

ABSTRACT

In marketing communication, the use of influencers has become widespread among companies or business entities to promote their products and services. Influencers are required to convey persuasive messages through endorsement content to increase purchase intention among the public. This research aims to measure the extent of the influence of Fadil Jaidi's persuasive communication on the purchasing intention in Scarlett Whitening products among Instagram followers @fadiljaidi. This research uses the Elaboration Likelihood Theory to determine which route followers @fadiljaidi take in processing the persuasive messages conveyed by Fadil Jaidi. The research uses a quantitative approach with correlation research type and positivism paradigm. The data is collected through online questionnaires distributed to 400 respondents Instagram followers @fadiljaidi. The results show that respondents are more influenced through the central route than the peripheral route when processing the persuasive messages conveyed by Fadil Jaidi. Fadil Jaidi's persuasive communication has a 62% impact on the purchasing intention in Scarlett Whitening products, while the remaining 38% is influenced by variables outside the scope of this research.

Keywords: *influencer, marketing communication, purchase intention, Elaboration Likelihood Theory.*