The Influence of the Level of Popularity of Influencer, the Preference of Message Disclosure, and the Consumer Skepticism of Advertising on the Purchase Intention of Somethinc

Undergraduate Thesis

Compiled to meet the requirements of a Bachelor's Degree

Department of Communication Science Faculty of Social and Political Sciences

Diponegoro University

By:

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UNDERGRADUATE COMMUNICATION SCIENCE

FACULTY OF SOCIAL AND POLITICAL SCIENCES

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STATEMENT OF AUTHENTICITY

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I solemnly declare that the undergraduate thesis that I have written entitled:

The Influence of The Level of Popularity of Influencers, The Preference of Message Disclosure, and The Consumer Skepticism of Advertising on The Purchase Intention of Somethinc

Is the result of my scientific writing, not the result of other people's scientific work. If in the future it turns out that the scientific work that I have written is proven to be the result of plagiarism, then I can accept the applicable academic sanctions (revocation of graduation predicate and bachelor's degree).

Thus, I make this statement truthfully and with full awareness and responsibility.

Semarang, 18 April 2022

Statement Maker,

Kanaya Az Zahrah

VALIDITY SHEET

Undergraduate Thesis Tittle : The Influence of The Level of Popularity of Influencers, The Preference of Message Disclosure, and The Consumer Skepticism of Advertising on The Purchase Intention of Somethinc

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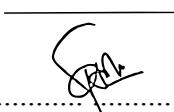Declared valid as one of the requirements to complete undergraduate education

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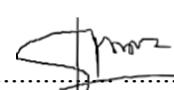
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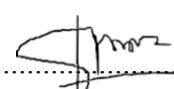
MOTTO

"For him who follows a path for seeking knowledge,

Allah will ease for him the path to Paradise"

(HR Muslim)

ACKNOWLEDGEMENTS

9. Fadhel who always listened and made working on the writer's undergraduate thesis fun in Semarang. *Let's be friends forever and laugh at many things together.*

10. Shafa and Kania for my emotional support. *You both have made my uni life brighter, I'll forever cherish our time together.*

11. Sosialita Komwik, *the best team I have ever had*. Thank you for creating an unforgettable experience in the writer's college life. *You all have taught me so many things.*

12. Finally, yet importantly, I want to thank myself for always believing and trying the hardest. *I am so proud of you, Kanaya.*

ABSTRAKSI

Judul Skripsi : Pengaruh Tingkat Popularitas Influencer, Preferensi terhadap Message Disclosure, dan Sikap Skeptisisme Konsumen pada Iklan terhadap Minat Beli Somethinc

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Jurusan / Program Studi : Ilmu Komunikasi

Somethinc menggunakan marketing influencers untuk mempromosikan produk dan meningkatkan penjualannya. Somethinc menggunakan berbagai influencer dengan tingkat popularitas yang berbeda yaitu mega, makro, mikro, dan nano. Adanya influencer membuat semakin banyak konten berbayar yang tersebar di media sosial terutama instagram. Namun, hal ini banyak menuai pro dan kontra karena banyak konten yang tidak menggunakan fitur "Paid Partnership with", sehingga banyak konsumen yang tidak sadar bahwa konten yang mereka lihat merupakan konten berbayar. Model iklan semacam ini juga dapat membuat konsumen menjadi defensif dan menimbulkan sikap skeptisisme karena tidak adanya transparasi mengenai sifat persuasi dari konten yang influencer bagikan. Selama akhir tahun 2020 hingga awal tahun 2021, beberapa survey nasional menunjukan bahwa Somethinc bukanlah pilihan utama konsumen ketika membeli produk kecantikan. Penelitian ini bertujuan untuk menjelaskan pengaruh tingkat popularitas influencer, preferensi terhadap *message disclosure*, dan sikap skeptisisme konsumen pada iklan terhadap minat beli Somethinc. Teori yang digunakan pada penelitian ini adalah Source of Attractiveness Model dan Persuasion Knowledge Model, dengan teknik pengambilan sampel berupa non-probability sampling. Sampel berjumlah 100 orang dengan karakteristik perempuan, berusia 18-35, serta pernah melihat konten berbayar oleh influencer Somethinc.

