



## K- Popfication in Viral Marketing: Increasing Brand Awareness and Purchasing Decisions of MSMEs

Dwi Maulina<sup>1</sup>, Popy Novita Pasaribu<sup>2\*</sup>, Indupurnahayu<sup>3</sup>  
<sup>1,2,3</sup> Universitas Ibn Khaldun Bogor

\*Corresponding Author Email: [popy.novita@uika-bogor.ac.id](mailto:popy.novita@uika-bogor.ac.id)

| Article Information   | ABSTRAK  |
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| <p>History of the article:<br/>Accepted: July 2024<br/>Corrected: Augu 2024<br/>Accepted: Oct 2024</p> <p><b>Keywords:</b><br/>Korean Popular Culture,<br/>Brand Awareness, Purchasing<br/>Decisions, Buzz marketing,<br/>Viral marketing</p> | <p>The K-pop phenomenon has become one of the significant global culture trends, impacting not only the entertainment industry but also various aspects of marketing. This study aims to explore the impact of K-pop elements in viral marketing strategies on MSMEs in Indonesia, especially in increasing brands awareness and consumer purchasing decisions. The sample formed of 75 respondents who were selected using purposive sampling, with criteria MSME's customers on on line shopping. Data analysis using Structural Equation Modeling (SEM) with the help of Smart PLS 4.1. The research results shows that K-Popfication has been a significant influence on increasing brands awareness and purchasing decisions. This indicates that marketing strategies that integrate elements of K-Pop culture are effective in increasing brands awareness and encouraging consumers to make purchases. In contrast, neither buzz marketing nor viral marketing showed a significant influence on brands awareness and purchasing decisions in the context of this research. These findings provide important insight that in an effort to increase visibility and sales, K- Popfication has greater potential than other marketing strategies that do not involve elements of popular culture such as K-Pop.</p> |

### Introduction

The impact of Korean popular culture (K-pop) has extended beyond South Korea's borders and evolved into a worldwide phenomenon (Zhang et al., 2020). K-pop, also known as Hallyu or the Korean wave, is a cultural phenomenon that encompasses a variety of South Korean products, including films, music, cuisine, and fashion, whose influence has spread almost throughout the world (Ardhiyansyah et al., 2021). By the close of 2022, the number of Hallyu fans reached more than 178 million, which is a 19-fold increase compared to the number of fans recorded in the first survey in 2012, namely 9.26 million (Korea Foundation, 2023).

As of 2022, Hallyu Global covers 118 countries, with the Asia- Oceania region still become center main Hallyu with around 130 million fan. Madness towards Hallyu as well spread to America. In Europe, Korean Wave fans showed growth yet Once happen before, okay from facet amount nor proportion. In addition, Africa and the Middle East added 18 countries global survey , if compared to with publication the first in 2012 (Korea Foundation, 2023). Hallyu has made a notable contribution to Korea's economy, accounting for 0.2% of the country's GDP in 2004, roughly USD 1.87 billion. By 2019, it was estimated that Hallyu had generated a USD 12.3 billion boost to the Korean economy (Martinroll, 2021).

In 2023, the global demand for K-pop audio and video streams increased by 42%. Japan ranked as the top consumer with 9.7 billion streams, followed by the US with 9.2 billion, Indonesia at 7.4 billion, South Korea at 7.3 billion, India with 6.2 billion, the Philippines at 4.2 billion, and Mexico with 3.5 billion (Dasom, 2023). In 2021, Indonesia was the country that posted the most about K-pop on Twitter, with a total of 7.8 billion K-pop posts posted on the platform (Queiroga, 2022). Data on K-pop's popularity from YouTube views shows that only 10.1% of the total views came from South Korea, with Indonesia ranking second in terms of YouTube viewership (Statista,



2024). This is reinforced by the number of internet users in Indonesia, which in 2024 reached 221,563,479 people, out of a total population of 278,696,200 in 2023, and is dominated by Gen Z (born 1997-2012) at 34.40% (Association Indonesian Internet Service Providers, 2024).

