

Photographic Elements of Celebrity Endorsement Content on Instagram towards Audience Online Engagement: A Literature Review

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Abstract. The emergence of social media, such as Instagram, provides platform for instagram celebrities (known as celebgram) to monetize their presences through commercial endorsement deals. Many studies on social media and its commercial nature have been explored, yet we do not have comprehensive understandings on the role of visuals in social media ecosystem. This paper reviews related concepts in digital photography, social media endorsement, and online engagement to lay theoretical foundation for exploring the relationship between photographic elements on instagram celebrities' contents and audience engagement towards them.

Keywords: *audience engagement; celebgram; commercial endorsement; photographic elements.*

1 Introduction

The development of technology is getting more and more massive. Technology has made it easier and becomes very important for human survival. One of them is internet and digital technology. Indonesia entered the world's top 5 internet access via mobile phones and entered into the country with the third highest internet growth in the world, which is 25.3 million new internet accessers in a year. About 64% of indonesia's population has used the internet with a duration of 7 hours 59 minutes / day per person by Ramadhan [1].

Social media is becoming a new life for internet users. Social media and social software are tools to improve users' ability to share, co-operate between other users and take collective action that is all outside the institutional and organizational frameworks by Shirky in Rummyeni [2]. Social media is a media platform that focuses on the existence of users in facilitating them in their activities and collaboration. Therefore, social media can be seen as an online facilitator that strengthens relationships between users as well as a social bond by Van Dijk in Rummyeni. A person who is accustomed to being active in the real

world over time turns into active and spends a lot of his time in the virtual world through gadgets in his hands.

One of the most widely used social media today is Instagram. Instagram is the 3rd most popular social media in the world after TikTok and Facebook in 2020 by Ikhsan [3] and is the 3rd most popular social media in Indonesia after YouTube and WhatsApp in the period 2020-2021 by GWI in Dahono [4]. Indonesia has the fourth largest number of Instagram users in the world, reaching 69.2 million users (January-May 2020 period). In addition, in the same year, Instagram users were dominated by millennials with an age range of 18-34 years. 25 million users (36-38%) for ages 18-24 and 21 million users (31-33%) for the age range of 25-34 years. The majority of Instagram users in Indonesia are women, which is as much as 50.8% by napoleoncat in Iman [5]. Instagram gave birth to Instagram celebrities or better known as celebgram. Celebgram is an individual instagram user who has its own uniqueness, which will eventually attract other Instagram users to become followers by Amir in Putri [6]. Celebgram became one of the influential people (influencers) and triggers in the current era of society 5.0. In addition to being one of the influencers, Celebgram is often targeted by business owners as one of the digital marketing strategies through endorsement services on the Instagram platform.

Celebrities on Instagram have almost the same meaning as television celebrities, only what distinguishes them is the media used. Celebgram is famous on social media through instagram account. Celebgram tends to have chemistry with followers, because they can interact virtually through features provided by Instagram. The indicators of celebgram according to Shimp in Cholifah et al. [7] are: (1) Trustworthy; (2) Expertise; (3) Physical Attractiveness; (4) Respect; (5) Similarity (similarity to the audience). These characteristics are displayed celebgram through instagram account. Each celebgram has a different post content display character. The content of the post is one of the photographic elements such as composition, photo format, background, distance of taking, angle of taking, visual dimensions, tone, substance and objects. Other elements such as the number of photo slides and captions. The photo becomes a content post and posted celebgram for various purposes, one of which is for endorsement interests. Endorsement is a form of cooperation between the two parties that is mutually beneficial. Usually occurs between online shop with artist or celebgram because it has many fans and followers that are useful to increase sales for online shop as well as certain products and services by Hartini in Hardilawati [8].

