



The Influence of Exposure and Credibility of the @lokasaji Instagram Account on Interest in Buying Snack Food Products

Rifa Miftahul Janah¹⁾ Rudi Ruhaedi²⁾ Sugiyanto³⁾

^{1,2,3} Program Pascasarjana Universitas Pamulang, Indonesia

E-mail: ^{a)} rifamiftahul@gmail.com

^{b)} rudi.ruhaedi@gmail.com

^{c)} dosen00495@unpam.ac.id

Abstract

This study aims to determine how much influence the Exposure and Credibility of the @lokasaji Instagram Account on Interest in Buying snack Products. This research method is quantitative with statistical analysis and uses the positivist paradigm. The population was taken by purposive sampling, namely followers of the Instagram account @lokasaji. The sample was 400 respondents distributed to followers of the Instagram account @lokasaji. By using Slovin's formula. This study uses the Elaboration Likelihood Model (ELM) theory. The data analysis method in this study uses validity tests, reliability tests, classical assumption tests, multiple linear regression analysis tests, coefficients of determination tests, T-test, and F test. Based on the T-test and F-test, the exposure variable and the credibility of the Instagram account @lokasaji partially and simultaneously have a positive and significant effect on buying interest in snack products.

Keywords: Exposed Account, Credibility Account, Instagram, Buying Interest

INTRODUCTION

Social media is a new media that plays a role in expanding social networks between users via the internet without considering distance and time because users can easily and quickly exchange messages, written verbally and in the form of images and videos (Lestari, 2021). The development of social media is currently very popular with many people; apart from being used as a necessary tool, social media is also used as a medium of entertainment for the public.

Social media is the best platform for online marketing campaigns because it has many followers. Apart from that, the target market can also change according to the needs of business actors. The role of social media is a marketing communication tool that has positive effects such as increasing brand awareness, increasing reputation and loyalty, building positive relationships, establishing brands, and encouraging customer demand.

credibility as the acceptability of information, arguing that experts are more persuasive than non-experts. The higher the acceptance of credibility, the more likely the content is to be accepted. When Loka Saji followers receive messages about the offered products, they will be interested in buying them.

According to Abdillah (2018), buying interest refers to the desire to believe that occurs before someone buys a product or service. Generating buying interest is a way to make someone more interested in information about products or services that can be seen through advertisements in conventional media. Or digital marketing or advertising via social media, which has become a trend for business people.

Previous research that can be used as a guide in this research is "The Impact of Exposure to Tasya Farasya's "One Brand Pixy Teaching" YouTube Video on Customer Development (Muhammadiyah University Communication Science Education)." The research aims to discover how much influence the YouTube video "Tasya Farasya One Brand Pixy Makeup Tutorial" has on sales revenue by sharing it with 80 respondents. The results of this research show that exposure to Tasya Farasya's YouTube video "One Pixy Brand Makeup Tutorial" has a positive or direct impact on sales.

Objective

1. To find out how much influence exposure to the @lokasaji Instagram account has on interest in buying snack products.
2. To find out how much influence the credibility of the @lokasaji Instagram account has on interest in buying snack products.
3. To find out how much influence the exposure and credibility of the @lokasaji Instagram account has on interest in buying snack products

The author assumes that the exposure made by the @lokasaji account on Instagram feeds and Instagram stories and its credibility as a snack business account can influence and generate interest in its followers to buy snack products.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Exposure

Rosengren (Rakhmat, 2019) defines media exposure as the use of media by audiences, including time spent on various types of media, media consumption, and differences in the relationship between audiences and media consumption. Meanwhile, according to Ardianto et al. (2017), exposure refers to listening to, watching, and reading television information, gaining knowledge and interest. It can be done individually or in groups using various media, including audio, video, television, and the Internet.

Based on the explanation above, media exposure is a situation where the audience is exposed to the messages spread by the media and how they hit the audience. The dimensions of media exposure, according to Rakhmat (2019), are:

1. Frequency

It is the method or frequency with which people use media to read and consume message content from the media. In this research, frequency is measured by the number of times a week followers of the Instagram account @lokasaji see Loka Saji's posts.

2. Duration

Refers to the time people spend reading and consuming the content of media messages. In this research, time can be determined from followers of the @lokasaji Instagram account by looking at the duration of Loka Saji's posts.

