ABSTRACT

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The Effect of Food Vlogger Content on Instagram @Mgdalenaf on Culinary Interests of Jakarta AKMRTV Students

Keywords:Instagram, food vlogger, culinary interest
(x+ 46 + 2)

Social media Instagram is a new media platform in great demand by Indonesian youth, one of which is Jakarta AKMRTV students. Instagram @mgdalenaf is one of the most popular food vlogger accounts in Indonesia. His Instagram content, which is always honest in reviewing the culinary places he visits, makes him often get many audiences on his Instagram account. This is believed to affect the culinary interest that occurs in the community, especially Jakarta AKMRTV students. This study aims to determine how much influence the content of Instagram food vlogger @mgdalenaf has on the culinary interests of Jakarta AKMRTV students. This study uses quantitative research methods and sends online questionnaires to 2017 Jakarta AKMRTV students who have an Instagram account and have seen @mgdalenaf's Instagram content. Respondents in this study were 113 people who were determined by a simple random sampling technique. The results of this study indicate that the influence of food vlogger @mgdalenaf's Instagram content on the culinary interest of AKMRTV Jakarta students is in the medium category. This is evidenced by the coefficient of determination in R square of 0.537 or 53.7%. And also, on the results of the regression coefficient at $Y = 0.437 + 0.538X$ the value of an as a constant is 0.437, and for the value of b is 0.538, meanwhile, the t arithmetic value is $11.335 > t$ table 1.6586 with a significance level of 0.000 less than = 0, 05.

Bibliography (2011-2019)