

Micro Celebrities in Social Media Instagram and Their Personal Influence in Business Perspective

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Abstract : The Internet has now become an important part of human life; it can be accessed through a computer or even a smartphone almost anywhere and anytime. The Internet has created many social media such as Facebook, Twitter, and Instagram. Instagram has been acquired by Facebook in 2012. Since then, Instagram is growing fast. And now, Instagram is transforming from photo-sharing social media into business tools. As the result, some new behavior has been discovered. Some of Instagram user is becoming popular. These people also being called minor celebrity and they are also being used as marketing tools by many companies to influencing or promoting their product or service. This minor celebrity is existing because of their behavior in using Instagram. The company is using the personal influence of the minor celebrity to promoting and influencing their product or service, and the minor celebrity gets paid as much as their rate card. And their rate card based on their followers and insight. This research is using a qualitative method. An interview is being done to 6 minor celebrities from many different categories such as photographer, travel blogger, lifestyle, food blogger, fashion, and healthcare. Theory of reasoned behavior is being used as the grounded theory to discover the reason for their behavior and personal influence to describe their way to influencing people. The result of the interview is most of the minor celebrities is influenced by their friend's circle in the process of using Instagram. They also had a different way to use their personal influence to affect their followers when the company employs them.

Keywords : humanities and social sciences, Instagram, minor celebrity, social media

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