

THE INFLUENCE OF PERSUASIVE COMMUNICATION ON THE INSTAGRAM ACCOUNT OF MOP (MOTHER OF PEARL) BEAUTY ON CONSUMER BUYING INTEREST

Devi Amelia Putri^{1*}, Danang Trijayanto²

Universitas 17 Agustus 1945 Jakarta

Universitas 17 Agustus 1945 Jakarta

E-mail: putrideviamelia2@gmail.com^{1*}, danang.trijayanto@uta45jakarta.ac.id²,

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Abstract

This study aims to measure the influence of persuasive communication by influencers on @mop.beauty's Instagram account on consumer buying interest. In the digital era, social media has become the main tool in marketing beauty products. The study used a quantitative approach with an online survey method to 100 respondents who were followers of the account. The Elaboration Likelihood Model (ELM) theory is used to analyze the persuasion process through central and peripheral pathways. The results of the study showed that persuasive communication had a positive and significant influence on consumer buying interest, with a contribution of 64.8%. The most influential factors include the communicator's credibility, emotional appeal, and delivery style in visual content. These findings confirm the importance of effective communication strategies in shaping purchase intentions on social media.

Keywords: *Elaboration Likelihood Model, Influencers, Persuasive Communication, Social Media, Buying Interest*

INTRODUCTION

The development of digital technology has significantly changed marketing strategies, especially through social media. Platforms like Instagram are the main channels that allow brands to interact directly and personally with their audiences. One of the most effective approaches in digital marketing is the use of *influencer marketing*, which is the use of public figures on social media to convey promotional messages (Ahmad, 2018; Lou & Yuan, 2019). In the beauty industry, persuasive communication delivered by influencers has a strong influence in shaping consumer perception and buying interest. Buying interest itself is an important psychological stage before a purchase decision occurs and can be influenced by the credibility of the communicator, the emotional appeal of the message, and the quality of the delivery (Baig et al., 2022). One of the local Indonesian brands that takes advantage of this strategy is MOP (Mother of Pearl) Beauty. Through the @mop.beauty Instagram account, the brand actively collaborates with influencers and brand ambassadors to convey promotional messages through engaging visual content, emotional testimonials, and interactions that build closeness with the audience (Ratnasari et al., 2022; Putri et al., 2024a). This strategy has proven effective, as seen in the successful launch of the Lip Series product which sold more than 100,000 units in three months (Annedeane, 2024).

Persuasive communication in the context of social media can be analyzed through the theory of *Elaboration Likelihood Model* (Petty & Cacioppo, 1986) to understand how persuasive communication carried out by @mop.beauty's Instagram account can affect consumers' buying interest. This theory explains that audiences can process messages through different lines of thought depending on their level of engagement and motivation. In this context, ELM is used as a theoretical basis to look at the influence of persuasive communication as a whole on buying interest, without specifically distinguishing between central and peripheral lines. The urgency of this study lies in the lack of quantitative studies that specifically examine how various influencers in a single brand account affect consumer buying interest through persuasive communication. Therefore, this research was conducted to fill the gap with a quantitative approach and measurement through surveys to followers of the @mop.beauty account. The purpose of this study is to find out how much influence persuasive communication has on consumer buying interest. It is hoped that the results of this research can contribute to the development of digital communication strategies in the beauty industry, both from an academic and practical perspective.

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LITERATURE REVIEW

Research on persuasive communication through social media, especially involving influencers, has been widely conducted in the context of digital marketing. Lou and Yuan (2019) stated that social media is now the main channel in shaping consumer perception of products, replacing the role of conventional media. In this case, *influencer marketing strategies* are considered more effective because they target the psychological audience in a more personal way. The study conducted by Ratnasari, Megasari, and Sufa (2022) reviewed MOP Beauty's branding efforts through Instagram. This study emphasizes the importance of visual content and exclusive imagery in building *brand equity*, but has not addressed the persuasive communication aspects that affect buying interest. Aprilia and Arifin (2023) examined the influence of marketing on influencer credibility and its impact on purchasing decisions for MOP Beauty products. Despite using a similar quantitative approach, their focus lies on the credibility of the influencer, not the communication strategies used in the content. The research of Azzahra, Firmansyah, and Martedireja (2024) examined the persuasive communication of the Instagram account @thrift.bklshop on the buying interest of followers. This research has a similar approach, but differs in the object (fashion industry) and the theory used, namely Stimulus-Organism-Response (SOR).

Based on these studies, it can be seen that there has been no study that specifically measures the influence of persuasive communication by several influencers in one brand account on consumer buying interest with a quantitative approach. Therefore, this study seeks to fill the gap by using the theory of *the Elaboration Likelihood Model* (Petty & Cacioppo, 1986) as the basis for analysis, and targeting the promotional content of the Instagram account @mop.beauty that actively involves several influencers. Each MOP (Mother Of Pearl) Beauty ambassador has a different style and character, so the potential influence on consumer buying interest can also vary. In this context, the implementation of ELM makes it possible to see the combination of processing channels used by consumers when faced with persuasive communications from various promotional figures in a single brand account. Thus, the theory of Elaboration Likelihood is used in this study as a basis to understand how persuasive communication carried out by influencers on the MOP (Mother Of Pearl) Beauty Instagram account can affect consumers' buying interest in the products offered. This research is expected to contribute to the development of persuasive communication strategies in the digital beauty industry, as well as expand academic understanding of the effectiveness of social media content in shaping consumer buying interest.

