




“Is the use of influencer marketing and brand community effective for enhancing awareness of a new brand?”

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IS THE USE OF INFLUENCER MARKETING AND BRAND COMMUNITY EFFECTIVE FOR ENHANCING AWARENESS OF A NEW BRAND?

Abstract

Influencer marketing and brand community have been popularly used as one powerful marketing strategy to enhance brand awareness. This study aims to find out how and to what extent influencer marketing and brand community affect brand awareness in a context of a growing beauty product brand in Indonesia. Using a quantitative approach and in context of Loreca's brand, this study measured the role of influencer marketing and the beauty community on brand awareness. The brand equity and brand management theory has been used as the theoretical framework, where further influencer marketing and brand community were considered as the antecedents. This method was implemented using a structured questionnaire addressed to the brand community Loreca Babes, with total population of 385 people and 197 respondents. The data were further analyzed with PLS-SEM using SmartPLS 4.0 software. The research results conclude that influencer marketing and brand community have positively and significantly affect brand awareness, in which influencer marketing exhibits a stronger effect (0.558) compared to brand community (0.276). Based on this finding, it is suggested that Loreca shall evaluate its brand community strategy and enhance its use of influencer marketing. This study provides insight into the importance of influencer marketing and brand community in increasing brand awareness.

Keywords

brand awareness, brand community, influencer marketing

JEL Classification

M31, L11

INTRODUCTION

The rapid development of the internet causes an increase in internet usage in Indonesia every year. The research conducted by the Association of Indonesian Internet Service Providers (APJII) noted that there are 210.03 million internet users in Indonesia in 2021-2022, which shows an increase of 6.78% compared to the previous with a total of 196.7 million users. According to the behavior of internet usage, the service that is frequently accessed is social media that reached 89.15% (APJII, 2022). The data obtained from Datareportal also stated that several social media platforms are frequently used by Indonesians, such as Whatsapp (88.7%), Instagram (84.8%), Facebook (81.3%), Tiktok (63.1%), and various other social media (Kemp, 2022). The high use of social media is an opportunity for businesses to market and introduce their products or services offered and build relationships with these social media users. Today's cosmetic brand owners often use the services of influencers in the beauty industry to attract and offer professional judgment aimed to the public, such as Loreca, which was established under PT GrahaBahtera Mulia. Product introduction through social media, especially Instagram, is one of the main forces in digital

business in the modern era. Brand awareness itself can be measured by how many people know the product and visit Loreca's social media accounts because they are interested in getting to know about the brand. Visits from social media are measured by counting the number of interactions on the "like" button to see how high the brand awareness is on Loreca's Instagram account. Thus, the result shows a fluctuating number of "likes" on Loreca's Instagram account from January to December 2022. There are also some competitors of Loreca that happened to experience the fluctuation in the same period, such as Oasea.id, Kailaofficial, and Things.Untouched. Fluctuations in the number of "likes" on Loreca's Instagram account are influenced by how much interaction the visitors have on the "like" button on the Loreca account with the content presented. Based on how brand awareness is measured by the level of interaction between visitors to the Instagram account, the success of influencers who work with Loreca to promote products is also one of the supporting factors for people to visit Loreca's Instagram account. In the same period, there is a gain in the number of Loreca Babes community members from 399 to 450 content creators. Although Loreca has been using influencers and its brand community as a marketing strategy in Instagram, its brand positioning is still below Oasea.id but above Things.Untouched and KailaOfficial. With the decreasing trend of the number of "likes" in 2022 on Loreca's Instagram account, there is a decreasing trend of influencers used in Loreca's marketing activities, and the increasing number of members of the Loreca Babes brand community.

