ABSTRAK

Pertumbuhan coffee shop di Yogyakarta berkembang pesat, terutama karena gaya hidup nongkrong yang populer di kalangan mahasiswa dan anak muda. Fenomena ini memicu munculnya akun-akun *food vlogger* di media sosial, termasuk akun @ke.jogja yang memberikan informasi dan rekomendasi *coffee shop* di Yogyakarta. Meskipun sama-sama memberikan referensi, @ke.jogja hadir dengan ciri khasnya yang *to the point*, turut menyertakan foto tangkapan layar peta *coffee shop* yang diunggah lengkap dengan jam operasional serta rentang harga menu yang ditawarkan. Tujuan dari penelitian ini adalah untuk mengetahui ada tidaknya pengaruh konten referensi *coffee shop* akun @ke.jogja terhadap *followers engagement* serta faktor-faktor yang membentuk *followers engagement*-nya. Pada teori *Uses and Gratifications* ditunjukkan khalayak memiliki wewenang dalam memilih media yang dikonsumsi. Pendekatan pada penelitian ini ialah pendekatan kuantitatif dengan metode survei menggunakan teknik pengumpulan *purposive non-probability sampling* kepada 100 pengikut dan pengikut potensial @ke.jogja yang selanjutnya diolah dengan aplikasi SPPS. Hasilnya menunjukkan bahwa konten referensi *coffee shop* berpengaruh signifikan terhadap keterlibatan pengikut akun tersebut dengan hasil uji korelasi *product moment* sebesar 0,831 yang dikategorikan kuat karena berada di rentang 0,81-1,00. Sehingga dapat disimpulkan terdapat korelasi yang kuat antara variabel independen dan dependen.

Kata Kunci: *Followers Engagement*, Pengaruh Konten, Referensi *Coffee Shop*.

ABSTRACT

The growth of coffee shops in Yogyakarta is growing rapidly, especially because of the hangout lifestyle which is popular among students and young people. This phenomenon has triggered the emergence of food vlogger accounts on social media, including the @ke.jogja account which provides information and recommendations for coffee shops in Yogyakarta. Even though they both provide references, @ke.jogja comes with its characteristic of being to the point, including a screenshot of the uploaded coffee shop map complete with operating hours and price ranges for the menu offered. The aim of this research is to determine whether or not there is an influence of the @ke.jogja account's coffee shop reference content on follower engagement as well as the factors that shape follower engagement. The Uses and Gratifications theory shows that audiences have the authority to choose the media they consume. The approach to this research is a quantitative approach with a survey method using a purposive non-probability sampling technique of collecting 100 followers and potential followers of @ke.jogja which are then processed using the SPPS application. The results show that coffee shop reference content has a significant effect on the engagement of the account's followers with product moment correlation test results of 0.831 which is categorized as strong because it is in the range 0.81-1.00. Therefore it can be concluded that there is a strong correlation between the independent and dependent variables.

Keywords: *Followers Engagement, Content Influence, Coffee Shop Reference.*