In January 2024, the most popular social media platform in Indonesia was determined by the percentage of internet users aged 16 to 64 who actively used each platform monthly, WhatsApp occupies the top position with 90.9% of users followed by Instagram with 85.3%, and Facebook with 81.6%. Tiktok is also quite popular with 73.5% of users (We are Social, 2024). For marketers, this is a huge opportunity and potential to be utilized as a means of marketing communication (Muhajir et al., 2022), and not surprising that the Korean Wave is an effective marketing strategy for company branding and always personal branding succeed went viral in Indonesia (fullstopindonesia.com, 2023). According to Hosseinikhah Choshaly & Mirabolghasemi (2022) Viral marketing influences decision purchase in choose products in the online shop because a number of factors, such as activeness on social media, activeness chat groups on social media, recommendations from other consumers for online shopping, and frequency see content on social media.

Examples like success Starbuck's collaboration with girl group Blackpink demonstrated the ' K-pop phenomenon ' within series of 11 types equipment drink and six accessories style a life that doesn't only sold exhausted, but also soared the amount (Keegan, 2023). BTS Meal, collaboration between McDonald's and BTS taking notes profit big in Indonesia and America, is proof effectiveness of marketing strategies based on K-pop that went viral in create significant buzz transformation (Fauzia, 2021). According to Rabidas & Bowen (2019) and Reichstein & Bruschi (2019) Buzz Marketing is influential positive and significant to *Purchase Intention*.

In the era of rapid digital transformation, the role of MSMEs is increasing important in support growth global economy (Agung et al., 2023). Digitalization has change landscape marketing in a way drastically, forcing MSMEs to adapt with fast to change trend consumption and behavior customer (Agung et al., 2023; Apriani et al., 2021; Pasaribu et al., 2023). As an integral part in ecosystem economy, MSMEs are required For own ability high strategic in face increasing market challenges complex (Alifah et al., 2023; Syafrizal, 2021). However, many MSMEs are new stand face difficulty in penetrate competitive markets , lack of effective marketing strategies, and lack of attention to need customer (Steward, 2022). Factors This emphasized with level still penetration low from MSMEs in digital economy (BPS, 2021), even though Indonesia has potential big in the e-commerce market with amount Internet users do transaction online shopping every quite a week significant (Simon, 2024). Therefore that is, integration element K-Pop culture in viral marketing strategies can become step potential strategic for help MSMEs compete in a way effective in an increasingly digital marketplace competitive.

research gap that has become focus main is lack understanding and exploration about integration element K-Pop culture, buzz and viral marketing for support growth of MSMEs, especially in Indonesia (Muhajir et al., 2022) . Although There is study about viral marketing and influence K Pop culture in global context, not yet There is research that is special discuss implementing a viral marketing strategy with element deep K-Pop culture supporting brand awareness and growth of MSMEs in Indonesia.

Based on the background description, the research hypothesis is as follows:

H1: There is a significant influence between K- Popfication on Brand Awareness

H2: There is a significant influence between Buzz Marketing for Brand Awareness

H3: There is a significant influence between Viral Marketing for Brand Awareness

H4: There is a significant influence between Brand Awareness and Purchasing Decisions

H5: There is a significant influence between K- Popfication on Purchasing Decisions

- H6: There is a significant influence between Buzz Marketing towards Purchasing Decisions
- H7: There is a significant influence between Viral Marketing towards Purchasing Decisions
- H8: There is a significant influence between Buzz Marketing towards Purchasing Decisions through Brand Awareness
- H9: There is a significant influence between K- Popfication on Purchasing Decisions through Brand Awareness
- H10: There is a significant influence between Viral Marketing towards Purchasing Decisions through Brand Awareness

**Method**

The unit of analysis of this research is the individual, with a sample size of 75 respondents selected using purposive sampling techniques. Only respondents who meet the criteria can participate in completing the complete survey questionnaire. The respondents selected were MSME customers who made purchases online. Each measurement item is rated on a five-point Likert scale, with 1 indicating "strongly disagree" and 5 indicating "strongly agree" Primary data was collected through questionnaires compiled and distributed online via various social media platforms. The questionnaire consists of two parts: the first part includes items from five variables, while the second part includes demographic information. Respondents who meet the requirements can participate voluntarily in filling out this research questionnaire. The data analysis technique used is Structural Equations Modeling (SEM), which involves three main stages. First, a measurement model analysis was conducted to assess the internal consistency reliability, construct reliability, convergent validity, and discriminant validity of the model. Next, a structural model analysis was performed. Finally, hypothesis testing was conducted. Data analysis was carried out using Smart PLS 4.1 software.