Celebgrams tend to have chemistry with followers, as they can interact virtually through features provided by Instagram. Online audience engagement in every post is a success for celebgrams. Celebgram utilizes the instagram platform to attract audiences through post content. In endorsement content, celebgram

promotes certain products or services by persuasion so as to attract an audience in the endorsement content. The online engagement of the audience can be represented by likes and comments on each celebgram post. The amount of online audience involvement in an endorsement content is what determines the success of celebgrams in bringing endorse products, so this problem is interesting and will be useful if researched as knowledge and strategies that can be applied to; celebgram to attract online audience engagement; business people in involving celebrities for digital marketing interests; Instagram users; and photographers in general as knowledge and/or guides to develop photography skills that attract online audience engagement on Instagram.

Two celebgrams were selected for analysis and compared each of the photographic elements used in the endorsement content of the two celebgrams. The two celebgrams selected are famous hijaber celebgrams and fall into the category of the 20 most beautiful celebgrams in Indonesia according to Ratriansyah [9]. The celebgram has some similarities and/or equality. The celebgrams are Dwi Handayani and Hamidah Rachmayanti. Here is an example of the visual appearance of a celebrity Instagram bio on Instagram that will be studied.



Figure 1 Visual appearance of Instagram bio Dwi Handayani.

The first celebgram is Dwi Handayani (@dwiandaanda), with 1.9 million followers. Dwi is a celebgram from Medan, as well as a model and entrepreneur.



Figure 2 Visual appearance of Instagram bio Dwi Handayani.

The second celebgram is Hamidah Rachmayanti (@hamidahrachmayanti), with 1.3 million followers. Hamidah is a celebgram from Bogor who started her career as a MUA (Make-up Artist) before finally becoming a celebgram and entrepreneur.

2 Discussion

2.1 Instagram

Instagram as a popular media is widely used by business owners as a digital marketing strategy to market its products, which in its implementation often use celebgram through endorsement services by Hardilawati. Selebgram utilizes the Instagram platform to promote endorsed products or services through endorsement content. Endorsement is a form of cooperation between the two parties, namely business people and celebrities who are mutually beneficial so that it is useful to increase sales for certain business people by Hartini [10]. Celebgram endorsement content on Instagram shows how to promote a particular product or service so that it can attract audience online engagement. Online audience response and engagement is a success for celebgrams in endorsements. The online audience's engagement on Instagram is represented by likes and comments by Lin, et al. [11]. The amount of online audience engagement in the form of likes on a celebgram endorsement content indicates that the content is interesting by Moore, et al. [12]. In addition, the number of comments on an endorsement content indicates that the content is successful and has a good impact, as the audience has taken the time to leave comments on the post by Sabate, et al. [13]. Each celebrity endorsement content on Instagram has a different number of audience online engagements.

The development of information and communication technology has become the heart of the postmodern era. The rise of social media has provided a special space

for humans as social creatures in communication and expression. Social media has become a new culture for its users today with its own habitus. In general, social media can be interpreted as a space to convey and receive information, with users in the form of consumers and companies, where users can interact and participate in it by Santoso, et al. [14]. Social media has a very diverse platform, depending on the function and needs of its users.

One of the most widely used social media platforms is Instagram. Instagram is a social media platform that appeared since 2010, which is very popular ranging from young people to the elderly. Before it developed as it is now, Instagram was originally just a platform for sharing photos with captions, but then now it is growing with new features such as video upload, carousel photos, instastory, IGTV, direct message, live, reels et al. This is used by business owners to market their products on Instagram as one of the online marketing strategies through celebrity endorsement services on Instagram or better known as celebgram.



Figure 3 Instagram Logo.

Indonesia has the fourth largest number of Instagram users in the world, reaching 82.3 million users (January 2021). In addition, Instagram users are dominated by millennials with an age range of 18-34 years. 29.9 million users (36.4%) for 18-24 year olds and 26 million users (31.6%) for the age range of 25-34 years. The majority of Instagram users in Indonesia are women, which is 52.7% by NapoelonCat [15].

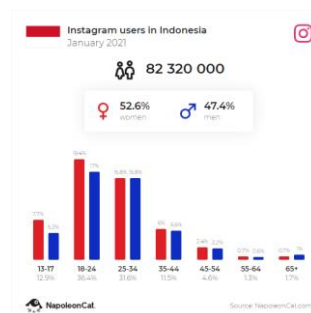


Figure 4 Instagram users in Indonesia.

