

Instagram's utilization and advertising performance on viral product consumption for millennials

Pemanfaatan Instagram dan performa iklan pada konsumsi produk viral bagi generasi milenial

Istiyana Afifah✉

Department of Sociology, Faculty of Social and Political Sciences, Universitas Airlangga
Surabaya, 60286, East Java Province, Indonesia
E-mail of corresponding author: istiyanaafif@gmail.com

Abstract

The popularity of Instagram gave rise to new celebrities with the name of Instagram celebrities. Instagram celebrities are individuals who have a popularity for other Instagram users, the blue tick icon as a sign that the account is owned by a popular individual. There is a role of Instagram celebrities in introducing products to the millennial generation. In addition, Instagram celebrities can form new fashions or trends in the millennial generation. Instagram celebrities can be a reference for millennials to decide to buy a product. The study used qualitative methods and interpretive approaches. The criteria of informants are to use Instagram social media and know Mahika Kids and Ngikan Yuk products. Data collection techniques use primary data and secondary data. This study found that viral products arise from the delivery of advertising messages through Instagram in the form of objects that can be events, there are simulations of ads that become a topic of conversation for millennials, and Instagram celebrities become references for millennials in assessing and interpreting a product. The decision of millennials to buy viral products is the desire to show a symbol of self-existence that can follow new trends and advertising performance from Instagram celebrities that attract millennials.

Keywords: advertising performance; Instagram celebrities; millennials

Abstrak

Kepopuleran Instagram memunculkan selebriti-selebriti baru dengan sebutan selebriti Instagram. Selebriti Instagram merupakan individu yang memiliki kepopuleran bagi pengguna Instagram lainnya, ikon centang biru sebagai tanda bahwa akun tersebut dimiliki oleh individu yang populer. Terdapat peran selebriti Instagram dalam mengenalkan produk pada generasi milenial. Selain itu selebriti Instagram dapat membentuk mode atau trend baru pada generasi milenial. Selebriti Instagram dapat menjadi acuan bagi generasi milenial untuk memutuskan membeli suatu produk. Penelitian ini menggunakan metode kualitatif dan pendekatan interpretif. Kriteria informan yaitu menggunakan media sosial Instagram dan mengetahui produk Mahika Kids dan Ngikan Yuk. Teknik pengumpulan data menggunakan data primer dan data sekunder. Penelitian ini menemukan bahwa produk viral muncul dari penyampaian pesan iklan melalui Instagram yang berupa objek dapat menjadi peristiwa, terdapat simulasi iklan yang menjadi topik pembicaraan bagi generasi milenial, dan selebriti Instagram menjadi referensi bagi generasi milenial dalam menilai dan memaknai suatu produk. Keputusan generasi milenial membeli produk viral yaitu keinginan untuk menunjukkan simbol berupa eksistensi diri bahwa dapat mengikuti tren baru dan performa iklan dari selebriti Instagram yang menarik generasi milenial.

Kata kunci: performa iklan; selebriti Instagram; generasi milenial

Introduction

Information and communication technology is growing. The existence of internet networks makes it easier for people to interact with each other in today's digital era. There are two types of mass media, namely conventional mass media including newspapers, magazines, TV, and radio. While modern mass media includes online news, social media, and applications based on the internet network. According to Stollfuß the rise of social media in almost all aspects of contemporary everyday culture has developed various forms of online entertainment on social media. When social media combines production with distribution and consumption, and the function of mass media with recreational activities and

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interpersonal communication (Stollfuß 2020). Social media includes Twitter, Facebook, Instagram, LinkedIn, Wechat, and Whatsapp (Wong et al. 2021). Social media has each feature that can be used by the community to upload an activity.

Instagram launched in 2010 with a retro Polaroid icon with a square image format and well-named filters like Lark (great for nature shooting) (Rogers 2021). The existence of a typical feature on Instagram can attract the attention of the public to use it. Instagram has become one of the most important social networks globally changing the role of photographs and photography in visual culture (Caliandro & Graham 2020). Instagram social media becomes its own space for its users. The popularity of Instagram gave rise to Instagram celebrities or celebgrams. Instagram is expanding the field of everyday image-making, and contributing to the increasing role of Instagram celebrities in public life (Baulch & Pramiyanti 2018). Features in Instagram are used by Instagram celebrities to share their activities, in addition to features on Instagram used by Instagram celebrities to do endorsements.