1. LITERATURE REVIEW

A brand is a name and/or a distinguishing symbol intended to identify the goods or services of one seller or group of sellers and to differentiate those goods from competitors. Brand equity is a set of brand assets and liabilities tied to the brand, where the name and symbol add or subtract from the value provided by the product or service to customers and the company. On the other hand, brand equity can help a company by adding value through the promotion process. There are five categories in brand equity (Aaker, 1991; 1995): brand loyalty, brand awareness, perceived quality, brand associations, other proprietary brand assets. Brand loyalty: High brand loyalty means more trade high also because customers expect for a brand to always be available. Besides, brand loyalty reduces the vulnerability to fraudulent actions competitively because competitors may be reluctant to spend resources to attract satisfied customers. Brand awareness: When someone buys a brand that is familiar to them more often because there is an assumption that a familiar brand may be reliable with competitive quality, a well-known brand tends to be selected more often than unknowns. Awareness factor brand is very important so that a brand can be included in customer evaluation. Perceived quality: The perceived quality of a brand does not have to be based on its specifications. The quality received by customers will directly affect purchase decisions and brand

loyalty. This can be a deep foundation brand extension. If a brand is considered good, there are assumptions that the brand is of high quality. Brand associations: The underlying values of a brand are often based on associations bound specifics, such as the use of influencers to promote a particular product so that a product can be known more by the public broadly and create a positive relationship with a brand. Other proprietary brand assets: Refer to brand assets such as patents, trademarks, and relationships. Asset brand will be valuable if it can inhibit competitors in eroding customer loyalty. Perceived quality, brand associations, and brand awareness can increase brand loyalty where this gives customers reasons to buy the company's products or services and affects user satisfaction.

As Loreca's product is relatively new in the market, other brand elements of brand equity might not be relevant to pursuing by Loreca at this stage. Therefore, for this study, the authors focus only on brand awareness.

A community is defined as a place where members can discuss all topics in a peaceful and deliberative manner. A brand community is made up of people who share the same social interests as others and share their passion for a brand. This kind of community presents itself as a specialized community because it is bound by a brand, ritual, or belief with others. Currently, customers have high demands for the brand they like, so the creation of

a brand community is considered important in the brand management process (Coelho et al., 2019). Social media-based-brand community (SMBBC) is a combination of a brand community with social media-based interactions. In this community, customers usually interact with other customers who come together because of their similar brand preferences (Hoang et al., 2020). The existence of active participation and interaction among brand community members can increase brand engagement, which has a positive impact on sales. Thus, brand community itself can be measured from three dimensions such as consciousness of kind, rituals and tradition, and moral responsibility. Brand community directly affects perceived quality, brand awareness, and procedures intended to improve the comprehension and application of the equity brand concept within an organization. The implementation of a brand equity management system involves three key steps: make a budget for brand equity, compile reports on brand equity, and calculate the responsibility equity brand.

Influencer marketing is a marketing strategy that uses a person's influence to drive brand awareness and/or purchase decisions for customers (Arief et al., 2023). The advantage of influencer marketing is that a brand can choose influencers who are more affordable so that expenses for the brand can be minimized. Besides, social media influencers usually specialize in a particular field, for example: fashion, beauty, culinary, and so on. This allows customers to accept and trust the influencer's opinion more when collaborating with a brand that fits their area of expertise. Social media trends state that 94% of marketers have used influencer marketing campaigns and have proven to have effective results. Besides, influencer marketing can generate 11 times the return on investment (ROI) or more return on investment than traditional advertising (Lou & Yuan, 2019). An influencer is considered someone who can create valuable content and has a high reputation in a particular field and is followed by many users with active involvement in an online community (Wiedmann & von Mettenheim, 2020). On the other hand, influencer marketing also affects strategic decisions and company communications (Ali & Alqudah, 2022). Influencer marketing is defined as a communication process involving individuals in the form of exploration, identification, and support for a prod-

uct or service. Influencers develop and send advertising messages to influence one's opinion to form brand awareness which can drive purchasing decisions (Renchen, 2020). Various studies have tested the effectiveness of using influencers, which can be measured from the source credibility model, which includes the dimensions of trustworthiness, expertise, and attractiveness (Arief et al., 2023; Li & Yin, 2018; Lou & Yuan, 2019; Ohanian, 1990; Wiedmann & von Mettenheim, 2020). Interaction on social media through influencer marketing makes customers more familiar with a brand. The main goal of influencer marketing is to expand brand awareness, reach new target customers, and increase sales. Brand awareness refers to the customer's capacity to recognize and remember a particular brand, so it is important in the purchasing decision process. When someone feels attached to a brand, their knowledge of the brand increases so that it helps in building positive perceptions, influencing purchasing decisions, and building brand equity (Ali & Alqudah, 2022; Budiman & Wijaya, 2016; Budyanto et al., 2021; Dabbous & Barakat, 2020; Ferina et al., 2021; Handranata et al., 2022; Lee & Jin, 2019; Lou & Yuan, 2019).

