

## ABSTRACT

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*The Influence of Communication Competence and Credibility of Influencer Account @dr.richard\_lee on Fulfillment of Information Needs Skincare Followers*

*Keywords : Communication Competence, Influencer Credibility, Fulfillment of Information Needs, Social Media, Instagram*

*(xiv + 137 + Appendices)*

*The purpose of this research is to find out whether there is an effect of Communication Competence and Credibility Influencer @dr.richard\_lee account for Fulfillment of Information Needs Skincare Followers. This study uses the Communication Competence Theory. Researchers use quantitative research with a descriptive approach that follows a systematic, planned and clearly structured approach from the initial stage to the research design. Questionnaire distribution was carried out in online form and spread throughout followers as many as 400 respondents. The results of this study indicate that partially and simultaneously the variables of Communication Competence and Credibility Influencer significant effect on Fulfillment of Information Needs Skincare Followers. This is evidenced by the magnitude of the t count > t table, while the magnitude of the influence of Communication Competence and Credibility Influencer on Fulfillment of Information Needs Skincare Followers is 49.7% while the remaining 50.3% is influenced by other variables not examined in this study. This value indicates that the variable Communication Competence (X1) and Credibility Influencer (X2) has a significant effect on the Information Needs Fulfillment variable (Y), which is equal to 49.7%. The Influence of Communication Competence and Credibility of Influencer Account @dr.richard\_lee has an effect on Fulfillment of Information Needs Skincare Followers with the weak category.*

*Bibliography (1978 - 2023)*