3. Attention

Namely, people are more interested in using media and consuming information content. In this research, attention can be assessed based on the level of interest of followers of the @lokasaji Instagram account, such as commenting, liking, and wanting to know more about Loka Serving products when they see advertisements or content on the @lokasaji account.

Account Credibility

Media credibility is a discursive concept about the nature of the speaker (Rakhmat, 2015). First, trust lies in the listener's understanding of the information. Second, credibility is related to the speaker's behavior. Put, credibility is what is meant by the speaker or the characteristics of the speaker, whether he can convince or give trust to the audience or not.

The media's credibility lies in its audience, which depends on information. Media credibility lies in conveying the truth. The more authentic the content, the more loyal the audience will be. If the audience's credibility is high, then attention will be high. Society also depends on the media's information (Nuzula, 2019).

Credibility indicators according to Shimp (Lestari, 2021);

1. Expertise (Expertise)

Communication expertise refers to the communication-related skills, knowledge, or experience possessed by a speaker or information source.

2. Trustworthiness (Trust)

This is the speaker's perception of the source's authenticity, honesty, and credibility.

3. Attractiveness (attractiveness)

A person's attractiveness refers to physical attraction, such as attractiveness, good looks, and good looks, as well as spiritual attraction, such as balance, appreciation, and love.

Purchase Interest

Schiffman and Kanuk (in Maghfiroh & Arifin, 2016) state that attention is a part of thinking that significantly influences behavior. Thus, Schiffman and Kanuck explain that purchase intention is a concept that describes consumers' plans to buy many goods at once in various available styles (Maghfiroh & Arifin, 2016).

Purchasing decisions can be caused by advertising or environmental influences, which are processed within oneself. There are several aspects of buying interest, according to Schiffman and Kanuk (in Bella Fidanty Shahnaz et al., 2016), namely:

1. Interested in looking for products
2. Consider purchasing
3. Likes to try lots of new things
4. Want to learn about the product
5. Desire to focus on the product or purchase the product

Based on the information above, buying a product comes from learning and thinking to create an idea. According to (Priansa, 2017), there are four characteristics of purchasing influence, namely:

1. Transactional Interest

The consumer's tendency to buy something. At this point, sales interest begins to increase and build.

2. Referential Interest
This means that after consumers have the desire to buy, they sell or offer the product to other people.
3. Preferential Interest
Refers to customer behavior that makes a product very attractive or a top choice.
4. Exploratory Interest
Behavior seeking information about products and information that supports positive behavior towards the product of interest.

Elaboration Likelihood Model Theory

The Elaboration Likelihood Model (ELM) or probabilistic theory was first proposed by Richard E Petty and John T. Cacioppo, motivation theorists from Ohio State University in the United States. Richard and John proposed it in 1980, and it is one of the most popular motivation theories (Griffin, 2019). The assumption of the Elaboration Likelihood Model theory is how the message recipient can be influenced by the content of the message sent by the message sender so that the message sender's desired goals can be realized. This theory is often used in cases of mass communication. The Elaboration Likelihood Model focuses on the effects that the communicant has when evaluating the message received. To get this effect, someone can evaluate the content of the message with different thoughts, namely, critically or.

The Elaboration Likelihood Model is divided into two routes for processing the message, namely the central route and the peripheral route (Griffin, 2019). These two routes are the paths a person uses to process the message conveyed depending on a person's motivation and ability to lead to a change in attitude.

Central Route

The central route is the route where the message recipient critically processes the message rationally. This route refers to the content of the message that is persuasive. Preparing messages between activities is a systematic, in-depth, careful consideration of conflicting messages and ends with reading (Griffin, 2019). In decision-making, the central route will reason without being influenced by peripheral cues. So when someone has received information via the central route, and that person is influenced, he will give rise to a positive response so that he will pay full attention to the information for a long time and influence changes in attitude. In order for information to be received, the sender must use strong arguments so that they can convince the recipient. If the argument in the message is weak, then the recipient will give a negative response, such as not understanding the message and then ignoring it.

Peripheral Route

Peripheral routes are shortcuts that recipients take to receive or reject information. This route explains how a message does not have to be criticized to achieve attitude change. Peripherals only rely on something that will make the recipient of the message receive the message quickly, so the change in attitude is only temporary. This route is influenced by the surrounding environment, such as the credibility of the persuader, the reaction of the surrounding environment, the attractiveness of the communicator, and others, so that message recipients tend not to pay attention to the content of the message.

