

Endorsement @fadhiljaidi Promotional Media in the Era of Disruption

Azahra Aqita Melyana¹, Didik Hariyanto^{2*}

^{1,2}Faculty of Business, Law and Social Science, Universitas Muhammadiyah Sidoarjo, Indonesia

didikhariyanto@umsida.ac.id

Abstract. *This research aims to analyse the influence of promotion on social media, especially TikTok, using the concept of endorsement by assessing aspects of trustworthiness, recognition, expertise, and attractiveness. The research method used is descriptive qualitative. The research was conducted with a focus on the TikTok account @fadhiljaidi as a case study, which successfully attracted the attention of consumers and fans with a unique marketing approach. The research findings show that the unique marketing style of the @fadhiljaidi account is able to capture the attention of its audience, despite not following common promotional strategies. The account managed to create authentic interest among TikTok users and Fadil Jaidi fans. The TikTok account @fadhiljaidi is able to maintain its existence as an endorser and prove that his account is worthy of working with in achieving the marketing objectives of the product and/or service concerned. This is because he is able to show that he is an endorser who is confident, recognisable, has expertise, and attractiveness.*

Keywords: Advertising, TikTok, Social Media Marketing, Endorsement, Digital Age

I. INTRODUCTION

The development of the internet is currently experiencing rapid growth, with its extraordinary capabilities, the internet has created a variety of new media that can be used as a means of communication in various contexts. "The internet can broaden insight into knowledge from various fields around the world, communication becomes easy, shopping is fast, looking for information, looking for job vacancies, and much more" (Dasuki & Wahid, 2020), so it is not surprising that the internet has brought many new interactions to the wider community. Currently, TikTok has become one of the favorite media platforms worldwide with a very large number of users and visitors. Apart from being a source of entertainment, TikTok has also become a place for promotional creativity in the midst of Indonesian society. For example, its use to promote products, services, places, endorsements, and other promotional activities. TikTok has become one of the digital marketing tools used by business actors, from promotions to the process of ordering various types of goods. Data shows that the number of TikTok users in Indonesia has reached 92.2 million in July 2021, and continues to increase to date. The opportunity to renew a business persona that can be done on the TikTok application has become a source of attention for the audience, especially TikTok users who have businesses where business actors who use TikTok are able to get the business targets they need through the TikTok Shop feature so that their business network can be developed and expanded by distributing short videos containing promotional content or through live broadcasts or live shopping on their TikTok accounts, even business actors can also collaborate with influencers and creators on TikTok (Rizal, 2021). That way, TikTok Shop which is the number one social commerce, the opportunity to renew a business persona, and the large number of active TikTok users in Indonesia encourage many brands and sellers to take advantage of the power and sales potential of TikTok Shop to promote their products in order to reach a wider market.

This makes Indonesia the second largest shopping market in the world. To make it easier for users, TikTok also launched a new feature called Affiliate, which gives users the opportunity to earn additional income by marketing products through the application. Affiliate can be used by anyone, especially TikTok content creators, who create video content to promote products from sellers that have the potential to increase sales. The TikTok application shows its advantages over e-commerce platforms by providing product reviews directly in live broadcasts, allowing customers to see firsthand how to use the product.

The endorsement concept is used as an analytical framework research because it is considered capable of representing Fadil Jaidi's promotional strategy to help users of his services achieve marketing goals. In line with Dewi and Kholifah (2022) who stated that endorsement is one of the marketing strategies that is considered effective. This is because a company or business unit will use the services of figures who are considered influential online. The purpose of this activity is to increase marketing reach and expand customer targets. Therefore, endorsement activities are considered capable of helping a company or brand that collaborates to achieve marketing goals.

Through the relationship between companies and customers and/or potential customers based on the endorsement concept, researchers can analyze the aspects of trustworthiness, recognition, expertise, and attractiveness of Fadil Jaidi in conducting endorsements. These aspects are measured because they act as indicators of endorsement as adapted from research by Costa (2024); Luthfina (2020); Potu et al. (2022); and Putri and Basiya (2024). Therefore, the use of the endorsement concept as an analytical framework can help researchers to answer research questions related to the use of social media as a business tool optimally.

