



Analysis of Emina Product Endorsements on the Instagram Account @tasyafarasya for Teenagers

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ABSTRACT

Endorsement is a promotional strategy that has been widely used in the marketing world to increase attractiveness and trust in a product. This study aims to analyze @tasyafarasya's endorsement of Emina products among teenagers through Instagram. With a qualitative descriptive approach, data was collected through interviews and documentation studies using purposive sampling techniques as many as 5 informants. The results showed that @tasyafarasya succeeded in building credibility as a celebrity endorser through competence in the beauty world, honesty in providing product Emina reviews, and her attractiveness. The followers rated the shared content as very informative, transparent, and easy to understand, which encouraged them to try Emina products. These findings support the theory of source credibility by Hovland and Weiss (1951), which states that the competence, trustworthiness, and attractiveness of endorsers affect the effectiveness of the message conveyed.

INTRODUCTION

In the marketing industry, endorsements are a widely used promotional strategy to increase the appeal and credibility of a product. According to previous research conducted by (Hanaya et al., 2024), endorsements leverage the significant influence of public figures or celebrities to support a product, either by recommending its use or writing positive reviews to encourage people to buy it. The main goal is to attract customers who are interested in the character that is the center of attention.

Celebrities as endorsers are very important to ensure that the message conveyed attracts attention (Wihayati, 2017). In advertisements involving celebrities, the presence of these famous figures can increase the appeal of the advertisement and help convey the product message more effectively. Ultimately, this can have an impact on consumers' views and interest in the promoted product.

According to previous research by (Evanthi et al., 2024), celebrity endorsements are a marketing approach that involves celebrities with large numbers of followers on social media to promote products. Celebrities with endorsements on social media platforms are considered effective because they can reach customers more directly and personally and provide recommendations or endorsements that can influence their decision to purchase a product.

Currently, social media has changed the way teenagers interact, express themselves, and obtain information. Instagram and similar platforms are not only communication tools but also play a role in shaping the social habits, identities, and consumption patterns of young people. This change marks a major shift in the world of communication and popular culture, where social media has now become a place to find meaning and build identity.

Social media not only plays an important role in modern society, but also functions as a platform for advertising and sharing data, information, and expressions. Social media is very effective for marketing because of its large number of users, which allows brands to reach a larger audience.

Social media as an online advertising channel is an effective way to quickly introduce goods or services to customers with a wider reach than conventional media. Additionally, advertising on social media is more affordable and practical, which is why many companies in Indonesia use this platform to promote their products or services. This supports the opinion of Kotler and Keller, who state that social media is very important for marketing (Aprilianti & Hasbi, 2024).

Businesses can use various methods to market their products, one of which is by using digital and online platforms such as Instagram for promotion. According to Kotler and Armstrong, the fastest growing type of direct marketing is digital or online marketing. Endorsement is a digital strategy that is widely used by businesses today (Atala & Komsiah, 2023).

Instagram is a visual social media platform created by Kevin Systrom and Mike Krieger and launched in 2010. This free digital application for various media is intended for smartphone users. With its main feature, users can upload and distribute photos and videos to their followers and community of friends.

Instagram has an advantage in digital social interaction because it allows users to explore, give appreciation through likes and comments on every content displayed on the platform (Watajdid et al., 2021)

Tasya Farasya is a beauty influencer with 7,055,130 followers on Instagram. By endorsing Emina cosmetics products aimed at teenagers, she has the opportunity to see how influencers can build relationships between brands and teenage demographics.



Figure 1. Tasya Farasya's Instagram account

Emina is an Indonesian cosmetics brand known for offering high-quality beauty products at affordable prices that suit the needs and lifestyles of teenagers. Introduced by PT. Paragon Technology and Innovation, Emina targets teenagers and young women who want to take care of themselves with products that are practical, safe, and support their everyday appearance. Emina's product range includes a variety of cosmetics and skincare products, all of which are of good quality and effective for skincare. Additionally, Emina's affordable prices make it popular among teenagers looking for cosmetics at reasonable prices.