Celebrities' Instagram carefully composes content that focuses on building intimacy that makes creators loved by followers (Coco & Eckret 2020). This allows businesses to promote products in a more organic and trust-affirming way compared to paid forms of advertising (Kemp et al. 2019). Instagram celebrities can attract people to buy a particular product by sharing testimonials with the public through their personal Instagram accounts. According to studies, Instagram social media influences consumer culture in the form of commodities as well as sites for new consumer behavior (Toffoletti & Thorpe 2018).

According to the results of research by Alfian and Sengguruh, the use of social media can increase website traffic and increase online sales. Social media has been used as one of the tools used to market products or commonly referred to as social media marketing (Alfian & Sengguruh 2019). Social media in its development can be used as a means of online marketing (Hossain et al. 2020). Instagram celebrities can be a means of online marketing in today's digital age. Testimonials and procedures of Instagram celebrities in uploading ads for a product can increase the purchasing power of the product.

Rachel Vennya as one of Indonesia's celebgrams has a total of 6.7M followers (as of September 22, 2021). The growing number of followers can encourage public consumption activities, especially in products advertised by Rachel Vennya. Rachel Vennya has her own business products including Mahika Kids and Ngikan Yuk. In doing endorse activities Rachel Vennya uploaded ads through the Instagram story feature on her Instagram account. In addition to uploading other people's product endorsement activities, Rachel Vennya also uploads products from her own business that is being run. In attracting the interest of the public to use the services of his endorse, Rachel Vennya several times uploaded reviews or testimonials of clients who use their services in marketing other products. As many as 70% of internet users believe in consumer reviews on social media platforms before deciding to buy a product (Jha 2019).

The emergence of Instagram celebrities can encourage people in carrying out consumption activities. Consumers may find some images of celebrities personally relevant to their self-image, and they may buy products endorsed by celebrities in hopes of becoming like celebrities by consuming products endorsed by those celebrities (Parmar & Mann 2021). Celebrities can help in supporting a business owner's product (Mann et al. 2020). According to studies that establishing oneself as a brand allows influencers to become the subject of self-employment, creating new agency spaces by maintaining control over and reaffirming their own economic value (van Driel & Dumitrica 2021).

The existence of Instagram features such as uploading photos and captions that can be seen by active Instagram users about the products advertised. There is also an instastory feature that is widely used by Instagram celebrities to do ads or endorsements. Hashtags make it easier for active Instagram users to find the desired item and direct message (conversation on Instagram) which makes it easier between sellers and buyers to find out more types of goods. Instagram features that are easy to manage and use make it easier for people in the digital era to find the desired product. Through social media, Instagram

celebrities can market their products well. While the public can find the desired item through Instagram or other mass media.

In previous studies, celebrities on social networking sites can encourage social behavior and consumption activities on a product. While in this study discussed Instagram social media and the performance of Instagram celebrity ads in encouraging millennials to buy products that are viral on Instagram social media through consumption theory from Jean Baudrillard. Baudrillard said that mass communication technology provides a certain kind of message that is very imperative and as placement of information values such as the worship of a sign, in short meaning in advertising. The meaning of advertising is the highest mass media whose scheme affects other media (Baudrillard 2004).

This study looks at the point of view that Rachel Vennya is an Instagram celebrity who has a local brand and popularity on Instagram social media. Mahika Kids and Ngikan Yuk products went viral after Rachel Vennya introduced the product through her personal Instagram account. Not a few people come to buy and try products advertised by Rachel Vennya.

This study discusses the role of Instagram celebrities and the performance of advertisements in viral product consumption activities, namely Mahika Kids and Ngikan Yuk. Researchers will discuss in more detail the decision of millennials to buy viral products advertised by Instagram celebrities. The popularity of Instagram celebrities, the use of Instagram social media, and the performance of ads made carefully by Instagram celebrities can encourage public consumption activities on a product.

