The Influence of Social Media and Influencers in Increasing Branding of Pelita Bangsa Student Business

Mamad Muhamad[1], Trisno Aji Santoso[2], Hardiansyah[3], Yunita Ramadhani[4]
Tri Ngudi Wiyatno[5]

[1,2,3,4,5] *Universitas Pelita Bangsa, Indonesia*

ABSTRACT

Study This aiming For analyze social media influence and influencers towards business branding enhancement student University Lamp Nation . In the digital era, social media No only become means communication , but Also transform become tool effective marketing for perpetrator business micro , including student entrepreneurship . Through interesting content And strategy creative delivery , social media capable build identity brand in a way wide . Besides that , the involvement of influencers as party the third one has influence big on social media can strengthen Power pull And credibility brand in the eyes Consumer.Research This use approach quantitative with method survey And technique Partial Least Square (PLS) analysis . Respondent in study This is student active running effort . Results study show that social media and influencers in general simultaneous influential positive And significant to business branding enhancement students . Social media play a role as channel main in expand range brand , while influencers help create connectedness emotional between brand And Consumers.Findings This show importance synergy between social media And strategy collaborative with influencers in build image strong brand . Research This give implications practical for student businessman in to design strategy effective digital marketing , as well as become contribution academic in enrich literature digital marketing based community campus.

INTRODUCTION

The development of digital technology has drastically changed the way individuals and organizations communicate, especially in the context of marketing. Social media such as Instagram, TikTok, and YouTube are now the main channels for building and spreading brand identity. For micro and small business actors, including students, these platforms provide relatively cheap and efficient access to reach a wider audience. (Febriyan et al., 2018) . Creativity in conveying messages is the main added value that makes social media so

882

potential in branding activities. In addition, algorithms that support viral content also accelerate the spread of brand messages, making it a relevant strategic tool for students who want to develop their own businesses (Chaerunnisa et al., 2023)

According to (Maharani., 2021)Social media is a means or container used to facilitate interaction between users and has a two-way communication nature, social media is also often used to build a person's self-image or profile, and can also be used by companies as a marketing medium. For example, Pelita Bangsa students who market snack products can use Instagram to post interesting content such as behind-the-scenes production, customer testimonials, or collaboration with local food bloggers.

According to (Wiyatno et al., 2024) The use of technology and the internet in the era of the industrial revolution 4.0 has the potential to improve product marketing strategies. E-commerce, as a product sales platform, is currently popular and widely used.

The Role of Influencers in Increasing Branding Appeal According to Influencers, (Widiastuti., 2021)they are someone who is active on social media and has the power to shape public opinion and influence audience consumption behavior through the content they share. (Haenlein., 2020)Influencers are part of content creators who have a strong influence in their social networks and are used by brands to promote products through a more personal approach. Meanwhile, according to (Keller., 2020)Influencers, they are individuals who have the ability to influence other people's purchasing decisions because of their authority, knowledge, position, or relationship with the audience.

According to (Imelda Sari & Riofita, 2024) In this digital ecosystem, the presence of influencers has become an important element in modern marketing strategies. Influencers are often seen as micro-celebrities who have a strong emotional connection with their followers. This relationship creates a high sense of trust, so that product or service recommendations from influencers are more easily accepted than traditional one-way advertising. This phenomenon has given rise to a new trend in marketing, where emotional engagement is more important than just number reach. Influencers can also provide with the audience's daily life. According to (Ramadhani., 2021) Around 74% of the population in Indonesia in 2020 using the internet , from source Association Organizer Indonesian Internet Services (APJII). Data also mention more of the 8 hours people access the internet per day for social media , chat applications , banking , entertainment , and online shopping .

Previous research by (De Veirman, Cauberghe, dan Hudders., 2017)shows that influencer credibility has a significant influence on brand trust and brand awareness. This credibility is built through consistency in content, authenticity of messages, and active engagement with followers. However, this research focuses more on big brands with large-scale marketing strategies. The context of students as micro-entrepreneurs is still very little explored, even though this segment has unique characteristics in terms of resources, target markets, and business motivations.