In this research, the Elaboration Likelihood Model theory is used, where a message is processed through two routes, namely the central route and the peripheral route. The

central route in this research is the content of Instagram @lokasaji content messages about snacks. Meanwhile, the peripheral route is the credibility of @lokasaji's Instagram content which can influence the cognitive aspects of its followers.

Based on the definition above, the hypothesis in this research is:

Ho1: There is no influence of exposure to the @lokasaji Instagram account on interest in buying snack products.

Ha1: There is an influence of exposure to the @lokasaji Instagram account on interest in buying snack products.

Ho2: There is no influence of the credibility of the Instagram account @lokasaji on interest in buying snack products.

Ha2: There is an influence of the credibility of the @lokasaji Instagram account on interest in buying snack products.

Ho3: There is no influence of exposure and credibility of the @lokasaji Instagram account on interest in buying snack products.

Ha3: There is an influence of exposure and credibility of the @lokasaji Instagram account on interest in buying snack products.

METHODS

This research was conducted using quantitative methods. Sugiyono (2021) believes that quantitative research is a method of calculation based on scientific principles such as concrete, dynamic, objective, quantitative, logical, and systematic. The paradigm of this research is the positivism paradigm. The positivist paradigm focuses on reality, a symbol or phenomenon that can be shared, fixed, observable, and measurable, with interconnected symbols.

The population in this study was 522 thousand followers of the Instagram account @lokasaji (Data as of March 2022). Meanwhile, the sample in this study can be calculated using the Slovin formula. The following is a sample calculation using the Slovin formula:

$$n = \frac{N}{1+N(e)^2}$$

Information :

n : Number of Samples

N: Number of Population

e : Error Tolerance Limit

This research uses an error tolerance limit of 5% so,

$$n = \frac{522.000}{1+522.000 (0,05)^2}$$

$$n = \frac{522.000}{1+522.000 (0,0025)}$$

$$n = 399,6 \sim 400$$

Based on the calculation above, the sample size used is 399.6, but to simplify the research process, the sample taken will be rounded up to 400. The data is collected through library studies such as journals, books, and other sources. Then, the questionnaire method (questionnaire) is used as an instrument in data collection. The collected data analysis techniques will be processed using SPSS 26. Data collection via questionnaires is carried out with the help of Google Forms. Respondents were limited to those who had followed the Instagram account @lokasaji.

Validity test

Validity testing is one of the data measuring tools used to measure the authenticity or validity of data in a questionnaire. A questionnaire will be declared valid or not if the statements in the questionnaire can reveal something that the questionnaire will measure (Ghozali, 2016).

The criteria for determining the validity of a questionnaire are as follows:

1. If $r_{count} > r_{table}$ then the statement is declared valid
2. If $r_{count} < r_{table}$ then the statement is declared invalid

Reliability Test

Reliability testing in a study is a test carried out with the aim of determining the level of confidence generated in a study. A question in a study can be said to have a high level of confidence, as shown by the results of testing the question through a reliability test, getting relatively constant and consistent results. So the reliability test can be stated to be closely related to the problem of determining the results which are known through the level of stability of a measuring instrument (Kurniawan & Puspitaningtyas, 2016).

Normality Test

The normality test is included in the classical assumption test, according to Ghozali (in Ayuwardani, 2018). This test functions to test whether, in a regression model, the variables used have a normal distribution. The normality test is needed in conducting research by testing the existing variables by assuming the residual values follow a normal distribution. If there is a violation in the normality test, the test carried out in the research is declared invalid, so it cannot be used.

Testing with the Kolmogorov Smirnov Test can be done via SPSS software. To find out whether a regression result has a normal distribution or not, it can be seen through the following provisions in the normality test:

1. If the probability value is > 0.05 , then the data is usually distributed.
2. If the probability value is < 0.05 , the data is not normally distributed.

Heteroskedasticity Test

The heteroscedasticity test is carried out to see situations where there is inequality between the variants of a residual in a regression model. A good model in research is that there is no heteroscedasticity problem. The occurrence of heteroscedasticity causes the estimation between statements to be inefficient, which will later cause the value of the coefficient of determination test to be very high (Maesyarah, 2020).

To find out whether heteroskedasticity exists or not is by looking at the probability of the degree of confidence, which can be seen based on the following decisions:

1. If the probability value is > 0.05 , then heteroscedasticity does not occur.
2. If the probability value is < 0.05 , then heteroscedasticity occurs.