A community is defined as a place where members can discuss all topics in a peaceful and deliberative manner. A brand community is made up of people who share the same social interests as others and share their passion for a brand. This kind of community presents itself as a specialized community because it is bound by a brand, ritual, or belief with others. Currently, customers have high demands for the brand they like, so the creation of a brand community is considered important in the brand management process (Coelho et al., 2019). Social media-based-brand community (SMBBC) is a combination of a brand community with social media-based interactions. In this community, customers usually interact with other customers who come together because of their similar brand preferences (Hoang et al., 2020). The existence of active participation and interaction among brand community members can increase brand engagement, which has a positive impact on sales. Thus, brand community itself can be measured from three dimensions such as consciousness of kind, rituals and tradition, and moral responsibility. Brand community directly influences the components of brand equity, namely perceived

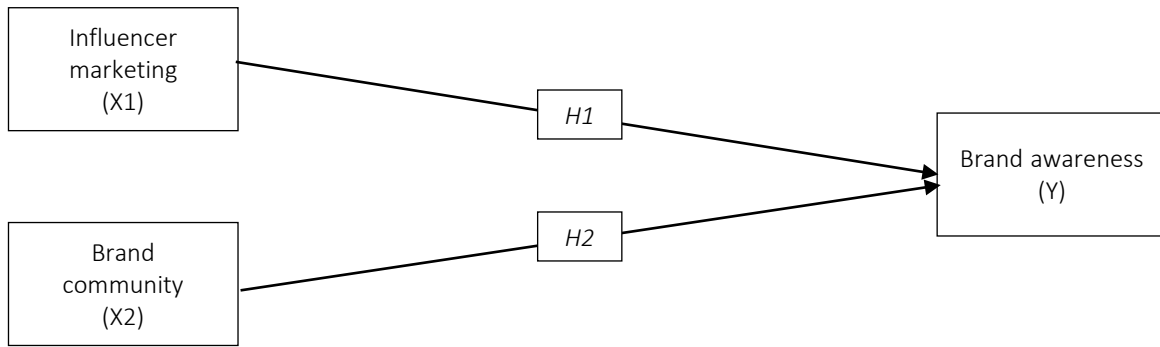


Figure 1. Research model

quality, brand awareness, brand loyalty, and brand association which influence customer purchasing decisions (Hoang et al., 2020a; Jayanti & Pratama, 2020; Bashir et al., 2020; Muniz & O’Guinn, 2001).

This study aims to find out how and to what extent influencer marketing and brand community affect brand awareness in a context of a growing beauty product brand in Indonesia.

Based on the above exploration of relevant research literature, this study proposed the following hypothesis:

H1: Influencer marketing positively and significantly affects brand awareness.

H2: Brand community positively and significantly affects brand awareness.

As both hypotheses were established using a thorough literature review, the following research model has been developed as shown in Figure 1.

2. METHODOLOGY

This research is an applied research carried out to apply the findings to solve certain problems that are being experienced in an organization. It is conducted based on empirical and quantitative research using the positivism paradigm. The authors use a longitudinal time horizon so that the facts obtained later are only collected several times at a predetermined time (Sekaran & Bougie, 2016). Besides, the authors used a quantitative research approach to determine the effect of the independent variable influencer marketing (X1) and the beauty community (X2) on the dependent vari-

able brand awareness (Y) of Loreca. The implementation of this method is using a questionnaire addressed to members of the Loreca Babes brand community. To find out the number of samples whose population is known, the sampling was carried out using a probability sampling technique where this technique provides equal opportunities for every part of the population to become a research sample (Sekaran & Bougie, 2016). Sampling was carried out using simple random sampling and the number of samples was determined by the Slovin formula. It is used if the number of the population is known, from which the sample will be derived (Saha & Paul, 2020). The population of this study were members of the Loreca community, totalling 385 people with a minimum sample of 197 people obtained from the Slovin formula.

$$n = \frac{N}{1 + Ne^2}, \tag{1}$$

$$n = \frac{385}{(1 + (385) \cdot (0.05)^2)}, n \approx 197 \text{ respondents.}$$

Sampling is done by recording population data into Microsoft Excel and then using the RAND formula to obtain random numbers from 0 to 1. These random numbers are then searched for ranking using the RANK formula to obtain the number of the intended population and then matched with names in the population table with the formula VLOOKUP. The data that are still random are sorted by number using the SMALL and ROWS formulae. Then a combination of the INDEX and MATCH formulae was used to find the appropriate name from the data that were still random before.

