, the researcher chose three Palembang celebrity accounts, namely @roymandala_ as First Key Informant, @babay.27 as Secondary Informant, and @ayessiabella as Third Informant. Data collection techniques are divided into two, namely primary data (interviews) and secondary data (observations and literature studies). The data analysis steps will go through several stages, such as data collection, data analysis, data framing.

Results

The identity of a celebrity on Instagram is often constructed through various mechanisms related to product endorsement marketing. It is necessary to explain the difference between influencers and celebrity, where both have similarities between that both have great influence on social media and can influence the purchasing decisions of their followers. Instagram users in the world in 2023 are dominated by the age of 18-24 years.

Instagram users in 2023 based on the chart above, are dominated by teenagers and young adults. 30.8% of Instagram users are in the 18-24 age group. The 25-34 age group follows in 2nd place with a value of 30.3% and the 35-44 age group in 3rd place with 15.7%. They also often collaborate with brands to promote products or services. However, the main difference between the two is the platform and how they gain their influence. The popularity of certain platforms among scholars was attributed to three factors: the number of active users, the pedagogical affordances, and the geographical scope. Implications for future studies are discussed (Barrot, 2021). This diagram bellow shows that percentage of 18-24 years old used Instagram as 31% (Bakker, 2018).

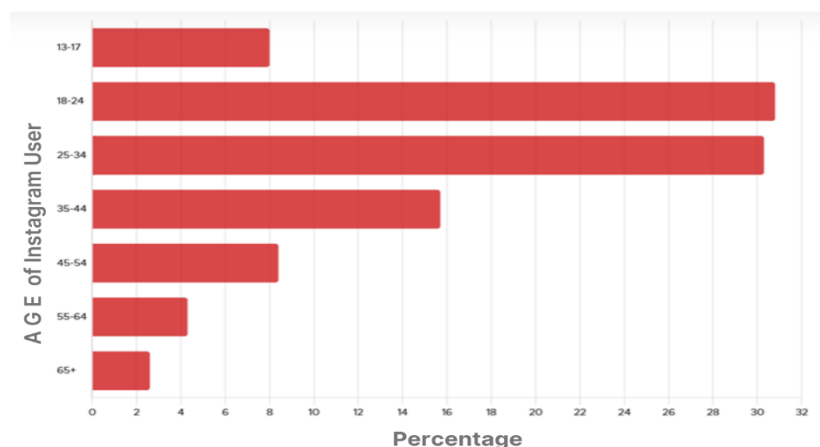


Figure 1. Instagram users in the world in 2023 (source: Processed by Researchers)

Endorsement is defined as a form of product promotion carried out by these celebrities as a lucrative business field (<http://www.kompas.com>). (Zabid, A. R., Jainthy, N, & Samsinar, 2002) stated that including a famous celebrity figure in an advertisement as an endorser will increase the commercial value of an advertisement. hidayatusually occurs between online shops and artists or celebrities because they have many fans and followers who are useful for increasing sales for online shops and certain products and services (Hartini, 2016). The existing endorsement will indirectly affect followers on Instagram and can form brand awareness. Celebrity Endorsement can be defined as the activity of utilizing an artist, entertainer, athlete and public figure who is widely known by many people for success in their respective fields from the supported field (Shimp, 2003) influencers can come from various platforms and are usually known for their expertise or knowledge in a particular field, while celebrity is an Instagram celebrity who is famous for their interesting content. The social identity theory introduced by Tajfel and Turner provides a relevant conceptual framework to understand how Instagram celebrities form and reinforce their identities through elements of social categorization, social identification, and social comparison, the explanation of the research results is described below:

Social Categorization

On Instagram social media, social categorization occurs when Instagram celebrities are grouped based on the niche or field they represent, such as fashion, beauty, health, or technology. This process helps the audience understand where the Instagram celebrity is positioned in the social media landscape. Instagram celebrities actively manage their image by creating specific content, meaning that content that is consistently created reflects a certain niche, helping Instagram celebrities to be placed in a clear category by the audience.