Multicollinearity Test

According to Ghozali (2018), the multicollinearity test aims to test whether the regression model finds a correlation between independent (independent) variables. To test multicollinearity by looking at the VIF value of each independent variable, if the VIF value is < 10 , it can be concluded that the data is free from symptoms of multicollinearity and vice versa, if the VIF value is > 10 , it can be said that multicollinearity occurs in the data.

Determination Coefficient Test

The coefficient of determination test is to measure how far a model is able to explain variations in related variables. The conclusion drawn in testing the coefficient of determination is that the higher the Adjusted R² value, the higher the independent variable is in explaining variations in the dependent variable.

Multiple Linear Regression Test

The regression analysis test is used to determine the direction of the relationship between the dependent variable and the independent variable (Ghozali, 2018). Researchers use a multiple linear regression analysis model because, in this study, there is a linear relationship between two independent variables, namely X₁ and X₂, and the dependent variable (Y). This analysis is to find out whether each independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases. The data is usually on an interval or ratio scale (Ghozali, 2018).

t Test

Ghozali (2018) said that the t test is used to test how far the influence of individual independent variables is in partially explaining the dependent variable. In this research, whether the independent variables, Exposure (X₁) and credibility (X₂) partially influence the dependent variable, namely Purchase Interest (Y). The basis for returning decisions on the t test is as follows:

1. If the significance probability value is > 0.05 or $T_{count} < T_{table}$, then there is an influence of the independent variable on the dependent variable.
2. If the significance probability value is < 0.05 $T_{count} > T_{table}$, then there is no influence of the independent variable on the dependent variable.

F Test

The F statistical test basically shows whether all the independent variables included in the model have a joint influence on the dependent variable or dependent variable (Ghozali, 2018).

To test this hypothesis, the F statistic is used with the following decision making criteria:

1. If $F_{count} > F_{table}$, then the independent variable has a stimulant effect on the dependent variable (hypothesis is accepted)
2. If $F_{count} < F_{table}$, then the stimulant independent variable has no effect on the dependent variable (hypothesis is rejected)

RESULT AND DISCUSSION

Data were collected through questionnaires distributed to 400 respondents. The gender of respondents in this study was dominated by women. The female gender got a percentage of 72.8% and the male gender was 27.3%. Before the questionnaire was distributed as a research tool, the questionnaire was first tested on 30 samples. The validity test results show that all statements are declared valid because $r_{count} > r_{table}$, where r_{table} for a sample of $n = 30$ with an error tolerance limit value of 5% is 0.361.

Normality Test

Tabel 1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		400
Normal Parameters ^{a,b}	Mean	-.1361682
	Std. Deviation	3.68599335
Most Extreme Differences	Absolute	.059
	Positive	.059
	Negative	-.039
Kolmogorov-Smirnov Z		1.185
Asymp. Sig. (2-tailed)		.120

- Test distribution is Normal
- Calculate from data

Based on Table 1, it shows the results of the normality test using the Kolmogorov-Smirnov test obtained using SPSS version 26 software. Asymp normality test results. Sig (2-tailed) is 0.120. This figure shows that the data tested is normally distributed.

Heteroskedasticity Test

Tabel 2. Uji Heteroskedastitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	4.936	.966		5.109	.000
X1	-.009	.018	-.031	-.510	.610
X2	-.030	.022	-.084	-1.399	.163

- Dependent Variable: ABS_RES

Based on Table 2, it shows that the results of the heteroscedasticity test can be seen through the significance value (Sig.). with Glejser test testing. In variable X1 (Exposure to @lokasaji Instagram Account) the significance value is 0.610 and in variable It can be concluded that there is no heteroscedasticity problem in either of them.

Multicollinearity Test

Tabel 3. Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	9.181	2.591		3.544	.000		
X1	.506	.049	.410	10.389	.000	.694	1.441
X2	.659	.058	.448	11.354	.000	.694	1.441

- Dependent Variable: Y

Decision making to determine whether or not there is multicollinearity in the regression model is based on a tolerance figure of > 0.10 or a VIF value of 0.10. In this study, the results of the multicollinearity test using SPSS version 26 software did not show

any symptoms of multicollinearity. This conclusion is due to the second value, namely the Tolerance value > 0.10, which is 0.694 and the VIF value < 10, which is 1.441.

