

# Online Self-disclosure pada Influencer Endorsement (Studi Kasus Closeup Endorsement di Instagram Clairine Clay) = Online Self-disclosure on Influencer Endorsement (Case Study of Closeup Endorsement on Clairine Clay's Instagram)

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## Abstrak

Munculnya influencer media sosial yang membagikan berbagai aspek kehidupan pribadi mereka menunjukkan perubahan dalam mekanisme influencer endorsement di platform media sosial. Influencer memberikan pengikutnya banyak informasi tentang kehidupan pribadi mereka. Biasanya mereka merekomendasikan produk yang mereka pakai sehari-hari. Pola seperti ini digunakan influencer secara strategis agar bisa menyajikan realita pada pengikut mereka. Tujuan penelitian ini untuk melihat bagaimana online self-disclosure dalam konteks influencer endorsement berdasarkan lima dimensi self-disclosure, yaitu amount, valence, honesty, intent, dan depth. Metode yang digunakan dalam penelitian ini adalah pendekatan studi kasus kualitatif dengan single case design atau studi kasus tunggal dengan menggunakan dokumen dan observasi konten influencer yang melakukan endorsement secara online atau non participant observation. Self-disclosure seorang influencer di Instagram memiliki peran penting dalam membangun intimitas dengan audiens dan menarik perhatian mereka terhadap pesan endorsement produk. Penting bagi para influencer dan pemasar untuk memperhatikan dimensi self-disclosure seperti amount, depth, honesty, intent, dan valence dalam strategi pemasaran mereka untuk mencapai hasil yang lebih efektif.

.....The emergence of social media influencers who share various aspects of their personal lives demonstrates a shift in the mechanism of influencer endorsement on social media platforms. Influencers provide their followers with a lot of information about their personal lives, often recommending products they use in their daily lives. This pattern is strategically used by influencers to present a sense of reality to their followers. The purpose of this study is to analyze online self-disclosure in the context of influencer endorsement based on five dimensions of self-disclosure: amount, valence, honesty, intent, and depth. The method employed in this study is a qualitative single case design approach, utilizing literature review and non-participant observation of influencer content endorsing products online. The self-disclosure of an influencer on Instagram plays a crucial role in building intimacy with the audience and capturing their attention towards product endorsement messages. It is important for influencers and marketers to consider dimensions of self-disclosure such as amount, depth, honesty, intent, and valence in their marketing strategies to achieve more effective results.