The friendship system on Instagram is to use the terms follower and following. Follower means a viewers or group of viewers (Instagram users in general) who can access feeds from other Instagram users, while following means a sign has followed other Instagram users. Furthermore, every Instagram user can engage or engagement to other Instagram user accounts by providing a response to likes, comments, save and share photos displayed in Instagram posts. One of the unique and interesting features on Instagram is the automatic feature in cutting photos into square shapes, so it looks like the result of Kodak Instamatic and Polaroid cameras. This is in contrast to the 4:3 aspect ratio commonly used by cameras on mobile devices. The Instagram app can be used on any version of iPhone, iPad or iPod Touch with the iOS 7.0 operating system or later, any Android phone with operating system version 2.2 (Froyo) and above, and Windows Phone 8. This app can be uploaded through the Apple App Store and Google Play. In addition, Instagram was officially taken over by Facebook on April 9, 2012 for approximately \$1 billion by Feby [16].

Instagram is very familiar with the term post. Posts are generally articles uploaded to website / social media pages in the form of words, images, and videos. The activity of uploading posts to social media and websites can be called posting by Gurk [17]. A post can create online engagement among the audience, both on social media in general and specifically on Instagram.

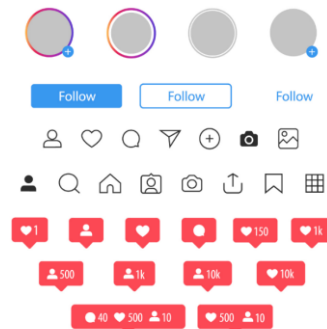


Figure 5 Instagram feature icon.

The use of Instagram in Indonesia is increasing, according to Moriansyah in Sakinah [18] stated, that Instagram users are increasing very rapidly in Indonesia as a medium of marketing communication, and online business which is one of the potential land. One way to promote the product is to use celebrity endorser Instagram or known in Indonesia by the term celebgram.

2.2 Celebrity Roles and Content

Instagram celebrity or better known by the name celebgram is a term for someone who exists on social media platforms on Instagram, has a large following and there is a blue tick on his Instagram account. Celebgram is not much different from celebrities on television in general. Celebgram is one of the influential people in today's digital technology era. Therefore, Celebgram is also known as an influencer. His presence becomes a role model in the middle of the audience or Instagram users while being able to influence and be the trigger for the audience in taking and / or making decisions.

Celebgram tends to have an affinity with its followers, they can interact directly by replying to each other's comments through the features available on Instagram. This makes celebgrams easier to recognize and gain loyalty from audiences and / or fans. The celebgram indicator that has been mentioned earlier is a characteristic as well as a reference for someone in carrying out his profession as a celebgram. Some of the most beautiful and influential hijab celebgrams in Indonesia are Dwi Handayani and Hamidah Rachmayanti. The first celebgram, Dwi Handayani Shah Putri (@dwihandanda) is a celebgram from Medan born december 16, 1993. Dwi married Muhammad Putra Setia in 2018 and has two children. In addition to being a celebgram, Dwi is an entrepreneur in the field of fashion and also a vlogger through her husband's Youtube channel by Mulyono [19].



Figure 6 Dwi Handayani.

The second celebgram is Hamidah Rachmayanti (@hamidahrachmayanti) who is familiarly called Midah. Hamidah is a celebgram from Bogor born May 5, 1994. Hamidah married Irvan Farhad in 2017 and has one child. In addition to being a celebgram, Hamidah is a model, content creator and entrepreneur by TA [20].



Figure 7 Hamidah Rachmayanti.

Celebgram acts as an influencer who is someone who can influence the audience on Instagram. Celebgram has a wide variety of content created and shown on his Instagram account. Starting from photos, videos, infographics, stories, contests, influencers or endorsements and user-generated content by Firmansyah [21]. These days the term celebgram has always been synonymous and associated with one of the endorsement content, both in the marketing strategy of goods and services. According to Dyah in Rohmah [22], celebgrams or celebrity endorsers on Instagram are a term for those who are trusted to bring products sold online through Instagram accounts. Celebgram has a certain appeal so it can affect the products of goods or services promoted on Instagram. This form of promotion using the services of celebgram is called endorsement. Although not all celebgrams receive endorsements, celebgrams with endorsement content have the opportunity to be better known by the audience and experience a significant increase in the number of followers on Instagram.