**Results**

The research results showed that the majority of respondents were women (56%) and were in the age range of 21-25 years (31%), with the majority having a high school/degree education (48%). Most respondents have a monthly income of less than 2,000,000 Rupiah (44%), and the most common profession is student (43%). WhatsApp is the most widely used social media (61%), while Shopee is the favorite marketplace (75%) among respondents. These findings indicate a strong preference for WhatsApp and Shopee, and illustrate the demographic characteristics of respondents who are dominated by young people with low to middle incomes. Complete results from the respondent profile are presented in Table 1.

Table 1. Characteristics of Respondents

| Category      | N (75) | %   |
|---------------|--------|-----|
| <b>Gender</b> |        |     |
| Man           | 33     | 44% |
| Woman         | 42     | 56% |
| <b>Age</b>    |        |     |
| < 18 Years    | 2      | 3%  |
| 18-20 Years   | 18     | 24% |



|  |    |     |
|--|----|-----|
| 21-25 Years  | 23 | 31% |
| 26-30 Years  | 7  | 9%  |
| 31-35 Years  | 2  | 3%  |
| 36-40 Years  | 2  | 3%  |
| >41 Years  | 21 | 28% |
| <b>Last Education (Have graduated and have a diploma )</b> |    |     |
| High School/ Degree  | 36 | 48% |
| Diploma  | 5  | 7%  |
| S1   | 20 | 27% |
| S2   | 11 | 15% |
| S3   | 3  | 4%  |
| <b>Income Monthly (Rupiah)</b>                             |    |     |
| not enough from 2,000,000                                  | 33 | 44% |
| 2,000,000 - 3,500,000                                      | 13 | 17% |
| 3,500,000 - 5,000,000                                      | 9  | 12% |
| 5,000,000 - 6,500,000                                      | 4  | 5%  |
| > 6,500,000  | 15 | 20% |
| <b>Work</b>  |    |     |
| Businessman  | 8  | 11% |
| Employee Private   | 20 | 27% |
| ASN/TNI Polri  | 4  | 5%  |
| BUMD/BUMN employees  | 0  | 0%  |
| Teacher/Lecturer   | 9  | 12% |
| Medical personnel  | 0  | 0%  |
| Student / Students   | 32 | 43% |
| Daily Worker   | 0  | 0%  |
| Housewife  | 1  | 1%  |
| Other  | 1  | 1%  |
| <b>The Most Active Social Media</b>                        |    |     |

|                                   |    |     |
|-----------------------------------|----|-----|
| WhatsApp                          | 46 | 61% |
| Instagram                         | 14 | 19% |
| YouTube                           | 3  | 4%  |
| Tik Tok                           | 11 | 15% |
| Telegram                          | 1  | 1%  |
| <b>Most Preferred Marketplace</b> |    |     |
| Shopee                            | 56 | 75% |
| Tokopedia                         | 11 | 15% |
| Lazada                            | 8  | 11% |
| <b>Domicile</b>                   |    |     |
| Bogor                             | 60 | 80% |
| Jakarta                           | 5  | 7%  |
| Depok                             | 3  | 4%  |
| Yogyakarta                        | 2  | 3%  |
| Medan                             | 4  | 5%  |
| Riau                              | 1  | 1%  |

#### **Outer Model / Evaluation Test Results of the Measurement Models**

The measurement model analyzes the connection between observed data and latent variables to determine how the construct is assessed. To evaluate the reliability and validity of the construct, it is necessary to carry out the following series of tests: convergent validity, validity discriminant and internal consistency reliability.