Research Method

The study used the theory of consumption from Jean Baudrillard. The research paradigm uses qualitative with an interpretive approach. Determination of research subjects using accidental and snowball techniques with the aim of focusing researchers in conducting the research process so as to get appropriate data about the decision to buy Mahika Kids and Ngikan Yuk products. The criteria of informants are to use Instagram social media and know Mahika Kids and Ngikan Yuk products. Data collection techniques use primary data and secondary data. Primary data can be from in-depth interviews and Google forms. While secondary data can be from previous research, articles, online news, books, Instagram social media accounts Rachel Vennya, Mahika Kids, and Ngikan Yuk. The study was conducted from April to July 2020 by finding 75 informants who were willing to fill out google forms and 5 informants who were willing to do in-depth interviews. Researchers discussed the findings and data analysis after processing through the SPSS application. Data findings in the form of gender, marital status, and age can drive people’s decisions in buying a product as shown in Table 1.

Table 1.
Number of informants by gender

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Male	17	22.7	22.7	22.7
	Female	58	77.3	77.3	100.0
	Total	75	100.0	100.0	

Source: Primary data

From the results of the processing of data from 75 informants as many as 17 people are male informants and 58 female informants. According to the results of the survey of women dominating the use of Instagram in Indonesia, the reason women prefer Instagram social media is as a chat room, stalking media (monitoring), media to show identity, get attention, online shopping facilities, and work facilities (Iman 2020). Through the results of the data above it can be known that female informants use Instagram more social media. Meanwhile, according to the, We Are Social survey in April 2021 stated that the social media platform Instagram became a popular social media platform for millennials globally (Annur & Bayu 2021).

Table 2.
Informant's marital status

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Married	15	20.0	20.0	20.0
	Unmarried	60	80.0	80.0	100.0
	Total	75	100.0	100.0	

Source: Primary data

From the results of data processing from 75 informants (Table 2) as many as 15 informants are married and 60 informants are unmarried. The percentage of informants with unmarried status is 80%. The existence of marital status can be one of the personal factors of society in buying a product. According to the study of personal factors is a pattern of a person's habits is caused by the social environment in making choices then expressed in action (Herlina et al. 2021). Informants who have toddler children stated that they were interested in buying Mahika Kids products and were interested in buying Ngikan Yuk products that went viral. As for unmarried informants who are interested in buying Ngikan Yuk products.

Table 3.
Age of informants

		Frequency	Percent	Valid percent	Cumulative percent
Valid	17 to 20 years old	3	4.0	4.0	4.0
	21 to 30 years old	67	89.3	89.3	93.3
	31 to 40 years old	4	5.3	5.3	98.7
	41 to 50 years old	1	1.3	1.3	100.0
	Total	75	100.0	100.0	

Source: Primary data

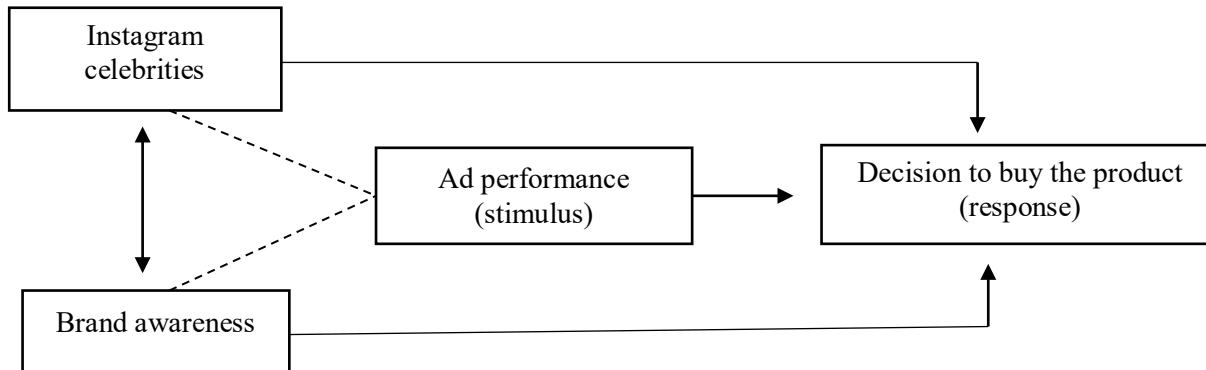


Figure 1.

