

**PENGARUH KREDIBILITAS *CELEBRITY ENDORSER* HAN SO HEE
SEBAGAI “*BEAUTY GURU*” PADA IKLAN *SOMETHINC* TERHADAP
SIKAP KONSUMEN**

(Survei Terhadap *Followers* Instagram @*somethincofficial*)

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ABSTRAK

Mayoritas wanita Indonesia mempunyai berbagai permasalahan kulit wajah seperti kulit berjerawat, berminyak, kusam, dan flek hitam. Permasalahan kulit dapat diatasi dengan perawatan yang direkomendasikan oleh seorang ahli kecantikan. *Somethinc* ialah *brand* kecantikan yang menawarkan berbagai produk *skincare* sesuai dengan kebutuhan kulit. *Somethinc* menggunakan *celebrity endorser* asal Korea Selatan yaitu Han So Hee dalam mempromosikan produknya. Kredibilitas *Celebrity Endorser* memiliki pengaruh besar terhadap sikap konsumen. Tujuan penelitian ini berfokus pada seberapa besar pengaruh kredibilitas *celebrity endorser* terhadap sikap konsumen. Teori Kredibilitas Sumber oleh Hovland Janis dan Kelley digunakan untuk mengukur kredibilitas *celebrity endorser* terhadap sikap konsumen. Teori tersebut menyatakan bahwa, seorang komunikator yang kredibel akan lebih mudah mempersuasif khalayaknya. Kredibilitas *celebrity endorser* akan dinilai berdasarkan tiga faktor yaitu *Trustworthiness*, *Expertise*, dan *Attractiveness*. Dimensi sikap konsumen diukur dengan tiga respon yaitu respon kognitif, respon afektif, dan respon konatif. Metode survei digunakan peneliti untuk menyebarkan kuesioner kepada 100 responden yaitu pengikut dari akun Instagram @*somethincofficial*. Penelitian ini menggunakan pendekatan kuantitatif eksplanatif. Data yang terkumpul dianalisis menggunakan uji korelasi, uji regresi linear sederhana, uji koefisiensi determinasi, dan uji hipotesis melalui SPSS 26. Uji korelasi memperlihatkan bahwa antar Variabel X (Kredibilitas *Celebrity Endorser*) terhadap Variabel Y (Sikap Konsumen) memiliki hubungan kuat. Hasil penelitian menunjukkan bahwa tingkat pengaruh Variabel X (kredibilitas *celebrity endorser*) terhadap Variabel Y (sikap konsumen) sebesar 31.7%, maka kredibilitas *celebrity endorser* Han So Hee memiliki pengaruh yang cukup besar terhadap sikap konsumen. Hasil analisis Uji Hipotesis menyatakan bahwa Variabel X (kredibilitas *celebrity endorser*) terhadap Variabel Y (sikap konsumen) terdapat pengaruh besar dan signifikan.

Kata Kunci : Kredibilitas *Celebrity Endorser*, Perawatan Kulit (*Skincare*), Permasalahan Kulit, Sikap Konsumen, Teori Kredibilitas Sumber.

**THE INFLUENCE OF THE CREDIBILITY OF CELEBRITY ENDORSER
HAN SOO HEE AS A "BEAUTY GURU" IN SOMETHINC
ADVERTISEMENTS ON CONSUMER ATTITUDES
(Survey of Instagram Followers @somethincofficial)**

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ABSTRACT

The majority of Indonesian women have various facial skin problems such as acne, oily, dull, and black spots. Skin problems can be solved with treatments recommended by a beautician. Somethinc is a beauty brand that offers various skincare products according to skin needs. Somethinc uses South Korean celebrity endorser Han So Hee to promote its products. Celebrity Endorser credibility has a big influence on consumer attitudes. The purpose of this study focuses on how much influence the credibility of celebrity endorsers has on consumer attitudes. Source Credibility Theory by Hovland Janis and Kelley is used to measure the credibility of celebrity endorsers on consumer attitudes. The theory states that, a credible communicator will find it easier to persuade his audience. The credibility of celebrity endorsers will be assessed based on three factors, namely Trustworthiness, Expertise, and Attractiveness. The dimensions of consumer attitudes are measured by three responses, namely cognitive responses, affective responses, and conative responses. The survey method was used by researchers to distribute questionnaires to 100 respondents, namely followers of the @somethincofficial Instagram account. This research uses an explanatory quantitative approach. The collected data were analyzed using the correlation test, simple linear regression test, determination coefficient test, and hypothesis testing through SPSS 26. The correlation test shows that between Variable X (Celebrity Endorser Credibility) and Variable Y (Consumer Attitude) has a strong relationship. The results showed that the level of influence of Variable X (celebrity endorser credibility) on Variable Y (consumer attitude) was 31.7%, so Han So Hee's celebrity endorser credibility has a considerable influence on consumer attitudes. The results of the Hypothesis Test analysis state that Variable X (celebrity endorser credibility) on Variable Y (consumer attitudes) has a large and significant influence.

Keywords: *Celebrity Endorser Credibility, Skincare, Skin Problems, Consumer Attitudes, Source Credibility Theory.*