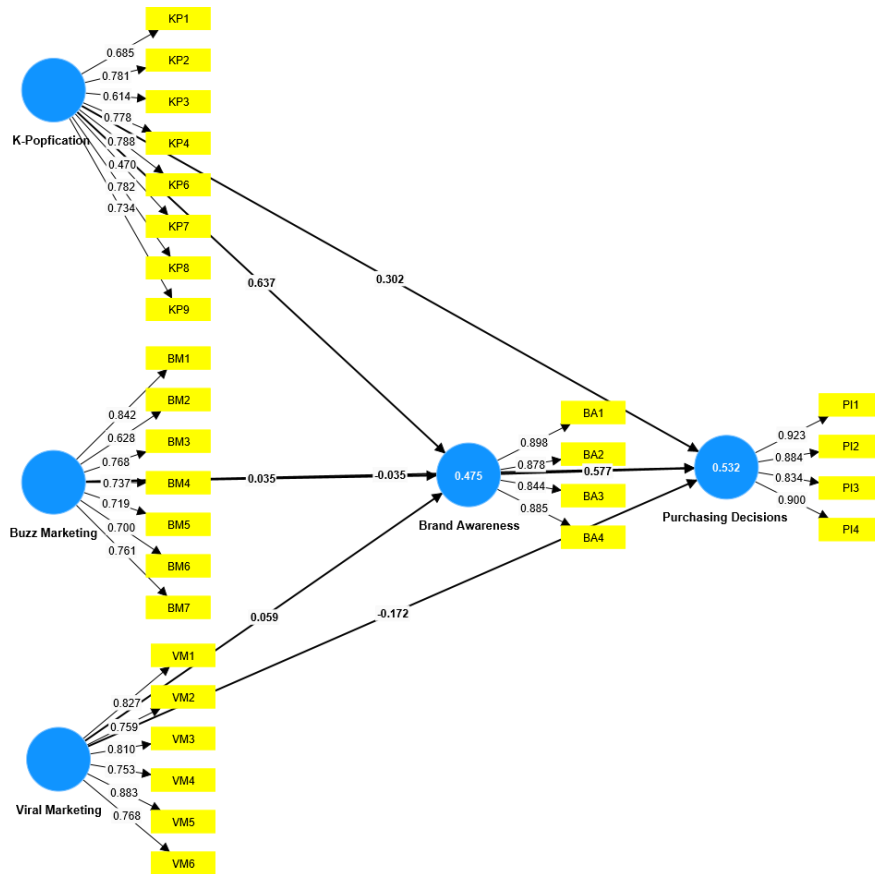


Figure 1. Measurement Model 1

### Convergent Validity

Outer loading is utilized to assess convergent validity. The results in Figure 1 indicate that one indicator fails to meet the requirements for convergent validity, as its loading factor is below the recommended threshold of 0.5 ( see Table 2 and Figure 1; Hair et al (2014). Next in Figure 2, the calculation model is presented after recalculating by removing items that did not meet the convergent validity requirements. The results demonstrate that each remaining indicator strongly contributes to measuring the respective construct. For instance, the indicators for Brand Awareness have outer loading values ranging from 0.846 to 0.897, indicating high consistency in measuring this concept. Likewise, construct Buzz Marketing, K- Popfication, Purchasing Decisions, and Viral Marketing also shows good convergent validity with outer values loadings ranged from 0.609 to 0.922. Overall, these results indicate that the model used has adequate convergent validity, so that the constructs in the model can be considered valid and reliable in measuring the concepts they represent .