LITERATURE REVIEW

The Source Credibility Theory

The Source Credibility Theory by Hovland and Weiss (1951) explains that source credibility greatly influences audience acceptance of a message. Trustworthiness, attractiveness, and competence are the main dimensions of this theory. Influential influencers on social media have the ability to foster customer trust in the products they promote. This will increase brand awareness and encourage consumers to make better purchasing decisions (Permata et al., 2024)

Advertising Theory

Tjiptono's Advertising Theory (2015) A form of indirect communication based on information about the superiority of a product, designed to create a pleasant feeling and change consumers' minds to make a purchase.

Social Influence Theory

Cialdini (2001): Explains how individuals are influenced by others in decision making. Cialdini identifies six key principles: reciprocity, commitment and consistency, social proof, liking, authority, and scarcity.



Figure 2. Mind Maps

METHODOLOGY

The purpose of this study is to gain a deeper understanding of field phenomena. Moleong (2007) states that qualitative research is a type of research that uses descriptive data to explain social or human phenomena in depth. Meanwhile, Creswell (2014) states that research that produces descriptive data in the form of written or spoken words from people and their observed behavior. Qualitative researchers seek to understand the experiences, perspectives, and actions of research subjects in the context of their real lives.

Researchers selected informants based on criteria relevant to the research objectives. The research informants were adolescents who met the following criteria:

1. Actively follow the Instagram account @tasyafarasya
2. Knowing about Emina Products.

For research purposes, purposive sampling was used to select informants who were considered to have sufficient information to answer the research questions (Sugiyono, 2012).

1. Interview: A data collection method that involves asking questions directly to informants. Patton (2002) suggests that interviews are an effective method for obtaining in-depth information, especially for

qualitative research, as they allow for a comprehensive study of individuals' opinions, experiences, and perspectives.

2. Documentation Study: Collecting, studying, and analyzing documents related to the research topic is how a documentation study is conducted (Sugiyono, 2012).

This study uses triangulation of sources and methods to test the validity of the data obtained.

1. Source triangulation: This technique compares data from various informant sources. Moleong (2007) also states that source triangulation can strengthen data validity because it collects different perspectives from various informants involved in the research.
2. Methodological Triangulation: This term refers to the use of various data collection methods, such as observation, interviews, and documentation studies, to ensure that the information obtained is consistent and valid. Sugiyono (2012) found that methodological triangulation allows research to assess the consistency of results obtained from various data collection methods. These results enhance findings and reduce the possibility of data errors or bias.

Descriptive analysis is used on collected data to provide a clearer and more in-depth picture of the phenomenon being studied, without generalizing the results. Qualitative data analysis in descriptive research consists of three main stages, according to Miles and Huberman (1994):

1. Data Screening: The process of screening relevant and important data to answer research questions.
2. Data Presentation: Must be presented in an easy-to-understand format such as tables, graphs, and descriptive narratives.
3. Conclusion: The results of the study are based on the results that have been presented and analyzed.

This study is expected to produce a comprehensive understanding of Emina product endorsements among teenagers through the Instagram account @tasyafarasya.

RESEARCH RESULTS

Therefore, @tasyafarasya is a celebrity with many followers who uses social media to build her image in the beauty industry. Her followers are interested in the content she creates, which makes them interested in the Emina products she promotes. As a celebrity endorser, @tasyafarasya creates engaging promotional content to introduce products and boost their popularity. @tasyafarasya uses Instagram as a promotional channel to market Emina products because it is highly popular. This is sure to increase product sales. Most people who view the Instagram account @tasyafarasya say that @tasyafarasya is very skilled in beauty. This can be seen from the various makeup tutorial content she creates. Informant 1 stated that @tasyafarasya can combine makeup techniques with product selection that suits skin types, and informant 2 stated that @tasyafarasya appears to be very skilled in using makeup. Additional information, such as from informant 3, states that @tasyafarasya has a deep

understanding of beauty products and often provides helpful reviews for her followers. In terms of skincare, informant 5 says that @tasyafarasya has expertise that goes beyond just applying makeup; she also helps her followers choose the right skincare products.



Figure 3. Content on Tasya Farasya's Account

Most informants considered @tasyafarasya's explanation of Emina products to be very clear and informative. Informant 1 stated that the explanation was easy to understand, while informant 2 appreciated @tasyafarasya's transparent attitude in revealing the advantages and disadvantages of the product. Informant 3 added that @tasyafarasya also provided useful usage tips, and informants 4 and 5 felt that the personal experiences shared by @tasyafarasya increased followers' confidence in the recommended products.