In line with what Informant 1 expressed, Informants 2 and 3 also each revealed that there are important things in determining what kind of personal branding category a celebrity should form, because this branding will form the image of the celebrity itself, there is a difference between influencers and celebrities, where social media influencers are individuals who are considered opinion leaders who have a strong influence in certain fields on social media in various fields, depending on the topic and interests of the individual.

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media landscape. Instagram celebrities actively manage their image by creating specific content, meaning that content that is consistently created reflects a specific niche helps Instagram celebrities to be placed in a clear category by the audience. As expressed by informant 1: *"Yes, there must be a category, actually some celebrities are all taken, some are indeed selected based on their characteristics, for example, the branding of the celebrity likes to eat, likes makeup, likes sports or others like me, initially I was more into But I also saw the opportunity, finally I saw the need for creativity, so now I talk a lot about sexual styles wrapped in creative content."*

In line with what was expressed by Informant 1, Informants 2 and Informant 3 also each revealed that there are important things in determining what kind of personal branding category a celebrity should form, because this branding will form the image of the celebrity itself, there is a difference between influencers and celebrities, where social media influencers are individuals who are considered opinion leaders who have a strong influence in certain fields on social media in various fields, depending on the topic and interests of the individual.

Examples of these topics include: Beauty, Food, Lifestyle, Music, and other fields, while a celebrity is someone who has a large number of followers and their content is in the form of product endorsements, even though they are not experts in the field. Regarding this, Informant 2 revealed that: *"I creating my own characteristics for myself so that entrepreneurs can choose me to promote their brands, the character I create is actually not much different from my own personality so that it doesn't look artificial or stiff. Because I like to eat, like makeup, like fashion, so the character I display also matches the endorsement products that I receive from clients. And I'm quite comfortable doing it."*

From the explanation of Informant 2 above, character greatly determines the category of a celebrity. A good self-character is a way of thinking and behavior that is typical of an individual to live and work together with their surroundings (Sudharsana, 2016). Personal character will differentiate one person from another, especially in the field of product endorsements on Instagram social media, will characterize one celebgram from another. Informant 3 also expressed his opinion as follows: *"My character is a cheerful and active young person, so I just show my persona in my endorsement content, a young, sporty, fashionable, sociable character and likes to hang out."*

The categorization of celebgrams is also seen from personal branding such as visual elements, such as color tones, photography styles, and types of content, creating an easily recognizable identity. This is related to the content created by the celebgram, how to choose the location, narrative, content, clothing concept, content concept, even to the content editing process. In endorsement marketing, this social categorization makes it easier for product owners to choose celebrities that suit their target market, because certain celebrities are considered to be representatives of certain categories.

Social identification refers to the process by which celebrities and their audiences form psychological affiliations with certain groups. This process strengthens the bond between celebrities and their followers through the use of inclusive language: Celebrities often use terms like 'we' or 'friends' to create a sense of togetherness. Engagement with followers can affect traffic from content created by the celebrity itself, how many followers watch, then how many respond by giving likes, how many followers give more action by giving comments and even followers who reply to personal messages from celebrities regarding their posts. This identification is a reference for celebrities. Engagement with followers can affect traffic from the content created by the celebgram itself, how many followers watch, then how many respond by giving likes, how many

followers give more action by giving comments and even followers who reply to the celebgram's personal messages regarding their posts. This identification is a reference for celebgrams. Informant 1 stated that the way of communicating with followers greatly determines the response that will be received by the celebgram, here is the explanation: *"I call my followers 'we', indeed Palembang people call it kito, well it's actually the same, I also greet my followers by calling them So it's more like friends, intimate, there is no gap. Actually, what's good is that celebgrams and followers are like friends, so they are comfortable with our posts, sometimes I also make polls, or Q&A so there are questions and answers."*

Social identification is indeed not limited to communication style, but sometimes celebgrams do not realize that communication on social media, especially Instagram, is like an open door, anyone can enter our account as a celebgram, anyone can comment, give responses, share their responses, and even criticize, insult, influence other followers, even to the point of submitting account closures are also often done, this is related to the identity of the celebgram in building social relationships with their followers.