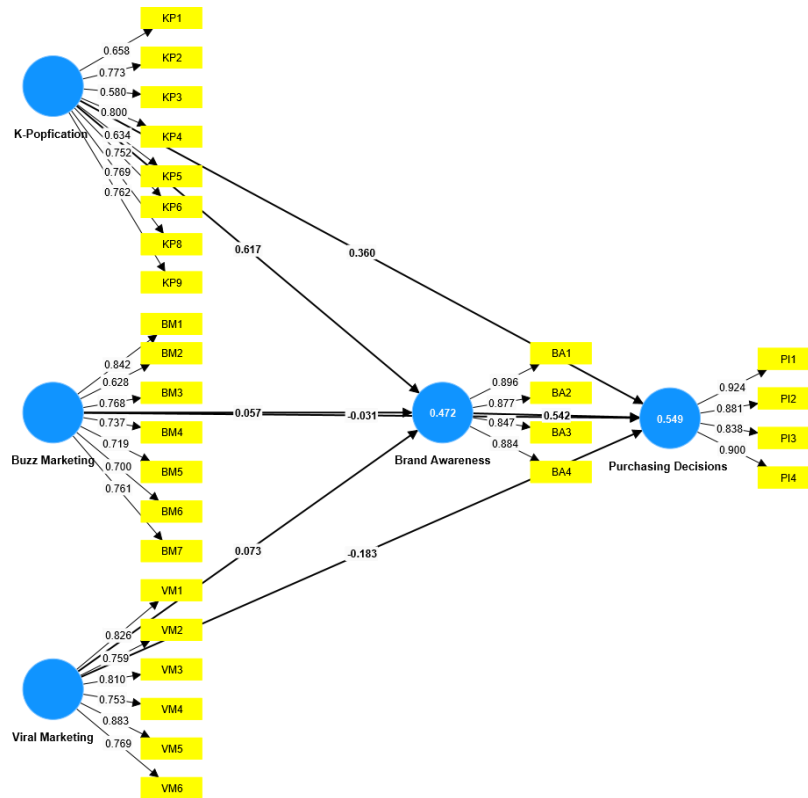


Figure 2. Measurement Model 2

Table 2. Results of Convergent Validity and Internal Consistency Reliability

| Variable              | Indicator      | Loading Factor | AVE                          | Information                  |
|-----------------------|----------------|----------------|------------------------------|------------------------------|
| <i>K- Popfication</i> | KP1            | 0.678          | 0.520                        | Achieves convergent validity |
|                       | KP2            | 0.772          |                              | Achieves convergent validity |
|                       | KP3            | 0.610          |                              | Achieves convergent validity |
|                       | KP4            | 0.786          |                              | Achieves convergent validity |
|                       | KP5            | 0.609          |                              | Achieves convergent validity |
|                       | KP6            | 0.764          |                              | Achieves convergent validity |
|                       | KP8            | 0.772          |                              | Achieves convergent validity |
|                       | KP9            | 0.755          |                              | Achieves convergent validity |
|                       | Buzz Marketing | BM1            |                              | 0.821                        |
| BM2                   |                | 0.643          | Achieves convergent validity |                              |
| BM3                   |                | 0.770          | Achieves convergent validity |                              |
| BM4                   |                | 0.712          | Achieves convergent validity |                              |
| BM5                   |                | 0.751          | Achieves convergent validity |                              |
| BM6                   |                | 0.720          | Achieves convergent validity |                              |
| BM7                   |                | 0.763          | Achieves convergent validity |                              |
| Viral Marketing       | VM1            | 0.826          | 0.642                        | Achieves convergent validity |
|                       | VM2            | 0.756          |                              | Achieves convergent validity |
|                       | VM3            | 0.813          |                              | Achieves convergent validity |



|                      |     |       |       |                              |
|----------------------|-----|-------|-------|------------------------------|
|                      | VM4 | 0.759 |       | Achieves convergent validity |
|                      | VM5 | 0.884 |       | Achieves convergent validity |
|                      | VM6 | 0.762 |       | Achieves convergent validity |
| Brand Awareness      | BA1 | 0.897 | 0.768 | Achieves convergent validity |
|                      | BA2 | 0.878 |       | Achieves convergent validity |
|                      | BA3 | 0.846 |       | Achieves convergent validity |
|                      | BA4 | 0.884 |       | Achieves convergent validity |
| Purchasing Decisions | PI1 | 0.922 | 0.784 | Achieves convergent validity |
|                      | PI2 | 0.887 |       | Achieves convergent validity |
|                      | PI3 | 0.829 |       | Achieves convergent validity |
|                      | PI4 | 0.901 |       | Achieves convergent validity |

### Validity Discriminant

Heterotrait-Monotrait analysis Ratio (HTMT) presented in Table 3, all HTMT values are below the recommended threshold, namely 0.85 Kline (2015) or 0.90 Gold et al (2001) .

Table 3. Heterotrait – Monotrait ( HTMT) Results

| Variable             | Brand Awareness | Purchasing Decisions | Marketing Buzz | K- Popfication | Viral Marketing |
|----------------------|-----------------|----------------------|----------------|----------------|-----------------|
| Brand Awareness      |                 |                      |                |                |                 |
| Purchasing Decisions | 0.751           |                      |                |                |                 |
| Marketing Buzz       | 0.374           | 0.220                |                |                |                 |
| K- Popfication       | 0.745           | 0.641                | 0.506          |                |                 |
| Viral Marketing      | 0.479           | 0.245                | 0.678          | 0.631          |                 |

Like shown in Table 3, all more HTMT value low from 0.85. Therefore that is all construction has fulfilled validity discriminant. Thus, it can be concluded that each construct in this model has adequate discriminant validity, which means that the constructs are truly different from each other and do not overlap in measuring different concepts.

