

The Effect of Promotion Through Food Vlogger on Tiktok Social Media on Buying Interest in Dobro Coffee Culinary Businesses

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Abstract

The purpose of this study is to measure how much customer interest in Dobro Coffee culinary business is from promotion through Food Vlogger on Tiktok Social Media. The type of research used in this research is quantitative research with survey method. The number of samples was taken using the Slovin formula and the results obtained a minimum sample size of 100 people using non-probability sampling with purposive sampling as a sampling technique. The data collection technique in the study was carried out by distributing it to respondents via google form. The data obtained was then analyzed by statistical tools assisted by the SPSS program using Validity Test, Reliability Test, and multiple linear regression analysis. The results of the study found that Promotion Through Food Vlogger had an influence on Buying Interest in the Dobro Coffee Culinary business; Promotion through Tiktok has an influence on Buying Interest in the Dobro Coffee Culinary business; Promotion through Food Vlogger with Tiktok has an influence on Buying Interest in the Dobro Coffee Culinary business.

Keywords : Promotion, Food Vlogger, Social Media, TikTok, Buying Interest

INTRODUCTION

A. Background

The key to success in attracting an audience is to create content in a vlog. Vlog is the name for a vlogger who creates video blogs. This is a form of recording the daily activities of a vlogger with the tools used are digital video camera medium, mobile phones equipped with microphones that can facilitate video blogging or vlog activities. (Laksamana Media in Atami Puspa Reusi, 2019: 33). The meaning of the word vlog is a combination of the words Blog and vlog and a combination of the words video and blog. Blog is a communication format in an internet-based writing or weblog. While vlog is a video-formatted communication that records the activities, activities, thoughts, opinions and interests of a person posted via the internet. Both of these words are made to reach a specific audience by people who

want to make an effort to generate a personal relationship with the audience. It is also a place to share thoughts, ideas, and experiences between the two parties. Vlogger is a designation for the creator of vlogs (Baker, 2019).

Various ideas are poured by vlog activists into their videos, in general from the many vlogs that share what is done in daily activities (daily vlog) such as activities starting from waking up, eating, going to work, sharing information and other things that are done during the day. However, nowadays vlogs don't always tell about someone's daily life. The number of content creators (vloggers) who develop and package the contents of their vlogs with more creative, interesting and educational content, so as to provide benefits for others, especially for the vlog audience. currently a lot of content that discusses an experience, interest in

something as well as street activities (traveling), culinary tourism, fashion and beauty.

One form of content created by Food vloggers is like reviewing or making a promotional Video for a product or brand. Promotion is important in introducing a product and also attract consumers to buy the product. Because with promotion, the resulting product can be better known by a consumer (Rohaeni, 2016). In promotion, there are various forms of communication that can be studied in communication sciences such as advertising, publicity, word-of-mouth communication, personal sales, and direct marketing (Amin, 2019) in (Gagih, Nava and Anisa, 2022).

According to Diah Kusuma Pitasari (2010) in Ajusta and Afif (2021), the existence of the Internet makes companies run their business effectively because the internet helps communication from one place to another become easier. On the one hand, the Internet makes it easier for people to search or disseminate information and facilitate daily activities. Therefore, the internet has become like a primary need for society. The Internet continues to grow, giving rise to a new medium for communicating and socializing, namely social media. One of the most specific functions of the internet is promotion. In the current era, the most influential promotional activities are promotions carried out through social media. Promotion through social media has a positive and significant impact on consumer purchasing decisions. This is supported by the massiveness of today's more advanced technology, thus promotion no longer requires expensive costs (Pamungkas and Zuhroh, 2016:156) in Kristia and Harti (2021). Vlogger can be stated as a media that has successfully developed in the development of social media sites.

Social media is a two-way communication tool, which can allow brands and consumers to communicate with each other. Consumer feedback can be directly received by the brand, so the strength and involvement of consumers becomes very influential for brand

strategy. With social Media a brand is helped to grow faster and cheaper by means of consumer feedback and consumers can receive better service by sending direct messages brand to brand. Each social media platform has its own uniqueness, both in terms of features and how to use it. Thus, in the midst of intense competition in attracting the attention of users, its uniqueness is what can make it survive in order to remain known and not lose its users.

One of the social media that is often used to promote a product is Tiktok. Tiktok is an application from China that is able to grow rapidly and become a new culture in Indonesia. This application is widely used by all circles both young, old, students, and students. This application does not only display positive videos but negative content. These videos have an impact for the average user who is still a teenager with unstable emotions and mentally unstable. Therefore, there is a limit for users who are at least 12 years and over. Adolescence is the development period passed by the individual. While the adolescent development period is the time when the individual enters the phase of physical, emotional, and mental maturity in the period of individual development in the transition from childhood to adulthood. This leads to characteristic differences between each other. Changes that occur both physically and psychologically and also social life that comes from various problems and challenges. (Fitri et al, 2018).