Conceptual framework of research

Source: Primary data

From the results of data processing from 75 informants (Table 3) as many as 3 informants aged 17 to 20 years, as many as 67 people aged 21 to 30 years, as many as 4 people aged 31 to 40 years, and as many as 1 people aged 41 to 50 years. Age 21 to 30 years with a percentage of 89.3%. In the age division, it can be known that the age of 21 years to 30 years is an age range that uses Instagram social media and knows Mahika Kids and Ngikan Yuk products. Internet users in Indonesia are digital natives or native speakers of digital technology, namely people born after 1980 there are generation Y (1980-1995) and Generation Z (1996-2009), Generation Z has high penetration with technology that is too attached to gadgets (Rastati 2018). In this case, it can be known that the informant is generation Y and Generation Z who have an interest in the internet media today. Research goes deeper into Instagram's social media use and ad performance on the decision to buy viral products for millennials. Millennials are generation Y born in 1980 – 1995. Figure 1 describes the conceptual framework of this study.

Instagram celebrities

The development of technology and information helped develop new modes in today's digital era. TV, magazines, newspapers, and radio are mass media that become a means in the delivery of messages such as advertising, news, and movies. In the delivery of the message, there are individuals who play him as a celebrity. According to a study celebrities are seen in magazines, TV, and other forms of traditional mass media but in the development of mass media celebrities have branched out online referred to as internet celebrities or also known as influencers or instacelebs on social media Instagram, influencers or instacelebs became famous only through the internet and media social (Brown & Tiggeman 2021). According to individual studies, someone is successful in becoming an Instagram celebrity if his Instagram account is followed by millions of followers and can attract many responses either in the form of likes or comments (Damayanti 2020). Meanwhile, according to another study, Instagram celebrities are individuals who have personal branding, personal branding is formed through the process of identity formation consisting of standard role (documentation), role style, positioning determination consisting of scripts on Instagram social media, appearance (daily activities), manner (facial expressions), and verbal (Tandean 2018).

Ad performance

Instagram has feature upload videos and photos that can be used by Instagram celebrities to do endorsement activities. According to Baudrillard advertising essentially advocates and imposes through a systematic succession, messages, similarities between history and all-rounder - between events and shows, between information and advertising at the sign level (Baudrillard 2004). In this case, advertising becomes a medium in the delivery of messages about a product. The existence of Instagram celebrities who become models in a product can attract millennials to buy the product. The decision to buy a product can be a symbol or have its own meaning for the millennial generation.

Brand awareness

Millennials' decision to buy a product can be based on brand awareness. According to a brand awareness study relating to knowledge of product quality, product use, and product variety (Chandran 2020). Brand awareness can be through advertising in the mass media, reviews about products on the internet, and friend invitations. The existence of reviews about the satisfaction of a product can be a sign that the product has its own value for its users.

Results and Discussion

The role of Instagram celebrities in business brands

Instagram has its own attraction to the community through its features and popularity among millennials. Instagram's popularity has given rise to a large number of social media influencers (Bharti 2021). Rachel Venny is an Indonesian Instagram celebrity who has her own business brands including Mahika Kids and Ngikan Yuk. As for other Instagram celebrities such as Awkarin, Dwihanda, Rachel Goddard, Anya Geraldine, and several other Instagram celebrities. According to studies that celebrity endorsers are considered more credible than non-celebrity endorsers (Phua et al. 2018). On social media, it can be known that Instagram celebrities upload endorse products using features inside Instagram such as Instagram stories and upload on their personal Instagram account pages.

“Open an online shop on Instagram if it's suitable, what do you want to do, but if you want to look for items, usually go to IG Selebgram... There are lots of product endorsements so you can know which items are good, buy ones that aren't... I've never bought a product but follow the trend on Instagram” (SUJ, 26 years old).