Table 4. Results of Composite Reliability & Cronbach's Alpha Values

| Variable             | Composite Reliability | Cronbach's Alpha |
|----------------------|-----------------------|------------------|
| Brand Awareness      | 0.930                 | 0.899            |
| Purchasing Decisions | 0.935                 | 0.909            |
| Buzz Marketing       | 0.895                 | 0.866            |
| K- Popfication       | 0.896                 | 0.867            |
| Viral Marketing      | 0.915                 | 0.889            |

The analysis results in Table 4 show that the Composite value Reliability and Cronbach's Alpha for all variables is above the recommended threshold, namely 0.7 7 (Chin, 2010). This indicates that each variable in this study has a very good level of reliability. The Brand Awareness variable has a Composite value Reliability is 0.930 and Cronbach's Alpha was 0.899, indicating high internal consistency. Purchasing Decisions shows the highest reliability values with Composite Reliability was 0.935 and Cronbach's Alpha is 0.909. Meanwhile, the Buzz variable Marketing and K- Popfication also show strong reliability with Composite scores Reliability was 0.895 and 0.896, respectively, as well as Cronbach's Alpha is 0.866 and 0.867. Viral Marketing also has good reliability with Composite Reliability was 0.915 and Cronbach's Alpha is 0.889. Overall, these values indicate that the measurement instruments used in this research are reliable and consistent in measuring the construct in question.



### Inner Model Test Results / Evaluation of the Structural Model

#### R square value ( $R^2$ )

Test the  $R^2$  Value (Coefficient determination) shows the power of deep models predict endogenous variables.  $R$  is the square value range between 0-1 and categorized become three category that is strong (strong), enough strong (moderate), and weak (weak). According to Chin (1998), An  $R$  square value greater than 0.67 indicates that the PLS model falls into the strong category, while an  $R$  square value between 0.33 and 0.67 suggests that the model is in the moderate category.

Based on results test in table 5 above show that the  $R$  Square ( $R^2$ ) for Brand Awareness is 0.472, which shows that 47.2% variation in Brand Awareness can explained by variables independent in models. For Purchasing Decisions,  $R^2$  is 0.549, which means 54.9% variation in decision purchase can explained by variables independent.

Table 5. R Square, Adjusted R Square, Q Square and SRMR Model

| Endogenous Variables | The Goodness of fit Model Parameters |                   |          |            |
|----------------------|--------------------------------------|-------------------|----------|------------|
|                      | R Square                             | Adjusted R Square | Q Square | SRMR Model |
| Brand Awareness      | 0.472                                | 0.450             | 0.402    | 0.097      |
| Purchasing Decisions | 0.549                                | 0.523             | 0.312    |            |

#### Relevance Predictive ( $Q^2$ )

The predictive relevance ( $Q^2$ ) or Q square ( $Q^2$ ) is used to assess and evaluate the structural model's ability to predict the endogenous variables. Q-square can measure how much Good mark observations generated by models and estimates the parameters. Can be said that the model have relevance predictive If Q square value ( $Q^2$ ) more big from zero.

Based on results table 5 above show The  $Q^2$  value for Brand Awareness is 0.402, and for Purchasing Decisions it is 0.312. positive  $Q^2$  value For second variable show that this model own ability quite predictive Good. So you can concluded that model in research This have mark relevant predictions, because Q-square value in research this  $> 0$  indicates that model own mark relevance predictive.

#### SRMR model

SRMR is a parameter used to evaluate the goodness of fit of a model. Models with an SRMR value less than 0.08 are considered very suitable, while those with an SRMR between 0.08 and 0.10 are deemed suitable and fit. According to the analysis results in Table 5, the PLS-SEM model is considered fit, as the SRMR value of 0.097 falls within the 0.08 to 0.10 range, and is below the 0.1 threshold, indicating a good fit for the model.