Determination Coefficient Test

Tabel 4. Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 ^a	.571	.569	5.950

- a. Predictors: (Constant), X2, X1
- b. Dependent Variable: Y

Based on the table, it shows the results of the coefficient of determination test and the correlation value or relationship between the independent and dependent variables. The correlation value can be seen through the R value of 0.756. Then, for the coefficient of determination (R Square) @lokasaji contributed 0.571 or 57.1% to Purchase Interest. And the remaining value is influenced by other factors.

t Test

Tabel 4. 23 Hasil Uji T

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	9,181	2,591		3,544	,000
1	X1	,506	,049	,410	10,389	,000
	X2	,659	,058	,448	11,354	,000

- a. Dependent Variable: Y

The t Test results show:

1. Exposure (X1) to buying interest (Y) is known to have a calculated t value of 10,389 > 1.965 and a sig value of 0.000 < 0.05. So with this Ho1 is rejected, Ha1 is accepted. It can be concluded that exposure to the Instagram account @lokasaji (X1) has a positive effect on interest in buying snack products (Y).
2. The credibility of the @lokasaji Instagram account (X2) regarding purchasing interest (Y) is known to have a calculated t value of 11,354 > 1.965 and a sig value of 0.000 < 0.05. So with this Ho2 is rejected and Ha2 is accepted. It can be concluded that the credibility of the Instagram account @lokasaji (X2) has a positive effect on interest in buying snack products (Y).

F Test

Tabel 4. 24 Hasil Uji F

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18743,177	2	9371,588	264,692	,000 ^b
	Residual	14056,013	397	35,406		
	Total	32799,190	399			

- a. Dependent Variable: Y
- b. Predictors: (Constant), X2, X1

The two variables Based on the table, it shows the results of simultaneous hypothesis testing (F Test). Based on the results of the F test, it shows that the calculated F is 264,692 and the F table is 2.627. So with this calculated F value > F table, namely 264,692 > 2,627, it is stated that all independent variables simultaneously influence the

dependent variable. This means that the variables Exposure to the Instagram Account @lokasaji (X1) and Credibility of the Instagram Account @lokasaji (X2) together have a significant effect on Interest in Buying Snack Food Products (Y).

Exposure to the Instagram account @lokasaji has a significant effect on interest in purchasing snack products

The research results refer to the research hypothesis (Ha1), which states that exposure has a positive effect on interest in buying snack products, which means that the better the exposure to the @lokasaji account, the more it influences the interest in buying snack products among its followers. The test results using SPSS with multiple linear regression tests show that the calculated t value is greater than the t table value, $10.389 > 1.965$. This research also shows that the coefficient of determination is 0.432 or 43.2%.

Analysis of this influence has a sufficient relationship; this can be seen based on the exposure variable statement; it is known that there is a statement that is filled in the most, namely on the attention indicator; 206 people, or 51.2%, chose to answer strongly agree (SS). This shows that most respondents pay attention to the Instagram account @lokasaji to find other posts regarding snack products. These results certainly influence how much exposure the @lokasaji Instagram account has in influencing the interest in snack products received by its followers. When followers are increasingly exposed to the @lokasaji Instagram account, it influences their buying interest.

In line with previous research conducted by Rizky Abdillah (2018) shows that the Advertising Exposure variable has a partially positive and significant effect on Purchase Interest. Similarly, in research conducted by researchers, it is known that the calculated t value of the variable is $10,389 > 1,965$ with a sig value. equal to $0.000 < 0.05$. This means that the exposure variable (X1) has a positive effect on interest in buying snack products (Y). So it can be explained that the exposure variable plays a very important role in the interest in buying snack products among @lokasaji Followers.

The credibility of the @lokasaji Instagram account has a significant influence on interest in purchasing snack products

The research hypothesis (Ha2) states that credibility has a positive effect on interest in buying snack products, which means that the better the level of trust in the @lokasaji Instagram account, the more it influences the interest in buying snack products among its followers. Credibility is Hovland, a trust that is built on some information, which refers to a person's level of trust in the information obtained, which can influence a person's attitude after receiving the information obtained (Hartini & Hanafi, 2021). The test results using SPSS with multiple linear regression tests show that the calculated t value is greater than the t table value, namely $11.354 > 1.965$. This research also shows that the coefficient of determination is 0.455 or 45.5%.

