

CHAPTER II

PROBLEM ANALYSIS

In this chapter I will explain the causes and effects of the problem. There are three causes and two effects of the problem.

The first cause is the budget for hiring celebgrams was limited. There was only a budget under 70 million rupiah for promoting WWEF 2018 including marketing through celebgrams and radio advertising. However, Vista targeted to hire at least 25 celebgrams. Artyas (2018) in her article “Siap-siap Tercengang, Ini Rata-Rata Penghasilan Selebgram dalam 1 Bulan!”, mentioned that the fee of a celebgram for an event is around IDR 8 million (para. 5). Thus, with that number for that fee and the budget that Vista provided, it was difficult to find suitable celebgrams.

The next thing that caused the problem was that some of the celebgrams I found were indicated of having fake followers. This issue is found by identifying their engagement to total followers. As Harrison (2018) said in her article “Want To Try Influencer Marketing? Be Careful” that fake followers is the top problems in finding celebgrams (para. 3). Fake followers are used to boost followers to add more

value to a celebgram's account. During the internship, I found several celebgrams who were indicated of having fake followers when I checked their engagement. If a celebgram has many followers but likes and comments on their posts are little, that was indicated as a fake followers because fake followers often made by bot or a humans that used the account just for following the fake followers buyers. Therefore, celebgrams with fake followers issues made it difficult for me to find the suitable celebgrams.

The last cause is the celebgram's action was not in accordance with Vista's brand image. As Harrison (2018) said that "another major risk in influencer marketing is working with an influencer whose actions do not align with your brand" (para. 4). It happened when I proposed to use Vanesha Prescilla for promoting WWEF 2018, but then the marketing team decided to cancel her because she was not a college/university student (June 26, 2018). With the risk of using celebgrams whose actions did not align with Vista's brands, it was difficult to find suitable celebgrams.

Apart from the causes, I found two effects of the problem. The following paragraphs explain the two effects.

The first effect is Vista marketing team and I spent a lot of time to find celebgrams. Expensive celebgrams made us have to find other celebgrams whose fees were lower. Based on my internship journal, the process of finding celebgrams took 5 weeks from June 11 until July 25. I was searching for the celebgrams on

Instagram by exploring the followers and following celebgrams that I already knew or using the explore function on Instagram. There were five times that I contacted celebgrams who turned out to be out of Vista's budget, so that I had to find others and finally found one. The difficulties of finding celebgrams made Vista marketing team and I spent a lot of time to find suitable celebgrams.

The second effect is that the promotion was posted on other Instagram accounts such as the local information or culinary info which actually was not related to the purpose of WWEF 2018. As the event got nearer and the social media promotion deadline was approaching, it was decided that instead of using celebgrams, other public accounts such as punapibali, jktinfo and jktfoodbang were approached (July 25, 2018). They were decided to be used because they cost less but they had the same number of followers as a celebgram, which were more than 300.000 followers. Besides, most of the Instagram users follow public accounts because they want to know faster about news or events. The difficulties in finding celebgrams made the promotion was posted on other Instagram accounts such as the local information or culinary info.