Implementing digital marketing is important for entrepreneurs to be able to compete with competitors. Through this marketing strategy, it is used as a communication tool with consumers to provide information, remind, and invite consumers to buy the products offered. Digital marketing is also known as a marketing communication link to create consumer interest and attraction. The purpose of marketing communication is a way to inform and influence consumers to be willing to accept, buy, and show high loyalty to the products being marketed. Promotion functions as a marketing communication medium and is used for the exchange of information between sellers and buyers. One of the promotions in marketing communication media is through advertising (Adzra & Iryanti, 2024).

TikTok account @fadiljaidi is an example of the use of promotional media in Indonesia. Its content highlights its uniqueness in presenting promotions to its followers. With a number of followers reaching 13.3 million and able to attract more than 85.1 thousand viewers in each live promotion session, the account has become the main choice for various age groups on the TikTok platform. With an innovative promotion strategy, almost 70% of TikTok users are interested in watching live broadcasts and seeing the results of product promotion reviews. This approach marks a breakthrough in marketing communications, where the TikTok account @fadiljaidi presents a new and unique promotional strategy. This not only opens up new insights, but also provides new knowledge and discoveries in how to communicate.

The importance of creating an unusual appeal has sparked the interest of viewers and buyers. Based on this context, the researcher decided to conduct a study on the TikTok account @fadiljaidi, focusing on the Digital Marketing Analysis of Live TikTok Shop @fadiljaidi as a Form of New Media Promotion in the Era of Disruption, using the endorsement concept. This study is interesting to reveal how the new promotional strategy is implemented by the @fadiljaidi account in the context of ethics and aesthetics of communication. In addition, this study also contributes to the field of science, especially Communication Science, related to media promotion. Although there have been many studies on TikTok social media in general, research on the promotional strategy carried out by the @fadiljaidi account is a new strategy, with an approach that emphasizes ethics and aesthetics of communication that is different from other strategies. This study is important because it reveals a new promotional strategy that prioritizes aspects of ethics and aesthetics of communication, which have never been studied before and complement previous research.

In today's internet era, the internet not only functions as a means of exchanging information, but has also become part of the business and marketing world. The high level of public interest has made entertainment platforms like TikTok a place to do business, from buying and selling to various types of e-commerce. The TikTok account @fadiljaidi brings innovations that have never been seen before in marketing communications. Therefore, the endorsement concept approach will be used to more comprehensively understand the thought process that occurs in this context.

In line with research conducted by Ramadhan et al. (2020) which shows that the presence of new media, such as Instagram, has also given birth to the endorsement phenomenon which is a reciprocal relationship between users of endorsement services and people who do endorsements, referred to as endorsers. Raissa et al. (2024) also conducted research showing that the endorser's strategy to increase brand reach is by creating buzz on social media, this was done by Fadil Jaidi, as one of the endorsers in Indonesia. In research conducted by Arief et al. (2024) which shows that the motives for endorsements are "because motive" and "in order motive". Because motive is an endorsement that occurs due to business competition. Meanwhile, endorsements that occur due to in order motives are endorsement encouragement due to efforts to increase brand awareness and sales levels. The level of sales influenced by endorsements has been proven in the research of Maulana et al. (2024) which shows that endorsements affect the level of purchasing decisions, which then also affect the level of sales. This is because endorsements are actually a form of promotion sales.

Promotion has become an integral part of the strategy marketing many types of businesses. Through promotion, businesses seek to increase consumer awareness, interest, desire, and action towards the products or services they offer. Various advertising methods have been used, ranging from traditional advertising in print and electronic media to more modern methods such as advertising through social networks. In recent years, social networks have become one of the most popular promotional platforms.

