

ABSTRAK

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Pengaruh *Media Exposure* dari Komunikasi Pemasaran Instagram Slow Move Bazaar Terhadap Minat Berkunjung Melalui Jalur Persuasi *Elaboration Likelihood Model*

Slow Move Bazaar merupakan sebuah bazaar fesyen berkelanjutan pertama di Indonesia yang mengedepankan fesyen lambat, hidup berkelanjutan, dan etika produksi. Sebagai pionir dalam industri fesyen di Indonesia, Slow Move Bazaar menggunakan media sosial Instagram sebagai platform untuk mempromosikan acara sekaligus menjangkau audiens. Penelitian ini bertujuan untuk menganalisis pengaruh paparan media terhadap minat berkunjung dan minat berkunjung kembali audiens melalui teori *Elaboration Likelihood Model*, serta mengkaji peran jalur *Central Route* sebagai penghubung antara *media exposure* dengan minat berkunjung serta minat berkunjung kembali. Penelitian ini menggunakan metode kuantitatif eksplanatif dengan pendekatan survei. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan *purposive sampling*, yang melibatkan 100 responden dengan ketentuan mengetahui tentang Slow Move Bazaar, mengikuti Instagram Slow Move Bazaar, dan pernah berkunjung ke acara bazaar tersebut. Data dikumpulkan dari kuesioner yang berisikan 33 pernyataan yang dianalisis menggunakan PLS-SEM dengan software SmartPLS 4 V.4.1.0.3. Hasil penelitian menunjukkan bahwa paparan media Instagram memiliki pengaruh signifikan terhadap minat berkunjung serta minat berkunjung kembali. Melalui jalur *Central Route*, audiens cenderung memproses pesan yang informatif tentang acara Slow Move Bazaar. Temuan ini memberikan perspektif penting bagi pengelola acara serta mahasiswa Ilmu Komunikasi dalam merancang strategi pemasaran melalui media sosial guna menarik minat audiens secara efektif.

Kata Kunci: *Media exposure, Elaboration Likelihood Model, Central Route, Minat Berkunjung & Minat Berkunjung Kembali, Slow Move Bazaar.*

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The Influence of Media Exposure from Slow Move Bazaar's Instagram *Marketing Communication* on Visiting Interest Through the *Elaboration Likelihood Model* Persuasion Routes

Slow Move Bazaar, known as the first sustainable fashion bazaar in Indonesia that prioritizes slow fashion, sustainability, and ethical production. As the pioneer in the fashion industry of Indonesia, Slow Move Bazaar capitalizes on Instagram as a platform to promote its events and reach its audiences. This study intends to analyze the impact of media exposure on visiting interest and revisit interest through the *Elaboration Likelihood Model*, while also exploring the role of Central Route as a mediator between media exposure with visiting interest and revisit interest. This research utilizes a quantitative explanatory method with a survey approach. The sampling was implemented using non-probability sampling with purposive sampling that involves 100 respondents who were aware of the Slow Move Bazaar, follows the Instagram account of Slow Move Bazaar, and had attended its event. Data were collected through a questionnaire featuring 33 statements and analyzed using PLS-SEM with SmartPLS 4 V.4.1.0.3 software. The outcomes indicate that a media exposure from Instagram significantly affects visiting interest and revisit interest. Audiences tend to process informative messages about Slow Move Bazaar through the Central Route, these outcomes provide valuable discoveries for the event organizer of Slow Move Bazaar along with communication students that are conducting social media strategies to effectively attract audience interest.

Keywords: Media exposure, *Elaboration Likelihood Model*, Central Route, Visiting Interest & Revisit Interest, Slow Move Bazaar.