

**PENGARUH KREDIBILITAS KONTEN *WORKOUT* DI YOUTUBE
CHANNEL YULIA BALTSCHUN TERHADAP PEMBENTUKAN SIKAP
POSITIF GENERASI Z UNTUK BEROLAHRAGA
(SURVEI PADA MAHASISWI AKTIF UPN “VETERAN” JAKARTA)**

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ABSTRAK

Pesatnya perkembangan media sosial YouTube di Indonesia dimanfaatkan oleh *fitness influencer* untuk menyampaikan informasi dan pengalaman melalui konten *workout*. Penerapan kredibilitas sumber telah menjadi faktor berkontribusi terhadap perubahan sikap seseorang. Penelitian bertujuan untuk mengetahui pengaruh kredibilitas konten *workout* di YouTube channel Yulia Baltschun terhadap pembentukan sikap positif generasi Z untuk berolahraga. Teori penelitian ini menggunakan teori kredibilitas sumber. Penelitian ini menggunakan metode kuantitatif eksplanatif dengan teknik penarikan sampel dilakukan *purposive sampling*. Metode penelitian yang digunakan adalah survei kepada 94 responden mahasiswi aktif UPN Veteran Jakarta. Hasil penelitian ini memiliki pengaruh kredibilitas konten *workout* di YouTube channel Yulia Baltschun terhadap pembentukan sikap positif generasi Z untuk berolahraga. Besarnya pengaruh yang diberikan oleh kredibilitas konten *workout* sebesar 56,1% terhadap pembentukan sikap positif generasi Z untuk berolahraga. Sisanya, sebanyak 43,9% dipengaruhi oleh variabel-variabel di luar cakupan penelitian ini.

Kata Kunci : Kredibilitas, YouTube, Pembentukan Sikap, Teori Kredibilitas Sumber

***THE INFLUENCE OF THE CREDIBILITY OF WORKOUT
CONTENT ON THE YOUTUBE YULIA BALTSCHUN ON THE
FORMATION OF A POSITIVE ATTITUDE IN THE Z GENERATION TO
EXERCISE (SURVEY ON STUDENTS OF UPN “VETERAN” JAKARTA)***

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ABSTRACT

The rapid development of social media YouTube in Indonesia is exploited by fitness influencers to convey information and experiences through workout content. The application of source credibility has been a contributing factor to a person's attitude change. The research aims to find out the impact of the credibility of workout content on Yulia Baltschun's YouTube channel on the formation of a positive attitude toward exercise among the Z generation. This research theory uses the theory of source credibility. This research uses explanatory quantitative methods with sampling techniques performed by a purposive sampler. The research method used was a survey of 94 active UPN veterans in Jakarta. The results of the study have influenced the credibility of workout content on Yulia Baltschun's YouTube channel and the formation of a positive attitude toward exercise among the Z generation. The size of the influence given by the credibility of the workout content of 56.1% on the formation of a positive attitude of Generation Z toward exercise. The remaining 43.9% were influenced by variables outside the scope of this study.

Keywords : *Credibility, YouTube, Attitude Formation, Source Credibility Theory*