Celebgrams use interpersonal communication in the digital world, such as comment replies, direct messages, and interactive features (Polling, Q&A) to strengthen their social identity. Personal and authentic interpersonal communication styles help celebs deepen social relationships with their audiences, making them feel accepted in the community. Informant 2 is often careful in creating content, especially related to endorsement products, polite words are needed, good copywriting, informative, educational messages and do not contain SARA elements, the following is the explanation of informant 2: *"For me, followers are considered besties or friends, I don't also make content that flows more like chatting with friends, not like what, preaching or like knowing everything, because followers nowadays are critical, even if they say a little wrong, it's long, a little wrong post, lots of comments, followers can sometimes be influenced by other followers, netizens like to follow along with comments, if you see a lot of negative comments, others will follow suit, so you really have to be very careful, especially product endorsements, you have to confirm first with the product owner, if it's okay, then post it."*

Based on the explanation from informant 2 above, creating engagement with followers is by using greetings and words that show emotional closeness to followers, like a friend, relative, and do not use words like ordering, forcing, lecturing, etc Engagement itself in the context of communication, marketing, and social media refers to the level of interaction, involvement, and participation of the audience with a brand, message, and content. Engagement shows how involved, interested, and connected your audience is with the information conveyed to them.

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educational messages and do not contain SARA elements. engagement with followers is by using greetings and words that show emotional closeness to followers, such as a friend, relative, and not using words such as managing, forcing, lecturing, etcetera.

Engagement itself in the context of communication, marketing, and social media refers to the level of interaction, involvement, and participation of the audience with a brand, message, and content. Engagement shows how involved, interested, and connected your audience is with the information conveyed to them. The communication style displayed is an interpersonal communication style, where in the digital world, humanism is needed to establish engagement. Interpersonal communication involves a form of mutual activity, interaction, or exchange. Interpersonal communication is composed of many interrelated processes, consisting of message production, message processing, interaction coordination, and social perception (Berger & Calabrese, 1974).

Good interpersonal communication with followers personally in Direct Message (DM) or the Instagram comment column will lead to social perception where social perception is a collection of processes that are carried out to interpret the social world, including exploring oneself, others, social relationships, and social institutions. The use of everyday language and speech in local or regional languages can also be a good alternative for establishing communication in the digital world, to provide a sense of emotional closeness to the region. Based on the explanations of all informants, it can be linked to the Social Identity Theory, developed by Henri Tajfel and John Turner which explains that individuals define themselves based on membership in certain social groups. In the context of celebrity grams, social identification occurs when celebrity grams create a strong social image (branding) on social media. This social identity is constructed through consistent content, the lifestyle displayed, and interaction with the audience. The three informants applied a humanistic communication style by using greeting words and responses that provide closeness to their followers, thus creating a good emotional relationship because the followers identify themselves with the celebrity based on shared values, interests, or aspirations.

The development of empathetic communication is also carried out by celebrities who respond to their followers' comments with full attention to building deep emotional relationships, because followers are currently sensitive to the sensitivity of relationships, where the authenticity of the celebrity can be seen from their communication style, followers appreciate celebrities who show their real side behind the scenes, which strengthens trust and social identification will be seen.

Followers who are already 'dependent' on one of the celebrities and idolize them will follow the activities, posts, any information given or presented by their idol celebrity. Every follower or follower on social media identifies each of their idol celebrities and even gives responses such as re-uploading on their accounts what the celebrities post by doing Re-posts, mentions and shares any content posted by the celebrity to their network on their social media. Associated with the product endorsement process, social identification makes followers more likely to trust and be influenced by product recommendations conveyed by celebrities, because they feel that the value of the product is in accordance with their own identity. Building online communities Features like Instagram Live, Q&A, and comment sections allow for direct interactions that deepen the sense of connectedness. In the context of endorsements, audiences tend to trust product recommendations from celebrities they identify as part of 'their group.' This increases the effectiveness of product marketing.

