ABSTRAK

Dalam era digital, media sosial menjadi platform utama yang memengaruhi perilaku konsumen, termasuk pembelian produk kuliner. Akun @voilajogja merupakan influencer berpengaruh dalam ulasan kuliner di Instagram dan TikTok. Penelitian ini membandingkan pengaruh konten ulasan @voilajogja terhadap minat beli kuliner di Instagram dan TikTok menggunakan teori *Elaboration Likelihood Model* (ELM). ELM menjelaskan bagaimana pesan memengaruhi sikap konsumen melalui jalur pusat dan periferal. Penelitian komparatif ini dilakukan untuk memahami perbedaan efektivitas konten *review* pada kedua platform, mengingat adanya variasi karakteristik pengguna dan algoritma di Instagram dan TikTok. Sampel penelitian sebanyak 200 responden diperoleh menggunakan rumus Slovin dan Lemeshow. Metode yang digunakan meliputi uji regresi linear sederhana dan uji *Independent Sample T-Test*. Hasil analisis menunjukkan konten *review* di Instagram @voilajogja berpengaruh signifikan terhadap minat beli kuliner sebesar 50,4%. Sedangkan pengaruh konten *review* di TikTok @voilajogja terhadap minat beli kuliner sebesar 36,6%. Uji *Independent Sample T-Test* menunjukkan nilai Asymp.Sig.(2-tailed) < 0,05, menunjukkan perbedaan signifikan dalam pengaruh konten ulasan terhadap minat beli di kedua platform. Penelitian ini menegaskan bahwa pengaruh konten ulasan lebih besar di Instagram dibandingkan TikTok. Hasil ini menekankan pentingnya strategi pemasaran yang disesuaikan antara Instagram dan TikTok, dengan mempertimbangkan karakteristik pengguna dan algoritma masing-masing platform.

Kata kunci: konten *review*; minat beli; *elaboration likelihood model;* instagram; tiktok

ABSTRACT

In the digital era, social media has become a primary platform influencing consumer behavior, including culinary product purchases. The account @voilajogja is a significant influencer in culinary reviews on Instagram and TikTok. This study compares the impact of @voilajogja's review content on culinary purchase interest on Instagram and TikTok using the Elaboration Likelihood Model (ELM). ELM explains how messages influence consumer attitudes through central and peripheral routes. This comparative study was conducted to understand the differences in the effectiveness of review content on both platforms, considering the varying user characteristics and algorithms of Instagram and TikTok. The research sample consisted of 200 respondents obtained using the Slovin and Lemeshow. formulas. The methods used included simple linear regression tests and the Independent Sample T-Test. The analysis results showed that review content on Instagram @voilajogja significantly influenced culinary purchase interest by 50.4%. In contrast, the influence of review content on TikTok @voilajogja on culinary purchase interest was 36.6%. The Independent Sample T-Test showed an Asymp.Sig.(2-tailed) value of < 0.05, indicating a significant difference in the influence of review content on purchase interest on both platforms. This study confirms that the impact of review content is greater on Instagram compared to TikTok. These findings emphasize the importance of tailoring marketing strategies between Instagram and TikTok, considering the user characteristics and algorithms of each platform.

Keywords: *review content; buying interest; elaboration likelihood model; instagram; tiktok*