



INFLUENCER'S EFFECT ON SOCIOLEGAL AND ECONOMIC DEVELOPMENT IN A DEVELOPING COUNTRY, ESPECIALLY IN INDONESIA

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Abstract: *The development of the era is much influenced by several factors, ranging from technological developments, economics and dynamic regulations. but of all these factors are much influenced by the thoughts or influences of world leaders. there are world leaders in politics, religion, celebrities and wealthy businessmen who can influence developing countries. With this influence, it will have an impact on several aspects of human life, so that it will cause a massive change in various aspects of life*

Keywords: Influencer, Sociolegal, and Technological

I. INTRODUCTION

The development of science is directly proportional to the development of technology, the higher the knowledge achieved, the more sophisticated the technological equipment that is born. The sophistication of technological tools is very beneficial for mankind, because it can bring the distant and accelerate the old. The existence of this sophistication has an impact on the mindset and behavior of humans. A person's mindset is much influenced by the surrounding circumstances, a person tends to adapt to circumstances in order to maintain his life, but if a person is not able to adapt and follow the surrounding circumstances, it is certain that the person will be left behind and it is difficult to live his life in the future.

According to Werlin quoted from the State Secretariat Journal, the progress of the times is one real indicator of the impact of the development of science and technology, the higher the knowledge achieved, the more advanced the surrounding conditions in a place. A country that has a wealth of highly intellectual human resources, it is certain that the country will develop rapidly from several fields, ranging from technology, economics, social fields and other fields that are closely related to the impact of technological progress. Developed countries are synonymous with good and efficient government management systems (State 2010). Good and efficient government is on

of the implementations of high human resource wealth, with the high knowledge possessed by a country it will also have an impact on the good and efficient and effective government management sector.

Developed and large countries will have a very strong influence on the surrounding environment, this environment is the small and developing countries that depend on these developed countries. There are many influences from developed countries on countries that depend on them, these influences include the influence on the government system to the regulatory system. This influence is a reciprocal impact for countries that have become helpers for countries in need. Of course, every country will prioritize profits for its own country, these benefits are solely given to all its people in order to achieve a high prosperity according to the ideals of developed countries. By being a helping country for small and developing countries around it, the country actually has a purpose tucked in it, namely to seek profit without being realized by the country that needs it.

Indonesia is one of the countries that is directly affected by technological advances, this is evidenced by the birth of the Electronic Information and Transactions law, this proves that there has been a shift in human behavior from traditional to modern and instant behavior. This modern behavior is characterized by the ease of conducting a transaction without having to meet directly with the sellers or buyers. There are also conditions that can create conditions that are far away as if they are close and easy to obtain, this condition is the impact of the use of increasingly sophisticated and modern telecommunication tools. With conditions like this, Indonesia is a country that is also affected by the impact of the times in terms of law and globalization.

The dominance of developed countries over developing countries is one of the negative impact factors caused by legal developments and globalization in the world, but apart from that, there is still dominance that is a significant influence for a country, namely the impact of influential influencers in the world. Influencers will greatly affect the condition of a country if the Influencer intentionally makes a statement addressed to one of the destination countries. These influencers consist of many world conglomerates who have many business lines spread throughout the world, ranging from property, financial, information and technology businesses, as well as other business fields that occupy strategic places that are able to change the social situation in a country. With the dominance of these Influencers, here the author

wants to discuss the extent of the influence of world Influencers on the influence of a country's social conditions, so by conducting this discussion, it is hoped that we will be able to know a little about the damage caused by these Influencers.

This writing uses the observation method in its preparation, namely by observing the symptoms that arise in a certain area. Adler & Adler mention that observation is one of the fundamental foundations of all data collection methods in qualitative research, especially concerning the social sciences and human behavior. Observation is also understood as "the mainstay of ethnographic companies" (Werner & Schoepfle), The point is that observation is the process of systematic observation of human activities and physical arrangements in which these activities take place continuously from the locus of natural activity to produce facts. Therefore, observation is an integral part of the scope of ethnographic field research. Hadi defines observation as a complex process, composed of various biological and psychological processes involving observation, perception, and memory (Hasanah 2016).