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who respond to their followers' comments with full attention to building deep emotional relationships, because followers are currently sensitive to the sensitivity of relationships, where the authenticity of the celebrity can be seen from their communication style, followers appreciate celebrities who show their real side behind the scenes, which strengthens trust and social identification will be seen.

Followers who are already 'dependent' on one of the celebrities and idolize them will follow the activities, posts, any information given or presented by their idol celebrity. Every follower or follower on social media identifies each of their idol celebrities and even gives responses such as re-uploading on their accounts what the celebrities post by doing Re-posts, mentions and shares any content posted by the celebrity to their network on their social media. Associated with the product endorsement process, social identification makes followers more likely to trust and be influenced by product recommendations conveyed by celebrities, because they feel that the value of the product is in accordance with their own identity.

Online community building Features such as Instagram Live, Q&A, and comment columns allow for direct interaction that deepens the sense of connection. In the context of endorsements, audiences tend to trust product recommendations from celebrities they identify as part of 'their group.' This increases the effectiveness of product marketing. Analysis of the Relationship between Social Identification, Communication Style, and Product Endorsements are closely related. Social identification strengthens followers' trust in celebrities, while communication style creates a deep emotional connection. Both play an important role in the success of product endorsements, making celebrities one of the most effective marketing tools in the digital era

These three elements influence each other in creating a successful marketing campaign. Social identification influences the appeal of endorsements. Consumers are more likely to trust endorsers who they consider relevant to their social identity. Communication style supports the effectiveness of endorsements. Delivering messages that are in line with the audience's communication preferences strengthens the appeal of endorsements. Relevant endorsements increase social identification. When a product successfully meets the needs of the audience, consumers feel more connected to the community of users of the product. For example, a skincare brand uses influencers with an "eco-friendly" identity to promote natural-based products. Consumers who care about the environment feel represented (social identification), support persuasive yet informative influencer communications (communication style), and are ultimately more interested in purchasing the product (product endorsement). Social identification, communication style, and product endorsement are interconnected and mutually reinforcing elements in building an effective marketing strategy. A deep understanding of the target audience and how these elements work together can help brands achieve greater success in influencing consumer decisions.

Discussion

Celebrity Instagrammer Analysis Based on VisCAP Model Elements is needed to see the elements needed by celebrity Instagrammers in building their identity to be selected by the industry to be a brand presenter/brand promoter for their products. The VisCAP model provides a comprehensive approach to understanding how celebrity Instagrammers are assessed in product endorsement marketing. The VISCAP Model stands for six main elements used to evaluate the effectiveness of influencer marketing or branding strategies. This model is often used to analyze whether content or marketing

campaigns will attract the attention of the audience optimally. Here is the meaning of the abbreviation VISCAP:

- a. V-Value: Refers to the value perceived by the audience from the product or service being promoted. Does the product offer relevant and valuable benefits to the audience.
- b. I-Influence: How much influence does the influencer or content have on the audience? This includes the level of trust and emotional connection between the influencer and their followers.
- c. S-Social: Focus on social and community aspects, including how well the campaign encourages interaction, sharing, or discussion among the audience.
- d. C-Credibility: The level of credibility of the influencer or brand that plays a significant role in building audience trust in the message delivered.
- e. A-Attractiveness: The visual or aesthetic appeal of the content created. Content must be visually appealing to be more effective.
- f. P-Power: How strong the message or campaign is in influencing purchasing decisions or audience behavior.

Followers tend to identify themselves with celebrities whose visual appearance matches their aspirations. Followers feel part of a larger group by following celebrities whose visual style matches their values or aesthetics. Celebrities also need to create aspirational inspiration with their attractiveness, where an attractive and well-organized visual appearance makes celebrities a lifestyle role model. It can be with their outlook, gestures, body language, even preferences in choosing ideas will be an attraction. This increases the audience's desire to imitate their style, both in appearance, lifestyle, and product consumption.