This is due to the ability of social media to reach a wider audience in a more personal and interactive way. Social media users are not only consumers of content but also active participants in the dissemination of information. The ability to share, comment, and like content makes social media

a very effective advertising tool. A form of promotion that is widely used on social networks is endorsement. Endorsement is a form of advertising in which an influencer, such as a celebrity or influencer, recommends a product or service to their followers. These endorsements are often considered more authentic and credible than traditional advertising because followers tend to trust the opinions of people they idolize or admire.

Fadil Jaidi, an influencer with 11.9 million Instagram followers and 13.9 million TikTok followers, is an example of an influencer who has successfully used social media. With a large number of followers and high engagement rates, Fadil Jaidi is able to influence the purchasing decisions of his followers through the content he shares. The use of Fadil Jaidi as a research topic in this context is very relevant to understanding how recommendations on social media can influence consumer behavior.

This approach makes customers feel excited and want to know more about the product. Fadil Jaidi's authenticity and openness in sharing his experiences makes his followers feel more connected and trustworthy. The next step is to create desire. When customers feel excited, they start to feel the desire to own or try the endorsed product. Fadil Jaidi often uses testimonials from himself or other followers to strengthen this desire.

By showing the actual results or benefits of the product, customers feel more motivated to try the product. The final step is to encourage action. Fadil Jaidi often provides information on how to receive the product, such as a purchase link or exclusive discount code. This makes it easier for customers to take immediate action, such as purchasing the product or subscribing to the service.

In the digital era, social media has changed the way promotions are done. Leveraging Instagram celebrities like Fadil Jaidi to promote products is a very effective strategy. With a large number of followers and high engagement rates, celebrities can reach a wide audience and influence them personally. The concept of endorsement is a powerful framework for understanding these dynamics. This study is expected to provide insight into how mentions on social media can influence consumer behavior.

By analyzing the case of Fadil Jaidi, we hope to identify key factors that make social media endorsements effective. The results of this study can also provide practical recommendations for business actors who want to use celebrity Instagram to promote their products. This study aims to further explore the impact of authenticity and trustworthiness on mentions on social media. In this context, Fadil Jaidi's role as an authentic and trustworthy figure is very important. The authenticity of sharing experiences and reviewing products makes followers feel more connected and trustworthy, which ultimately encourages them to take action. By using a holistic approach, this study approaches not only from a marketing perspective but also from a consumer psychology perspective..

This study will analyze how followers respond to content, how they feel connected to celebrities, and how trust is built. This study is expected to provide significant contributions in the field of digital marketing and consumer behavior. By understanding the dynamics of mentions on social media through the case of Fadil Jaidi, companies can develop more effective and efficient

advertising strategies. Ultimately, this study aims to answer the question of how social media as an advertising platform can be used optimally to achieve business goals.

II. METHODOLOGY

The research method used in the text is descriptive research. This study aims to describe the use of TikTok social media, especially in the context of digital marketing, with a focus on the promotional strategy carried out by the TikTok account @fadiljaidi. Descriptive research aims to provide an overview or description of digital marketing through TikTok social media. This study uses a qualitative approach by analyzing the content posted by the TikTok account @fadiljaidi, as well as user responses seen in comments on the platform. The analysis was conducted by considering digital marketing concepts and theories, such as the concept of endorsement, to understand how the promotional strategy carried out by the @fadiljaidi account influences consumer behavior and responses.

In addition, this study also refers to previous studies relevant to the topic to support the findings and discussion. Thus, this study not only provides an overview of the promotional strategies carried out by the TikTok account @fadiljaidi, but also contributes to further understanding of digital marketing through TikTok social media in the context of business and marketing communications. Content analysis involves looking at the topic of the video, the message it conveys, the format of the video, and user responses. The topics of the videos raised often follow trending trends among TikTok users, with a creative and engaging message. The video format, including duration, use of music, visual effects, and text, is tailored to grab users' attention in the first few seconds and maintain their interest.. User responses are measured through the number of comments, comment content, likes, and shares. A high number of comments indicates significant engagement, while comment content analysis provides insight into user sentiment towards the posted content. The number of likes and shares are indicators of the popularity and level of user engagement with the content.