The analysis of this influence has a sufficient relationship; this can be seen based on the statement of the credibility variable; it is known that there is a statement that is filled in the most, namely on the attractiveness indicator, 221 people or 55.3% chose to answer firmly agree (SS). This shows that most respondents are interested in paying attention to uploading photos or videos on the Instagram account @lokasaji. These results certainly influence how much credibility the Instagram account @lokasaji gives in influencing the interest in snack products received by its followers. When the credibility of the @lokasaji Instagram account is higher, it will influence interest in buying snack products in line with the results of research conducted by Eka Fatin Oktaviani, 2020 which shows the influence of endorser Rachel Venny's credibility on buying interest in Scarlet Whitening.

The Influence of Exposure and Credibility of the @lokasaji Instagram Account on Interest in Buying Snack Food Products.

The research hypothesis (Ha3) states that exposure and credibility have a positive effect on interest in buying snack products, which means that the better the exposure and credibility of the @lokasaji Instagram account, the more it influences the interest in buying

snack products among its followers. The test results using SPSS with multiple linear regression tests show that the calculated F value is greater than the F table value, namely $264,692 > 2.627$. This research also shows that the coefficient of determination is 0.571 or 57.1%. The analysis of this influence has a sufficient relationship; this can be seen based on the statement of the purchase interest variable; it is known that there is a statement that is filled in the most, namely the exploratory interest indicator, namely strongly agree with the number of 203 people (50.8%), this shows that the Respondents strongly agreed that they always wanted to know information about Loka Saji products. Respondents always find out information related to Loka Saji products through their Instagram stories and feeds, which then creates interest in Loka Saji products and can influence consumers to give likes and comments on their posts and even generate interest in buying Loka Saji products. Therefore, the hypothesis states that there is an influence of exposure and credibility of the @lokasaji Instagram account on interest in buying snack products.

This research uses the Elaboration Likelihood Model theory developed by Richard E Petty and John T. Cacioppo in 1980. Explains how humans elaborate or are influenced by a message. When they think about what the message's sender said and evaluate the arguments in the message, they will react to the content information of the Instagram account. The Elaboration Likelihood Model (ELM) theory assumes that someone can process persuasive messages differently (Griffin, 2019). ELM was used in this research because of its ability to provide information about how a product from the @lokasaji Instagram account can influence a person's cognitive process regarding buying interest in snack products. Apart from that, ELM is used to study and explain the persuasion process in audiences exposed to the @lokasaji Instagram account.

ELM theory explains how a person processes the information received and predicts whether the message influences changing attitudes. So, it can be said that ELM in this research is used to explain the individual's affective process in processing messages from the results when respondents are exposed to and the credibility of the @lokasaji Instagram account. Message processing that occurred in this research took place on the central route and peripheral route. On the central route, followers evaluate an information message in terms of content. This can be seen from the score on the attention indicator, which is most dominant compared to other indicators. On the peripheral route, followers assess an information message regarding the account's credibility (communicator). This can be seen from the indicators of expertise and attractiveness, which are the most dominant compared to other indicators. In this research, to determine whether credibility in terms of expertise and attractiveness indicators influence the processing of persuasive messages, this was done by providing 10 statement items. The result is that the average value of all the credibility dimension statement items shows positive results. This shows that the role of account credibility influences interest in buying snack products. After these two routes have been successfully passed, followers will respond positively, namely the emergence of buying interest. In the discussion above regarding the relationship between this research and the Elaboration Likelihood Model (ELM) theory, it can be explained that the @lokasaji Instagram account, which contains content about snack products, carries a persuasive message to its followers, thereby giving an influence, namely that its followers better understand the content of the account. Instagram @lokasaji. This persuasion message can influence the individual's affective process in processing the message through central and peripheral channels, namely buying interest.

In general, the results of research conducted by researchers are in line with ten previous studies, where previous studies show research results that there is a positive and significant influence between the independent variable and the dependent variable. The results of this research indicate that the use of exposure and credibility can play a role in generating interest.

CONCLUSIONS

Based on the results of research entitled The Influence of Exposure and Credibility of the @lokasaji Instagram Account on Interest in Buying Snack Food Products, several conclusions were obtained. The following conclusions from this research are as follows:

1. In the variable exposure to the Instagram account @lokasaji, there is an influence on interest in buying snack products. The media exposure variable proves that people pay attention when viewing and reading information on the @lokasaji Instagram account.
2. In the credibility variable of the @lokasaji Instagram account on interest in buying snack products. The credibility variable proves that the majority of respondents chose to agree with the description, which states that the @lokasaji Instagram account has extensive knowledge and is responsible for conveying information. The magnitude of the influence of the two independent variables on the dependent variable has a positive influence, as can be seen from the content and content of the messages provided by the @lokasaji Instagram account, and can influence followers' buying interest in snack products.
3. The magnitude of the influence of the two independent variables on the dependent variable is that they have a positive influence as can be seen from the content and contents of the messages provided by the @lokasaji Instagram account and can influence their followers' buying interest in snack products.