The study conducted by (Sheena., 2017)also confirmed that influencer-based marketing strategies have proven effective in influencing consumer decision-making processes, especially in the fashion industry. However, they have not discussed how these strategies can be applied in the context of small businesses run by students. This limitation opens up opportunities to further examine how students leverage personal relationships and community networks in collaboration with local influencers, both campus-based and on social media.

In addition, most research on influencer marketing and digital branding is still global, with a different cultural and social context from Indonesia. The dominant research language using English also poses a challenge in accessing and implementing findings directly. Local contexts such as those on the campus of Universitas Pelita Bangsa rarely receive attention, even though the dynamics of student life and the way they interact with social media are very unique and have great potential to be studied academically (Utomo et al., 2025)

This study is here to fill the gap by specifically examining Pelita Bangsa University students who are actively running businesses. The main focus of the study is to understand how social media is utilized in building brand identity and how collaboration with influencers is used as a strategy to increase business appeal. With a strong local context, it is hoped that the findings of this study can be more applicable and relevant to students in the campus environment.

This study aims to see how much influence business branding has on Pelita Bangsa students. This certainly provides students with an understanding of the importance of the role of social media and influencers in improving business branding. Where the findings show that there is a social role and influencers. According to experts, branding is an ongoing process to create, maintain, and strengthen relationships between brands and target consumers that are directed at achieving the company's business goals *Kevin Lane Keller & Donald Lehmann* (2020). Meanwhile, according to *Laura Ries* (2020) branding is a way for the product to speak to consumers.

The method used in this research can be a case study or quantitative survey involving active entrepreneurial students. Through this approach, researchers will explore real practices and challenges faced by students in implementing digital branding strategies. The data collected is expected to be able to describe patterns of social media use, the most effective types of content, and the forms of collaboration with influencers that have the most impact on building brand perception.

In addition to providing practical contributions, this study also aims to refine existing theories, such as word of mouth and digital marketing. In the context of micro and student community-based, marketing strategies that rely on personal closeness and social relationships are often more effective than formal approaches. Thus, this study can be a stepping stone to developing a more humanistic and social relationship-based marketing model.

From a theoretical perspective, this study will enrich the understanding of the interaction between trust in influencers, social media usage, and the formation of micro-business brand images. Students as entrepreneurs have a unique way of building brand equity, especially through the personal narratives they create on social media. This interaction also reflects how digital dynamics influence consumer behavior in the context of small communities such as campuses.

In practice, the results of this study are expected to be a strategic guideline for students in developing and managing their brand identity digitally. Strategies that have proven effective can be used as a reference for campus entrepreneurship training and business incubation programs. Therefore, the main objective of this study is to analyze in depth the role of social media and influencers in shaping and improving the branding of Pelita Bangsa student businesses, while also providing real contributions to strengthening local digital marketing literature and practices.

Formulation of the problem:
1. How the role of social media in to form And improve business branding student University Lamp Nation ?
2. So far where influence collaboration with influencers on perception consumer towards business brand student ?
3. How strategies used student in utilizing social media and influencers for strengthen identity brand ?

Research purposes:
1. Analyze use of social media as branding strategy by student Lamp The nation that runs business .

2. Review influence collaboration with influencers on improvement Power pull And trust consumer towards student brands .

3. Identifying effective digital branding strategies for student entrepreneurs through social media and collaboration with influencers.

