

**THE INFLUENCE OF KID INFLUENCERS',
CONTENT APPEAL AND INFLUENCER POPULARITY
ON PARENTS PURCHASING DECISIONS AMONG
INDONESIAN PARENTS**

(A CAUSAL COMPARATIVE STUDY OF 'ABE CEKUT' AS BRAND AMBASSADOR OF
ULTRA MIMI KIDS ON TIKTOK AND INSTAGRAM)



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Thesis submitted as Partial Fulfillment of the Requirements For the

Sarjana Ilmu Komunikasi (S.I.Kom)

(Public Relations)

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Communication Studies

School of Humanitites

PRESIDENT UNIVERSITY

FEBRUARY 2025

**The Influence of Kid Influencers', Content Appeal, and Influencer Popularity On Parents
Purchasing Decisions Among Indonesian Parents**

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Acknowledgements

First and foremost, I want to sincerely thank God for all of His blessings, support, and direction during this thesis journey. From its beginning to its conclusion, I have walked the path of gathering and finishing my thesis thanks to His boundless kindness and inclusion.

For my supervisor, Mr.Haris, who headed my thesis, for all of his help, encouragement, and support during this research process. His patience, wise counsel, and helpful criticism have been crucial in helping me polish my concepts and make this thesis a success. Their commitment and the time they spent assisting me in creating this study are greatly appreciated.

For their leadership and unwavering support, I also want to express my heartfelt gratitude to Mr. Raudy, as the Head of Program. I am appreciative of the chances and support I have received during my academic career.

All of the lecturers who have shared their knowledge and experience with me throughout my academic career have my sincere gratitude, Mr.Abhirama, Mr.Shihab, Ms.This, Mr.Hari, Ma'am Marin, Mr. Supardi, Mr. Syam, Ma'am Ani, and others. My knowledge of the field has been greatly influenced by their guidance, mentoring, and instruction. Their commitment to education and the motivation they have given me during my studies are greatly appreciated.

I will always be indebted to my family for your unending patience, love, and support. My Mom, Dad, Sister, and Brother. Their constant confidence in me has been the biggest inspiration for me to keep going and finish this thesis. I appreciate their existence no matter what and giving me the courage to keep going.

In addition, I want to express my gratitude to my friends for their unwavering support, humor, and encouragement during this journey. Gusti, Yvette, Farah, Widia, Caci, Cece, and others, I sincerely appreciate their understanding and encouragement during trying times, and their presence has made this difficult process much more enjoyable.

Table of Contents

Statement of Authorship	iii
Panel of Examiner Approval	iv
Statement of Originality	v
Scientific Publication Approval For Academic Interest	vi
Advisor’s Approval For Publication	vii
List of Tables.....	xv
List of Figures	xv
Abstract	1
INTRODUCTION	2
CHAPTER I.....	11
LITERATURE REVIEW	11
1. Kid Influencers in the Digital Age	11
2. Kid Influencers in Indonesia.....	11
a. Components of Kid Influencers’	12
1) Authenticity	12
2) Trustworthiness.....	13
3) Relatability.....	13
b. Factors Influencing Kid Influencers’	14
1) Pester Power Theory.....	14
2) The Role of Practical Considerations	14
a. Cost	15
b. Product	15
c. Quality.....	16
d. Nutritional Value	16
c. Dimension of Kid Influencers’	16
1) Parasocial Relationships	16
3. Content Appeal of Influencers	17
a. Components of Content Appeal	17
1) Visual Aesthetic and Quality	18
2) Content Variety and Entertainment Value.....	18
3) Emotional Appeal and Engagement	19
b. Factor Influencing Content Appeal	19
1) Influencer – Follower Interaction.....	19
c. Dimensions of Content Appeal	19
1) Cognitive Dimension.....	20
2) Affective Dimension.....	20

3) Behavioral Dimension	20
4. Content Strategy Mirroring within Components of Content Appeal	20
5. Influencer Popularity	21
a. Components of Influencer Popularity	22
1) Reach	22
2) Engagement	22
3) Attractiveness.....	23
b. Factors Influencing Influencer Popularity	23
1) Content Quality and Consistency	23
2) Engagement and Interaction	24
c. Dimensions of Influencer Popularity	24
1) Visibility	24
2) Endorsement Frequency and Follower Demographics.....	24
3) Social Proof	25
6. Parents Purchasing Decisions	25
a. Components of Parents' Purchasing Decisions	25
1) Product Safety.....	25
2) Brand Trust	26
3) Social Influence	26
4) Child Influence	26
b. Factors Affecting Parent's Purchasing Decisions	26
1) Economic Factors.	26
2) Social influence/Peer Recommendation.	26
3) Marketing and Media.....	27
c. Dimensions of Parents' Purchasing Decisions.....	27
1) Emotional Dimension.	27
2) Cognitive Dimension.	27
3) Behavioral Dimension.	27
7. AIDA Marketing Model.....	27
8. Digital Marketing on Social media	28
a. Purpose of Digital Marketing on Social Media	29
b. Process of Digital Marketing on Social Media	30
9. Mediated Communication and Media Message Strategies in Influencer Marketing.....	31
a. Mediated Communication in Digital Marketing	31
b. Media Message Strategies in Influencer Marketing.....	31
10. Digital Marketing as a Form of Mass Communication.....	32
11. Media Influence and Audience Behavior in Digital Marketing	33