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Instagram celebrity followers state that endorsement activities can encourage millennial behavior to buy products advertised by Instagram celebrities on their personal social media accounts. Instagram celebrities have considerable autonomy in the production of cultural messages (O'Meara 2019). In this case, Instagram social media becomes a platform for control of the cultural messaging process between Instagram celebrities and millennials.

According to Baudrillard, the ad talks about the totality of objects and the talk of the world calculated through objects and brands aimed at each consumer (Baudrillard 2004). Instagram celebrities have a role in introducing products to the public through Instagram social media. The introduction of products can result in awareness about a brand so that it becomes one of the drivers for people to buy the product. The symbolic system and mass media returned to the level of brand and advertising talk (Baudrillard 2004). Ads presented by Instagram celebrities can be a topic of conversation for millennials, this shows that there is word of mouth marketing about the products advertised and can encourage millennials to buy the product.

Mahika kids is a toddler clothing product issued by Rachel Vennya with a comfortable concept for toddler activities and has an earth tone color. Brand Mahika Kids was created by Rachel Vennya on the basis of her love of children's clothes and her desire to expand employment for Indonesian society. On Rachel Vennya's Instagram account there is a video about her son's activities in clothes from Mahika Kids. The upload of Rachel Vennya's son's activities using Mahika Kids products can be a message of fashion brand delivery to his followers. As for the opinion of the informant regarding the decision to buy the product advertised by Rachel Vennya.

"I bought Mahika Kids after seeing Rachel Vennya's IG story at the opening of baby clothes because she has a son, so I was interested in buying it. I also bought Ngikan Yuk because it went viral." (VIS, 29 years old)



Figure 2.

Rachel Vennya's Instagram story with Mahika Kids products

Source: Instagram (2020a)

In that statement, it is known that Instagram social media has a strong advertising message for its users in promoting products. Instagram celebrities become a means in product promotion through the performance of ads that are made carefully and attract the attention of other Instagram users. According to studies that use social media in economic terms as a possible tool for garnering sponsorship and promotional opportunities, a broader consideration of consumer culture regarding branding centers is evolving on the establishment of contemporary subjectivity and social relations in societies constrained by neoliberal forms of economic rationality (Toffoletti & Thorpe 2018). This toddler clothing product also has its own Instagram account called "Mahika Kids" which displays the types of toddler clothes sold and facilitates the purchase of Mahika Kids clothes by consumers.

In the sale of Mahika Kids products, Rachel Vennya uses Instagram features by uploading the latest models from Mahika Kids as well as the shooting process for the outfit. On the Mahika Kids Instagram account, it is seen that Mahika Kids products follow clothing bazaars in several locations so that consumers can buy offline or online. Mahika Kids' sales activities are uploaded on Rachel Vennya's personal Instagram and also on Mahika Kids Instagram, so Mahika Kids Instagram account can be an electronic catalog for toddler clothes. According to the results of Raharjo and Pribadi's research stated that While Rachel Vennya's personal Instagram account can be a means of supporting the toddler's clothing ad. Mahika Kids' Instagram account currently has 566 thousand followers (as of October 12, 2021) which can be a sign that the clothing brand is a well-known product in the community, especially the millennial generation. at electronic catalogs are a very effective promotional medium (Raharjo & Pribadi 2019). While Rachel Vennya's personal Instagram account can be a means of supporting the toddler's clothing ad. Mahika Kids' Instagram account currently has 566 thousand followers (as of October 12, 2021) which can be a sign that the clothing brand is a well-known product in the community, especially the millennial generation.

