

## INTRODUCTION

Because Indonesians are becoming more receptive to information on a local, national, and global scale, the phenomenon of an increasing number of internet users catalyzes behavioral shifts. People have more options for adapting to new ways of life, new ways of being, and new cultures as information become increasingly available. Changes in people's behavior can also be seen in the way they work, shop, study, and even find entertainment using mobile phones, laptops, and tablets already connected to the internet.

The phenomenon of buying fashion products online certainly provides an overview of the potential of the digital market and many ways to take advantage of market opportunities with digital marketing such as building digital stores using e-commerce websites, e-marketplaces (Tokopedia, Lazada, Shopee, etc.) using influencers on social media, even doing advertisements directly through the platforms provided such as FB / IG Ads, Google Ads, Shopee / Tokopedia Ads, Email Marketing, SEO, etc.

According to a survey that was carried out by [affable.ai](#), [thesocialshepherd.com](#), and [brandwatch.com](#) (2022), the survey data results have the following conclusion: "Instead of relying on supermodels to sell clothes, a brand can create a strong campaign using role models (influencers) and the power of social media." Digital marketing for fashion products is closely related to influencer marketing. The fashion industry's relationship with its customers is changing. Because of similarities or relationships, customers require more inspiration from real-life individuals they follow on social media as influencers.

One of Qorygore's local Indonesian fashion brands, Brobrogoremerch, was founded by the YouTuber, rapper, and youth influencer Qorygore. Brobrogoremerch sells products by using Qorygore and Shopee's influencer marketing strategies and social media to raise brand awareness. Brobrogoremerch sells clothing like hoodies, jackets, and t-shirts.

A type of collaboration known as "marketing activities involving influencers" or "influencer marketing" involves a company working with an influential individual to promote a product, service, or campaign (Newberry, 2019). One of Kompas' Visual Interactive articles claims that the rise of the celebgram trend (Instagram celebrity) in 2014 marked the beginning of the presence of internet influencers. This is because Instagram, as a photo-based social media platform (visual), was able to overtake Twitter, which was only word-based (textual) at the time (2017).

The credibility of influencers is judged by many subjective and objective aspects that can be seen in real terms. An example of a real comparison that is easy to recognize is the number of followers/followers/subscribers on the influencer's social media channels. The more followers/subscribers the more credible the figure is because of course there is a difference between 100,000 followers and 1 Million followers. Another thing that can be used as another measure is the level of interaction on the influencer's digital channel with the term engagement expressed in percentage units.

The problems in this study drew the author's attention because of the overview and phenomenon presented in the preceding paragraph. The purpose of the study was to determine how much influence influencer credibility has on consumers' interest in purchasing Brobromerch products so that Brobromerch businesses can improve their ability to pique consumers' interest.