

ABSTRAK

Instagram @Jogjafoodhunter adalah akun *food vlogger* yang mereview makanan di daerah Yogyakarta mulai dari makanan berat, jajanan tradisional, hingga makanan yang baru muncul di Yogyakarta. Penelitian ini bertujuan untuk mengetahui pengaruh informasi instagram @jogjafoodhunter terhadap minat beli *followers* berdasarkan informasi instagram @jogjafoodhunter. Teori yang digunakan dalam penelitian ini adalah teori Determinisme Teknologi. Penelitian ini termasuk dalam penelitian kuantitatif yang menggunakan teknik *sampling non probability* dengan jenis *purposive sampling*. Sampel penelitian ini adalah *followers* @jogjafoodhunter yaitu 100 orang. Hasil analisis korelasi *product moment* menunjukkan koefisien korelasi sebesar 0,789 yang termasuk dalam kategori hubungan positif yang kuat. Analisis data dilakukan dengan teknik analisis regresi sederhana dengan nilai R Square sebesar 0,509 atau 50,9%, yang diartikan bahwa 50,9% minat beli *followers* @Jogjafoodhunter dipengaruhi oleh informasi instagram, sedangkan sisanya 49.1% (100%-50.9%) dipengaruhi oleh variabel lain yang tidak dimasukkan dalam penelitian ini. Berdasarkan hasil analisis korelasi *product moment* serta analisis regresi linear sederhana menunjukkan bahwa variabel informasi instagram berpengaruh terhadap minat beli *followers* @Jogjafoodhunter.

Kata kunci : Informasi, @Jogjafoodhunter, Minat Beli, Followers

ABSTRACT

Instagram @Jogjafoodhunter is a food vlogger account that reviews food in the Yogyakarta area, ranging from heavy food, traditional snacks, to food that has just emerged in Yogyakarta. This study aims to determine the effect of @jogjafoodhunter's Instagram information on followers' buying interest based on @jogjafoodhunter's Instagram information. The theory used in this research is the theory of Technological Determinism. This research is included in quantitative research that uses non-probability sampling technique with purposive sampling type. The sample of this research is the followers of @jogjafoodhunter, namely 100 people. The results of the product moment correlation analysis show a correlation coefficient of 0.789 which is included in the category of a strong positive relationship. Data analysis was carried out using a simple regression analysis technique with an R Square value of 0.509 or 50.9%, which means that 50.9% of followers' buying interest in @Jogjafoodhunter is influenced by Instagram information, while the remaining 49.1% (100%-50.9%) is influenced by other variables not included in this study. Based on the results of the product moment correlation analysis and simple linear regression analysis, it shows that the Instagram information variable affects the buying interest of @Jogjafoodhunter followers.

Keywords: Information, @Jogjafoodhunter, Buying Interest, Followers