III. RESULTS AND DISCUSSION

Current marketing strategies have begun to move into the digital realm, along with e-commerce platforms and social media startups. This opens up huge opportunities in digital marketing. One of the platforms that is currently on the rise is the TikTok application, which is increasingly in demand by internet users. TikTok not only provides entertainment, but also has a "Yellow Cart" feature for online shopping. This feature is not only used by companies with their own brands, but also by TikTok users who are interested in Affiliate Marketing to earn additional income.

Affiliate marketing is one of the internet marketing business models commonly applied by various companies. This concept involves a digital marketing method where someone can earn more income from selling products or services promoted through affiliate links created. According to Pat Flynn of Smart Passive Income, "affiliate marketing is the process of offering products using affiliate services". CJ Affiliate, a leading marketing company in the United States, also explains that "affiliate marketing involves the promotion of products and services involving three parties: the seller, the

affiliate, and the consumer.

Affiliate marketing works on the principle of generating sales through commissions. The easiest example to understand is when someone successfully sells a product to a consumer, then that person will receive a commission from the sale in the form of money or other valuables. "Affiliate marketing is marketing other people's services that is carried out only when the person successfully sells a product or service of a business or organization through online marketing and requires the help of other people to sell the products offered" (Tabroni & Komarudin, 2021). Fadil Jaidi, who has a TikTok account @fadiljaidi, has succeeded in standing out as one of the leading TikTok affiliate promoters in Indonesia. The promotional style used by Fadil Jaidi has succeeded in attracting the attention of 54.4 million TikTok viewers. The strategic approach in promoting through the @fadiljaidi account is a new innovation. It is important for advertising strategies to continue to consider the ethics and aesthetics of quality communication, which is different from the approach used in the @fadiljaidi account.

Fadil Jaidi often promotes various products, such as food, drinks, and fashion, with his father, who is familiarly called Pak Muh. They always choose products to be promoted with a comedy concept, without hesitation trying them first. Through their distinctive comedy style, Fadil Jaidi and Pak Muh berhasil menghadirkan tawa bagi penonton, menjadikannya as a fun entertainment. In doing promotion, Fadil Jaidi shows a unique and funny style, especially when involving Mr. Muh as a subject in showing the usefulness of the promoted product..

Emang boleh selucu itu muh wkwkw @jimmyapapun



Muh sir, he cried really well @blubycadigital The ending was beyond reason @bby_lamb Muh sir is now good at acting now @septi.dwi.ayu

In an era of change that emphasizes efficiency in human activities, the emergence of New Media has become a significant breakthrough. One of them is TikTok social media, which proves its usefulness in digital marketing with a high level of efficiency. This study analyzes TikTok Video @fadiljaidi using the endorsement concept. Through the use of the endorsement concept as an analytical framework, the researcher reviewed the uploaded video on Fadil Jaidi's TikTok platform which aims to be an intermediary in conveying the company's brand message to customers and/or

potential customers of the company concerned. The description of the analysis results is divided into four substances as the number of endorsement indicators, namely trustworthy, recognizable, expertise, and attractiveness.

Can be trusted

According to, trustworthiness refers to honesty, integrity, and confidence in the message delivered. This aspect shows the endorser's ability to deliver messages related to the product. This trust is the result of the audience's perception of the endorser. The trustworthiness aspect is shown by Fadil Jaidi from the brand deals he gets. The more prestigious the brand and/or company that collaborates with him, the higher the level of trust in Fadil Jaidi. In one of Fadil Jaidi's latest uploads, there is an advertisement video with the status of paid partnership with Google, which is one of the leading multinational companies. Here is the latest video advertisement upload on the TikTok account @fadiljaidi.

