

**HUBUNGAN KREDIBILITAS *BEAUTY INFLUENCER* TASYA
FARASYA TERHADAP SIKAP *FOLLOWERS* INSTAGRAM
@SKINTIFICID**

Higa Askamal

Prodi S1 Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas

Pembangun Nasional “Veteran” Jakarta

Higa.askamal@upnvj.ac.id

Abstrak

Kredibilitas *influencer* tidak dapat dinilai hanya dari banyaknya jumlah *followers*, namun pada kredibilitasnya yang memupuni. Penting bagi *influencer* memiliki kredibilitas agar *followers* terpersuasi dengan apa yang di informasikan sehingga terjadi perubahan sikap. Banyak *influencer* yang dianggap tidak memiliki kapasitas tersebut. Tidak jarang audiens mempertanyakan kebenaran dari ulasan produk-produk *endorsement* yang disampaikan *influencer* yang dinilai tidak netral. Penelitian ini memiliki tujuan yaitu, untuk mengetahui adakah hubungan kredibilitas *beauty influencer* tasya farasya terhadap sikap *followers* instagram @skintificid. Penelitian ini menggunakan Teori Kredibilitas Sumber yang dikemukakan oleh Hovland, Janis, Kelley dengan tiga komponen yaitu *trustworthiness*, *expertiseness*, dan *attractiveness*. Peneliti menggunakan pendekatan kuantitatif eksplanatif dengan metode survei disebarkan kepada *followers* akun Instagram @Skintificid dan jumlah sampel hitung sebanyak 100 responden. Teknik sampel yang digunakan metode *Proportional Random Sampling*. Hasil penelitian ini menunjukkan bahwa kredibilitas Tasya Farasya memenuhi tiga dimensi terhadap perubahan sikap *followers* yaitu, kognitif, afektif, konatif. Dimensi yang memiliki hubungan signifikan terhadap variabel sikap *followers* adalah dimensi kognitif. Penelitian ini juga menunjukkan kredibilitas Tasya Farasya memenuhi tiga dimensi kredibilitas yaitu, *trustworthiness*, *expertiseness*, dan *attractiveness* dimensi yang sangat signifikan adalah dimensi *attractiveness*. Kesimpulan dari penelitian adalah kredibilitas *beauty influencer* memiliki hubungan terhadap sikap *followers* Instagram @skintificid.

Kata Kunci: Kredibilitas *Beauty Influencer*, Sikap *Followers*, Skincare, Teori Kredibilitas Sumber

**THE CREDIBILITY RELATIONSHIP OF BEAUTY INFLUENCER
TASYA FARASYA TO THE ATTITUDE OF INSTAGRAM
FOLLOWERS @SKINTIFICID**

Higa Askamal

*Bachelor of Communication Science Study Program, Faculty of Social and Political
Sciences, Jakarta "Veteran" National Development University*

Higa.askamal@upnvj.ac.id

Abstract

The credibility of an influencer cannot be judged only by the large number of followers, but by their qualified credibility. It is important for influencers to have credibility so that followers are persuaded by what is being informed so that attitudes change. Many influencers are considered not to have this capacity. It is not uncommon for audiences to question the veracity of reviews of endorsed products submitted by influencers who are considered to be not neutral. This study has a goal, namely, to find out whether there is a relationship between the credibility of beauty influencer Tasya Farasya and the attitude of Instagram followers @skintificid. This study uses the Source Credibility Theory put forward by Hovland, Janis, Kelley with three components, namely trustworthiness, expertise, and attractiveness. The sample technique used is the Proportional Random Sampling method. The results of this study indicate that Tasya Farasya's credibility fulfills three dimensions of changes in followers' attitudes, namely, cognitive, affective, conative. The dimension that has a significant relationship to the attitude variable of followers is the cognitive dimension. This research also shows that Tasya Farasya's credibility fulfills the three dimensions of credibility, namely, trustworthiness, expertise, and attractiveness. The most significant dimension is the attractiveness dimension. The conclusion of the study is that the credibility of beauty influencers has a relationship with the attitude of @skintificid Instagram followers.

Keywords: *Credibility of Beauty Influencers, Attitudes of Followers, Skincare, Theory of Source Credibility*