Table 6. Direct Results Effect

| Hypothesis | Connection                              | Path coefficients | Standard Deviation | T - value | P - value | Ket .                 |
|------------|---|-------------------|--------------------|-----------|-----------|-----------------------|
| H1         | K -Popfication -> Brand Awareness       | 0.617             | 0.098              | 6,263     | 0,000     | Backed by data        |
| H2         | Buzz Marketing -> Brand Awareness       | 0.057             | 0.098              | 0.576     | 0.565     | Not supported by data |
| H3         | Viral Marketing -> Brand Awareness      | 0.073             | 0.107              | 0.679     | 0.497     | Not supported by data |
| H4         | Brand Awareness -> Purchasing Decisions | 0.542             | 0.116              | 4,675     | 0,000     | Backed by data        |
| H5         | K- Popfication -> Purchasing Decisions  | 0.360             | 0.124              | 2,902     | 0.004     | Backed by data        |
| H6         | Buzz Marketing -> Purchasing Decisions  | -0.031            | 0.130              | 0.239     | 0.811     | Not supported by data |



|    |   |        |       |      |       |                       |
|----|---|--------|-------|------|-------|-----------------------|
|    | Decisions                               |        |       |      |       |                       |
| H7 | Viral Marketing -> Purchasing Decisions | -0.183 | 0.123 | 1492 | 0.136 | Not supported by data |

Based on table 6. Relationship between **K- Popfication to Brand Awareness (H1)** own mark **path coefficient** of 0.617, with **T-value** 6.263 and **P-value** 0.000. This result significant in a way statistics and supports hypothesis (H1 is supported by the data), shows that K- Popfication own influence strong positive towards Brand Awareness. It means The use of K-pop elements in MSME marketing strategies not only attracts consumer attention but also creates strong emotional involvement, encouraging consumers to get to know and remember the brand better. Thus, K-Popfication can be considered an effective marketing strategy in increasing the visibility and attractiveness of MSME brands in an increasingly competitive market.

Connection between **Marketing Buzz to Brand Awareness (H2)** has mark **path coefficient** of 0.057, with **T-value** 0.576 and **P-value** 0.565. This result No significant, meaning that Buzz Marketing does not own significant influence towards internal Brand Awareness context study this (H2 no supported by data). Buzz Marketing, which is frequent interpreted as a purposeful marketing strategy create conversation or "buzz" around a product or brand, apparently No show significant influence in increase internal Brand Awareness the context of the MSMEs that use it K-pop elements. Research result This No in line with study Setiawan et al (2021 ) stated that buzz marketing variables have influence in a way positive to brand awareness variable.

Connection between **Viral Marketing to Brand Awareness** show mark **path coefficient** of 0.073, with **T-value** 0.679 and **P-value** 0.497. This result No significant (H3 is rejected), so Viral Marketing is not own influence significant towards Brand Awareness. Results of research data processing show that Viral Marketing does not give significant influence towards internal Brand Awareness the context of the MSMEs that use it K-pop elements. Study This No in line with study Mustikasari & Widaningsih (2019) stated that Viral marketing has an effect towards brand awareness carried out on Makuta Cake on Instagram social media . This matter indicated that although viral content can interesting attention, this strategy Possible No Enough effective in increase awareness brand in a way significant without supported by the approach more marketing comprehensive and integrated. MSMEs perhaps need explore more strategies holistic and in-depth for increasing Brand Awareness, incl creation real value and engagement more consumers sustainable.

Connection between **Brand Awareness to Purchasing Decisions (H4)** show mark **path coefficient** of 0.542, with **T-value** 4.675 and **P-value** 0.000. This result significant in a way statistics and supports hypothesis (H4 is accepted), shows that Brand Awareness has influence strong positive to decision purchase. Research result in line with Mustikasari & Widaningsih (2019), who stated that awareness brand influential to decision purchases at Makuta Cake. Study this also supports results findings Anindya & Indriastuti (2023) Viral Marketing has influence positive and significant on Purchasing Decisions. Deep K-pop elements MSME marketing plays a role important in build awareness strong brand, which in turn influence decision consumer For buy product. Creativity, power pull emotional, and quality content related to K-pop is evident effective in increase awareness brand, which is direct impact on decisions purchase consumer.

Connection between **K- Popfication against Purchasing Decisions (H5)** shows mark **path coefficient** of 0.360, with **T-value** 2.902 and **P-value** 0.004. This result significant statistically (H5 is accepted), which means that K- Popfication also has influence positive to decision purchase. Use deep K-pop elements MSME marketing is not only increase Brand Awareness but also influence straight to the decision purchase consumer. Creativity in use K-pop elements, engagement with fanbase, quality emotional content, and experience positive promotion proven become factor key influences decision consumer These findings align with the study that suggest persona of brand that moderate with visual and entertainment on the brand identity on online shop will affect purchase intention (Ahmad Juwaini; Indupurnahayu; Popy Novita Pasaribu; & Effi Indriana, 2023; Pasaribu et al., 2024).