In addition to Mahika Kids, there are also products in the culinary field, namely Ngikan Yuk by serves a menu of liwet rice, crispy fish, and various types of chili sauce as toppings in the dish. Ngikan Yuk opened outlets in various cities in Indonesia both on the island of Java and outside Java. The beginning of the opening of Ngikan Yuk restaurant can be seen in the city of Surabaya Dharmawangsa street which closes order at 20:00 WIB, as well as a long enough queue to be able to buy the menu. The enthusiasm of consumers increased with the Ngikan Yuk ad on social media uploaded by Rachel Vennya on Instagram. In addition, there are food bloggers and other social media that provide satisfactory value recommendations regarding the quality of taste and price of Ngikan Yuk menu. In addition to being a viral product among the millennial generation, Ngikan Yuk products managed to get the "FishIng Movement" award in the Restaurant category from the Indonesian Ministry of Marine Affairs and Fisheries. Ngikan Yuk products become viral food products, especially for people who use Instagram social media. Millennials are willing to stand and wait in long lines to buy Ngikan Yuk products that go viral on Instagram social media.

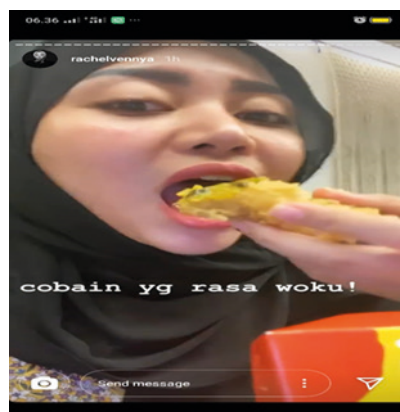


Figure 3.
Rachel Vennya's Instagram story with Ngikan Yuk products
Source: Instagram (2020b)

Instagram which is a means of sharing photos, videos, and audio now seems to be e-commerce for account owners, the emergence of Instagram celebrities is increasingly adding excitement to the Instagram application itself. The use of Instagram dominated by women said it often opened the application. The majority of 53.6% of Instagram users in Indonesia are women while 47.4% of other Instagram users are men (Dhini & Bayu 2021).

Instagram is becoming a popular social media for millennials. Penetration of internet media use can not be separated from this generation, one of the technologies used to connect with the internet network

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is a device. According to Baudrillard gadgets are part of a systematic logic that robs all daily life in spectacular ways and expands into the environment of human and social relations (Baudrillard 2004). Baudrillard's statement relates to the results of the We Are Social report that Indonesians spend as much as 8 hours 52 minutes per day to access the internet (technocomputer.com, 2021). While another article stated that Indonesians spend 17 hours per month accessing Instagram social media (Stephanie & Nistanto 2021). This indicates that the device has become a necessity of the millennial generation today, through the device the millennial generation can connect to the internet.

Instagram application is now also a means of buying or introducing a product in itself, this we can see the emergence of olshop (online shop) on Instagram that has many followers. The more followers on an Instagram account, the more other Instagram users to visit the account can even become followers of the Instagram social media account.

Rachel Vennya is known as an Instagram celebrity by millennials because she knows Rachel Vennya from social media. Now Rachel Vennya not only uses Instagram as a means of sharing her activities but also shares her activities on the Youtube channel under the name "Rachel Vennya". The use of Instagram applications and the number of online shops that appear can encourage the activities of millennials in deciding on product purchases. Two of Rachel Vennya's products, Mahika Kids and Ngikan Yuk, are known through Rachel Vennya's Instagram. The blue checklist and predicate as an Instagram celebrity can be a cornerstone of millennials' confidence in a product, so consumers can decide to buy the product or just look at the product like advertising in general.

The role of Instagram celebrities in ad performance

Instagram is a large and dynamic social media, besides the architecture is always evolving to adapt to the latest market and cultural trends (Caliandro & Graham 2020). Instagram provides a new mode of shaping and sharing certain practices, social media can combine a user-friendly interface with features to improve its social affordability through hashtags and emojis (Barnwell et al. 2021). Through social media one can demonstrate an attitude to a brand and buying intentions (Hamilton et al. 2021).

Celebrities are admired and liked individuals, consumer attitudes towards celebrities are associated with celebrity influence as endorsers (Parmar & Mann 2021). Celebrity status depends on two conditions: fame or popularity, fame is cultivated through one's skills or unique status. The voice intonation that Instagram celebrities use to promote a brand is informal and emotional and they use language commonly used by their audience (Ambroise & Albert 2020). The way Instagram celebrities do endorse activities can attract the public to buy products advertised by Instagram celebrities.

