

**PENGARUH TERPAAN KONTEN *SOFTSELLING* AKUN
harisenin.com.official TERHADAP MINAT MENGGUNAKAN
BOOTCAMP KARIR (Survei pada *followers* instagram @harisenin.official)**

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ABSTRAK

Media sosial kini menjadi salah satu media utama dalam strategi pemasaran digital, termasuk untuk mempromosikan layanan pendidikan nonformal seperti *bootcamp* karir salah satunya dengan menggunakan konten *softselling*. Tujuan dari penelitian ini adalah menganalisis dampak keterpaparan konten *softselling* di akun instagram @harisenin.official terhadap minat mengikuti *bootcamp* karir. Berbasis pada teori *Elaboration Likelihood Model (ELM)*, studi ini dilaksanakan menggunakan metode kuantitatif eksplanatif, dengan menyebarkan kuesioner kepada 100 responden yang merupakan pengikut akun tersebut. Hasil uji regresi linier sederhana menunjukkan nilai signifikansi sebesar $0,000 < 0,05$ dan nilai T hitung sebesar $6,508 > T$ tabel 1,665, yang berarti H_0 ditolak dan H_a diterima. Nilai korelasi (R) sebesar 0,549, dan koefisien determinasi (R^2) sebesar 0,302, menunjukkan bahwa terpaan konten *softselling* berkontribusi sebesar 30,2% terhadap minat mengikuti *bootcamp* karir. Adapun 69,8% sisanya merupakan kontribusi dari faktor-faktor eksternal di luar cakupan variabel dalam penelitian ini. Oleh karena itu, dapat disimpulkan bahwa terdapat pengaruh signifikan antara terpaan konten *softselling* dan minat audiens untuk mengikuti *bootcamp* karir.

Kata Kunci: *Bootcamp* Karir, *Elaboration Likelihood Model*, Instagram, Minat, *Softselling*.

**THE IMPACT OF EXPOSURE TO SOFTSELLING CONTENT ON THE
INSTAGRAM ACCOUNT @harisenin.official ON THE INTEREST IN
PARTICIPATING IN A CAREER BOOTCAMP
(Survey of Instagram Followers of @harisenin.official)**

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ABSTRACT

Social media has become one of the primary platforms in digital marketing strategies, including for promoting non-formal educational services such as career bootcamps, particularly through the use of softselling content. This study aims to examine the impact of exposure to softselling content on the Instagram account @harisenin.com.official on the interest in joining a career bootcamp. Employing the Elaboration Likelihood Model (ELM) as the theoretical framework, this research adopts a quantitative explanatory approach by distributing questionnaires to 100 followers of the account. The findings from a simple linear regression analysis reveal a significance level of 0.000, which is below 0.05, and a calculated t-value of 6.508, exceeding the t-table value of 1.665. These results indicate the rejection of the null hypothesis (H_0) and acceptance of the alternative hypothesis (H_a). The correlation coefficient (R) is 0.549, and the coefficient of determination (R^2) is 0.302, indicating that exposure to softselling content accounts for 30.2% of the audience's interest in participating in the career bootcamp. The remaining 69.8% is attributed to other factors beyond the scope of this study. Thus, it can be concluded that exposure to softselling content has a significant effect on the audience's interest in enrolling in a career bootcamp.

Keywords: Career Bootcamp, Elaboration Likelihood Model, Instagram, Interest, Softselling