REFERENCE

- Abdillah, R. (2018). *Pengaruh Terpaan Iklan Situs Bukalapak.com Terhadap Minat Beli (Studi pada Mahasiswa UISU Medan)*. Universitas Sumatera Utara.
- Ardianto, E., Komala, L., & Karlinah, S. (2017). *Komunikasi Massa: Suatu Pengantar*. Simbiosis Rekatama Media.
- Ayuwardani, R. P. (2018). Pengaruh Informasi Keuangan dan Non Keuangan Terhadap Underprocing Harga Saham Pada Perusahaan Yang Melakukan Initial Public Offering. *Jurnal Matematika Dan Pendidikan Matematika*, 1(2).
- Bella Fidanty Shahnaz, N., Manajemen, J., & Ekonomi, F. (n.d.). FAKTOR YANG MEMPENGARUHI MINAT BELI KONSUMEN DI TOKO ONLINE. *Management Analysis Journal*. <http://maj.unnes.ac.id>
- Emilia, E., & Akmal, N. (2021). ANALISIS KONSUMSI MAKANAN JAJANAN TERHADAP PEMENUHAN GIZI REMAJA Analysis of Snacks consumption against the teenager fulfillment of Nutritional. In *Journal Of Nutrition And Culinary(JNC)* (Vol. 1, Issue 1).
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Griffin, E. (2019). *A First Look at Communication Theory* (10th ed.). McGraw-Hill Companies.
- HariM. (2019). *Ingin Terjun Bisnis Makanan Ringan? Ketahui Dulu Tips Menjalankannya*. Netsolmind.Com. <https://netsolmind.com/bisnis-makanan-ringan/>
- Hartini, S., & Hanafi, A. N. (2021). Pengaruh Kredibilitas dan Karakteristik Opinion Leader terhadap Behavioral Intention Konsumen pada Media Sosial Instagram. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 10(2), 211. <https://doi.org/10.30588/jmp.v10i2.704>
- Kurniawan, Agung., Puspitaningtyas, Z. (2016). *Metode Penelitian Kuantitatif*. Pandiva Buku.
- Lestari, G. P. (2021). *Pengaruh Terpaan dan Kredibilitas Akun Instagram @bittersweet_by_najla Terhadap Minat Beli Produk Dessert Box*. Universitas Gunadarma.

- Maesyarah. (2020). *Pengaruh Kredibilitas dan Berita CNN Indonesia Dalam Pemberitaan Virus Corona Terhadap Sikap Patuh Sosial Distancing Mahasiswa Fakultas Ilmu Komunikasi Universitas Gunadarma*. Universitas Gunadarma.
- Maghfiroh, & Arifin, S. (2016). PENGARUH CITRA MEREK TERHADAP MINAT BELI DAN KEPUTUSAN PEMBELIAN (Survei pada Mahasiswa Program Studi Administrasi Binis Tahun Angkatan 2013/2014 Fakultas Ilmu Administrasi Universitas Brawijaya Malang Pembeli Indosat Ooredoo). In *Jurnal Administrasi Bisnis (JAB)* (Vol. 40, Issue 1).
- Nuzula, V. F. (2019). *KREDIBILITAS PORTAL MEDIA ONLINE DALAM PEMBERITAAN PERISTIWA HOAKS PENGEROYOKAN RATNA SARUMPAET (Analisis Isi Portal Berita Detik.com dan Tribunnews.com Periode 2-8 Oktober 2018)*. Universitas Muhammadiyah Malang.
- Priansa, D. J. (2017). *Komunikasi Pemasaran Terpadu Pada Era Media Sosial*. Pustaka Setia.
- Rakhmat, J. (2015). *Psikologi Komunikasi*. Remaja Rosdakarya.
- Rakhmat, J. (2019). *Pengantar Komunikasi Massa*. Remaja Rosdakarya.
- Sugiyanto. (2020). *Manajemen Pemasaran: Inspiring The Salesmanship*. Yayasan Pendidikan Dan Sosial Indonesia Maju (Ypsim).
- Sugiyono. (2021). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.