Gambar 2. Contoh Iklan dalam *TikTok* @fadiljaidi

The image above is one of the advertising videos uploaded by the TikTok account @fadiljaidi which is an advertisement for the Artificial Intelligence (AI) Assistance service, namely Google's latest feature called Gemini. To carry out his role as an "advertiser", Fadil aims for the uploaded video to be able to introduce what Gemini is and its uniqueness that distinguishes the feature from other AI assistance services. The upload has shown that Fadil Jaidi is a trustworthy endorser because he is able to attract cooperation with Google, a multinational company from the United States that is the parent company of various online services today. Through this collaboration, Fadil has shown that he is an endorser who is able to convey product messages honestly, with integrity, and with confidence. It is said to have been considered to have done honest marketing because it was able to attract the interest of the audience. This shows that there is consistency in terms of the number of audiences on the TikTok account @fadiljaidi.



Gambar 3. Jumlah Penonton Video Iklan Akun *TikTok* @fadiljaidi

It can be seen in the image above, that the Google video advertisement has received more than 733 thousand viewers after 4 days of being uploaded. This shows a concrete form of "shoulder to shoulder" between companies collaborating with Fadil Jaidi as the star of the advertisement. The terminology "shoulder to shoulder" here means that Google and Fadil Jaidi help each other in achieving their goals. Google as a company that uses Fadil's services in the advertisement certainly aims to introduce the Gemini AI assistance service feature to a wider audience.

Likewise, Fadil Jaidi wants to increase TikTok user interaction on his account and increase his credibility as a reliable "advertiser". This refers to the number of viewers of the video advertisement, even though it has been given a "paid partnership" mark, in fact the video was able to reach more viewers than paid partnership videos in general. Therefore, the advertisement created by Fadil is not only aimed at marketing the AI assistance service feature, but also to market his account as a trusted star of the advertisement.

Recognized

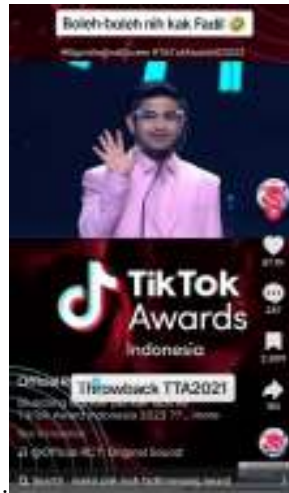
Being recognized is one of the benchmarks for someone to be called an influencer. This is because someone who is considered capable of spreading influence will be recognized by many people, especially social media users (Mansur et al., 2024). As for endorsers, it is one of the jobs of influencers. In this case, Fadil Jaidi emphasized that he has an aspect of being "recognized" through his TikTok account. Seen from the number of followers that has reached 14.3 million, Fadil also showed that he is a recognized endorser by holding his showcase on the TikTok account @fadiljaidi.



Gambar 4. Showcase di Akun TikTok Fadil Jaidi

To maintain his credibility as an endorser, Fadil Jadi arranges a display case or showcase on TikTok and fills it with several items that he promotes. It is said that this is an aspect of being recognized because through the showcase, Fadil voiced that he is recognized by many people and they will buy products from Fadil Jaidi's showcase. Simply put, the concept of a showcase on TikTok is a shop within a shop. Fadil Jaidi seems to open his own shop, even though the seller is someone else. This is enough to prove that Fadil Jaidi has an aspect of being recognized, because his existence as a marketer is considered capable of triggering the arrival of customers who know him.

Apart from the showcase, Fadil Jaidi also showed that his name has been recognized among influencers through his presence at the 2023 TikTok Awards event



Gambar 4. Kehadiran Fadil Jaidi di *TikTok Awards* 2023

It appears that in 2023, Fadil Jaidi attended the TikTok Awards, a prestigious event held by TikTok. This event can be a form of appreciation for content creators or it can be a form of separating content creator classes. The reason is, only a handful of content creators are invited and this is like grouping content creators into several characteristics. However, the most obvious thing is that invited content creators will be considered more prominent. Through Fadil Jaidi's presence at the event, he showed that the influence he had on companies or brands that had collaborated with him had real evidence so that he received direct recognition from TikTok. This increases the credibility of the TikTok account @fadiljaidi as a reliable endorser because he is able to meet the marketing goals of the brands that collaborate with him.