The observation or observation method is very much used in the process of compiling this writing, because by observing the impact and turmoil caused by Influencers in an area, we will be able to find out how effective the influence of these Influencers is in changing the behavior of a country, especially in the fields of law and globalization. Morris defines observation as the activity of recording a phenomenon with the help of instruments and recording it for scientific or other purposes. Furthermore, it is said that observation is a collection of impressions about the surrounding world based on all the capabilities of the human senses. In line with Morris, Weick; Selltitz, Wrightsman, and Cook; Kriyantono, and Bungin, define observation as a process of selecting, changing, recording, and coding a series of behaviors and conditions with respect to organisms in situ, in accordance with empirical goals. but has very complex characteristics. There are seven characteristics in the observation activity, and then it becomes the process of observation stages. The stages or the observation process include selection, provocation, recording, and encoding, a series of behaviors and atmosphere (tests of behavior setting), in situ, and for empirical purposes (Hasanah 2016). Thus, this paper will seek more sources of news or information related to the influence of Influencers and their impacts that are directly related to a country.

II. DISCUSSION

Influencer is a foreign language term or word which means influencing, Influencer is someone whose words can influence other people. An Influencer must not only be a celebrity, but an ordinary person can be said to be an Influencer if that person has a

large number of followers and his words can influence people. others (Shiza Azi Sugiharto 2018). In addition to coming from these several criteria, Influencers can also come from world conglomerates who have many lines of business in vital sectors in a country. The influence of Influencers is strongly influenced by the ease of access to get news, if the Influencer makes a statement, it must be balanced with the ease of access to get the news statement, the ease of getting access to news is one of the positive impacts of legal progress and globalization. With this positive impact, it can be used as a supporting factor for Influencers to spread statements that are influential for the world's population.

Revolution 4.0 is a big challenge for developing countries, this is because to be able to follow the revolution, a fairly high mode of facilities and infrastructure is needed. Of course, to fulfill this mode, several basic elements are needed, including the readiness of a strong and stable telecommunications network and the readiness of human resources to face the progress of this revolution. The development of this revolution greatly affects the mindset and behavior of a region, as is the case in Indonesia, since this revolution many virtual world facilities have been born in various aspects of life such as economic activities based on internet networks as examples of commercial electronics. In the field of commercial electronics, it does not only consist of buying and selling real products, but also buying and selling financial products such as buying and selling shares or currencies and buying and selling data.

Advances in gadget technology seem to give birth to a double-edged knife, which can have a positive impact and can also have a negative impact, the gadget that is held by everyone is a window to the world that can reach all news or can be reached for those who have interests. Parties who have an interest will be very easy to give news that is not necessarily true to everyone who is still not strong in understanding their knowledge, so it will be very easy to be instigated by news that is not clear in origin, and exacerbated by news spoken by world influencers who have many followers.

In this world, there are several kinds of influencers who can influence large numbers of people, these include celebrity influencers, influencers who are leaders of a belief, and conglomerate influencers or people who control many lines of business in various worlds. In this paper, the author is more likely to discuss conglomerate Influencers or figures who have businesses in vital sectors in developing countries.

Types of Influencers (Classification Of Influence Types)

There are several types of influencers or people who can influence many people, these types include:

a) Celebrity Influence (Celebrity Influencer)

The fame of a name is something that is very coveted by many people, fame can be achieved in several ways, among others, by having an advantage in the world of acting, singing or other skills that are felt to be able to entertain others. An artist will easily achieve fame by means of one of them is the self-image for the artist determines the impression he wants to form in the mass media. The better the self-image displayed, the better the chance to get a good impression in the media (Esther Meilany Pattipeilohy 2015). If someone has gained fame, whatever he does or says will definitely get a response for his fans, the response can be a positive or negative response.

Recently, we are often presented with advertisements on television showing that there has been a collaboration of two banks between Bank Bukopin and KB Kookmin Bank from South Korea. This collaboration takes advantage of the artist's fame to serve as brand ambassadors, the fame of a music band from South Korea, namely BTS, is no longer in doubt in Indonesia. Many fans from among young people are scattered in various corners of big cities in Indonesia. Here the author sees that the collaboration of the two banks leads to millennials who are "infatuated" with the band, while millennials are very productive people in using bank accounts to be used as a means for online shopping. If this is successfully done by the two bank collaborators in terms of attracting customers from the young group, it will have an impact on the transfer of funds or funds from local banks to "outside" banks that are establishing their business in Indonesia.

In addition to the South Korean artist, there are also artists who use their fame to change a situation in other countries, but in this case they are not from among the artists, but from the sports of footballers. Many international football clubs do open stock in the world of stock trading. The issue of switching football players from one club to another will greatly affect the circulation or turnover of buying and selling shares in the related club. In addition, the world football association is also very influential on the economic development of a country. FIFA for example, in mid-late 2018 stated that the state of Qatar will host the 2022 World Cup, of course this will greatly affect the economic climate in the country and will require many regulations related to it.

