

PENGARUH *ARGUMENT QUALITY* TASYA FARASYA TERHADAP MINAT BELI *BRAND MAKEUP* MOTHER OF PEARL (MOP)

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ABSTRAK

Argument quality seorang *influencer* tidak bisa diukur hanya berdasarkan jumlah pengikutnya, melainkan harus dilihat dari sejauh mana mereka memiliki kredibilitas yang solid. Salah satu *influencer* terbesar di Indonesia adalah Tasya Farasya. Seorang *influencer* penting untuk memiliki kredibilitas agar para pengikutnya dapat terpengaruh oleh informasi yang disampaikan, sehingga dapat terjadi perubahan sikap. Terpaan berita negative mengenai Tasya Farasya yang memiliki akun palsu untuk menghujat saudari kembarnya dianggap mempengaruhi persepsi *followers*. Terlebih lagi, Tasya Farasya memiliki sebuah *brand makeup* yaitu Mother of Pearl. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh antara *argument quality* Tasya Farasya terhadap minat beli *brand makeup* Mother of Pearl. Penelitian ini menggunakan Teori Kredibilitas Sumber yang diperkenalkan oleh Hovland, Janis, dan Kelley, yang mencakup tiga dimensi, yaitu *trustworthiness*, *expertise*, dan *attractiveness*. Peneliti menggunakan pendekatan kuantitatif eksplanatif dengan metode survei yang disebarkan kepada pengikut akun Instagram @Tasyafarasya, dengan jumlah sampel sebanyak 100 responden. Teknik pengambilan sampel non-probabilitas yang digunakan adalah metode *Purposive Sampling*. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh antara *argument quality* Tasya Farasya terhadap minat beli *followers* pada akun Instagram @tasyafarasya sebesar 87 persen. Tasya Farasya memenuhi tiga dimensi kredibilitas sumber yaitu 44,40 persen pada dimensi keahlian, 36,34 persen pada dimensi daya tarik. Tetapi dimensi *trustworthiness* dengan persentase 19,6 persen perlu ditingkatkan. Faktor sikap orang lain menjadi faktor yang mempengaruhi minat beli responden produk *brand makeup* Mother of Pearl. Jenis dan tingkatan minat beli responden termasuk pada kategori minat transaksional. Kesimpulan dari penelitian ini adalah *argument quality* memiliki pengaruh terhadap minat beli.

Kata Kunci: *Argument Quality*, *Influencer*, Minat Beli, Teori Kredibilitas Sumber

THE INFLUENCE OF TASYA FARASYA'S ARGUMENT QUALITY ON PURCHASE INTEREST IN MOTHER OF PEARL (MOP) MAKEUP BRAND

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ABSTRACT

The quality of an influencer's arguments can't be measured just based on their number of followers but must be assessed by the extent of their solid credibility. One of the biggest Influencer in Indonesia is Tasya Farasya. It is important for influencers to have credibility so that their followers can be influenced by the information they provide and leading to a change in attitude. The negative news regarding Tasya Farasya, who allegedly used a fake account to criticize her twin sister, is perceived to influence followers' perceptions. Additionally, Tasya Farasya owns a makeup brand called Mother of Pearl. This research aims to determine the extent of the influence of Tasya Farasya's argument quality on the purchase interest in the Mother of Pearl makeup brand. Mother of Pearl is Tasya Farasya's makeup brand. This study aims to determine the extent of the influence of Tasya Farasya's argument quality on the purchase interest in the Mother of Pearl makeup brand. The research utilizes the Source of Credibility Theory introduced by Hovland, Janis, and Kelley, which includes three dimensions: trustworthiness, expertise, and attractiveness. The researcher employed a quantitative explanatory approach with a survey method distributed to @Tasyafarasya's Instagram followers, with a sample of 100 respondents. The non-probability sampling technique that used was purposive sampling. The results of this study indicate that there's an effect between Tasya Farasya's argument quality and purchase interest of @tasyafarasya's Instagram account followers as 87 percent. Tasya Farasya meets three dimensions of source of credibility 44.40 percent in expertise, 36.34 percent in attractiveness. But trustworthiness at 19.6 percent needs improvement. The attitude of others is a factor that influences respondents' purchase interest in Mother of Pearl makeup brand products. The type and level of respondents' purchase interest fall into the category of transactional interest. The conclusion of this study is that argument quality has an impact on purchase interest.

Keywords: *Argument Quality, Influencer, Purchase Interest, Source of Credibility Theory*