RESEARCH METHODS

The type of research used in this study is a quantitative research method. This study uses a descriptive approach with the aim of describing the object of research or research results (Wulandari ; Supratna., 2022). This study aims to test whether there is an influence of Social Media and Influencers in increasing the Branding of Pelita Bangsa Student Businesses. This research was conducted at Pelita Bangsa University, Cikarang, Bekasi Regency, West Java Province. This study uses a quantitative approach that provides data in the form of numbers that will be described by the author. And this study will use a google form for the questionnaire that will be created and distributed to prospective respondents who will be the data for this study, the data used in this study were 150 samples. The making of this journal was carried out for approximately 5 months, in the period December 2024 to April 2025. Based on the variables (X1) Social Media, (X2) Influencers, on Business Branding (Y). The following is the conceptual framework in this study:
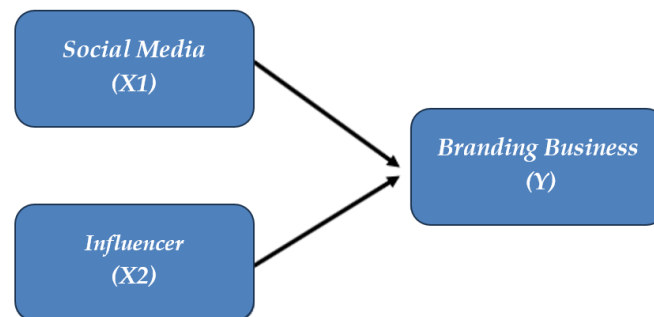

Figure 1.
Framework Draft

Population in study This is student university lamp nation , magnitude number of samples taken that is use Technique random sampling using formula as following :

$$n = \frac{Z^2 \cdot P \cdot (1 - P)}{E^2}$$

n= 1.7 ^{2} x 0.5 x (1-0.5) / 0.05 ^{2}

n= 2.89 x 0.5 x (0.5) / 0.0025 = 144.5 (145 samples)

So after counted use formula got sample as many as 145 samples .

On test analysis variable done a number of test SemPLS on application SmartPLS version 3.0 which includes measurement model test (outer model), test validity , test reliability , structural model test (inner model), and test hypothesis.

RESULTS AND DISCUSSION

Based on the variables of Social Media (X1), Influencer (X2), towards Business Branding (Y). The following are the results and discussion of the semPLS test using the smartPLS application:
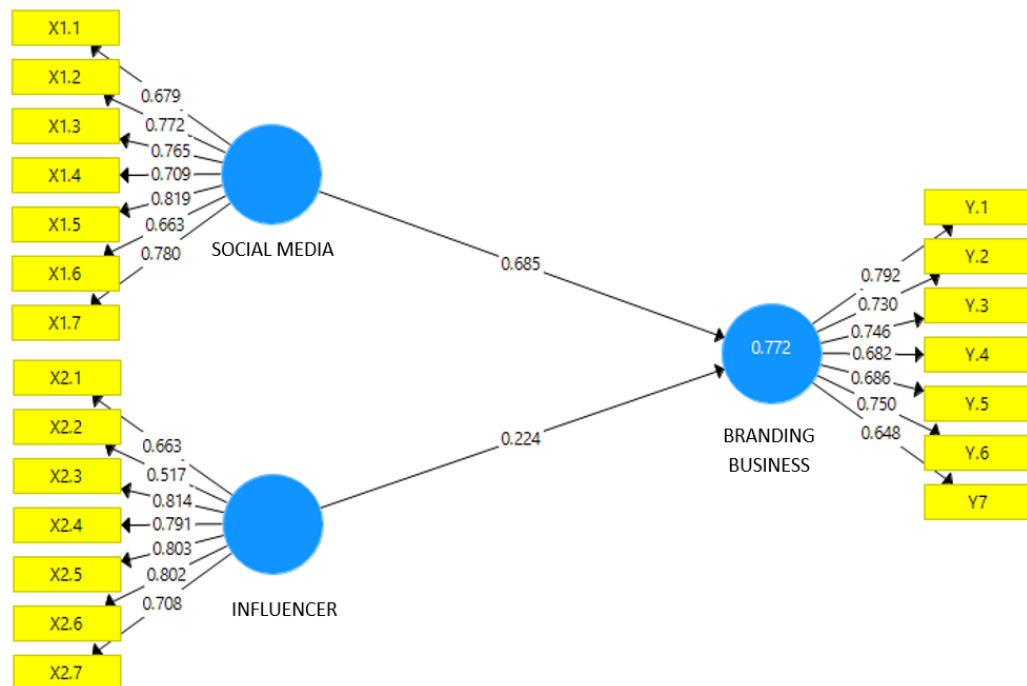

Figure 2.
Outer Model

1. Measurement Model Testing (Outer Model)

   Evaluation of the outer model is used to see the relationship between latent variables and indicators or manifest variables (measurement model), to evaluate the outer model, validity and reliability testing are used. In the validity test in PLS, it is divided into two, namely Convergent Validity and Discriminant Validity.

