

ABSTRACT

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The Influence of Instagram @Hanummegaa's Content and Source Credibility on Followers' Interest in Saving.

Keywords: Media Exposure, Source Credibility, Instagram Content, Saving Interest.

(xvi + 127+ Attachments)

This study aims to determine: (1) To determine the effect of exposure to @hanummegaa instagram content on the interests of followers to save. (2) To find out the tendency of source credibility towards followers' interest to save on Instagram @hanummegaa. And (3). To find out whether there is an influence of Instagram @hanummegaa content and source credibility towards followers to save.

This research uses the theory of Uses and Effects proposed by Sven Windahl, this theory is assumed to be an effect caused by public perception is determined by the frequent use of media that consumes the audience.

This research also uses descriptive analysis method using quantitative by collecting data through questionnaire method. The population in this study are followers of the Instagram account @hanummegaa. The sampling technique uses a purposive sampling method by submitting the application submitted: active social media Instagram users, followers (followers) of the Instagram account Hanum Mega (@hanummegaa), and watching video uploads about content saving on Instagram @hanummegaa. Sample payment of 400 respondents with data collection techniques using a questionnaire. Data analysis techniques in this study used descriptive analysis techniques and multiple linear regression. The results of this study indicate that: (1) Positive exposure to followers of interest in saving, evidenced from the tcount of 7,100 with a significance value of 0,000, less than 0.05, (2) Credibility Positive source of followers of Interest to save, evidenced from tcount value of 6.162 with a significance value of 0.000, smaller than 0.05, (3) Instagram account exposure @hanummegaa and Credibility A positive source of followers interest to save, evidenced by the F count result of 97.240 with a significance of 0,000 from 0.05 .

Bibliography (1968 - 2019)