"Prefer to see the style of celebgram but see what model celebgram, if the style is luxury just look but if it is affordable usually follow the fashion of the celebgram... Favorite celebgrams are not only interested in the same way to update in the Instagram story the same way in the feed, can be imitated" (SUJ, 26 years).

According to the above statement, Instagram social media can be used to find references in looking for a product. Endorse activities carried out by Instagram celebrities can be a source of reference for millennials to get the desired product. According to Baudrillard the mass communication function of advertising comes from the logic of its autonomous medium, meaning that it is not ejected on real objects, in the real world, on reference but removed from signs with other objects, objects with other objects, or from consumers in other consumers (Baudrillard 2004). The existence of viral products becomes one of the functions of mass communication advertising delivered from consumers to other consumers.

According to studies that celebrity endorsements used by Instagram celebrities are a phenomenon that has been used by companies. Companies utilize celebrity services as testimonials (citing benefits), endorsers

(lending celebrity names or expertise), actors (presenting products or services), or spokespersons (representing brands for some time to come) (Chavadi et al. 2021). The role of Instagram celebrities in ad performance can increase the brand that is presented and easily known by consumers. Some Instagram celebrities become brand ambassadors for certain brands.

Some Instagram celebrities have their own business brands, Instagram celebrities can reach larger consumers through social media because they have a large number of followers and support from Instagram's social media algorithm. Ad performance by Instagram celebrities can cause products to go viral on social media. The existence of advertising performance carried out by Instagram celebrities can form its own symbol, especially in the millennial generation. This can be seen from the number of other Instagram celebrity posts on social media accounts. According to Baudrillard advertising makes objects into events (Baudrillard 2004). Mahika Kids is a baby clothing product and Ngikan Yuk's product is a food product, but the role of Instagram celebrities makes both products viral.

The results of a survey conducted by researchers stated that millennials often see Rachel Vennya endorse activities through Instagram social media. Rachel Vennya's post about the product can lead to the enthusiasm of millennials to buy the product. According to Baudrillard modern advertising brings to life the day when a billboard was no longer a spontaneous advertisement but into news (Baudrillard 2004). Products that go viral seem to be news that becomes the topic of conversation of the millennial generation.

Viral product buying decision

Instagram is a social media that is widely used by millennials today. Interesting features on Instagram can attract the attention of millennials to keep using it. Instagram social media in addition to being a means to share photos and videos can be a means of getting the latest news, the latest fashion, and a place to interact with other Instagram users. As for the opinion of the informant regarding the use of social media Instagram.

“Using Instagram from 2017 has been used for a long time and until now still likes Instagram... The content is unique and always fresh, there is always new content that is good to see so until now likes to open Instagram rather than other social media. Other social media is also used but prefers Instagram” (HER, 30 years old)

The above statement shows that Instagram social media has a characteristic that still attracts the attention of millennials. The emergence of Instagram celebrities can be a reference for millennials to decide to buy a product. Mahika Kids and Ngikan Yuk went viral when Rachel Vennya promoted both brands on Instagram. Mahika Kids and Ngikan Yuk products are anticipated by millennials to be present in the cities where they live.

Millennials aged 21 to 30 years have their own choices in deciding to buy products. For millennials who have children aged under five, work, and income have their own meaning and value in buying a product. Baudrillard stated that consumption is not just an appetite to buy many commodities (Baudrillard 2004). In this case, the consumption of a product can be based on the meaning and symbol of the product itself. Meaning is formed based on the perception of millennials in understanding the message in an advertisement.

“As soon as I bought Ngikan Yuk, there was a long line.. I wanted to buy it when I saw Buna's Instagram story (Rachel Vennya) while eating, I also want to know how to fry fish using Kentucky-style flour, right... if I buy Ngikan, I'll update on the line office group so that friends at work also buy it” (FEB, 27 years old)

In the statement above shows that Instagram social media becomes a medium of messaging between products that are as beautiful as Instagram to the millennial generation. In the results of a survey conducted

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by researchers that millennials are interested in buying Ngikan Yuk and Mahika Kids products after seeing ads on Rachel Vennya's Instagram. In addition, millennials stated that buying Mahika Kids and Ngikan Yuk products after seeing testimonials and reviews from fellow Instagram social media users.