Data collection was carried out using a survey in the form of a questionnaire. This research questionnaire

was created using Google Forms and respondents were asked to choose an answer according to their perceptions. The authors use primary data because they are obtained directly from members of the Loreca community and a minimum of 197 samples is taken from a total population of 385 people.

Measurement of independent variables and dependent variables will be carried out using statements to obtain data about the influence of influencer marketing (X1) and brand community (X2) on brand awareness (Y). These statements are used to test the variables studied where the influencer marketing variable includes 9 statements, the brand community variable includes 6 statements, and the brand awareness variable includes 4 statements. This study uses the Likert scale as a scale for measuring respondents' perceptions of statements regarding influencer marketing, brand community, and brand awareness attached to the questionnaire. The Likert scale used in this study is 1 (strongly disagree), 2 (disagree), 3 (simply disagree), 4 (simply agree), 5 (agree), and 6 (strongly agree). The Likert scale used is even to avoid the midpoint. The presence of a midpoint has the potential to cause bias where respondents tend to prefer neutral and use that option to avoid expressing socially unwanted responses. Respondents tend to choose midpoints in favor of the "no opinion" option because this appears to be a more socially valid or desirable response. However, if this midpoint is removed, then the respondent is forced to choose between the predefined scales according to their responses, resulting in a more accurate response in the absence of a neutral position (Nadler et al., 2015).

Data analysis and hypotheses testing were carried out using a structural equation modeling (SEM) approach based on partial least squares (PLS) using SmartPLS 4. SEM allows researchers to simultaneously model and estimate complex relationships between several dependent and independent variables with more accurate measurements. PLS-SEM is used to examine patterns of relationships between latent variables that focus on analysis of variance when analyzing a relationship model to develop theories in exploratory research. PLS-SEM offers a solution with a small sample size when the model consists of many constructs and many items. This study uses PLS-SEM because it is suitable for exploratory research with secondary data and offers the flexibility needed to combine

theory and data. The choice of the partial least squares method is based on the consideration that in this study there are 3 latent variables formed with reflective indicators which assume that the existing indicators are influenced by latent variables. Besides, the use of SmartPLS software makes it very easy to analyze the data obtained because the testing is more efficient (Hair et al., 2019).

From the data collection process from May 20, 2023 to May 31, 2023, the authors managed to get as many as 200 respondents who are active members of the Loreca Babes community. The characteristics of the respondents in this study were based on gender, age, and domicile are presented in Table 1.

Table 1. Respondent's characteristics

Characteristics	Frequency	Percentage
Gender		
Male	0	0%
Female	200	100%
Total	200	100%
Age		
16-20 years old	15	7.5%
21-25 years old	108	54%
26-30 years old	61	30.5%
31-35 years old	9	4.5%
36-40 years old	7	3.5%
Total	200	100%
Domicile		
Jakarta	37	18.5%
Outside Jakarta	163	81.5%
Total	200	100%

The data in Table 1 show that all respondents in this study, totaling 200 people, were female. The age characteristics of the respondents ranged from 16 to 40 years where as many as 15 people (7.5%) were 16-20 years old, 108 people (54%) were 21-25 years old, 61 people (30.5%) were 26-30 years old, 9 people (4.5%) aged 31-35 years, and 7 people (3.5%) aged 36-40 years. Besides, 37 respondents (18.5%) live in Jakarta and 163 respondents (81.5%) live outside Jakarta.