Skill

Expertise refers to an endorser's skill in conveying product messages to consumers so that consumers are able to have an interest in the marketed product. In his activities as an endorser, Fadil Jaidi utilizes the TikTok Live Shopping feature to show his expertise. It appears that one of the live shopping hosted by Fadil Jaidi and his colleague, Ramzi, was able to attract the attention of netizens.



Gambar 5. Tayangan *TikTok Live Shopping* Fadil Jaidi dan Ramzi yang Diabadikan di *YouTube*

Because of the excitement of the live shopping, one netizen captured the moment by uploading a video to YouTube. This shows that the live shopping done by Fadil Jaidi as an endorser was able to attract the attention of netizens, so that the opportunity to achieve high sales figures also increased. Therefore, it can be understood that Fadil Jaidi has an aspect of expertise in doing endorsements. This is also reinforced by companies and/or brands that continue to be present offering collaboration with Fadil Jaidi in the context of endorsement activities.

Attractiveness

(Purba et al., 2023) stated that the attractiveness of an endorser can influence consumers so that consumer purchasing intentions are also affected. The attractiveness in question is the superiority of the endorser, both physically and/or non-physically, which makes him different from other endorsers and has his own audience. This can be done if the ability to read the situation that occurs in public appears.



Gambar 6. Konten Fadil Jaidi bersama Keluarga

The attractiveness that appears in the TikTok account @fadiljaidi is by forming public opinion that the content presented is entertaining. To form this perception, Fadil Jaidi needs the type of entertainment content that netizens like, that makes him most comfortable, and the cheapest. After introducing "Pak Muh", a nickname for Fadil Jaidi's father several years ago, netizens seemed to give positive responses to the funny behavior of Fadil Jaidi and Pak Muh. Apart from his father, Fadil also often shows funny behavior from other family members, such as his mother and brother. However, the interaction between Pak Muh and Fadil is the interaction that is most highlighted, so that while playing with his father, Fadil can also do his work.

Because of the funny and compact family content, the public perception of Fadil Jaidi then formed into an assessment that had a positive tendency. This then encouraged companies or producers to collaborate with Fadil Jaidi in marketing their products and/or services, because Fadil Jaidi received a tendency of positive assessments from netizens. This condition increases the possibility of a positive assessment of the products and/or services being marketed. This supports the

statement of Safitri and Marsasi (2023) who stated that TikTok has grown rapidly and become a powerful marketing tool. Companies can use this platform as a promotion by displaying interesting content.

In addition to TikTok, Fadil Jaidi's endorsements on Instagram offer many benefits for brands looking to increase visibility and audience engagement. Fadil Jaidi is known to have a very large and diverse following on various social media platforms such as Instagram and TikTok. His followers also come from all ages, from teenagers to adults, who actively follow the development of his content. This benefits brands because the messages conveyed through Fadil's endorsements can reach a diverse audience. Moreover, the level of engagement of his followers is very high, as evidenced by the many interactions in the form of likes, comments, and shares on each of his uploads. This shows that Fadil's endorsements have great potential to attract attention and positive feedback from his audience. Fadil Jaidi's authenticity and true character are also one of the greatest assets of endorsements.

Fadil is known as an honest and sincere person, making his followers feel close and trust him. When he recommends a product or service, his followers tend to be more confident and interested in trying the product or service. This is a big advantage for brands, because trust is very important to retain customers. Fadil is very creative in providing content, often with a funny and relatable approach. This makes his advice not like forced advertising, but more like advice from a friend, making it easier for the public to accept.

