

ABSTRAK

Nisa Fauziah: Kredibilitas Pemberitaan Politik Pada Akun Instagram @Infogarut (Studi Dekriptif Kualitatif Terhadap Audiens Instagram @Infogarut Pada Periode Kampanye Pilbup Garut 2024)

Perkembangan teknologi informasi telah menggeser pola konsumsi berita masyarakat dari media konvensional ke media sosial, salah satunya melalui akun informasi regional di Instagram seperti @infogarut. Sebagai akun dengan jangkauan luas di Kabupaten Garut, @infogarut turut mendistribusikan berbagai informasi politik lokal. Namun, karakteristik media sosial yang mengutamakan kecepatan sering kali memicu tantangan terkait akurasi dan netralitas informasi. Penelitian ini bertujuan untuk menganalisis kredibilitas pemberitaan politik pada akun Instagram @infogarut dengan menggunakan kerangka *Source Credibility Theory* (Teori Kredibilitas Sumber) yang diinisiasi oleh Hovland, Janis, dan Kelley, yang mengukur kredibilitas melalui tiga dimensi utama: keahlian (*expertise*), keterpercayaan (*trustworthiness*), dan daya tarik (*attractiveness*).

Metode penelitian yang digunakan adalah deskriptif kualitatif. Data dikumpulkan melalui wawancara mendalam dengan pengelola akun @infogarut dan followers (mahasiswa/masyarakat Garut), observasi terhadap unggahan konten politik, serta dokumentasi. Teknik analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Pengujian keabsahan data dilakukan melalui triangulasi sumber dan teknik.

Hasil penelitian menunjukkan bahwa kredibilitas pemberitaan politik @infogarut dinilai cukup tinggi oleh audiensnya. Pada dimensi keahlian (*expertise*), @infogarut dinilai mampu mengemas informasi politik yang kaku menjadi konten digital yang mudah dipahami, meskipun verifikasi mendalam pada berita politik sensitif masih perlu ditingkatkan. Pada dimensi keterpercayaan (*trustworthiness*), akun ini dianggap netral dan independen karena tidak berafiliasi dengan partai politik tertentu, serta responsif dalam melakukan klarifikasi jika terjadi kekeliruan informasi. Pada dimensi daya tarik (*attractiveness*), kedekatan geografis (kedekatan kultural lokal) dan interaktivitas yang tinggi melalui kolom komentar menjadi faktor utama yang memperkuat ikatan emosional dan kepercayaan followers terhadap informasi politik yang disajikan.

Kata Kunci: Kredibilitas Sumber, Berita Politik, Media Sosial, Instagram, @infogarut.

ABSTRACT

Nisa Fauziah: *The Credibility of Political News Reporting on the Instagram Account @infogarut* (A Descriptive Qualitative Study of @infogarut's Instagram Audience During the 2024 Garut Regent Election Campaign Period)

The development of information technology has shifted public news consumption from conventional media to social media, including regional information accounts on Instagram such as @infogarut. As an account with a wide reach in Garut Regency, @infogarut actively distributes various local political information. However, the characteristics of social media that prioritize speed often pose challenges related to information accuracy and neutrality. This study aims to analyze the credibility of political news reporting on the Instagram account @infogarut using the framework of Source Credibility Theory initiated by Hovland, Janis, and Kelley, which measures credibility through three main dimensions: expertise, trustworthiness, and attractiveness.

This study utilized a descriptive qualitative method. Data were collected through in-depth interviews with the managers of the @infogarut account and its followers (students/Garut residents), observation of political content posts, and documentation. The data analysis technique followed the Miles and Huberman model, which includes data reduction, data display, and conclusion drawing. The validity of the data was tested through source and technique triangulation.

The results of the study indicate that the credibility of @infogarut's political news reporting is perceived as relatively high by its audience. In the expertise dimension, @infogarut is considered capable of packaging rigid political information into easily understandable digital content, although in-depth verification on sensitive political news still needs improvement. In the trustworthiness dimension, the account is deemed neutral and independent as it is not affiliated with any specific political party, and it remains responsive in making clarifications if information errors occur. In the attractiveness dimension, geographical proximity (local cultural closeness) and high interactivity through the comment section serve as key factors that strengthen the emotional bond and followers' trust toward the presented political information.

Keywords: Source Credibility, Political News, Social Media, Instagram, @infogarut.