

ABSTRAK

PENGARUH TERPAAN KONTEN *BULK EATING* (MUKBANG) TERHADAP MINAT WISATA KULINER PADA *FOLLOWERS* PENONTON AKTIF AKUN INSTAGRAM @TANBOY_KUN

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Perkembangan Instagram sebagai media sosial visual mendorong munculnya *trend* konten *bulk eating* (*mukbang*) yang diduga berpengaruh terhadap minat wisata kuliner. Penelitian ini bertujuan untuk mengetahui dan mengukur pengaruh terpaan konten *bulk eating* (*mukbang*) terhadap minat wisata kuliner pada *followers* penonton aktif akun Instagram @tanboy_kun. Menggunakan pendekatan kuantitatif dengan teori *Stimulus-Organism-Response* (SOR) dan *Uses and Effects*, data dikumpulkan melalui kuesioner kepada 100 responden. Hasil uji validitas menunjukkan bahwa seluruh item dalam variabel X (terpaan mukbang) dan Y (minat wisata kuliner) dinyatakan valid ($r_{\text{hitung}} > r_{\text{tabel}} = 0,361$). Nilai reliabilitas juga sangat tinggi dengan Cronbach's Alpha sebesar 0,949 untuk variabel X dan 0,969 untuk variabel Y. Mayoritas responden berusia 19–30 tahun (62%) dan didominasi perempuan (59%). Uji asumsi klasik menunjukkan data memenuhi syarat normalitas dan linearitas. Hasil analisis regresi linier sederhana menunjukkan adanya pengaruh positif dan signifikan dengan nilai $F_{\text{hitung}} = 353,012$ dan signifikansi 0,000. Koefisien regresi sebesar 1,044 dan $R^2 = 0,783$ menunjukkan bahwa 78,3% variasi minat wisata kuliner dijelaskan oleh terpaan konten *bulk eating* (*mukbang*). Temuan ini menguatkan bahwa paparan intens terhadap konten *bulk eating* (*mukbang*) mampu memicu perhatian, keingintahuan, dan respons emosional yang mendorong minat nyata dalam berwisata kuliner.

Kata Kunci: *Bulk Eating* (*Mukbang*), Instagram, Minat Wisata Kuliner, SOR, *Uses and Effects*.

ABSTRACT

THE INFLUENCE OF BULK EATING (MUKBANG) CONTENT EXPOSURE ON CULINARY TOURISM INTERESTS OF ACTIVE VIEWERS OF THE INSTAGRAM ACCOUNT @TANBOY_KUN

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The rise of Instagram as a visual social media platform has driven the popularity of bulk eating (mukbang) content, which is suspected to influence culinary tourism interest. This study aims to examine and measure the effect of bulk eating (mukbang) content exposure on the culinary tourism interest of active followers of the Instagram account @tanboy_kun. Using a quantitative approach supported by the Stimulus- Organism-Response (SOR) and Uses and Effects theories, data were collected through questionnaires from 100 respondents. Validity results showed that all items in variable X (mukbang exposure) and Y (culinary tourism interest) were valid ($r_{count} > r_{table} = 0.361$). Reliability was also high, with Cronbach's Alpha values of 0.949 for variable X and 0.969 for variable Y. Most respondents were aged 19– 30 (62%) and predominantly female (59%). Classical assumption tests indicated that the data met the requirements for normality and linearity. Regression analysis revealed a significant positive effect ($F = 353.012$; $Sig. = 0.000$), with a regression coefficient of 1.044 and $R^2 = 0.783$, meaning 78.3% of the variation in culinary tourism interest is explained by bulk eating (mukbang) exposure. These findings highlight that frequent exposure to bulk eating (mukbang) content can stimulate attention, curiosity, and emotional reactions that drive real interest in engaging in culinary tourism activities.

Keywords: Bulk Eating (Mukbang), Culinary Tourism Interest, Instagram, SOR, Uses and Effects