ABSTRAK

Beredarnya isu hoaks mengenai dugaan kandungan bahan berbahaya pada Roti Aoka yang menimbulkan keresahan dan menurunkan kepercayaan konsumen. PT. Indonesia Bakery Family (IBF) merespons krisis tersebut dengan menggandeng Raffi Ahmad sebagai celebrity endorser. Penelitian ini bertujuan menganalisis efektivitas komunikasi celebrity endorsement Raffi Ahmad dalam mempertahankan kepercayaan konsumen Roti Aoka serta perbedaan distribusi opini publik sebelum dan sesudah endorsement di media sosial TikTok. Penelitian menggunakan pendekatan kuantitatif dengan metode analisis isi terhadap 100 komentar pengguna TikTok, yang dianalisis menggunakan Source Credibility Theory melalui dimensi trustworthiness, expertise, dan attractiveness. Uji reliabilitas antar-coder menunjukkan nilai CR = 1,00 (reliabel sempurna). Hasil penelitian menunjukkan kepercayaan konsumen meningkat dari 0% sebelum endorsement menjadi 66,2% sesudah endorsement, dengan 0% komentar tidak percaya. Uji Chi-Square Goodness of Fit menghasilkan χ^2 hitung (0,04) < χ^2 tabel (3,841), sehingga H_1 diterima secara substantif. Uji Chi-Square Independensi menunjukkan χ^2 hitung (100,00) > χ^2 tabel (3,841), sehingga terdapat perbedaan distribusi opini publik yang signifikan sebelum dan sesudah endorsement. Dimensi trustworthiness dan attractiveness terbukti dominan (masing-masing 51%), sedangkan expertise tidak muncul (0%), menunjukkan bahwa untuk produk konsumsi sehari-hari, kepercayaan dan daya tarik lebih krusial dibandingkan keahlian teknis endorser.

Kata Kunci: Celebrity Endorsement, Kepercayaan Konsumen, Source Credibility Theory, Roti Aoka, TikTok

ABSTRACT

The circulation of hoax issues regarding the alleged content of harmful ingredients in Roti Aoka has caused anxiety and decreased consumer confidence. PT. Indonesia Bakery Family (IBF) responded to the crisis by collaborating with Raffi Ahmad as a celebrity endorser. This study aims to analyze the effectiveness of Raffi Ahmad's celebrity endorsement communication in maintaining consumer trust of Roti Aoka as well as the difference in the distribution of public opinion before and after endorsements on TikTok social media. The study used a quantitative approach with a content analysis method on 100 TikTok user comments, which were analyzed using Source Credibility Theory through the dimensions of trustworthiness, expertise, and attractiveness. The inter-coder reliability test showed a value of CR = 1.00 (perfect reliability). The results showed that consumer trust increased from 0% before endorsement to 66.2% after endorsement, with 0% of comments not trusting. The Chi-Square Goodness of Fit test yielded χ^2 calculation (0.04) < χ^2 table (3.841), so that H_1 was substantively accepted. The Chi-Square Independence test showed χ^2 calculation (100.00) > χ^2 table (3.841), so that there was a significant difference in the distribution of public opinion before and after endorsement. The dimensions of trustworthiness and attractiveness proved to be dominant (51% each), while expertise did not appear (0%), indicating that for everyday consumption products, trust and attractiveness are more crucial than the technical expertise of the endorser.

Keywords: Celebrity Endorsement, Consumer Trust, Source Credibility Theory, Aoka Bread, Tiktok