

**PENGARUH KREDIBILITAS BINTANG IKLAN TERHADAP PERSEPSI  
WANITA TENTANG MASKULINITAS**

*(Studi pada Penonton Iklan Pocari Sweat Edisi Asian Games 2018 di Akademi  
Sekretaris Manajemen Taruna Bakti)*

**SKRIPSI**

diajukan untuk memenuhi Gelar Sarjana



**Disusun oleh:**

Halimatu Sya'diah

1500831

**DEPARTEMEN ILMU KOMUNIKASI**

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Oleh  
**Halimatu Sya'diah**

Sebuah Skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh  
gelar Sarjana pada Fakultas Pendidikan Ilmu Pengetahuan Sosial

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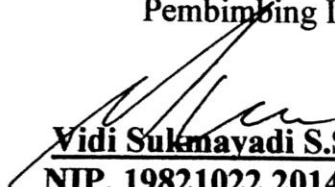
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disetujui dan disahkan oleh pembimbing :  
Bandung, Agustus 2019  
Pembimbing I,



**Dr. Ridwan Effendi, M.Ed.**  
**NIP 19620926 198904 1 001**

Pembimbing II,



**Vidi Sukmayadi S.S, M.Si.**  
**NIP. 19821022 201404 1001**

**Mengetahui,**  
**Ketua Departemen Ilmu Komunikasi**  
**Fakultas Pendidikan Ilmu Pengetahuan Sosial**  
**UPI,**



**Dr. Ridwan Effendi, M.Ed.**  
**NIP 19620926 198904 1 001**

## ABSTRAK

Di Indonesia, penggunaan selebriti atau *public figure* sebagai bintang iklan atau *endorser* telah menjadi sebuah tren. Banyak iklan menempatkan selebriti untuk menyampaikan isi pesan. Hal ini dapat dilihat dari berbagai *brand* produk besar yang mengusung *public figure* sebagai bintang iklannya, seperti produk Pocari Sweat. Yang menjadi menarik dari iklan Pocari Sweat Edisi Asian Games 2018 yaitu sosok Jonathan Christie sebagai pengisinya. Jonathan Christie sendiri merupakan salah satu atlet berprestasi yang memenangkan kompetisi Asian Games 2018 pada cabang olah raga bulu tangkis dan dinobatkan sebagai satu-satunya pria asal Indonesia yang masuk pada nominasi 100 pria tertampan di dunia tahun 2018 versi TC Candler. Tujuan penelitian ini adalah untuk mengetahui pengaruh antara dimensi daya tarik, kepercayaan, dan keahlian dari kredibilitas Jonathan Christie sebagai bintang iklan Pocari Sweat Edisi Asian Games 2018 terhadap persepsi wanita tentang maskulinitas. Adapun persepsi maskulinitas menarik untuk dikaji karena konsep maskulinitas terdiri dari banyak pengertian yang berbeda-beda, tergantung pada norma yang ada, lingkungan, dan lembaga budaya yang berlaku di masyarakat. Desain penelitian yang digunakan adalah kuantitatif korelasional dengan metode statistik korelasi *product moment* dan teknik *non-probability* sebagai teknik pengambilan sampel. Penelitian ini melibatkan 170 mahasiswi Akademi Sekretaris Manajemen Taruna Bakti pada rentang usia 17-21 tahun. Hasil penelitian menunjukkan bahwa secara simultan terdapat pengaruh yang kuat antara kredibilitas bintang iklan terhadap persepsi wanita tentang maskulinitas dengan nilai korelasi sebesar 0,698 serta nilai koefisien determinan 48,7 persen. Dimensi kepercayaan memiliki pengaruh tertinggi dan dimensi daya tarik memiliki pengaruh terendah.

**Kata Kunci:** Kredibilitas Bintang Iklan, Elaboration Likelihood Model, dan Persepsi Maskulinitas.

## ABSTRACT

*In Indonesia, using celebrities or public figures as advertising stars, or endorsers, have become a trend. Many advertisements use celebrities to deliver their message. This can be seen from widely known product brands that use public figures as their endorser, such as Pocari Sweat. What makes the aforementioned company's 2018 Asian Games edition advertisement intriguing is Jonathan Christie as its endorser. Jonathan Christie is an athlete who has won the 2018 Asian Games' badminton competition and is nominated as the only Indonesian man included in the world's 100 most handsome men nomination TC Candler version. This study aims to discover the influence between the dimension of attraction, trust, and expertise of Jonathan Christie as the Pocari Sweat 2018 Asian Games edition advertisement's endorser towards women's perception in masculinity. The perception of masculinity is fascinating to be examined due to its concept consisted of many distinguished definitions, depending on the existing norm, environment, and valid cultural institution in the society. The research design used is correlational quantitative with product moment correlation statistical method and non-probability technique as its sampling technique. The research involves 170 female students of Taruna Bakti Secretarial Management Academy within 17-21 age range. The result shows that simultaneously there is a significant influence in endorser's credibility towards women's perception in masculinity with the correlation value of 0,698 and 48,7% determinant coefficient value. The dimension of trust has the biggest influence and the dimension of attraction has the smallest influence.*

**Key Words:** *Endorser Credibility, Elaboration Likelihood Theory, Perception of Masculinity*

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