RESEARCH METHODS

This study uses a quantitative approach with a survey method to measure the influence of persuasive communication of Instagram @mop.beauty accounts on consumer buying interest. This approach was chosen to obtain statistically measurable and objectively analyzed data. The research design was based on the theory of *Elaboration Likelihood Model* (Petty & Cacioppo, 1986) which was used as a basis for compiling persuasive communication indicators. The target audience in this study is followers of the Instagram account @mop.beauty who are 17–35 years old, domiciled in Indonesia, actively use Instagram, and have seen promotional content posted by the account. The research sample amounted to 100 respondents, determined by *purposive sampling technique* and the Slovin formula at an error rate of 10%. The respondents' criteria were chosen to be in accordance with the purpose of the study, which was to analyze consumer perceptions of persuasive communications from influencers in @mop.beauty accounts.

The main material used is a Google Form-based questionnaire instrument, which contains statement items based on the operational indicators of each variable. Each indicator is measured using a Likert scale of 1–5. The questionnaire was organized based on indicators: communicator's credibility, emotional appeal, communication style, argument quality, and visual format of the content (for variable X), and interest, desire to buy, brand preferences, and recommendations (for variable Y). The data collection technique is carried out online, through the dissemination of questionnaire links to followers of the @mop.beauty account using direct messages, beauty communities, and online discussion platforms. Data was collected during May–June 2025. The data analysis technique was carried out using SPSS software. The analysis began with a test of the validity and reliability of the instrument, then continued with a simple linear regression test, t-test, and determination coefficient (R^2) test. The regression test was used to see the influence of independent variables (persuasive communication) on dependent variables (buying interest), with the following regression equation:

$$Y=a+bX$$

Where:

Y = Buying interest

X = Persuasive communication

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a = konstanta

b = Regression Coefficient

The equation is used to find out the extent to which persuasive communication can explain changes in consumer buying interest. The results of the analysis were also supplemented by a t-test to see the significance of the influence, as well as a determination coefficient test to determine the magnitude of the contribution of variable X to the overall Y variable.

RESULTS AND DISCUSSION

Validity Test

The validity test was carried out to find out whether the questionnaire items in this study were able to measure the variables in question. Based on the results of the validity test with the Pearson correlation technique, all statement items in variable X (persuasive communication) and variable Y (buying interest) have a value of r calculated $> r$ table (0.195) with a significance of $0.000 < 0.05$. This indicates that the entire item is valid and suitable for research data collection.

Table 1. Validity Test Results

Variable	Item	r hitung	r tabel	Sig	Ket
X	Influencers or ambassadors on the @mop.beauty account convey product information in a convincing way.	0,634	0,195	0,00	Valid
	I believe that the product information conveyed by influencers in @mop.beauty account is trustworthy.	0,670	0,195	0,00	Valid
	The promotional content created on the @mop.beauty account feels touching to the side My Emotions.	0,580	0,195	0,00	Valid
	The communication style of the influencers on the account @mop.beauty made me more interested in her products.	0,741	0,195	0,00	Valid
	I feel that the explanation or argument conveyed by the influencer in the promotion of his product feels logical and It makes sense.	0,627	0,195	0,00	Valid
	The visual format and use of Instagram features (feeds, reels, stories) used by the @mop.beauty account Messages are easier to understand.	0,589	0,195	0,00	Valid
	The influencer on the @mop.beauty account explains the benefits of the product in detail dan factual.	0,708	0,195	0,00	Valid

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	I feel like @mop.beauty influencers have real experience using the products they are Promote.	0,652	0,195	0,00	Valid
	I'm interested in content because of visuals The product and aesthetic of the post are very interesting.	0,655	0,195	0,00	Valid
	I feel emotionally connected to an influencer's delivery style that reflects personal experiences They use products.	0,662	0,195	0,00	Valid
	I considered buying MOP products because of rational arguments about the benefits and quality of the product.	0,625	0,195	0,00	Valid
	I'm more influenced by the popularity or number of influencer followers in Rate the products they are promoting.	0,544	0,195	0,00	Valid
	I am more confident in the products recommended by influencers who look honest and not overdo it in conveying the message.	0,612	0,195	0,00	Valid
	An influencer's relaxed, funny, or relatable makes me like their promotional content more.	0,667	0,195	0,00	Valid
Y	I'm interested in finding out more about MOP Beauty products after viewing the content on the @mop.beauty account.	0,518	0,195	0,00	Valid
	I have a desire to try MOP Beauty products after seeing the promotion from the account.	0,501	0,195	0,00	Valid
	Saya berencana membeli produk MOP Beauty dalam waktu dekat.	0,391	0,195	0,00	Valid
	I prefer MOP Beauty products compared to other brands after seeing promotions on @mop.beauty accounts.	0,560	0,195	0,00	Valid
	I feel confident to buy MOP Beauty products because of the promotions for influencer.	0,530	0,195	0,00	Valid

