

PENGARUH KOMUNIKASI PERSUASIF VIRDIAN AURELLIO DI TIKTOK TERHADAP KEPERCAYAAN POLITIK GENERASI Z

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh komunikasi persuasif Virdian Aurellio di TikTok terhadap kepercayaan politik Generasi Z. Penelitian ini menggunakan teori Retorika Aristoteles yang mencakup tiga dimensi untuk mengukur komunikasi persuasif, yaitu *ethos*, *pathos*, dan *logos*. Variabel kepercayaan politik diukur melalui tiga dimensi, yaitu *perceived competence*, *perceived benevolence*, dan *perceived integrity*. Penelitian ini menggunakan pendekatan kuantitatif eksplanatif dengan metode survei. Sampel penelitian berjumlah 100 responden Generasi Z yang berstatus sebagai mahasiswa aktif berdomisili di DKI Jakarta, aktif menggunakan TikTok, dan pernah melihat konten akun TikTok @virdianaurellio. Teknik pengambilan sampel menggunakan *purposive sampling*. Data dikumpulkan melalui kuesioner Google Form dan dianalisis menggunakan SPSS 25 dengan uji validitas, reliabilitas, normalitas, regresi linear sederhana, koefisien determinasi, dan uji hipotesis. Hasil penelitian menunjukkan bahwa komunikasi persuasif akun TikTok @virdianaurellio berpengaruh signifikan terhadap kepercayaan politik Generasi Z dengan nilai signifikansi sebesar $0,000 < 0,05$. Nilai koefisien regresi sebesar -0,524 menunjukkan bahwa pengaruh yang dihasilkan bersifat negatif. Nilai R Square sebesar 0,280 menunjukkan bahwa komunikasi persuasif memberikan kontribusi sebesar 28% terhadap kepercayaan politik.

Kata kunci: komunikasi persuasif, TikTok, kepercayaan politik, Generasi Z, Retorika Aristoteles.

THE INFLUENCE OF VIRDIAN AURELLIO'S PERSUASIVE COMMUNICATION THROUGH TIKTOK ON GENERATION Z'S POLITICAL TRUST

ABSTRACT

This study aims to determine the influence of viridian aurellio's persuasive communication through TikTok on Generation Z's political trust. This research applies Aristotle's Rhetoric Theory, which consists of three dimensions to measured persuasive communication: ethos, pathos, and logos. Political trust is measured through three dimensions: perceived competence, perceived benevolence, and perceived integrity. This study uses an explanatory quantitative approach with a survey method. The sample consists of 100 respondents who are active university students residing in DKI Jakarta, belong to Generation Z, actively use TikTok, and have seen content from the TikTok account @virdianaurellio. The sampling technique used in this study is purposive sampling. Data were collected through a Google Form questionnaire and analyzed using SPSS 25 through validity, reliability, normality, simple linear regression, coefficient of determination, and hypothesis testing. The results show that persuasive communication from the TikTok account @virdianaurellio has a significant influence on Generation Z's political trust, with a significance value of $0.000 < 0.05$. The regression coefficient value of -0.524 indicates that the influence is negative. The R Square value of 0.280 shows that persuasive communication contributes 28% to political trust.

Keywords: persuasive communication, TikTok, political trust, Generation Z, Aristotle's Rhetoric.