

# **EVALUASI *ELABORATION LIKELIHOOD MODEL* DALAM PEMROSESAN INFORMASI KONTEN INSTAGRAM @JALAHOAKS TERHADAP INTENSI KETERLIBATAN AUDIENS MELALUI SIKAP AUDIENS**

**Sapta Hari Subangkit**

## **ABSTRAK**

Penyebaran misinformasi dan disinformasi melalui media sosial menuntut komunikasi publik pemerintah yang tidak hanya informatif, tetapi juga mampu membentuk sikap dan mendorong keterlibatan audiens. Penelitian ini bertujuan mengevaluasi kemampuan *Elaboration Likelihood Model* (ELM) dalam menjelaskan pengaruh kualitas argument sebagai representasi informasi substantif yang berkaitan dengan rute sentral serta kredibilitas sumber, daya tarik sumber, dan tampilan visual sebagai isyarat periferil terhadap intensi keterlibatan audiens pada konten Instagram @jalahoaks. Data dianalisis menggunakan *covariance-based Structural Equation Modeling* dengan IBM SPSS AMOS 31, meliputi *Confirmatory Factor Analysis*, pengujian model struktural, pengaruh langsung, dan pengaruh tidak langsung menggunakan 95% *bias-corrected bootstrap* dengan 5.000 *resamples*. Hasil penelitian menunjukkan bahwa kualitas argumen berpengaruh positif langsung terhadap intensi keterlibatan ( $\beta = 0,499$ ;  $p < 0,001$ ) dan tidak langsung melalui sikap ( $\beta = 0,126$ ; 95% BC CI [0,008; 0,347]). Sikap berpengaruh positif terhadap intensi keterlibatan ( $\beta = 0,434$ ;  $p = 0,003$ ), sedangkan kredibilitas sumber, daya tarik sumber, dan tampilan visual tidak memiliki pengaruh langsung maupun tidak langsung yang signifikan terhadap intensi keterlibatan. Temuan menegaskan dominasi informasi substantif dalam model, sehingga pengelolaan konten klarifikasi hoaks perlu memprioritaskan kualitas argumen (kekuatan bukti, relevansi, konteks, dan keterverifikasian argumen), sementara unsur kredibilitas sumber, daya tarik sumber, dan tampilan visual digunakan untuk mendukung pemrosesan pesan.

**Kata kunci:** *Elaboration Likelihood Model*; kualitas argumen; sikap audiens; intensi keterlibatan; komunikasi publik digital.

***EVALUATING THE ELABORATION LIKELIHOOD MODEL IN  
THE PROCESSING OF @JALAHOAKS INSTAGRAM  
CONTENT: THE EFFECT ON AUDIENCE ENGAGEMENT  
INTENTION THROUGH AUDIENCE ATTITUDE***

**Sapta Hari Subangkit**

***ABSTRACT***

*The dissemination of misinformation and disinformation through social media requires government public communication that is not only informative but also capable of shaping attitudes and encouraging audience engagement. This study evaluates the explanatory capacity of the Elaboration Likelihood Model (ELM) by examining the effects of argument quality as substantive information associated with central-route processing and source credibility, source attractiveness, and visual presentation as peripheral cues on audience engagement intention toward content published by @jalahoaks, with audience attitude as a mediator. An explanatory quantitative survey was administered online to 391 followers of @jalahoaks. The data were analyzed using covariance-based Structural Equation Modeling with IBM SPSS AMOS 31, including Confirmatory Factor Analysis, structural-model assessment, direct-effect testing, and indirect-effect testing using a 95% bias-corrected bootstrap procedure with 5,000 resamples. Argument quality had a positive direct effect on engagement intention ( $\beta = 0.499$ ;  $p < 0.001$ ) and an indirect effect through attitude ( $\beta = 0.126$ ; 95% BC CI [0.008, 0.347]). Attitude positively affected engagement intention ( $\beta = 0.434$ ;  $p = 0.003$ ), whereas source credibility, source attractiveness, and visual presentation had no significant direct or indirect effects on engagement intention. The findings indicate that substantive information is the most consistent driver in the model. Accordingly, misinformation-correction content should prioritize evidentiary strength, relevance, contextual clarity, and verifiability, while source-related and visual elements should support message processing.*

**Keywords:** *Elaboration Likelihood Model; argument quality; audience attitude; audience engagement intention; digital public communication.*