Connection between **Marketing Buzz** to **Purchasing Decisions** show mark **path coefficient** negative of -0.031, with **T-value** 0.239 and **P-value** 0.811. Neither does this result significant, so Buzz Marketing is not own influence significant to decision purchase. Although marketing buzz can creating a buzz or attention, results show that other factors possible more role in influence decision purchase consumer. For more marketing strategies effective, MSMEs possible need evaluate and improve their buzz marketing approach or explore marketing strategies alternative. Study This No in line with results study (Setiawan et al., 2021), the buzz marketing variable has an influence in a way positive and significant to purchase decision variable.

Connection between **Viral Marketing** to **Purchasing Decisions** own mark **path coefficient** negative of -0.183, with **T-value** 1.492 and **P-value** 0.136. Neither does this result significant, shows that Viral Marketing does not own significant influence to decision purchase (H7 rejected). The analysis results show that Viral Marketing does not have a significant influence on purchasing decisions. Despite the viral aspect marketing is in marketing content, its effect on purchasing decisions does not show a strong or consistent influence. The research results conflict with research by Mustikasari & Widaningsih (2019) which states that Viral marketing influences **Purchasing Decisions**.

**Table 7. Indirect Results Effect**

| <b>Hypothesis</b> | <b>Connection</b>  | <b>Path coefficients</b> | <b>Standard Deviation</b> | <b>T - value</b> | <b>P - value</b> | <b>Information</b>    |
|-------------------|--|--------------------------|---------------------------|------------------|------------------|-----------------------|
| H8                | Buzz Marketing -> Brand Awareness -> Purchasing Decisions  | 0.031                    | 0.055                     | 0.557            | 0.577            | Not supported by data |
| H9                | K- Popfication -> Brand Awareness -> Purchasing Decisions  | 0.334                    | 0.093                     | 3,596            | 0,000            | Backed by data        |
| H10               | Viral Marketing -> Brand Awareness -> Purchasing Decisions | 0.039                    | 0.060                     | 0.660            | 0.510            | Not supported by data |

Table 7 presents results analysis **Indirect Effects** or effect No direct from various variable to decision purchase through awareness brand (Brand Awareness). Following is interpretation of data based on results the :

Connection No direct between **Marketing Buzz** to **Purchasing Decisions** through **Brand Awareness** show mark **path coefficient** of 0.031, with **T-value** 0.557 and **P-value** 0.577. This result No significant (H8 rejected), which means that Buzz Marketing does not own effect No significant direct to decision purchase through Brand Awareness.

Indirect relationship between the influence of K- popfication on Purchasing Decisions through Brand Awareness , the results show a path coefficient of 0.334 with a t value of 3.596 and a p value of 0.000. This positive and significant path coefficient indicates that K- population has a significant effect on Brand Awareness , which in turn influences Purchasing. Decisions (H9 accepted). In other words, the higher the level of K- population , the greater the increase in Brand Awareness which will have a positive impact on purchasing decisions.

Indirect relationship between Viral Marketing towards Purchasing Decisions through Brand Awareness shows a path coefficient of 0.039 with a t value of 0.660 and a p value of 0.510. The coefficient of this path is very small and insignificant, which means that Viral Marketing does not have a significant influence on Purchasing Decisions through Brand Awareness (H10 rejected). These results show that even though Viral Marketing may have a role in marketing strategy, its effect on purchasing decisions through Brand Awareness cannot be considered significant based on this data

## Conclusion



This research aims to analyze how K-popification, buzz marketing and viral marketing in improving the brand awareness and consumer purchasing decisions for MSME products. The research results show that the integration of K-pop elements in marketing campaigns can significantly influence consumer perceptions of the brand and increase product attractiveness. The managerial implication of these findings is that MSMEs can utilize elements of popular culture such as K-pop to expand market reach and strengthen customer loyalty, especially in markets that are highly influenced by social media trends. However, this study has several limitations, including a sample limited to certain sectors and a lack of control variables that could influence the overall results. For future research, it is recommended to expand the sample scope and consider additional variables that can provide a more comprehensive picture of the effectiveness of K-population in various industrial contexts. More in-depth research can provide more accurate insight into how these strategies can be optimized for more effective results.

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