

Analisis Komunikasi Menggunakan Selebriti Pada Sektor Non-Profit: Studi Kasus Lembaga Sosial BAZNAS = Communication Using Celebrities In The Non-Profit Sector: Case Study of BAZNAS

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Abstrak

Penggunaan selebriti untuk meningkatkan kesadaran terhadap kasus-kasus sosial menjadi teknik pemasaran yang populer bagi lembaga non-profit, dan meningkatnya tren filantropi di kalangan anak muda memberi spotlight bagi lembaga non-profit untuk menyuarakan isu-isu sosial pada anak muda menggunakan selebriti. Penelitian ini bertujuan untuk mengetahui efektivitas komunikasi menggunakan selebriti, terutama pada sektor non-profit. Penelitian ini membahas faktor-faktor Celebrity Credibility, Entity Credibility, Attitude Towards Ad, Behavioural Intentions, Perceived Fit, General Fit, Motivation Attribution, Attitude Towards Celebrity pada komunikasi menggunakan selebriti. Analisis yang digunakan pada penelitian ini adalah Structural Equation Modelling (SEM) menggunakan software Lisrel 8.8 untuk menganalisis efektivitas komunikasi menggunakan selebriti pada sektor non-profit. Hasil penelitian menunjukkan bahwa Attitude Towards Ad serta Entity Credibility memiliki pengaruh yang positif dan signifikan terhadap Behavioural Intentions, lalu Entity Credibility dan Celebrity Credibility memiliki pengaruh yang positif dan signifikan terhadap Attitude Towards Ad, Motivation Attribution serta Perceived Fit memiliki pengaruh yang positif dan signifikan terhadap Celebrity Credibility, Perceived Fit memiliki pengaruh yang positif dan signifikan terhadap Motivation Attribution, dan Attitude Towards Celebrity serta General Fit memiliki pengaruh yang positif dan signifikan terhadap Perceived Fit.

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The use of celebrities to alert people about social causes is currently a popular marketing technique used by non-profit organization, and philanthropy becoming a trend for the younger generation gave the spotlight for non-profit organizations to do social campaigns, especially campaigns using celebrity. Therefore, this research intent is to know how effective communication using celebrities in the non-profit sector. This research discusses about Celebrity Credibility, Entity Credibility, Attitude Towards Ad, Behavioural Intentions, Perceived Fit, General Fit, Motivation Attribution, Attitude Towards Celebrity being used in communication using celebrities. Structural Equation Modelling using Lisrel 8.8 was used to analyze the effectiveness of communication using celebrity in the non-profit sector. The research result shows that Attitude Towards Ad and Entity Credibility influences Behavioural Intentions, Entity Credibility and Celebrity Credibility influences Attitude Towards Ad, Motivation Attribution along with Perceived Fit influences Celebrity Credibility, Perceived Fit influences Motivation Attribution, and Perceived Fit is being influenced by Attitude Towards Celebrity and General Fit.