The visual appearance of celebrities is a major factor in the success of product endorsements because visuals are the first element that attracts the audience's attention on platforms like Instagram. Increase product credibility by displaying unique, interesting and different promotional content so that it can attract the attention of followers to see the promotional content created by celebrities. The visual appeal of celebrity grams can be seen in various shared content, the consistency of celebrity grams with the product can also be seen by using the products they endorse in the celebrity's daily life, such as clothes, accessories, skin care and others. Or by using services such as beauty clinics, fitness places and others so that celebrity grams who are known by the public are also seen using various places they endorse in their daily lives.

The suitability between the appearance of the celebrity and the product, Celebrities with an appearance that is relevant to the product being advertised (for example, a fitness celebrity promoting sportswear) makes the endorsement look more authentic and trustworthy. followers tend to think that the celebrity actually uses the product, increasing the credibility of the product in their eyes. Premium or Quality Product Image, If the celebrity has a neat and professional appearance, the products they endorse will be perceived as high quality. There are several visual appeal pages that influence purchasing decisions, such as High-quality photos and videos, where the visual appearance of the celebrity combined with the aesthetics of the content (eg lighting, filters, and image composition) makes the product look more attractive, influencing the audience to try or buy the product. An example of Product Use in lifestyle is that celebrities often show products in everyday contexts, such as wearing endorsed clothing in certain activities. This helps the audience imagine how the product fits into their lifestyle. Power refers to the extent to which the celebrity is able to influence audience behavior. Factors that contribute to celebrities playing an important role in building their social identity to attract

audiences and brands in a marketing context. This construction process does not occur spontaneously, but through a well-planned strategy.

Content is any form of information, ideas, or expressions conveyed through various media, such as text, images, sound, video, or a combination of these forms. In addition, content is also information that has added value for viewers, readers, or users, such as education, entertainment, or inspiration (Kotler & Keller, 2009) media content is any form of information, ideas, or expressions shared through social media platforms such as Facebook, Twitter, Instagram, TikTok, and others (Boyd & Ellison, 2007). Types of content can be text (posts, comments, messages), images (photos, infographics), videos (live streaming, recordings), audio (podcasts, music) and interactive (polls, quizzes). Content consists of several parts in terms of writing style, the first is Thematic Content. Celebgrams can choose a specific theme, such as fashion, beauty, sports, or a healthy lifestyle, to create a persona that suits their target market.

The second is Narrative Consistency where celebrities compose a consistent narrative through photos, videos, and captions to strengthen the image they want to display. For example, a celebrity who focuses on a luxurious lifestyle will post photos in exclusive locations, wear branded clothes, and enjoy food at expensive restaurants. The third is Targeted Interaction content where in addition to uploads, they also interact with the audience through comments and other features such as live streaming to strengthen relationships.

Digital content that is a product of celebrity grams in the endorsement process in the form of information delivered through digital media, such as the internet, social media, or applications (Kaplan & Haenlein, 2010). Roy Mandala explained that his chosen content is about education on husband and wife relationship styles wrapped in educational nuances, information, not with a delivery style that tends to be sexual by displaying movements, models, outfits, and atmospheres that invite negativity. Authenticity is a very important element in the social identity strategy of celebrity grams. Although their content is often strategically planned, celebrity grams try to show their personal side to create a more emotional connection with followers. Honesty in Endorsement: Many celebrity grams choose to only promote products that they trust and use, so that the audience feels that the recommendations are honest and trustworthy. The balance between Commercial and Personal by successful celebrity grams often maintains a balance between sponsored posts and organic content that reflects their personality.