2.3 Endorsement

The portrait of the celebgram as a whole can be seen from the feed. Feed is the overall appearance of posts on the personal page of instagram accounts that contain all the content, one of which is endorsement content. Endorsement is a form of cooperation between the two parties that is mutually beneficial. Usually occurs between online shop with artist or celebgram because it has many fans and followers so it is utilized to increase sales for online shop either certain products or services by Hartini. According to Kanuk in Azmi [23] the use of celebrity roles on Instagram is believed to help achieve the goal of influencing consumers by using its popularity and also has its own appeal so as to attract the attention of certain parties in offering endorsements. This is what a person's benchmark can be considered popular and stimulates celebgrams to get many endorsement offers. According to Shimp [24], celebgrams are considered more capable than non-celebrities in promoting goods or services, because the appearance and non-physical character of celebgrams attract more consumer attention. This is because

the appearance and attitude formed by celebgrams are adjusted to the image that you want to build and display on Instagram. There are many kinds of endorsement content packaging that celebrities do on Instagram. Although both promote goods and / or services, but the way of packaging each celebgram is different. Endorsement content can be seen from the appearance of celebgram photos and captions. The following is an example of Dwi Handayani endorsement content dated July 1, 2021, with 34,045 likes and 160 comments.



Figure 8 Visual appearance of Dwi Handayani endorsement content.

Furthermore, an example of Hamidah Rachmayanti's endorsement content dated May 9, 2021, with 19,491 likes and 77 comments.



Figure 9 Visual appearance of Hamidah Rachmayanti endorsement content.

The categorization done in selecting endorsement content photos is as follows:

Endorsement content is only a type of photo image, not a video.



Figure 10 Photo image-type endorsement content

There is a description marking (tag) online shop on the photo.



Figure 11 Caption marking (tag) online shop on photo.

There is a mention (mention) of the name of the online shop in the caption of the photo.



Figure 12 Caption mention the name of the online shop in the caption of the photo.

There is one object in each frame of the photo.



Figure 13 Objects numbering one person in each photo frame.

Endorsement content in the form of hijab fashion endorse products, not others.



Figure 14 Hijab fashion endorse content.

Single-type photos in one upload (not a carousel form).



Figure 15 A photo is a single photo in one post.

2.4 Audience Online Engagement

Online engagement is the involvement of a person as an audience / user online in social media. The audience involved are the social media users who in this context are Instagram. The term online engagement is used in a celebgram endorsement content. Online engagement can also be defined as the psychological condition of the user categorized by the activeness, co-operative experience of the user with an agent and object by Bonson et al. [25]. Online involvement in Instagram can be likes on photos or videos, views on videos, comments on photos or videos, save on photos or videos, share in photos or videos and repost on photos or videos. A content post with a lot of online engagement can indicate that a content is interesting and it is possible that the product of the goods or services is liked by the audience. In addition, the dissemination of information related to a particular brand is also very potential in the number of online engagements by Moore et al. [26]. The large number of comments on a post can also represent the level of success, because it has made the audience take the time to take the time to take the time and convey their message, impression or opinion on a post. In the study of social media engagement, likes and comments have been widely used as measurements for the impact of a publication by Sabate et al.. Therefore likes and comments are used in measuring the number of online audience engagement in celebrity endorsement content on Instagram. Audience online engagement becomes something important, because the more audience online engagement obtained, the more likely a celebgram can be better known. In addition, audience online engagement can also show a good relationship between celebgram and audience and have an

impact on audience loyalty by Carter [27]. The following is an example of audience online engagement in the form of likes and comments on endorsement content photos Dwi Handayani and Hamidah Rachmayanti.



