

ABSTRACT

Mohamad Dava Fachri Haryadi. 10822592

The Influence of Persuasive Communication and the Credibility of TikTok Influencer @Jerhemynemoo on Changes in Environmental Protection Behavior among Followers

Keywords: persuasive communication, influencer credibility, behavior change, TikTok, environment.

(xiv + 116 + attachment)

Indonesia is currently facing a pressing environmental crisis, particularly related to waste management and environmental degradation, which requires active public participation to address. Social media, especially TikTok, has become a strategic space for influencers to spread persuasive messages that encourage awareness and behavioral change toward environmental care. One influencer relevant to this issue is the owner of the TikTok account @jerhemynemoo, known for consistently producing environmental education content for millions of followers. This study aims to analyze the influence of persuasive communication and the credibility of TikTok influencer @jerhemynemoo on environmentally protective behavior change among followers, both partially and simultaneously. This research uses a quantitative approach with a survey method, distributing an online questionnaire to followers of the @jerhemynemoo account who know and have followed the account, using a purposive sampling technique. The study is grounded in Source Credibility Theory, which encompasses the dimensions of expertise, trustworthiness, and attractiveness of the communicator. The findings show that both persuasive communication and influencer credibility influence followers' environmental behavior change, with persuasive communication playing a more dominant role than influencer credibility. Followers tend to place greater weight on how environmental messages are packaged and delivered rather than solely evaluating the communicator's personal image. Furthermore, followers' behavior change is more strongly formed at the attitude and awareness stage than at the stage of concrete daily action, indicating that pro environmental behavior change occurs gradually rather than instantly.

Bibliography (2016 - 2025)