Consumption activities in modern society according to Baudrillard society consumes not only goods but also human services and human relations (Baudrillard 2004). This can be known through the role of Instagram celebrities who introduce products to the public. In this case, the company uses the services of Instagram celebrities to do advertising through the celebrity's personal Instagram social media. A study states that the public is more confident and trusting Instagram celebrities who endorse buying a product (Kristanto et al. 2017).

Mahika Kids and Ngikan Yuk products are products that go viral when Rachel Vennya does advertising activities on her personal Instagram social media. Rachel Vennya also uploaded testimonials from other Instagram users when buying Mahika Kids or Ngikan Yuk products. As for the opinion of the informant regarding the viral product on social media Instagram.

"Mahika Kids and Ngikan Yuk I know from Rachel's Instagram, she often uploads, so I saw it and it was interesting. I saw Rachel eating with her hands it was delicious. Rachel opened a shop in Surabaya and I immediately bought it, the queue was very long. Also buy time to update on Instagram to keep up with trends" (SUJ, 26 years old).

The above information shows that millennials are willing to wait in line to buy Ngikan Yuk products. In this case consumption not only has its usability value but has its own meaning. Instagram social media is used by informants to show their existence that informants follow trends by buying viral products on Instagram. According to Baudrillard consumption is no longer defined based on its usefulness, but based on something meaning (Baudrillard 2004). Other opinions regarding viral products were also expressed by informants. "I wanted to buy after seeing Rachel's Instagram. Many fellow Instagram users have updated Ngikan Yuk and it looks good. My friends at work also bought Ngikan Yuk" (FEB, 27 years old).

The informant's statement showed that the role of Instagram celebrities is big enough to promote a product to go viral and trend among millennials. Consumption by millennials shows that the decision to buy viral products is a symbol that can follow current trends or fashions. While according to Baudrillard that the nature of fashion or trends is always changing, has a cycle, and in no way adds to a person's intrinsic qualities (Baudrillard 2004). This shows that viral products have their own time cycle for millennials.

Features on Instagram social media can be used by the public to upload their activities, one of which is the activity of buying viral products and uploaded on Instagram social media. These activities can attract other people to buy Ngikan Yuk or Mahika Kids products. It can be word-of-mouth online marketing through Instagram social media. According to Baudrillard consumption is not only a sign but also important to themselves as a structure that leads people to consume more and different other things (Baudrillard 2004). Instagram social media can be a means of introducing products more widely in the community.

Conclusion

Features on Instagram social media can be used by users to search for a product. With the development of technology and information, Instagram has not only become a social media that shows a person's photos and videos but evolved into an Instagram business that can be used by the public in online marketing. The decision of millennials to buy products that are viral in the form of a desire to show a symbol of self-existence that still follows the trending fashion on social media Instagram. The performance of ads displayed attractively and periodically encourages the desire of millennials to try the viral product.

Mahika Kids and Ngikan Yuk products are products that can be accepted by millennials, in addition to affordable prices to encourage millennials to buy these products. This is seen from the long queue of Ngikan Yuk products when it was first launched in the city of Surabaya. Reviews about Mahika Kids and Ngikan Yuk products are easy to find on any social media so it is not difficult for millennials to know the quality of the product. The novelty of this journal 1) Instagram social media has its own power in the delivery of advertising messages in the form of objects that can be an event that is the emergence of viral products among millennials. 2) There is a simulation model of advertising that is the same topic of conversation and repeated in other forms, 3) Instagram celebrities are a reference for millennials in assessing and interpreting a product.

This research focuses on millennials in deciding to buy products that are viral on social media Instagram. There are Instagram celebrity roles, ad performance, and brand awareness so millennials decide whether or not to buy a product. But products that go viral on Instagram can only be counted in a short time, this indicates that good ad performance determines purchasing power in millennials. The shortcoming of this study is that it does not examine more deeply the background of viral products in just a short time. Researchers hope there will be research showing the survival strategies of viral products.

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