Fadil also always follows the latest trends so that his content is always relevant and up-to-date. This is important because brands that want to stay relevant in the market need to make sure that they are present in the right place and at the right time. With Fadil as an endorser, brands can take advantage of his popularity and the relevance of the content he provides to showcase his products or services to a wider audience. Fadil's positive image as a pleasant and non-controversial person also adds to the appeal of his endorsement. Brands that partner with Fadil can feel the positive impact of this image, helping them build a good reputation and gain the trust of potential customers..

TikTok account @deliyya6's testimonial about the testimonial experience with Fadil Jaidi describes a very satisfying process. In his statement, @deliyya6 said that since he first contacted Fadil to collaborate, he felt that his response was fast and professional. Fadil not only clearly understood the product he was supporting, but also showed the advantages of the product creatively and authentically, so that the message he wanted to convey could be conveyed clearly. In the approval process, Fadil tried to create interesting and engaging content, with a humorous approach that was relevant to his audience. This means that the advertised product not only attracted a lot of attention, but also increased customer trust in the product. The @deliyya6 account also noted that after approval, sales and customer interactions increased significantly, showing Fadil's effectiveness in positively influencing his followers' purchasing decisions. Through this statement, we see that Fadil Jaidi was able to bring extraordinary results in the support campaign, by presenting a humane and appropriate approach.

Then from the TikTok account @naufalyy_ highlights how Fadil attracts the attention of a very active and fast-moving audience on TikTok. Fadil uses a humorous and creative style in his video content, making the product he advertises immediately attract attention among many other content. This is important because attracting the attention of the audience on TikTok requires a unique and interesting approach. In addition to attracting attention, @naufalyy_ also appreciates Fadil's ability to convey product information clearly and informatively. Fadil explains the advantages of the product in detail and relevantly so that the audience feels that the product suits their needs. This is reinforced by the high engagement in the comments column, where many TikTok users expressed their interest in the advertised product. The increase in profile visits and product purchases shows that Fadil has not only succeeded in attracting attention but also building trust that encourages the audience to take action. With his natural and authentic presentation style, Fadil Jaidi has proven effective in implementing advocacy campaigns on TikTok, helping brands achieve meaningful results.

The third is the TikTok account @tiramisyouuy giving a testimonial for Fadil Jaidi's support, highlighting the positive impact of the collaboration. According to @tiramisyouuy, Fadil has attracted the attention of the audience from the start thanks to his unique and interesting style. Fadil uses elements of humor and a distinctive storytelling style that makes the products he promotes interesting and stand out compared to other TikTok content. This allows the product to capture the attention of TikTok users who are known for their short attention span. Fadil not only introduces the product but also provides an in-depth and informative review that helps the audience better understand the usefulness and value of the product. This gives the audience a sense of trust and excitement when trying the advertised product. High engagement in the comments shows that the audience is genuinely interested and engaged, often asking additional questions or sharing experiences. In addition to attracting attention and interest, the number of sales of both products increased, indicating that Fadil's content successfully encouraged his audience to make a purchase. Through a genuine and creative approach, Fadil Jaidi has created an effective support campaign on TikTok, helping the brand achieve its desired results in a fun and engaging way. promotional content inserted in Fadil Jaidi's video was also noticed by the audience. The reason is, as the third source answered, that promotional content is often skipped intentionally by the audience. It is not uncommon for the audience to feel annoyed when advertisements appear, just like watching conventional shows on television.

However, Fadil Jaidi is considered an expert in turning annoying advertisements into interesting shows. The fourth source stated that Fadil Jaidi's promotional content involving Mr. Muh and his older brother, Yislam, was very interesting to watch, because the promotional content itself turned into entertainment content for the audience. However, this then raises the question, can the promotional intention be conveyed well and bring satisfactory results if the promotional content is considered entertainment? The fifth source responded to this, that in addition to feeling entertained, he also felt compelled to buy several products promoted by Fadil, such as bags, housedresses, masks, and others. Based on the answers from the five sources and three testimonies, it can be understood that Fadil Jaidi is an endorser who is able to increase netizen interaction with his Tiktok account which also increases his credibility as an endorser and is able to help collaborating companies or