   1.1 Validity Test

       a. Convergent Validity

          The validity value of the convergent is measured through the outer loading value with the indicator test result of ≥ 0.5 can be declared valid, while if the outer loading value is ≤ 0.5 then the indicator is declared invalid. Based on the test results using SmartPLS 3.0 software, the following results were obtained:

Table 3.
Outer Loading

Matrix	Social media	Influencers	Business Branding
X1.1	0.679		
X1.2	0.772		
X1.3	0.765		
X1.4	0.709		
X1.5	0.819		
X1.6	0.663		
X1.7	0.780		
X2.1		0.663	
X2.2		0.517	
X2.3		0.814	
X2.4		0.791	
X2.5		0.803	
X2.6		0.802	
X2.7		0.708	
Y.1			0.792
Y.2			0.730
Y.3			0.746
Y.4			0.682
Y.5			0.686
Y.6			0.750
Y.7			0.648

Based on the outer loading table above, it can be seen that the outer loading values of all variable indicators (X1), X2, Z and Y are greater than (≥0.5) so that all indicators are stated to have good validity in explaining their latent variables.

b. Discriminant Validity

Validity discriminant can seen on AVE value and mark AVE (Average Variance Extracted) roots ie AVE value which shows size good validity is of (≥ 0.5), while If AVE value (≤ 0.5) then it is said invalid (Bagozzi and Yi, 1988; Chin & Dibbern, 2010). The AVE (Average Variance Extracted) value is presented as following

Table 4.
Nilai AVE

	Cronbach's Alpha	Rho_A	Composite Reliable	Average Variance
Branding Usaha	0.845	0.847	0.883	0.519
Influencer	0.853	0.864	0.890	0.541
Sosial Media	0.863	0.868	0.896	0.552

Based on the results above can seen that AVE value of each variable more from >0.5 to discriminant validity fulfilled .

c. Mark AVE root (Fornell Larcker Criterion)

Tabble 5.
Fornell Larcker Criterion

	Branding Usaha	Influencer	Sosial Media
Branding Usaha	0.721		
Influencer	0.786	0.735	
Sosial Media	0.869	0.820	0.743

Mark the AVE root of each variable is greater small compared to AVE root correlation with other variables so that discriminant variable validity No fulfilled .

d. Test Collinearity Model

Values used For analyze it is with see variance inflation factor (VIF) value (Hair, Hult , Ringle & Sarstendt , 2014, Garson , 2016)

- VIF value > 5.00 exists problem collinearity
- VIF value < 5.00 does not There is problem collinearity

Table 5.
Collinearity Test Results

	VIF
X1.1	1,662
X1.2	2.102
X1.3	2.110
X1.4	1,760
X1.5	2.494
X1.6	1,802
X1.7	2.009
X2.1	1,410

X2.2	1.288
X2.3	2,349
X2.4	1,989
X2.5	2,024
X2.6	2.289
X2.7	1,678
Y.1	2.173
Y.2	1,880
Y.3	1,959
Y.4	1,802
Y.5	1,826
Y.6	2.120
Y.7	1,406

It can be seen that the VIF values of all variable indicators are <5, so there is no collinearity between each measured variable indicator.

1.2 Reliability Test

Cronbanch alpha: > 0.7 (Vinzi, Trinchera & Amato, 2010)

Rho A: > 0.7 (Vinzi, Trinchera & Amato, 2010)

Composite Reliability: > 0.6 (Bagozzi & Yi, 1998; Chin & Dibbern, 2010)

Table 6.
Reliability Test Results

	Cronbach's Alpha	Rho_A	Composite Reliable
Business Branding	0.845	0.847	0.883
Influencers	0.853	0.864	0.890
Social media	0.863	0.868	0.896

Based on the data above, it can be seen that the Cronbach Alpha, rho A, and Composite reliability values of each variable have met the requirements to be declared reliable.