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I would recommend MOP products Beauty to others after seeing the promotion on the Instagram account.	0,538	0,195	0,00	Valid
I feel that MOP Beauty is the product that suits my needs after view promotional content on Instagram.	0,635	0,195	0,00	Valid
The promotional content on the @mop.beauty account increased my interest in Beauty MOP brand.	0,582	0,195	0,00	Valid
After seeing the promotion, I felt like MOP Beauty is superior to other similar products.	0,569	0,195	0,00	Valid
I feel that the promotion that the influencer does provides information that strengthens my intention to buy the product MOP.	0,573	0,195	0,00	Valid
I am willing to try MOP Beauty products even though I have never used them before previously.	0,487	0,195	0,00	Valid
I have the desire to prove the quality of MOP Beauty products after seeing testimonials from influence.	0,361	0,195	0,00	Valid
I save product promotional content MOP Beauty as a reference for future purchases.	0,522	0,195	0,00	Valid
I feel that the promotion made me more confident in the quality of MOP Beauty products.	0,563	0,195	0,00	Valid

Source : SPSS Data Processing (V26)

Reliability Test

Reliability tests aim to measure the consistency of an instrument's results if they are used at different times or by different people. This study uses Cronbach's Alpha formula, where an instrument is said to be reliable if the alpha value > 0.60 (Ghozali, 2018). Based on the results of the test with Cronbach's Alpha, a reliability value of 0.882 for variable X and 0.922 for variable Y. Since both are greater than 0.60, the questionnaire is declared reliable, which means that the research instrument is consistent and can be used for further analysis.

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Table 2. Reliability Test Results

Variabel	Coefficin Alpha	Critical Figures	Information
Persuasive Communication (X)	0.882	0.6	Reliabel
Buying interest (Y)	0.922	0.6	Reliabel

Source: SPSS Data Processing (V26)

Simple Linear Regression Test

A simple linear regression test was used to determine the influence of an independent variable (persuasive communication/X) on a dependent variable (buying interest/Y). The value of the regression coefficient of 0.854 indicates that every increase in one unit of persuasive communication will increase buying interest by 0.854. This shows a positive relationship between the two variables. Based on the results of SPSS data processing, regression equations were obtained:

Table 3. Simple Linear Regression Test Results

Model	B	Std. Error	Beta	t	Sig.
(Constant)	9,019	3,764		2,396	,018
Total_X	,854	,064	,805	13,421	,000

Source: SPSS Data Processing (V26)

T Test

The results of the t test showed that *the calculated t* value of 13.421 was greater than *the table t* of 1.983, and the significance of $0.000 < 0.05$. So H_0 is rejected and H_1 is accepted, which means that there is a significant influence between persuasive communication on consumer buying interest on MOP Beauty's Instagram account.

Coefficient Determination Test

The test results showed an *R Square value* of 0.648 or 64.8%, which means persuasive communication explained 64.8% of the variation in consumer buying interest, while the remaining 35.2% was explained by other factors that were not studied, such as price, product quality, promotions from other brands, and market trends.

Table 4. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,805 ^a	,648	,644	4,194

Source: SPSS Data Processing (V26)

The results of this study show that persuasive communication carried out by the @mop.beauty Instagram account has a strong and significant influence on the buying interest of followers. These findings are in line with research by Lou & Yuan (2019) who stated that the effectiveness of communication on social media is greatly influenced by the credibility of communicators and the appeal of the message. Persuasive communication packaged in the form of attractive visuals, emotional narratives, and strengthening testimonials from influencers has been proven to increase consumer trust and desire to buy MOP Beauty products. These results also support the findings from Azzahra et al. (2024) who stated that persuasive communication contributes more than 40% to the increase in consumer buying interest on social media. With regression results showing an influence of 64.8%, this study strengthens the argument that digital promotion strategies through influencers are very effective in shaping purchase intentions, especially among young consumers in Indonesia who are active on Instagram.

CONCLUSION

Based on the results of data analysis, it can be concluded that persuasive communication has a positive and significant effect on the buying interest of the account's followers. This is evidenced by the results of a simple linear regression test which shows a determination coefficient value of 64.8%, which means that persuasive communication explains more than half of the buying interest variables in this study. Components of persuasive communication such as communicator credibility, emotional appeal, and visual delivery style have been shown to play an important role in influencing consumer decisions. In addition, the results of the validity and reliability test showed that the research instrument used was valid and reliable to measure the influence. This research shows that marketing strategies through social media that utilize the power of influencers and persuasive messaging can be an effective approach in shaping positive perceptions and consumer buying interest, especially in the beauty industry. For future implementation, this research can be the basis for other local brands to design more strategic and targeted communication campaigns. Additionally, advanced research can expand the scope by adding other variables such as brand loyalty, consumer trust, or the effectiveness of the type of content (videos, testimonials, direct endorsements) in other digital platforms.

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