Influence Religious Leaders

Religion or a belief is a right for humans on this earth, whether humans believe in God or not believe in God is a common thing that we encounter in the world community outside Indonesia. Every religion or belief will have the figure of a leader who will certainly be respected and obeyed by every word he says, this applies to all humans who declare their obedience to religious leaders. Religious leaders will certainly spread things that are good and peaceful. Many of us encounter conflicts in various countries that can be eased by bringing together religious leaders with the aim of making a peace agreement. Of course, this peace is not necessarily peace in words, but peace which will certainly be witnessed by many parties which will have an impact on the stability of a country in conflict. Post-conflict state stability will greatly affect the economic and social development of the country concerned. This is a direct impact of the influence of religious leaders.

Influence Conglomerate

In this type there are several world figures who are considered to be able to change the state of a country's economy, while the figures who still exist today include: Jeff Bezos, founder of Amazon. Amazon is the largest e-commerce site in the world, this site contains online buying and selling that covers all aspects of people's lives, all goods or objects that are available domestically or which are not available on this site are all available. In addition to the completeness of the products marketed, this site also has advantages in competitive price values.

The majority of e-commerce implemented today is of the B2B type. This type of e-commerce includes the IOS transactions described above as well as inter-organizational transactions carried out in the electronic market. B2B has several characteristics, including: Trading partners who are known and generally have a long relationship. This information should be exchanged only with the partner. Because you already know the communication partner, the type of information sent can be arranged according to your needs and trust. Furthermore, there is what is called the data exchange (data exchange) which takes place repeatedly and periodically, for example every day, with a data format that has been mutually agreed upon. In other words, certain services that are used already. This makes it easy to exchange data for two entities that use the same standard. So that one of the actors can take the initiative to send data, not having to wait for his partner. With the conclusion that the commonly used model is peer-to-peer, where processing intelligence can be distributed across both business actors (Karmawan 2014).

This situation is certainly very threatening the survival of domestic MSME actors, the advantage of the cheap selling price on this site is an attraction for people, especially in Indonesia, to become a promising alternative choice. The credibility and honesty of the sellers on this site are also very important, with a high rating of the honesty of the sellers on this site, it will have a very high impact on the level of marketing. The birth of this e-commerce is marked by the large number of actors importing goods from abroad, these importing business actors are usually carried out by many people, namely by collecting funds by several parties and then spending the funds in the form of imported goods which are considered cheaper than products. domestic.

This should be a concern for the Indonesian government to immediately make a regulation that aims to protect small and medium business actors in the country so that they can survive the onslaught of foreign products that have cheaper prices. In addition, the government should also provide products that are not yet available domestically, so that with the government's attention, it is hoped that there will be a healthy return between domestic MSME actors and consumers who need goods that are needed in this country.

In addition to the founder of amazon, there are also world figures who have an influence on the world of stock trading, this figure is Warren Buffet, founder of Berkshire Hathaway. Online stock trading investment is currently starting to be "favored" by most Indonesian people, most of whom are retail investors. However, this development is not always good. The development of the capital market that is too fast will create an economic bubble in the future, if it is not balanced by an increase in the economy in the real sector (Nilasari 2018).

The development of buying and selling shares began to be cultivated by Warren Buffet when he was still 11 years old, with his success in buying and selling shares made an inspiration for investors to compete in doing business in the field of stock trading. Many investors who enter the world of buying and selling stocks are marked by the many applications for buying and selling shares that are widely available in the application store. In order to respond to the spread of app stores that were born from several securities companies, many banks in Indonesia have begun to expand the trading of shares in the form of applications, such as BNI Sekuritas Online Trading, Mandiri Sekuritas, BCA Sekuritas and many domestic banks that have created buying and selling applications. Each stock has its advantages and disadvantages.

This progress in the field of buying and selling shares requires the Indonesian state to make a regulation that aims to regulate the flow of buying and selling shares, this regulation is a regulation issued by the Indonesian Financial Services Authority, where every business actor providing an online share trading platform must register his efforts to the Financial Services Authority, of course this regulation to protect domestic stock trading business actors so that their funds are safe.