Everyone agreed that the information provided by @tasyafarasya was comprehensive and easy to understand. The informants said that @tasyafarasya uses simple language and provides direct examples that help followers understand the product better. They also said that @tasyafarasya provides very helpful and easy-to-use advice. Overall, the informants realized that the explanations on @tasyafarasya not only contain product descriptions but also provide followers with practical instructions for using them.

According to the informants, @tasyafarasya's honesty in recommending Emina products is highly appreciated. Informant 1 thanked @tasyafarasya for being open about how the products work on her skin, revealing their strengths and weaknesses. Informant 2 thanked @tasyafarasya for having the courage to say when a product did not suit her, demonstrating integrity. Informant 3 said that @tasyafarasya's assessments were balanced, praising the products and showing whether they were effective. Informant 4 said that @tasyafarasya often provides more useful information when comparing Emina products with other products. According to informant 5, her recommendations seem more authentic and reliable when shared through personal experience. @tasyafarasya's honesty in recommending Emina products makes her reviews more credible and makes followers more confident to try them.



Figure 4. Content on Tasya Farasya's Account

The majority of informants expressed their belief that @tasyafarasya uses the Emina products she recommends. According to the informants, @tasyafarasya often shows before and after results of using the products, which shows that she actually tries the products in her beauty routine. Informant 4 added that @tasyafarasya's in-depth explanation of her personal experience with Emina products made her more confident to use them.

Most informants believe that @tasyafarasya's intentions in giving endorsements are honest. They also consider that @tasyafarasya always provides balanced reviews. Informant 3 added that @tasyafarasya not only praises the products, but also provides realistic assessments.

Some people who are aware of this believe that the endorsements given by @tasyafarasya have commercial elements, but do not focus entirely on those elements. Informant 1 stated that even though @tasyafarasya makes a profit, she still gives honest reviews. Informant 3 stated that @tasyafarasya concentrates more on providing useful information to her followers than on pursuing monetary gain. This shows that @tasyafarasya prioritizes the trust of their followers.

According to the informants, the content posted by the Instagram account @tasyafarasya is interesting for various reasons. Informant 1 likes the clear and practical way of delivering information, while informant 2 likes the authenticity and energy shown by @tasyafarasya in each piece of content. According to Informant 4, the new delivery style and interaction with followers make the content on @tasyafarasya more intimate and personal. Additionally, Informant 5 said that the content on @tasyafarasya inspires many people with confidence, self-esteem, and self-love.

After seeing the endorsement from @tasyafarasya, most informants expressed interest in trying Emina products. After seeing @tasyafarasya's clear explanation of how the product works on her skin, informant 1 became more confident about trying it. Informant 4 also became more confident about buying Emina products after seeing how @tasyafarasya convincingly described the results of using the product.

There are various reasons why followers are interested in the products introduced on @tasyafarasya. Informant 1 was interested because the content was very informative and useful, informant 2 was interested because they wanted to find a product that suited their skin, and informant 3 was interested in the real results shown in the content. In general, followers' incentives stem from a desire to try products that meet their beauty needs.

The Instagram account @tasyafarasya experienced fluctuations in post performance, with 39.4 thousand views, 2,714 likes, and 59 comments in 2021. In 2022, it had 1.5 million views, 38.9 thousand likes, and 183 comments. In 2023, it had 446 thousand views, 21.1 thousand likes, and 140 comments. Instagram interaction data shows that there was an increase in the number of followers from 4.4 million in 2021 to 5.7 million in 2022, then increased again to around 7 million in 2023. However, in terms of content performance, the data shows that engagement metrics such as views, likes, and comments increased in 2022 but saw a slight decline in 2023. This indicates that even though the follower base has grown, the interaction rate per content does not always increase linearly.

DISCUSSION

Studies show that @tasyafarasya has successfully built strong credibility as an artist endorser in promoting Emina products on Instagram. According to the source credibility theory by Hovland and Weiss (1951), three main factors influence the credibility of a source: competence, trustworthiness, and attractiveness. In this case, @tasyafarasya demonstrates all three components very well, enabling her to deliver promotional messages that influence her followers.

