

ABSTRAK

Bookstagram adalah Instagram untuk buku, yaitu mereka yang mengunggah foto tentang buku. Sedangkan penggunanya biasa disebut dengan *bookstagrammer*. *Bookstagrammer* biasanya mengunggah foto yang menunjukkan seseorang membaca buku, gambar buku, atau objek yang menggambarkan sesuatu (plot, karakter, tema) dari buku, dan *me-review* buku. Kemampuan membangun komunitas menjadikan mereka mampu mempromosikan produk. Penelitian ini bertujuan mengetahui ada atau tidaknya pengaruh daya tarik seorang *bookstagrammer* terhadap minat beli buku. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *online survey*. Pengumpulan data dilakukan dengan cara mengirimkan kuesioner *online* kepada responden melalui *direct message* Instagram. Data yang terkumpul dianalisis dengan teknik *Product Moment Correlation* dan Analisis Regresi Linier Sederhana. Hasil penelitian mengungkapkan daya tarik *bookstagrammer* dengan indikator 4C (*context, communication, collaboration, dan connection*) berpengaruh terhadap minat beli buku dengan indikator (minat transaksional, minat refrensial, minat preferensial, dan minat eksploratif).

Kata kunci: *digital influencer, bookstagrammer, model kemungkinan elaborasi, model AISAS, 4C dalam media sosial, minat beli*

ABSTRACT

Bookstagram stands for Instagram for books, the term is used for user who uploads photos about books. User who uploads photos about books is called bookstagrammer. Generally, they upload images of someone reading a book; the book itself; or object that evoke something (plot, characters, themes) from the book; and book review. The ability of bookstagrammer to gather people into a community make them could promote a product. The methods used in the research are quantitative and online survey. The online questionnaire was sent personally to followers through Instagram's direct message. To arrive at conclusion, the data was analyzed by technique of Product Moment Correlation and Basic Linear Regression model. The research reveals that the bookstagrammers's attractiveness (measured with 4C social media indicators: context, communication, collaboration and connection) is influencing the book buy desire (measured with transactional, reference, preference, and exploration of buy desire).

Keywords: digital influencer, bookstagrammer, elaboration likelihood model, AISAS model, 4C in social media, buy desire