

ABSTRAK

Pandemi *Covid-19* telah ditetapkan menjadi bencana dunia oleh WHO. Indonesia salah satu negara yang terkena virus *Covid-19*. Dr.Tirta selaku *influencer* menjadi relawan yang mengkomunikasikan informasi tentang *Covid-19* melalui Instagram. Tujuan penelitian yaitu untuk menganalisis persepsi *follower's* terhadap kredibilitas Dr.Tirta sebagai *influencer* pencegahan *Covid-19* melalui akun Instagram dan mengetahui faktor yang mempengaruhi persepsi *follower's* terhadap kredibilitas seseorang. Metode penelitian yang digunakan yaitu metode kualitatif dan dianalisis dengan data deskriptif serta uji triangulasi sebagai teknik keabsahan data. Data diperoleh dengan proses wawancara dan studi pustaka. Hasil penelitian menunjukkan bahwa (1) Persepsi yang dimiliki *follower's* tentang kredibilitas Dr.Tirta sebagai *influencer* pencegahan *Covid-19* yang dilakukan seluruhnya ditanggapi dengan persepsi positif. Cara penyampaian pesan Dr.Tirta dinilai baik dan cukup kompeten dalam mengedukasi masyarakat tentang *Covid-19*. Dr.Tirta memiliki kepribadian yang tulus serta jiwa sosial yang tinggi selama menjadi relawan pencegahan *Covid-19*. (2) Faktor yang mempengaruhi persepsi *follower's* terhadap kredibilitas Dr. Tirta sebagai *influencer* pencegahan *Covid-19* melalui Instagram dibagi menjadi dua yaitu faktor fungsional yaitu: minat dan kebutuhan dari *follower's*, yang membentuk sebuah persepsi, dan faktor struktural kredibilitas yang dimilikinya yaitu sebagai dokter, sehingga persepsi masyarakat berasal dari luar atau stimulus.

Kata Kunci: Persepsi, Kredibilitas, Covid-19

ABSTRACT

The pandemic Covid-19 has been declared a world disaster by WHO. Indonesia is one of the countries affected by the virus Covid-19. Dr.Tirta as an influencer becomes a volunteer who communicates information about Covid-19 through Instagram. The research objective is to analyze perceptions followers's of Dr.Tirta credibility as an influencer of prevention Covid-19 through an Instagram account and to find out the factors that influence perceptions follower's of a person credibility. The research method used is a qualitative method and analyzed with descriptive data and triangulation test as a technique of data validity. Data obtained by the process of interviews and literature study. The results showed that (1) The perceptions that the had followers's about Dr.Tirta credibility as an influencer of prevention Covid-19 were all responded with positive perceptions. The way Dr. Tirta's message was delivered considered good and competent enough in educating the public about Covid-19. Dr.Tirta has a sincere personality and high social spirit while volunteering for prevention Covid-19. (2) Factors that influence perceptions follower's of Dr.Tirta as an influencer of prevention Covid-19 through Instagram is divided into two, namely functional factors, namely: the interests and needs of follower's, which form a perception, and the structural factor of its credibility, namely as a doctor, so that people's perceptions come from outside or a stimulus.

Keywords: Perception, Credibility, Covid-19

