

Pengaruh Kredibilitas Humas YKPI (Yayasan Kanker Payudara Indonesia) dalam Kampanye Deteksi SADARI terhadap Perilaku Hidup Sehat

(Survei pada *Followers* akun resmi Instagram YKPI @ykpi_pitapink)

Mutiah Nurul Rizki

Abstrak

Penelitian ini bertujuan untuk mengetahui besarnya pengaruh kredibilitas Humas YKPI dalam kampanye SADARI terhadap perilaku hidup sehat (Survei pada *Followers* akun resmi Instagram YKPI @ykpi_pitapink). **Konsep** atau **teori** yang relevan dalam penelitian ini antara teori kredibilitas sumber, kampanye, dan perilaku hidup sehat. Penelitian ini menggunakan **pendekatan penelitian** kuantitatif. Metode penelitian yang digunakan ialah survei. Populasi dalam penelitian ini adalah *Followers* akun resmi Instagram YKPI @ykpi_pitapink dengan jumlah 99 sampel. **Teknik penarikan sampel** dalam penelitian ini menggunakan *Nonprobability Sampling* menggunakan *Sampling Purposive*. **Teknik analisis** pengaruh variabel X terhadap variabel Y menggunakan uji koefisien determinasi. **Teknik pengujian data** diproses menggunakan program *SPSS (Statistical Product and Service Solution)* versi 23. **Hasil penelitian** ini menunjukkan bahwa terdapat korelasi antara kredibilitas Humas YKPI dalam kampanye SADARI terhadap perilaku hidup sehat dan terdapat pengaruh yang kuat antara kedua variabel tersebut. Hasil tersebut ditunjang dengan pengujian hipotesis H_0 ditolak H_a diterima yang berarti semakin besar pengaruh kredibilitas Humas YKPI dalam kampanye deteksi SADARI akan semakin tinggi terhadap perilaku hidup sehat.

Kata Kunci: Kredibilitas Humas YKPI, Perilaku Hidup Sehat, Teori Kredibilitas.

The Effect of YKPI (Breast Cancer Foundation Indonesia) Public Relations Credibility in SADARI Campaign detection Against Behavior of Healthy Living

(Survey on Instagram followers of YKPI @ykpi_pitapink official account)

Mutiah Nurul Rizki

Abstract

This research aims to know the magnitude of the effect on YKPI public relations credibility in the SADARI campaign against the behavior of healthy living (survey on Instagram followers of YKPI @ykpi_pitapink official account). The concept or theory that are relevant in this research between the theory of the credibility of the source, campaign, and behavior of healthy living. This research is using quantitative research approach. The research method used is survey. The population in this research is the YKPI @ykpi_pitapink instgram official account's followers with total of 99 samples. Sample withdrawal technique in this study is using Nonprobability Sampling using Purposive Sampling. The analysis technique of the effect of X variable against Y variable is using the coefficient determination test. The technique of testing data is processed using SPSS (Statistical Product and Service Solution) program, version 23. The results of this research show that there is a correlation between the YKPI public relations credibility in the SADARI campaign against the behavior of healthy living and there is a strong influence of the two variables. These results supported by testing the hypothesis H_0 denied H_a accepted which means the bigger the effect of the public relations credibility in SADARI detection campaign the realization will be higher against the behavior of healthy living.

Keywords: *Credibility Of YKPI's Public Relations, Healthy Living Behaviours, The Credibility Theory.*