

**HUBUNGAN KREDIBILITAS BOYGROUP “STRAY KIDS” SEBAGAI
BRAND AMBASSADOR NACIFIC TERHADAP PERILAKU
KONSUMTIF (SURVEI TERHADAP FOLLOWERS @nacificofficial.id DI
MEDIA SOSIAL INSTAGRAM)**

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ABSTRAK

Banyak merek kosmetik memilih selebriti Korea sebagai Brand Ambassador mereka. Selebriti dianggap memiliki pengaruh besar di kalangan penggemar dan masyarakat umum. Keterlibatan selebriti Korea dalam promosi merek kosmetik juga dapat meningkatkan penjualan dan popularitas merek tersebut. Maka Nacific memilih Stray Kids sebagai Brand Ambassador untuk meningkatkan minat beli konsumen terhadap produk-produk Nacific. Penelitian ini bertujuan untuk mengkaji hubungan Stray Kids sebagai Brand Ambassador Nacific terhadap perilaku konsumtif pengikut akun Instagram @nacificofficial.id. Penelitian ini menggunakan Teori Kredibilitas Sumber yang dikemukakan oleh Hovland, Janis, dan Kelley dengan tiga faktor yaitu keahlian, dapat dipercaya, dan daya tarik. Metode penelitian yang digunakan adalah kuantitatif eksplanatif dengan menggunakan sumber data primer yang berasal dari kuesioner dan data sekunder yang berasal dari buku, jurnal, artikel, hasil penelitian-penelitian terdahulu, serta website yang relevan. Teknik pengambilan sampel dilakukan dengan teknik *random sampling*. Pada penelitian ini menggunakan lima tahap analisis data yang mencakup uji validitas, uji reliabilitas, uji koefisien korelasi, dan uji signifikansi (uji T). Hasil dari penelitian ini menunjukkan bahwa adanya hubungan yang signifikan antara Variabel X (Kredibilitas Brand Ambassador) terhadap Variabel Y (Perilaku Konsumtif) dengan tingkat korelasi cukup kuat. Hasil uji T menunjukkan nilai t hitung sebesar 6,203 sehingga dapat disimpulkan hubungan kredibilitas Stray Kids sebagai Brand Ambassador Nacific terhadap perilaku konsumtif pengikut akun Instagram @nacificofficial.id terdapat hubungan yang signifikan.

Kata kunci: Brand Ambassador, Kredibilitas, Perilaku Konsumtif.

**CREDIBILITY RELATION OF "STRAY KIDS" BOYGROUP AS
NACIFIC BRAND AMBASSADORS TO CONSUMPTIVE BEHAVIOR
(SURVEY OF FOLLOWERS @nacificofficial.id ON INSTAGRAM
SOCIAL MEDIA)**

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ABSTRACT

Many cosmetic brands choose Korean celebrities as their Brand Ambassadors. Celebrities are considered to have great influence among fans and the general public. The involvement of Korean celebrities in the promotion of cosmetic brands can also increase the sales and popularity of these brands. So Nacific chose Stray Kids as Brand Ambassador to increase consumer buying interest in Nacific products. This study aims to examine the relationship between Stray Kids as Nacific's Brand Ambassador towards the consumptive behavior of followers of the Instagram account @nacificofficial.id. This study uses the Source Credibility Theory proposed by Hovland, Janis, and Kelley with three factors namely expertise, trustworthiness, and attractiveness. The research method used is explanatory quantitative using primary data sources from questionnaires and secondary data from books, journals, articles, results of previous studies, and relevant websites. The sampling technique was carried out by using a random sampling technique. This study uses five stages of data analysis which include validity test, reliability test, correlation coefficient test, and significance test (T-test). The results of this study indicate that there is a significant relationship between Variable X (Brand Ambassador Credibility) and Variable Y (Consumptive Behavior) with a fairly strong correlation level. The T-test results show a t-count value of 6,203 so it can be concluded that there is a significant relationship between the credibility of Stray Kids as Nacific's Brand Ambassador and the consumptive behavior of followers of the Instagram account @nacificofficial.id.

Keywords: *Brand Ambassador, Credibility, Consumptive Behavior.*