

Pengaruh Terpaan Konten *Storytelling* Instagram @Ind_Mengajar terhadap Sikap *Followers*

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ABSTRAK

Penelitian ini memiliki tujuan untuk menganalisis pengaruh terpaan konten *storytelling* terhadap sikap *followers* dengan menggunakan respons kognitif sebagai variabel mediasi. Objek penelitian ini adalah konten *storytelling* Instagram @Ind_Mengajar program Iuran Publik serta proses kognitif dan sikap dari *followers*. Penelitian ini menggunakan *Cognitive Response Theory* sebagai landasan teoretis. Penelitian menggunakan pendekatan kuantitatif eksplanatif dengan metode survei dan pengumpulan data dilakukan melalui penyebaran kuesioner kepada responden yang merupakan pengikut aktif akun Instagram @Ind_Mengajar sebanyak 421 responden. Teknik analisis data menggunakan pendekatan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan aplikasi SmartPLS 4. Hasil penelitian menunjukkan bahwa terpaan konten *storytelling* memiliki pengaruh positif dan signifikan secara langsung terhadap sikap pada organisasi. Selain itu, hasil uji mediasi membuktikan bahwa ketiga kategori respons kognitif (*Message Thoughts*, *Source Oriented Thoughts*, dan *Ad Execution Thoughts*) secara simultan dan signifikan mampu memediasi pengaruh terpaan konten *storytelling* terhadap sikap *followers*. Hasil menunjukkan bahwa efektivitas pembentukan sikap berkaitan erat dengan bagaimana audiens memproses informasi secara kognitif dan merasakan kenyamanan emosional ketika mengonsumsi konten media sosial tersebut.

Kata Kunci: Terpaan konten *storytelling*, *Message Thoughts*, *Source Oriented Thoughts*, *Ad Execution Thoughts*, *Attitude Towards the Ad*, *Brand Attitudes*, *Cognitive Response Theory*.

The Effect of Exposure to @Ind_Mengajar's Instagram Storytelling Content on Followers Attitudes

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ABSTRACT

This study aims to analyze the effect of storytelling content exposure on followers' attitudes, with cognitive response serving as a mediating variable. The object of this research is the Instagram storytelling content of @Ind_Mengajar for the Iuran Publik program, as well as the cognitive processes and attitudes of its followers. This study utilizes Cognitive Response Theory as its theoretical framework. Employing an explanatory quantitative approach with a survey method, data was collected by distributing questionnaires to 421 active followers of the @Ind_Mengajar Instagram account. The data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via the SmartPLS 4 application. The results show that exposure to storytelling content has a direct, positive, and significant effect on attitudes toward the organization. Furthermore, the mediation analysis proves that all three categories of cognitive response (Message Thoughts, Source-Oriented Thoughts, and Ad Execution Thoughts) simultaneously and significantly mediate the effect of storytelling content exposure on followers' attitudes. The findings indicate that the effectiveness of attitude formation is closely related to how the audience cognitively processes information and experiences emotional comfort while consuming social media content.

Keywords: *Storytelling Content Exposure, Message Thoughts, Source Oriented Thoughts, Ad Execution Thoughts, Attitude Towards the Ad, Brand Attitudes, Cognitive Response Theory.*