

**PENGARUH KUALITAS ARGUMEN DAN KREDIBILITAS
SUMBER TERHADAP TINGKAT KEPERCAYAAN
MISINFORMASI PADA KONFLIK IRAN VS AS DI X DI
KALANGAN GEN Z**

ABSTRAK

Penyebaran misinformasi mengenai konflik geopolitik Iran–Amerika Serikat di platform X menimbulkan pertanyaan mengenai faktor-faktor yang membentuk kepercayaan Generasi Z terhadap informasi yang belum terverifikasi. Studi ini dimaksudkan untuk mengidentifikasi dan mengkaji dampak Kualitas Argumen (X1) dan Kredibilitas Sumber (X2) pada Tingkat Kepercayaan (Y) pada unggahan misinformasi akun @DailyIranNews, serta menguji peran Kebutuhan Kognisi (M) sebagai variabel moderasi dalam hubungan tersebut, dengan berlandaskan pada Elaboration Likelihood Model (ELM). Studi ini menerapkan pendekatan kuantitatif serta desain deskriptif-eksplanatif. Sampel ditentukan melalui teknik purposive sampling terhadap Generasi Z pengguna aktif platform X yang berdomisili di DKI Jakarta dan terpapar unggahan konflik Iran-AS melalui akun @DailyIranNews, memanfaatkan informasi yang diperoleh melalui survei dengan skala Likert lima poin dan analisis *Partial Least Squares Structural Equation Modeling* (PLS-SEM) menggunakan SmartPLS. Temuan studi menunjukkan bahwa baik Kredibilitas Sumber ($\beta = 0,335$; $p < 0,05$) maupun Kualitas Argumen ($\beta = 0,370$; $p < 0,05$) memiliki dampak positif dan signifikan terhadap Tingkat Kepercayaan. Kebutuhan akan kognisi terbukti memoderasi secara signifikan—dan melemahkan—hubungan antara Kredibilitas Sumber dan Tingkat Kepercayaan ($\beta = -0,197$; $p < 0,05$), namun tidak memengaruhi hubungan antara Kualitas Argumen dan Tingkat Kepercayaan ($p > 0,05$). Model penelitian menjelaskan 76,6 persen variasi Tingkat Kepercayaan ($R^2 = 0,766$). Temuan ini menunjukkan bahwa kualitas argumen berperan sebagai determinan yang relatif universal, sedangkan pengaruh kredibilitas sumber bergantung pada tingkat kebutuhan kognisi individu, sehingga memperkuat relevansi ELM dalam menjelaskan pembentukan kepercayaan terhadap misinformasi konflik geopolitik di media sosial.

Kata Kunci: Kualitas Argumen, Kredibilitas Sumber, Tingkat Kepercayaan, Kebutuhan Kognisi, Misinformasi, Elaboration Likelihood Model, Generasi Z, Platform X

THE EFFECT OF ARGUMENT QUALITY AND SOURCE CREDIBILITY ON BELIEF IN MISINFORMATION ABOUT THE IRAN–UNITED STATES CONFLICT ON PLATFORM X, WITH NEED FOR COGNITION AS A MODERATING VARIABLE

ABSTRACT

The dissemination of false information on the geopolitical war between the United States and Iran on platform X begs the question of what influences Generation Z's acceptance of unreliable information. Based on the Elaboration Likelihood Model (ELM), this study attempts to investigate and quantify the impact of Argument Quality (X1) and Source Credibility (X2) on Belief (Y) toward a misinformation post from the account @DailyIranNews. It also tests the moderating role of Need for Cognition (M) in that relationship. This study uses a descriptive-explanatory design and a quantitative methodology. Purposive sampling of Generation Z active platform X users in DKI Jakarta who were exposed to the Iran-US conflict post via the @DailyIranNews account was used to determine the sample. A five-point Likert-scale questionnaire was used to collect data, which was then analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS. The findings demonstrate that both Source Credibility ($\beta = 0.335$; $p < 0.05$) and Argument Quality ($\beta = 0.370$; $p < 0.05$) have a positive and substantial impact on Belief. The association between Argument Quality and Belief was not found to be substantially moderated by Need for Cognition ($p > 0.05$), however the relationship between Source Credibility and Belief was considerably decreased ($\beta = -0.197$; $p < 0.05$). 76.6% of the variation in Belief is explained by the research model ($R^2 = 0.766$). The relevance of ELM in explaining how belief in geopolitical misinformation is formed on social media is reinforced by these findings, which show that argument quality functions as a relatively universal determinant while the influence of source credibility depends on an individual's level of cognitive need.

Keywords: Argument Quality, Source Credibility, Belief, Need for Cognition, Misinformation, Elaboration Likelihood Model, Generation Z, Platform X