Figure 16 Portrait of audience online engagement in Dwi endorsement content.

In figure 17 shows the positive audience online engagement in one of Dwi's endorsement content. The photo has received 34,045 likes and 160 comments. The audience provided comments about Dwi Handayani's personal and endorsed products.



Figure 17 Portrait of audience online engagement in Hamidah endorsement content.

In figure 18 shows the positive audience online engagement in one of Hamidah's endorsement content. The photo has received 19,490 likes and 77 comments. The

audience commented on the flattery of Hamidah Handayani's personal and endorsed products.

2.5 Photography and Photo Analysis

Photography is used as a medium of recording and storing reality by utilizing light by Ang [28]. With the development of increasingly sophisticated technology, currently taking pictures, photographing or taking photos is a "normal" activity by Darmawan [29]. According to Abdi [30] photography can be viewed from two rules, namely technical rules and nontechnical hooks. The technical rules of photography include mastery of tools, while nontechnical rules of photography include:

- 1) Composition, related to the arrangement of elements of the photo object so as to produce an interesting composition. Composition in accordance with The theory of Yuyung Abdi by grouping various compositions in photos. Composition is a way of breastfeeding and placing elements or elements in a photo. There are 17 types of photo composition according to Yuyung Abdi; diagonal, third rules, 1/4 or 1/6 section etc, golden section, diamond, spiral, curve, circle, golden triangle, S/L/T/Y, symmetrical geometry, extreme, linear, triangle, pyramid, artificial diagonal, and turn upside down.
- 2) Photo format, consisting of square, portrait and landscape.
- 3) Distance capture, is the distance of the photographer and the object of the photo, consisting of long shot, middle shot and close up.
- 4) The angle of taking, is the angle of position of the photographer and the object, consisting of very low, low, normal and high angles or aerial by Freeman in Abdi.
- 5) The visual dimension, namely visual weight by Freeman in Abdi is the most important thing in attracting the attention of photo observers. It usually relies on some interesting substantial factors. For example such as sexuality, animal cuteness, human behavior, horrible moments or horror, disgusting things, clothing fashion et al. by Darmawan.
- 6) Tone, the level of image quality that can be assessed from the zone system theory with 10 scales of pure white to pure black (if the photo is colorless).
- 7) The substance of POI (point of interest) and Object is an aspect that relates to the content and meaning of the photo literally or the true meaning by Mukhamad in Darmawan.

Photos of celebrity endorsement content on Instagram consist of the unity of some of the elements of photography above. Every celebrity on Instagram has a different element of photography in an endorsement content posted through his Instagram account. The photography element creates online audience

engagement on Instagram in the form of different likes and comments on a photo of endorsement content.

The following is a photographic analysis of Dwi Handayani and Hamidah Rachmayanti's endorsement content photos on Instagram.



Figure 18 Photo endorsement content Dwi Handayani.

Table 1 Dwi Handayani endorsement content photography elements.

Photographic Elements	Kind
Composition	Triangle, Center
Format	Potrait (6.1 x 4.83 cm)
Background	Foreground, midground and background
Shooting Distance	Middleshot
Photographer's Point of View	Normal
Visual Dimensions	Religious, fashion, harmony, earth tone
Tone	-
Substance/Framing	A woman was sitting in prayer among the trees



Figure 19 Photo endorsement content Hamidah Rachmayanti.

Table 2 Elements of hamidah Rachmayanti endorsement content photography.

Photographic Elements	Kind
Composition	Center
Format	Potrait (6.09 x 4.87 cm)
Background	Midground and background
Shooting Distance	Middleshot
Photographer's Point of View	Normal
Visual Dimensions	Beauty, fashionable, feminine
Tone	-
Substance/Framing	A fashionable woman standing in the middle of a café

3 Conclusion

Celebrities on Instagram have their own uniqueness, one of them when bringing endorse products displayed through photography on Instagram. From the two celebrities on Instagram above it can be seen that there is a significant difference in the type of photographic elements displayed in endorsement content. The type of photography elements selected will allegedly affect the audience online engagement on Instagram.

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