3. RESULTS

In the evaluation of measurement model, validity and reliability tests will be carried out to evaluate whether the indicators used can explain and mea-

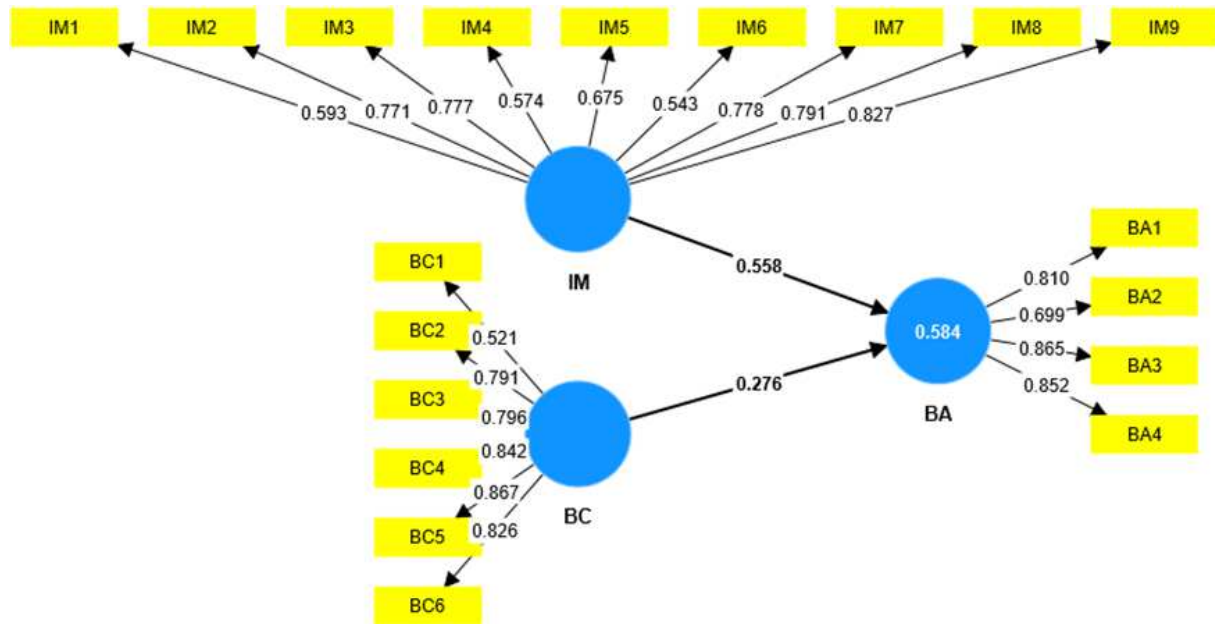


Figure 2. First iteration of measurement model evaluation with n = 200

sure the latent variables properly. Validity testing was carried out on convergent validity shows the correlation of each statement item that measures certain variables. Convergent validity can be seen from the loading factor value, where a high loading factor value indicates that the item statement has a correlation with the latent variable. The standard value of the loading factor must be > 0.708 to be said to be valid. In addition, convergent validity is also seen from the average variance extracted (AVE) value (see Figure 2). If the AVE value is ≥ 0.5 then the relationship between statement items and latent variables is considered valid (Hair et al., 2019).

The results of data processing show that 13 of the 19 indicators have a loading factor value of > 0.708

so that it can be said that these indicators are valid and can measure latent variables properly (Table 2). However, there are 6 indicators that have a loading factor value of <0.708, namely IM1, IM4, IM5, IM6, BC1, and BA2. This shows that indicators that have a loading factor value > 0.708 have a good level of validity, while those that have a value < 0.708 must be eliminated from the model because they do not have good validity. After all the invalid indicators have been eliminated and recalculated, the loading factor values for the rest indicators, which represent the influencer marketing, brand community and brand awareness variables are > 0.708 so that they are declared valid and can be processed for the next calculation. Apart from the loading factor value, convergent validity can be measured by the AVE

Table 2. Assessment of the measurement model

Constructs	Items	Standardized loadings	Cronbach's alpha	Composite reliability	AVE
Influencer marketing	IM2	0.779	0.873	0.874	0.664
	IM3	0.799			
	IM7	0.792			
	IM8	0.842			
	IM9	0.860			
Brand community	BC2	0.801	0.892	0.902	0.698
	BC3	0.795			
	BC4	0.852			
	BC5	0.892			
	BC6	0.834			
Brand awareness	BA1	0.822	0.840	0.841	0.758
	BA3	0.887			
	BA4	0.901			