1.3 Structural Test of Model / Inner Model

a. R Square

R Square is a measure of the proportion of variation in the value of an influenced (endogenous) variable that can be explained by the influencing (exogenous) variable.

The criteria:

- If R2 value = 0.75→ substantial (Influence strong)
- If R2 value = 0.50 →moderate (moderate)
- If R2 value = 0.25→ weak (small)

Note = SmartPL gives an indication of R-Square from the color of the graph green (Indicates good effect) red (bad)
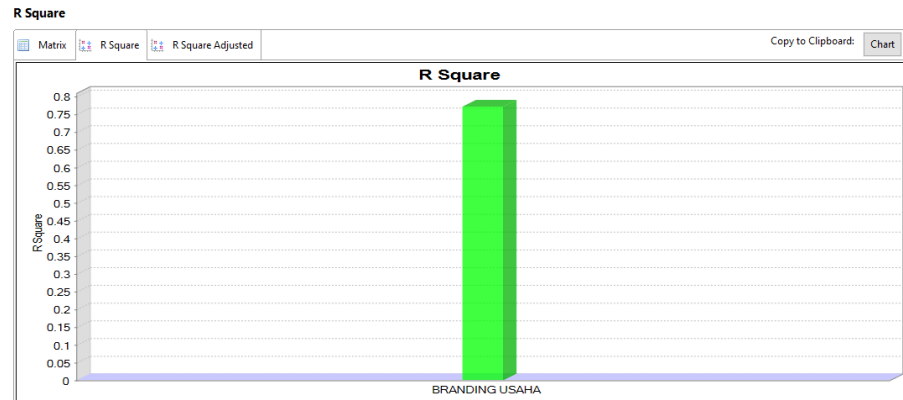

Figure 1.
R Square Diagram

Table 7.
Square Results

Matrix	R Square	R Square Adjustment
Business Branding	0.772	0.768

R Square = 0.772. This means that the ability of variables X1 and X2 to explain Y is 77.2% (Strong)

b. F Square

F2 effect size (F Square) is a measure used to assess the relative impact of an influencing variable (exogenous) on the influenced variable (endogenous).

The criteria (Cohen, 1998)

- If f2 = 0.02 →Small / Bad
- If f2 = 0.15 →Medium
- If f2 = 0.35→ Big / Good

Table 8.
F Square test results

Matrix	Business Branding	Influencers	Social media
Business Branding			
Influencers	0.072		
Social media	0.672		

Based on the table above, it can be concluded that:
- X1 →Y = 0.672 (Large)
- X2 →Y = 0.072 (Small)