The Influence of Influencers on Developing Countries

Social changes that change people's behavior to become consumptive are marked by the existence of a luxurious and excessive life (Irfan Maulana 2020), the convenience of shopping is a major factor in influencing a person's consumptive behavior. Coupled with the ease of choosing or comparing one item to another without having to move from where you live, it becomes an convenience offered by the benefits of e-commerce convenience. With this convenience, it will have a direct impact on countries that are involved in the development of a progress revolution, these impacts include:

a) Changes in Behavior and Lifestyle

Everyone's behavior is heavily influenced by environmental factors, a dynamic environment requires everyone to be able to follow it. Of course, the dynamics of the situation is influenced by the ease of getting access to the latest news or conditions from the outside environment. The entry of culture from outside is not only influenced by the conditions of other regions but also the influence of the behavior or lifestyle of an influencer. The ease of accessing news becomes a gateway for outside influences or thoughts, especially from influencers. A developing country is like a person who is still at a young age in finding his identity. The many influences of outside thoughts become an obstacle that must be passed.

The emergence of engagement between followers and influencers occurs due to communication that is built consistently by influencers with reputations that match the products offered. There are three aspects that are seen from an influencer, namely Reach which shows the number of followers that the influencer has. Then there is Resonance which shows the level of engagement of followers with content displayed by influencers, such as how actively followers share content displayed by influencers. The last aspect is Relevance which describes the similarity between the values believed by influencers and the brand image of the product. The similarity can also be in the form of content displayed by influencers with pay attention to the values, culture, and demographics that are the same as the brand's target audience (Solis 2014). With these three aspects, we can see that influencers have the power to influence, lead opinions, and attitudes of their followers online through social

media, therefore this can greatly impact the image of a product or brand (Evelina 2018, 71).

The high influence of monetization is used by buying and selling service providers to use microcelebrity. They use microcelebrity to promote their wares. Generally, these microcelebrities are considered as influencers on certain social media. This is because influencers have the ability to build a community to promote a product with their promotional function, or what is often called Word of Mouth (WOM). A statistical survey from Forbes magazine revealed that 92 percent of consumers trust influencers more than advertising or traditional endorsements through celebrities (Irfan Maulana 2020)

Lifestyles are increasingly changing into a must that must be followed for some people who want to follow these changes. so that it has an impact on patterns of consumptive economic behavior which of course affects the economic conditions in a developing country. Of course, this change in economic conditions does not necessarily only occur in a person's behavior, but has a lot of influence on various aspects of life, ranging from the social, economic and regulatory aspects that must change according to the times caused by the influence of these influencers.

b) Changes in Economic Circumstances

The development of technology is directly proportional to the progress of a country, Suyasa and Fransisca define consumptive behavior as an act of buying goods not to meet needs but to fulfill desires, which is done excessively, causing waste and cost inefficiency. One of the driving factors for the formation of consumptive behavior in the industrial revolution era 4.0 currently is the sale of goods by means of digital marketing which is a strategic step in shaping consumptive behavior, namely as a medium that is easy to access and also attracts the attention of consumers (Suyasa 2005, 172).

The state of the economy is strongly influenced by the value of the circulation of money in the country, the higher the intensity of money circulation, the higher the level of the country's economic status. The increase in money circulation is influenced by the level of one's consumption, the influence of influencers to buy something seems to be supported by the ease of shopping through online networks. As a result, buying and selling transactions will increase, causing a turmoil of social change and also having an impact on changes in a regulation. Countries that do not want to make regulations in order to face the industrial revolution will certainly find it

difficult to develop, considering that all access and news today are mostly obtained through technological advances, developing countries should be proactive in dealing with them.

c) Change of Mindset

The mindset that was originally still conventional will not be able to survive the onslaught of the industrial revolution which is patterned with instantaneous thinking, progress and ease of producing something that results in the impossible becoming real to be realized. The ease of realizing something will have an instantaneous impact on responding to a matter or problem. Social turmoil is felt after the entry of foreign culture or technology that contains teachings or "incitement" from influencers who have certain intentions.

The follow-up or trending style becomes a rationale for a person to be involved in the progress of the times, in short, the mindset becomes an instant way to realize a desire or survive in the pressure of circumstances. Breaking the law is one of the "way out" to solve this problem. Coupled with circumstances that force someone to stay at home during this pandemic outbreak, a father steals a cellphone to give his son so that he can attend online school (Ghani 2020). This is a real reality that changes in mindset will be greatly affected by the urgency of very fast developments.

III. CONCLUSION

The influence of law and globalization is not only influenced by the dominance of developed countries, but there is also influence that comes from world influencers who have a large number of followers. An influencer can change a social situation in a country just by giving a statement. Ease and technological advances add to the ease of access in distributing statements from influencers, thus making it easier for the news to enter all levels of society without prior confirmation. The turmoil caused by the influence of influencers is significant, because in addition to causing social change in an area, it also has an impact on changes in the legal system or regulation in a particular area.

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