Concluded in the three elements of social identity theory are interrelated in forming a product endorsement marketing strategy seen from Social categorization helps celebrities build a specific market that is attractive to brands. Social identification creates a sense of trust and loyalty among the audience, which is important for the effectiveness of product promotion and Social comparison increases the credibility of celebrities as authoritative figures in their category, thus attracting more endorsement opportunities. An authoritative figure is a person or entity that has certain authority, expertise, or influence in a field so that they are seen as a source that can be trusted or respected by others. The authority of this figure can be formal (based on position or title) or informal (based on knowledge, experience, or reputation). Celebrities or influencers can be included as authoritative figures, but this depends on several factors, such as the field they are engaged in, the level of audience trust, and the quality of the content or information they share. Some of the criteria for celebrity Instagrammers who are included in authoritative figures are those who have expertise in a particular field, celebrity Instagrammers or influencers have a good reputation, they are often considered a credible

source for advice, recommendations, or information, and celebrity Instagrammers who are able to provide a positive influence.

This research, while providing important insights into how Instagram celebrities influence social identity, has several drawbacks and limitation. *Firstly*, the study is constrained by a limited sample size, as only three key informants were observed and interviewed, which may not adequately capture the diversity of celebgram behavior or audience reactions in wider contexts. *Secondly*, the subjectivity that comes with qualitative methods, such as detailed interviews and observations, could introduce interpretive bias, particularly when it comes to analyzing captions, visual elements, and engagement strategies. *Thirdly*, the research is confined to the Palembang area, which may restrict the applicability of the findings to other urban or cultural environments. *Furthermore*, because the study centers on visual and textual data from Instagram, it may miss out on the dynamics across different platforms or the impact of offline identity factors. *Lastly*, the fast-changing landscape of digital media trends poses challenges in keeping findings relevant and timely, as user behaviors and algorithms on platforms like Instagram evolve frequently.

Additionally, implementing longitudinal research would permit scholars to track changes in people's social identities over time concerning their interactions with celebrity content on Instagram. Such investigations might disclose the lasting effects of ongoing exposure to carefully curated online personas and endorsements. Moreover, delving into the psychological processes that underpin the effects of celebrity endorsements, such as parasocial relationships and social comparison, could yield valuable insights into identity formation mechanisms. Understanding these processes would be especially beneficial for crafting interventions aimed at reducing possible adverse effects on self-image and mental health.

Furthermore, analyzing how different content types, such as sponsored posts versus organic content, influence followers' identity formation could provide more detailed views on the authenticity and reliability of online personas. This line of examination aligns with existing literature indicating that the type of content plays a significant role in how audiences receive and engage with it. Lastly, embracing interdisciplinary approaches that merge insights from psychology, sociology, and media studies would enhance the analysis and interpretation of findings, leading to a richer understanding of the intricate relationship among social media, celebrity culture, and identity formation. By tackling these topics, future research can expand on this study's groundwork, delivering more thorough and culturally aware insights into the shifting dynamics of social identity in the digital era.

Conclusion

The construction of celebrity identity on Instagram is not only influenced by individual expertise in creating content, but also by social processes involving audiences and competitors. By using social identity theory and the VISCAP model, researchers can understand how celebrity builds relationships with audiences, differentiates themselves from competitors, and increases their value in the eyes of brands through product endorsement marketing. The social identity of celebrity is formed from the engagement of celebrity and followers as seen from the number of viewers, number of responses, number of DMs, number of re-posts and number of mentions. In addition to engagement, social relationships, interpersonal communication, communication style, relevance to lifestyle, and the existence of online communities. Analysis of the relationship between

social identity (trust), communication style (emotional relationships) produces good and effective product endorsements. Based on the findings and discussions from this study, several potential research paths arise to enhance our comprehension of how Instagram influencers and endorsements shape social identity development. To start, broadening the participant pool to include a wider variety of individuals from diverse cultural and demographic backgrounds would improve the applicability of the findings. This more inclusive strategy could reveal different identity construction patterns shaped by cultural values and norms.

Conflict of Interest

The authors state that there are no conflicts of interest related to the publication of this research. No financial, personal, or professional connections have impacted the research results discussed in this study.

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