

ABSTRACT

This study examines the credibility of anonymous influencer accounts in building audience trust in information on social media, particularly on the TikTok platform. The research investigates the influence of the credibility of the TikTok account @dokterdetektif (2.1 million followers) on the trust of its followers. A quantitative approach was employed by distributing questionnaires to 400 followers of the account. A 4-point Likert scale questionnaire measured three dimensions of credibility (attractiveness, expertise, and trustworthiness) and two dimensions of trust (trusting intentions and trusting belief). The results showed that the credibility dimensions were rated very high. Furthermore, statistical analysis using SPSS revealed a significant correlation between account credibility and followers' trust ($r = 0.576$, $p < 0.05$), with credibility explaining 43.4% of the variance in trust. These findings demonstrate that credibility serves as a fundamental basis for establishing trust in information. From an academic perspective, future research is encouraged to explore different subjects, objects, or methods to gain broader and deeper insights. Practically, influencers are advised to build and maintain strong credibility to increase audience or follower trust in the information they share. Meanwhile, audiences or followers are expected to be more critical in receiving and evaluating information obtained from social media.

Keywords: Credibility, Social Media, TikTok, Trust, Information