1. Competence

The endorser's expertise is crucial for building credibility. Most informants who evaluated @tasyafarasya found her to be skilled in beauty, both in makeup and skincare, as well as having in-depth knowledge of products and methods suitable for specific skin types. This expertise is in line with Hovland and Weiss's theory, which states that specialized knowledge increases credibility. The easy-to-understand tutorial content on @tasyafarasya makes her followers more trusting of her recommendations.

2. Trustworthiness

In addition to expertise, trustworthiness is an important factor in the credibility of a source. @tasyafarasya's honest and transparent recommendations for Emina products are appreciated. Informants consider her reviews to be balanced and realistic, covering both the strengths and weaknesses of the product. The extent to which the audience considers the information provided to be objective and without hidden motives is referred to as trustworthiness, according to Hovland and Weiss's theory. @tasyafarasya demonstrates honesty by revealing when she is dissatisfied with a product and comparing it to other brands. This honesty makes her a trustworthy endorser.

3. Attractiveness

An endorser's message is more effective if they are physically and personally attractive. Both in terms of appearance and the character used in

their content, @tasyafarasya has strong appeal. Informants find the content more interesting because of its more personal interaction and fresh, authentic, and energetic delivery style. The appeal of endorsers is related to their ability to build emotional connections with their audience, according to Hovland and Weiss's source credibility theory. @tasyafarasya is successful because of her attractive appearance and friendly personality, which make her followers feel connected and more convinced by her recommendations. This appeal increases the effectiveness of the message.

After seeing the endorsement from @tasyafarasya, most informants said they were more interested in trying Emina products. This is in line with Hovland and Weiss's findings that source credibility has a significant influence on message acceptance and audience attitudes. @tasyafarasya has competence, a trustworthy reputation, and appeal that make her followers more confident in trying the promoted products. Her followers' confidence in the product's effectiveness is reinforced by clear and practical explanations about the product along with the personal experiences she shares.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the study, it can be concluded that @tasyafarasya has high credibility as a celebrity endorser in promoting Emina products through Instagram. This credibility is reflected in three main aspects according to Hovland and Weiss's theory, namely competence, trustworthiness, and appeal.

First, in terms of competence, the majority of informants assessed that @tasyafarasya has expertise and knowledge in the field of beauty, both in terms of makeup and skin care. Tasya's ability to convey information clearly, practically, and in accordance with the needs of the audience makes her a trusted source of information.

Second, in terms of trustworthiness, Tasya Farasya's honesty and openness in conveying the strengths and weaknesses of Emina products makes her reviews feel authentic and not merely commercial. This strengthens her followers' trust in the products she recommends.

Third, in terms of appeal, Tasya Farasya is able to build emotional closeness with her audience through her personal, energetic, and inspiring communication style. This appeal makes her content more interesting and influences the audience's interest in the products being promoted.

Although there has been an increase in the number of Tasya Farasya's Instagram followers from year to year, her content performance has fluctuated. This shows that the credibility of an endorser does not only depend on the number of followers, but also on the quality of delivery and emotional engagement with the audience.

Overall, the credibility of @tasyafarasya has proven to be able to influence the audience's interest in trying Emina products, making her an effective endorser in marketing products on social media.

ADVANCED RESEARCH

This study has shown that the credibility of a celebrity endorser such as @tasyafarasya—including aspects of competence, honesty, and attractiveness—significantly influences teenagers' interest in trying Emina products through Instagram. However, to broaden the understanding of this phenomenon, future research is encouraged to explore several additional aspects.

First, a comparative study can be conducted to examine the effectiveness of endorsements by various beauty influencers with different communication styles and follower counts, to identify the characteristics of the most impactful endorsers for the teenage market.

Second, a quantitative approach may be employed to obtain broader and more generalizable data by distributing questionnaires to a larger number of respondents.

Third, audience segmentation based on age and gender can be investigated further to determine whether endorsement effects differ among early and late teenagers, or between male and female adolescents. In addition, other social media platforms such as TikTok and YouTube could be analyzed to compare the effectiveness of different media in delivering product endorsements. Longitudinal research is also important to assess whether the influence of endorsements contributes to long-term brand loyalty. Moreover, a psychological approach can be used to explore how endorsements affect teenagers' emotional responses and self-identity, particularly in relation to beauty perception and self-confidence.

Lastly, analyzing which content formats—such as reels, stories, or live sessions—are most effective may help brands design more targeted and impactful digital marketing strategies.

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