

ABSTRACT

In this era, the Internet seems to have become a basic necessity for every society. According to the We Are Social survey in 2018 stated that 79% of Indonesians use the internet every day for their needs on social media. According to a survey conducted by The Manifest in 2018, it is stated that social media's most often used globally is Youtube. This makes the youtuber, especially in Indonesia, compete to gain profits, both material benefits in the form of money and non-material benefits such as popularity. This study aims to find out and analyze the effect of the youtuber credibility on the attitude of the audience. The independent variable in this study is the credibility of youtuber with dimensions of trustworthiness, expertise and attractiveness. While the dependent variable in this study is the attitude of the audience with dimensions of cognitive, affective, and conative. This research uses quantitative methods. The author determines the sample using non-probability sampling techniques, with respondents as many as 100 people. The data analysis technique used by the author is descriptive data analysis, normality test, simple linear regression test, determination coefficient and hypothesis test. Based on the results of hypothesis testing using the t-test, the credibility of the youtuber has an influence on the attitude of the audience. This is evidenced by $t_{count} (14,476) > t_{table} (1,660)$. Based on the coefficient of determination, the credibility of the youtuber has an effect of 68.1% on the attitude of the audience.

Keyword : *credibility, attitude, source credibility theory, media social, Youtube.*