a. Two-Step Flow Theory in Digital Marketing	33
b. Uses & Gratifications Theory in Digital Marketing.....	34
12. Socio-Psychological Tradition	34
CHAPTER II.....	38
METHODOLOGY	38
1. Research Paradigm.....	38
2. Research Approach	38
3. Conceptual Framework.....	39
4. Object of Inquiry or Variables.....	40
5. Hypothesis.....	40
6. Variable and Operational Definition	41
7. Variable Measurement.....	46
8. Respondent Selection.....	47
a. Population	47
b. Sample.....	47
c. Sampling Technique	48
9. Pre-test	48
a. Validity and Reliability.....	48
1) Validity Test	49
2) Reliability Test.....	49
c. Classical Assumption Test.....	49
1) Normality Test	49
2) Heteroscedasticity Test	49
3) Multicollinearity Test.....	49
d. Multiple Regression Analysis	49
e. Hypothesis Testing	51
1) T-test	51
2) F-test	51
3) Coefficient of Determination (R^2)	51
CHAPTER III	53
RESULTS AND DISCUSSION.....	53
1. Results/Findings.....	53
b. Validity and Reliability Test.....	56
1) Validity Test	56
2) Reliability Test.....	58
c. Classical Assumption Testing Result	59
1) Normality Test	59

2) Heteroscedasticity Test	61
3) Multicollinearity Test.....	62
d. Multiple Regression Analysis	63
e. Hypothesis Testing Result.....	65
f. Test of Coefficient Determination (R ²)	67
2. Discussions	68
CHAPTER IV	74
CONCLUSION AND RECOMMENDATION	74
1. Conclusion	74
4.2 Recommendation	75
REFERENCES	78
APPENDIX.....	85

List of Tables

Table 1. Variable and Operational Definition	41
Table 2. Variable Measurement.....	46
Table 3. Multiple Regression Formula.....	50
Table 4. Result of Validity's Test.....	57
Table 5. Result of Reliability's Test	58
Table 6. Multicollinearity Result	62
Table 7. Multiple Regression Test Result	63
Table 8. T-Test Result.....	66
Table 9. F-Test Result	67
Table 10. R2 Result.....	67

List of Figures

Figure 1. Ultra Mimi Kids Product	7
Figure 2. UHT milk volume market share YTD Sept 2023	7
Figure 3. Sales by segment Sept 2023	7
Figure 4. Abe Cekut as Ultra Mimi Kids BA content on Instagram and TikTok.....	8
Figure 5. Research Framework	39
Figure 6. Respondent's Age Pie Chart	53
Figure 7. Parent's Status Pie Chart.....	54
Figure 8. Age of the respondent's children	54
Figure 9. Parent's Frequent Usage of TikTok and Instagram	55
Figure 10. Parent's Awareness of Abe Cekut's Content	55
Figure 11. Parent's Purchase History of Ultra Mimi Kids Products	56
Figure 12. Histogram of Normality Test Result.....	59
Figure 13. P-Plot of Normality Test Result.....	60
Figure 14. Exact of Normality Test Result	61
Figure 15. Scatterplot of Heteroscedasticity Test	62
Figure 16. Scatterplot of Heteroscedasticity Test	62
Figure 17. Scatterplot of Heteroscedasticity Test	62
Figure 18. Scatterplot of Heteroscedasticity Test	62

Abstract

In Indonesia, the emergence of child influencers has changed digital marketing tactics, especially in the food and beverage (F&B) industry. Using Abe Cekut as a case study for the Ultra Mimi Kids brand on TikTok and Instagram, this study investigates how parents purchasing decisions are impacted by the influence of kid influencers' popularity and appealing content. This study uses a causal-comparative research design to examine the ways in which various aspects of content appeal—such as emotional appeal, visual appeal, authenticity, and variety—affect parents' opinions and choices. It also looks into how influencer popularity affects brand engagement and consumer trust. This study employed a quantitative research approach using an online survey aimed at 180 Indonesian parents aged 25-45-year-old, who use Instagram and TikTok, and have seen marketing content of 'Abe Cekut' as the Brand Ambassador of Ultra Mimi Kids was used to gather data for this study. Respondents were selected through purposive sampling to ensure relevance to the research objectives. The results show that parents purchasing decisions are highly influenced by influencer popularity and content appeal. Consumer trust is strengthened by the influencer's perceived popularity and credibility, while engagement is increased by authentic and eye-catching content. These revelations advance our knowledge of how young influencers propel brand success and offer useful advice for digital marketing tactics used in the food and beverage sector. This study emphasizes how social media influencers are increasingly influencing consumer behavior, especially among parents. Future research could examine other elements like brand partnerships and parental perspectives on child influencer marketing.

Keywords: Kid-Influencers, Content-Appeal, Influencer-Popularity, Parents-Purchasing-Decisions, Digital-Marketing