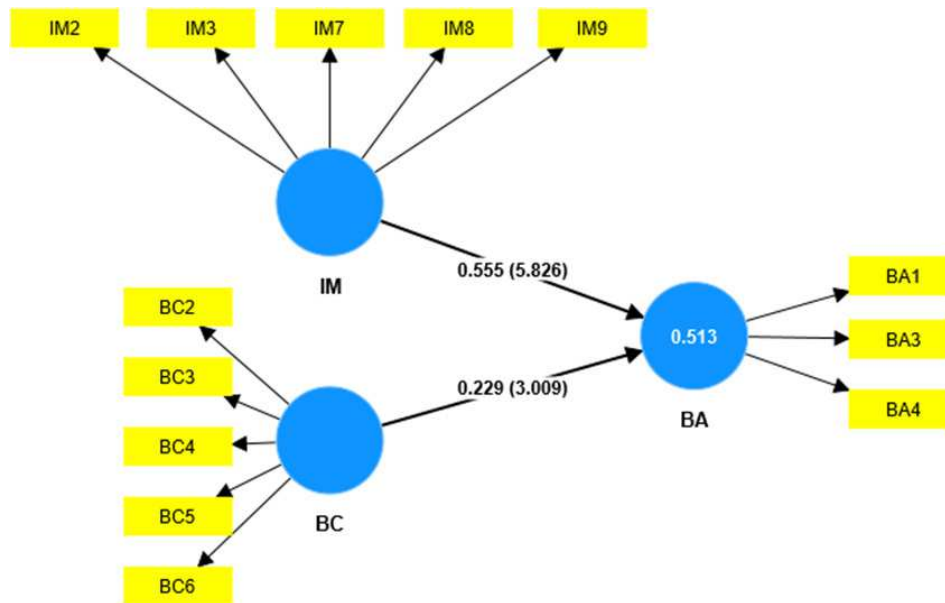


Figure 3. Structural model evaluation (n = 200)

value. The AVE values in the influencer marketing, brand community, and brand awareness variables are 0.664, 0.698, and 0.758 respectively, which are ≥ 0.5 so the relationship between indicators and latent variables is considered valid. Cronbach’s alpha and composite reliability values were over 0.70 for all latent constructs, according to the reliability analysis results, thus it is indicating that the study’s measuring tools were reliable.

Evaluation of the structural model is intended to examine the relationship between latent variables by evaluating the value of *R*-squared, structural path coefficient, effect size f^2 , predictive relevance Q^2 , and model fit (see Figure 3).

The *R*-squared value or the coefficient of determination is used to represent the amount of variance of the construct described by the model. The *R*-squared value indicates how much the independent variable can affect the dependent variable (Hair et al., 2019). Based on the acquisition of the *R*-squared value, it indicates that the independent variables of this study, namely influencer marketing and brand community, can affect the construct variability of brand awareness by 51.3% and by 48.7% are influenced by other variables not examined in this study (Tanle 3). This shows that the influence of influencer marketing and brand community is included in the moderate category (R -squared = $0.5 < 0.513 < 0.75$).

The Q^2 value is used to determine the level of relevance of a construct model through the blindfolding approach. In this study, it can be concluded that influencer marketing and brand community variables can predict brand awareness with moderate predictive relevance ($Q^2 = 0.25 < 0.368 < 0.5$). The f^2 value shows how strong the influence of the independent variable construct is on the dependent variable (Hair et al., 2019). The model fit analysis also showed that the construct used in this research can describe reality with the SRMR value in the construct model of this study is 0.066, which is smaller than 0.08 so it can be concluded that the fit of the model is good, and the model is fit.

Table 3. Assessment of *R*-squared, predictive relevance, and model fit

Construct	<i>R</i> -squared	Q^2	SRMR
Influencer marketing and brand community ↔ brand awareness	0.513	0.368	0.066

Bootstrapping approach, specifying 5,000 subsamples and 95% significance level, was used to obtain each path coefficient, *p*-value, and *t*-value. *H1* posits that influencer marketing positively and significantly affects brand awareness. The result of SmartPLS calculation showed that influencer marketing affects brand awareness (*t*-statistics $5.826 > 1.65$ and *p*-values $0.000 < 0.05$) with a coefficient path value of 0.555. Thus, *H1* supports that influencer marketing positively and significantly

