ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh paparan konten bertagar *#PurbayaEffect* terhadap persepsi kredibilitas Purbaya Yudhi Sadewa dengan elaborasi pesan sebagai variabel mediasi pada pengguna media sosial X. Penelitian ini didasarkan pada *Elaboration Likelihood Model* (ELM) yang menjelaskan bahwa pembentukan sikap dan persepsi tidak terjadi secara langsung setelah individu menerima paparan informasi, tetapi melalui proses pemrosesan pesan yang dipengaruhi oleh tingkat motivasi dan kemampuan individu dalam mengevaluasi informasi melalui jalur sentral (*central route*) maupun jalur periferal (*peripheral route*). Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap pengguna aktif media sosial X di Indonesia yang pernah melihat, membaca, atau berinteraksi dengan konten bertagar *#PurbayaEffect* selama periode September–Oktober 2025. Sampel penelitian berjumlah 385 responden yang dipilih menggunakan teknik purposive sampling. Analisis data dilakukan menggunakan *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) melalui evaluasi model pengukuran (*outer model*) dan model struktural (*inner model*). Hasil penelitian menunjukkan bahwa paparan konten berpengaruh positif dan signifikan terhadap elaborasi pesan, elaborasi pesan berpengaruh positif dan signifikan terhadap persepsi kredibilitas, serta paparan konten juga berpengaruh positif dan signifikan terhadap persepsi kredibilitas secara langsung. Selain itu, elaborasi pesan terbukti memediasi pengaruh paparan konten terhadap persepsi kredibilitas. Temuan ini menunjukkan bahwa persepsi kredibilitas figur publik di media sosial tidak hanya dibentuk oleh intensitas paparan informasi, tetapi juga oleh proses elaborasi pesan yang dilakukan pengguna sebelum membentuk penilaian. Penelitian ini memperkuat penerapan *Elaboration Likelihood Model* (ELM) dalam konteks komunikasi politik digital dengan menunjukkan bahwa pembentukan persepsi kredibilitas lebih banyak dipengaruhi oleh pemrosesan informasi yang mendalam dibandingkan sekadar paparan informasi.

Kata Kunci: elaborasi pesan, media sosial X, paparan konten, persepsi kredibilitas, *#PurbayaEffect ,* SEM-PLS, ELM

ABSTRACT

This study aims to examine the effect of exposure to *#PurbayaEffect* hashtag content on the perceived credibility of Purbaya Yudhi Sadewa, with message elaboration serving as a mediating variable among users of social media X. The study is grounded in the *Elaboration Likelihood Model* (ELM), which explains that attitude and perception are not formed immediately after message exposure but through information processing influenced by individuals' motivation and ability to evaluate information via the *central route* or the peripheral route. A quantitative survey approach was employed involving active users of social media X in Indonesia who had viewed, read, or interacted with *#PurbayaEffect* content during the September–October 2025 period. A total of 385 respondents were selected using purposive sampling. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) through the evaluation of the measurement model (outer model) and the structural model (inner model). The findings indicate that content exposure has a positive and significant effect on message elaboration, message elaboration has a positive and significant effect on perceived credibility, and content exposure also has a positive and significant direct effect on perceived credibility. Furthermore, message elaboration significantly mediates the relationship between content exposure and perceived credibility. These findings demonstrate that the perceived credibility of public figures on social media is shaped not only by the intensity of information exposure but also by users' message elaboration before forming judgments. This study reinforces the application of the *Elaboration Likelihood Model* (ELM) in the context of digital political communication by demonstrating that credibility perception is primarily influenced by deeper information processing rather than mere exposure to information.

Keywords: message elaboration, social media X, content exposure, credibility perception, *#PurbayaEffect* , SEM-PLS, ELM