1.4 Hypothesis Testing
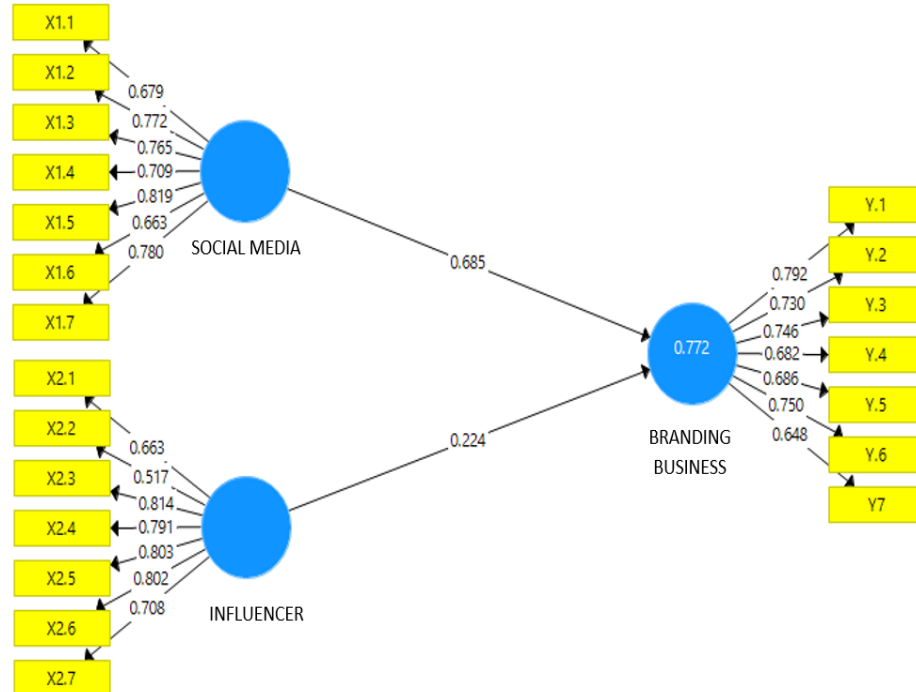
Figure 2.
Bost Strap Results

a. Direct Effect (Path Coefficient)

Direct effect analysis is useful for testing the hypothesis of the direct influence of an influencing variable (exogenous) on the influenced variable (endogenous).

The criteria:
- Coefficient path coefficient
- If mark coefficient path coefficient is positive so Influence a variable to is in the same direction , if mark a variable exogenous increase / rise , then mark endogenous variables too increase / rise
- If mark coefficient path coefficient is negative , then Influence a variable to is against direction . If mark a variable exogenous increase / rise , then mark endogenous variables decrease .
- Mark Probability / significance (P-Value) :
- If P -Value <0.05 then significant
- If P -Value >0.05 then No significant

Table 9.
Direct Effect Test Results

	Original Sample	P Values
Influencer →Branding Business	0.224	0.007
Social media →Business Branding	0.685	0.000

Based on the table above, it can be concluded that:
- X1 →Y(H1) = 0.685 (Positive), P-Value 0.000 < 0.05 (Significant)
- X2 →Y(H2)= 0.224 (Positive), P-Value 0.007 <0.05 (Significant)

CONCLUSION

Study This conclude that use of social media And collaboration with influencers have role important in improve business branding student University Lamp Nation . Social media proven become effective means in to form image brand through various interesting , interactive and informative content easy accessed by consumers . This digital strategy allow student businessman For build more relationship near and personal with audience they .

Temporary that , the existence of influencers also give impact positive in strengthen Power pull brand . Through a holistic approach more personal and authentic , influencers are able build trust consumer to the product or service being promoted . In context students , collaboration with influencers giving mark plus in build credibility And increase visibility business on social media .

With Thus , it can concluded that strategy marketing social media based and influencers are effective combination in strengthen identity brand business students . Approach This No only support growth effort , but Also open opportunity For expand range market digitally and relevant with development technology as well as behavior today 's consumers .

REFERENCES

Chaerunnisa, S., Cross, JS, & Kosasih, H. (2023). Critical Factors Implemented in Viral Marketing: A Content Analysis of Indonesia's Viral YouTube Video Advertisement. *Asian Journal of Management…* , *03* (02), 666–681. http://www.ajmesc.com/index.php/ajmesc/article/view/352%0Ahttp://www.ajmesc.com/index.php/ajmesc/article/download/352/209

Febriyan, F., Brawijaya, U., Administration, FI, Business, JA, & International, KB (2018). The Influence of Social Media Marketing on Brand Awareness on International Products. *Journal of Business Administration* , *61* (1), 1–86. http://repository.ub.ac.id/162479/

Imelda Sari, C., & Riofita, H. (2024). The Role of Influencer Marketing as a Modern Era Digital Marketing Strategy. *Dynamic Economic Journal* , *6* (2), 198–205. https://journalpedia.com/1/index.php/jed

Utomo, MN, Cahyaningrum, W., & Islami, RN (2025). *Creative Entrepreneurship Development Through Youtuber: Study on Students and Generation Z.* 5 (1). https://doi.org/10.59818/jpm.v5i1.1171

Wiyatno, TN, Nurmanto, D., Mulyanto, H., Purnamasari, P., & Putra, HMM (2024). Factors Influencing Reputation and Service Quality on Consumer Repurchase Interest on the Shopee E-commerce Platform. *Journal of Scientific Studies* , *24* (1), 33–44. https://doi.org/10.31599/h1ctjy38