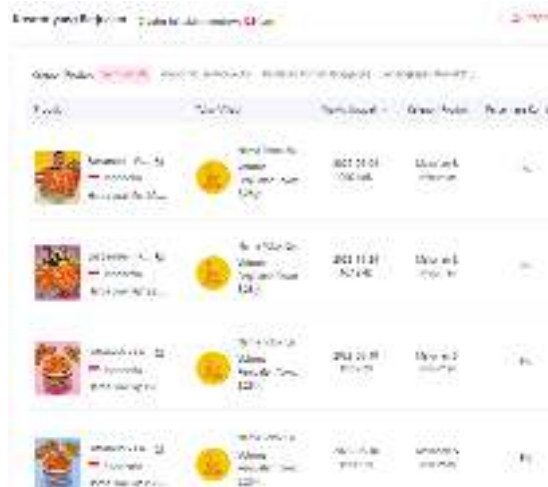
brands to achieve their marketing goals. In line with the results of Pratiwi and Hariyanto's research (2019) which shows that testimonials are an instrument that helps an endorser strengthen their personal selling and communication media in carrying out promotional activities on social media.

The results of this analysis were then strengthened by the results of data analysis using Fast Moss, a TikTok creator analysis site. The following are the results of the data analysis obtained by the Researcher.



Gambar 7. Data Dasar Akun *TikTok* @fadiljaidi
Sumber: [Fast Moss](#)

Based on the image above, it can be seen that over the past 28 days, Fadil Jaidi's TikTok account has managed to gain 308,800 new followers, upload 10 videos, and do 1 live shopping. Over the past 28 days, Fadil Jaidi has gained 115.61 million video views, and 11.53 million likes from TikTok users for the videos he uploaded. Because of this, the TikTok account @fadiljaidi gained an engagement rate of 10.4% with a video IPM of 100. Due to this good performance, Fadil Jaidi has sold 129 products through his TikTok account.



Gambar 8. Produk yang Dijual oleh Akun *TikTok* @fadiljaidi
Sumber: [Fast Moss](#)

Based on the image above, it can be seen that Fadil Jaidi has sold various types of product categories, namely telephones and electronics; household appliances; home supplies; furniture; fashion; kitchen equipment; and others. The data analysis results strengthens Fadil Jaidi's credibility as a reliable endorser who is able to help collaborating companies and/or brands achieve their marketing goals.

IV.CONCLUSION

This study concludes that endorsement has proven to be able to maintain Fadil Jaidi's existence as one of the leading endorsers in Indonesia. Fadil Jaidi is considered an endorser who is trustworthy, recognizable, has expertise, and has his own charm. As a content creator, Fadil Jaidi optimally utilizes the ethical and aesthetic aspects of communication in all advertising content. Fadil managed to attract the attention of the audience with unique, interesting and informative content. Fadil uses the TikTok platform to present content that is not only interesting but also easy to understand by various groups. To increase interest, Fadil also provides a thorough explanation of the advertising product and a live demonstration of how to use it. When doing endorsements, Fadil often displays the character of Pak Muh, adding interest and authenticity to the presentation of the content.

This includes directing viewers to affiliate links to products that lead directly to the TikTok store to make the purchasing process easier. Moreover, special features such as Fadil Jaidi's emotional connection with the audience create a strong bond and increase engagement.

ACKNOWLEDGMENTS

Thank you to my beloved parents, they did not have the chance to experience education up to college, but they were able to educate, pray, provide encouragement and motivation without stopping. And do not forget our sincere gratitude to the supervisor Dr. Didik Hariyanto, M.Si for his patience, understanding, and valuable direction in guiding us through every step of this research. Do not forget myself, I want to say thank you to myself for being able to control myself from various pressures outside the circumstances and never decide to give up no matter how difficult a process is by completing it as well and as optimally as possible. Lastly, of course, do not forget my friends, Nim behind 22 and 38, thank you for always supporting and accompanying me through all this process until it is finished, thank you for being the best friend.

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