Table 4. Hypotheses testing

Hypothesis	Relationship	Path coefficient	t-statistics	p-values	f ²	Decision
H1	IM ↔ BA	0.555	5.826	0.000	0.069	Supported
H2	BC ↔ BA	0.229	3.009	0.001	0.407	Supported

affects brand awareness, whereas H2 posits that brand community positively and significantly affects brand awareness (Table 4). The result of the calculation showed that brand community affects brand awareness (*t*-statistics 3.009 > 1.65 and *p*-values 0.001 < 0.05) with a coefficient path value of 0.229. Thus, H2 is supported that brand community positively and significantly affects brand awareness. Based on the results of the data, it can be concluded that brand community has a relatively low influence ($f^2 = 0.02 < 0.069 < 0.15$), while influencer marketing has a relatively strong influence ($f^2 = 0.407 > 0.35$) on brand awareness.

This study was first to investigate whether there is a positive and significant effect of influencer marketing on brand awareness, and the second aim was to investigate whether there is a positive and significant effect of brand community on brand awareness. Thus, the findings of the analysis showed that the hypotheses formed are supported and could be used as evaluation of Loreca’s marketing strategies to improve their brand awareness through influencer marketing and brand community.

4. DISCUSSION

The high use of social media is an opportunity for business to market and introduce the products or services offered and build relationships with social media users. Social media has great potential because the dissemination of information is wide, fast, and affordable. Instagram occupies the second position as the most visited social media platform. Instagram is a platform with around 400 million users targeted at a young audience that has a higher level of engagement with a brand than comparable platforms with visual content (images and videos). Social media, especially Instagram, offer a unique way for companies to promote their products or services, by gathering feedback and insights, and asking the audience for input related to their products or services. One of the factors that underlies the success of marketing through social media is influencer

marketing which has proven to have a positive effect on increasing brand awareness and sales. As it is today, many beauty influencers have appeared on social media because of the high interest and enthusiasm of the public for beauty products (Hariyanti & Wirapraja, 2018). This study examined the application of the source credibility model as a measurement of influencer marketing itself. Additionally, the intended model postulated and examined how brand awareness affects influencer marketing and brand community efficacy. The research findings indicate that brand awareness can be positively and considerably impacted by influencer marketing and brand community, particularly when it comes to Loreca, the subject of our study. The findings have theoretical ramifications for academics who want to look into influencer marketing and brand community on social media. They also add to the body of knowledge on brand awareness, brand community, and influencer marketing. The results of this study are in line with previous research that supports the influence of influencer marketing on brand awareness, such as the researches by Budyanto et al. (2021), Ferina et al. (2021), Ali & Alqudah, (2022a), Renchen (2020), Lou and Yuan (2019), which also examine influencer marketing on brand awareness. This study measures influencer marketing variables using a source credibility model, which includes trustworthiness, attractiveness, and expertise as benchmarks for influencer marketing variables (Arief et al., 2023; Li & Yin, 2018; Lou & Yuan, 2019; Wiedmann & von Mettenheim, 2020). The previous literature which became the reference material in this study did not fully discuss the impact of influencer marketing on brand awareness but rather assessed some of it on purchase intention (Arief et al., 2023; Li & Yin, 2018; Lou & Yuan, 2019; Ohanian, 1990; Wiedmann & von Mettenheim, 2020) and brand equity (Ali & Alqudah, 2022), where influencer marketing also has an influence on purchase intention and brand equity.

The brand community variable has also been shown to affect brand awareness, which is in line with previous research from Hoang et al. (2020b), Bashir et al. (2020), and Muniz and O’Guinn (2001). The

literature in this study also discusses the impact of brand community on purchase intention (Jayanti & Pratama, 2020) and brand loyalty (Coelho et al., 2019; Hoang et al., 2020), where the results of this study state that there is the influence of the brand community on purchase intention and brand loyalty. The brand community variable in this study is measured based on the dimensions of shared consciousness, rituals and traditions, and moral responsibility. Besides, the brand community also directly influences the components of brand equity, namely perceived quality, brand awareness, brand loyalty, and brand association which influence customer purchasing decisions (Hoang et al., 2020; Jayanti & Pratama, 2020). The results of this study reinforce previous studies. The existence of interaction and active participation on social media through influencer marketing and brand communities makes customers more familiar with and feels attached to a particular brand so that it can influence purchasing decisions, increase sales, build positive perceptions, and build brand equity.

