

ABSTRACT

In today's digital era, the credibility of social media accounts plays a crucial role in shaping public opinion and behavior, particularly through platforms like Instagram, which are widely used as strategic communication tools. The Instagram account @fardiyandi serves as an example of an account that delivers inspirational and interactive content, and is considered capable of influencing its followers' attitudes on topics such as self-development, digital marketing, and lifestyle. This study aims to determine the extent to which the account's credibility affects followers attitudes by examining three key dimensions of credibility expertise, trustworthiness, and attractiveness and their relationship with the cognitive, affective, and conative components of attitude. A descriptive quantitative approach was used, with data collected through questionnaires distributed to 400 active followers of the account. The theoretical framework employed is the Stimulus-Response (S-R) communication model, in which content from the @fardiyandi account serves as a stimulus that is processed by followers and results in a response in the form of attitude formation. The findings reveal that the account's credibility significantly influences followers attitudes by 92.9%, while the remaining 7.1% is affected by other factors beyond the scope of this study. In conclusion, credibility is a key element in building effective and sustainable influence on social media.

Keywords: *Account credibility, follower attitude, influencer, S-R theory*