Hasil uji hipotesis pertama dengan teknik regresi sederhana menunjukan bahwa tidak terdapat pengaruh pada tingkat popularitas influencer terhadap minat beli dengan nilai signifikansi sebesar (0,931). Artinya, tinggi rendahnya tingkat popularitas yang influencer miliki tidak berpengaruh terhadap minat responden untuk membeli produk Somethinc. Hasil uji hipotesis kedua dengan teknik regresi berganda menunjukan bahwa tidak terdapat pengaruh pada preferensi terhadap message disclosure dan sikap skeptisisme consumer pada iklan terhadap minat beli Somethinc dengan nilai signifikansi (0,098). Hal ini menunjukan bahwa, tinggi rendah nya preferensi responden terhadap message disclosure dan tinggi rendahnya

sikap skeptisme responden pada iklan tidak berpengaruh secara simultan terhadap minat responden untuk membeli produk Somethinc.

ABSTRACT

Judul Skripsi	: The Influence of The Level of Popularity of Influencers, The Preference of Message Disclosure, and The Consumer Skepticism of Advertising on The Purchase Intention of Somethinc
Nama Lengkap	: Kanaya Az Zahrah
Nomor Induk Mahasiswa	: 140401180190051
Jurusan / Program Studi	: Ilmu Komunikasi

Somethinc has used influencer marketing to promote its products and increase its sales. They use various influencers with different levels of popularity namely mega, macro, micro, and nano. The existence of influencers makes more and more sponsored content spread on social media, especially Instagram. However, this has many pros and cons because a lot of content does not use the "Paid Partnership with" feature, in turn, many consumers are not aware that the content they see is sponsored content. This kind of advertising model can also make consumers become defensive and lead to skepticism because there is no transparency about the persuasive nature of the content that influencers share. From late 2020 to early 2021, several national surveys showed that Somethinc was not consumers' first choice when buying beauty products. This study aims to explain the influence of the level of popularity of influencers, the preference of message disclosure, and the consumer skepticism of advertising on the purchase intention of Somethinc. The theory used in this study is the Source of Attractiveness Model and the Persuasion Knowledge Model, with the sampling technique of non-probability sampling. The sample consists of 100 people with female characteristics, aged 18-35, who have seen sponsored content by Somethinc's influencers.

The results of the first hypothesis test using a simple regression technique show that there is no influence on the level of popularity of influencers on purchase intention of Somethinc with a significance value of (0.931). It shows that the high and low level of popularity that influencers have has no influence on respondents' purchase intention of Somethinc products. The results of the second hypothesis test using multiple regression techniques show that there is no influence on the preference of message disclosure and the consumer skepticism of Advertising on Somethinc's purchase intention with a significance value (0.098). This shows that the level of respondent's preference for message disclosure and

the level of respondent's skepticism in advertising have no simultaneous influence on respondents' purchase intention of Somethinc products.

PREFACE

Praise to God for His blessings and grace, that the author was able to complete a thesis entitled The Influence of The Level of Popularity of Influencers, The Preference of Message Disclosure, and The Consumer Skepticism of Advertising on The Purchase Intention of Somethinc. The purpose of writing this thesis is to fulfill the requirements to obtain a Bachelor of Communication Science (S.I.Kom) for students at the Faculty of Social and Political Sciences of Diponegoro University. This undergraduate thesis consists of five chapters, starting with the first chapter that consists of the background, problem formulation, and research methods. Followed by chapter II which is an overview of the company, the company's marketing strategy, and consumer attitudes towards advertising, then chapter III which presents the results of respondents' answers in the form of diagrams, and chapter IV which is the result of hypothesis testing and discussion, and closes with chapter V which contains conclusions and author's suggestion. The author hopes that the results of this research can be used as well as possible in the academic field and by anyone who reads and studies it. On the other hand, the author also realizes that there are still many shortcomings in this research, so the author greatly appreciates suggestions and constructive criticism for the progress of the author in the future.

Semarang, 18 April 2022

Kanaya Az Zahrah

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