According to the testing of the first and second hypotheses, there is a positive and significant relationship between influencer marketing and the brand community on Loreca's brand awareness which also strengthens the evidence that Loreca must continue to improve its strategy of using influencer marketing and brand community. The use of influencer marketing and increasing the brand community in Loreca itself can increase brand awareness so that Loreca brand awareness can be more spread among the public through social media to attract public interest and ultimately influence customer purchasing decisions. The use of social media is no longer denied from the level of efficiency and effectiveness in the process of disseminating information. In this study, Loreca, which is a brand that focuses on the beauty sector, also uses social media as a buying and selling and promotion platform. The promotion process carried out by Loreca itself is in collaboration with influencers who specialize in the beauty

sector, where these influencers are tasked with creating creative content to be posted on their social media accounts to promote Loreca's products. Until the end of 2022, Loreca has been working with many Indonesian influencers every month. Apart from that, Loreca also has a brand community called Loreca Babes as a forum for beauty activists to share and learn together. Loreca also facilitates its members by supplying products and free classes that are part of the Loreca Babes program. The activities carried out by Loreca Babes vary every month, such as monthly challenges, mini challenges, sharing sessions, babes talk, and claim points. These activities are indeed structured to increase and support the potential of members as content creators in the beauty field and indirectly help Loreca spread brand awareness through social media accounts, especially on Instagram. Based on the results of the effect size (f^2) test, it can be concluded that compared to influencer marketing, brand communities have relatively lower affect and this needs to be used as material for evaluating Loreca's brand community, where there is an increase in community activities to approaches to community members. With the number of active members of the Loreca community reaching 385 people in total and the increasing role of the Loreca Babes brand community itself, it will certainly influence Loreca's brand awareness going forward to be higher than the results of this study. Apart from that, this can be an evaluation material for Loreca to pay more attention to her community to have better performance.

The scope of issues to be discussed relates to the analysis of influencer marketing and brand community influence on Loreca's brand awareness. The object of this research is members of the Loreca Babes community with a total population of 385 people and a minimum sample of 197 people. The limitation of this research is data that can be used from companies starting in 2021. Still, this research may help in the development of marketing studies and serve as reference material for future research.

CONCLUSION

This study aims to find out how and to what extent influencer marketing and brand community affect brand awareness in a context of a growing beauty product brand in Indonesia. Based on the research results obtained, it can be concluded that influencer marketing and brand communities influence brand awareness. This is supported by the result of PLS SEM analysis result that influencer marketing affects

brand awareness (t -statistics $5.826 > 1.65$ and p -values $0.000 < 0.05$). Influencer marketing has a positive and significant effect on brand awareness. In addition, the brand community also positively and significantly affects brand awareness. This is supported by the result of the calculation which showed that brand community affects brand awareness (t -statistics $3.009 > 1.65$ and p -values $0.001 < 0.05$) with a coefficient path value of 0.229.

Loreca management may need to improve at least seven areas as the following. Firstly, to maintain the relationships that have been built so far with influencers who have worked together. Loreca may provide product sponsorship to influencer partners for which products to promote. Secondly, it is also imperative for Loreca's management to choose the right influencers and have skills, especially in the field of beauty. Loreca can use perceptions of credibility that include expertise, trust, and attractiveness to choose influencers to invite to cooperate. Thirdly, Loreca's management may determine terms related to content its brand promoted by influencers like with uttering the slogan, using the special #Loreca, specializing specific color palettes for the clothes used, video duration, concept photos, and more. Fourthly, Loreca can develop monthly challenges/missions by appreciating Loreca products, inviting well-known sources or celebrity influencers, giving goody bags or discount vouchers, and holding mini-games, and activities to increase the enthusiasm of the members. Next, Loreca could also organize family activities which can be held privately online or offline. Loreca can hold events in certain cities offline especially for Loreca Babes who reside outside Jakarta (Capital City of Indonesia). Furthermore, the company needs to maintain the reputation of being honest in providing product information, and prioritizing the quality of the products sold. Loreca management can establish satisfaction survey from Loreca Babes community. Last but not least, it is critical that Loreca creates a campaign involves the role of influencers, Loreca Babes members, and community so that community participation can increase own brand awareness.

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