

## **ABSTRACT**

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**THE EFFECT OF CREDIBILITY AND INSTAGRAM CONTENT ON FOLLOWER TRUST LEVELS (A STUDY OF @TIGADEWAADVENTUREINDONESIA)**

**Keywords: Credibility, Instagram Content, Level of Trust**

(xv + 81 + Appendices)

*This study aims to determine the extent to which credibility and Instagram content influence the level of trust among followers (a study of @Tigadewaadventureindonesia). This study uses a quantitative approach based on Media Dependency Theory. The analysis results show that, partially, credibility has a positive and significant effect on follower trust with a regression coefficient of 0.158 and a Pearson correlation of 0.802. Meanwhile, content has a greater effect with a regression coefficient of 0.482 and a Pearson correlation of 0.879. Simultaneously, both variables show a significant effect on the level of follower trust, with an  $F$  value of 688.173 and an Adjusted  $R$  Square value of 0.776. This indicates that 77.6% of the variation in follower trust can be explained by the variables of credibility and content. These results confirm that delivering credible and engaging content is a crucial factor in building trust and audience engagement with social media accounts.*

*Bibliography (2020–2025)*