This situation then makes Tiktok one of the new media that is then ogled by content creator activists in the world and even business activists in the culinary field to market their products. Although the application has been around since 2018, recently the application has begun to revive and is loved by people of various ages. At the beginning of the emergence of the application, the Ministry of Communications and Information Technology had blocked it on the grounds that the application had a negative impact on children. After 2 years the tik Tok application has become a new trend and

culture for Indonesian people (Utama and Novina, 2018). Over time, many people share their creativity on Tiktok social media. Not only that, the marketing department began to enter Tiktok. This can be seen from the many advertisements about online stores, culinary businesses, service businesses and so on that are present to introduce their products. By utilizing digital content, it produces products that are sold in great demand in the market. People are starting to use the TikTok application to make content more creative or provide clear information. As for movies, pictures and songs displayed this application provides information facilities that can be conveyed and explained. For those who see, imitate or spread it. Now Tiktok is often used to promote culinary businesses. Promotion has become a crucial factor in marketing activities. Which activity is an attempt to disseminate information to make people make transactions. (Putri et al, 2022)

Buying interest is a condition where someone wants and follows up on these desires in the form of transactions in the form of products or services. It arises because of the knowledge about the product or service you want to consume. Buying interest is present because the individual believes that what he wants is something worth getting based on the quality and ability of an individual to buy. Low consumer confidence in a product will reduce consumer buying interest. Interest or Interest can be described as a condition where the consumer has not done an action, which can be used as a basis for assuming the behavior or act. Buying interest is obtained from a process of observation and thought processes that form a view. Buying interest that creates a desire that continues to emerge in his mind until finally the consumer must be able to fulfill what he wants (Faza, 2020)

In Indonesia, the culinary business is one of the many businesses or service businesses that are developing very rapidly even though they are in a time of crisis. Because basically food is one of the basic needs inherent in humans that must be met, thus the business or culinary

business will continue to grow and develop if eating and drinking is still a priority requirement. Culinary business at this time is being loved by businessmen. Even more so in the Bekasi area. By looking at the routine of a fairly dense society. So that raises the thought to start a business in the field of culinary.

Culinary business in Indonesia is currently growing very rapidly so that there is business competition. Culinary businesses take the opportunity to develop, especially in the marketing aspect because it is needed to benefit customers and expand businesses in this modernization era. The number of food vloggers who create culinary business review content through the Tiktok application is a form of promotion for culinary businesses so that they can be attracted by consumers. But not only one or two but quite extensive culinary business reviewed by the food vlogger this makes people have to determine from the many culinary business options that exist. Sendari (2021) in Delicia and Sinta Paramita (2022) mentioned that using a Food Vlogger strategy is the same as using someone who has an impact on a community so that others can be influenced to follow their recommendations.

One of the businesses included in the culinary field is a Coffee Shop. Coffee shop is one place to gather with peers while doing the task. In addition, the coffee shop is also used as a place to relax. As for one of the coffee shops that can be used as a place to relax is Dobro Coffee located in the Bekasi area. This Coffee shop is quite comfortable and has a characteristic in the form of a white and brown building. The building at Dobro Coffee is quite aesthetic, because the building is contemporary as evidenced by benches and tables with a touch of black color around it which makes this cafe building has more value for those who have a hobby of videography, instastory or taking pictures. The Menu and facilities provided are also increasingly varied, not just a place to consume food and drinks but also a place to discuss

Dobro Coffee has a complete building and facilities, and the taste of the food offered is appetizing. Various menus that can be ordered ranging from coffee, non-coffee, and food available. The price offered is still affordable, especially for those who are still students or students.

Dobro Coffee is one of the companies that greatly utilizes internet technology, especially Tiktok social media as a means to promote its products. In addition, there are also many Food vloggers who share videos on Tiktok social media containing reviews of products sold by Dobro Coffee.

Table 1. Dobro Coffee Transaction

No.	Year	Number Of Transactions
1.	2020	12.021
2.	2021	15.775
3.	2022	14.603

Source: dobro coffee transaction data

Based on the table above can be observed that the level of the number of transactions that have made a purchase in Dobro Coffee. In 2020, there were 12,021 transactions at Dobro Coffee. Then in 2021 it experienced an increase of 15,775. Then in 2022 the number of purchase transactions decreased by 14,603.

The problem in this study is that the maximum use of TikTok social media for promotion has not been maximized in an effort to increase consumers to make transactions or purchases at Dobro Coffee which from year to year began to be many coffee shops that became competitors so that these Coffee shops intensively promoted on social Media. Therefore, this study was conducted to see if the promotion carried out by Dobro Coffee is already on target. Thus Dobro Coffee should increase purchases through food Vlogger promotions on TikTok social Media.

Departing from these problems, the author is then interested in conducting

research with the title “the effect of promotion through Food Vlogger on Tiktok social Media on buying interest in Dobro Coffee culinary businesses”.

B. Formulation of the problem

How To Get Promotion Through Food Vlogger On Tiktok Social Media Against Buying Interest In Dobro Coffee Culinary Business

C. Research objectives

To measure how much customer buying interest in Dobro Coffee culinary business from promotion through Food Vlogger on Tiktok social media

ARTICLE TYPE

A. Theories related to research variables

1. Promotion

Kotler (2010) in Satria (2017) stated that sales promotion is able to increase revenue in a short time for businesses that produce products or services. Meanwhile, according to William J Stanton argued that promotion is the activity of advertising and selling products or services. Another opinion by Kotler (2010: 174) in Satria (2017) explains that promotion has the purpose of luring potential consumers to want to consume products or services to turn away from competing products, or to make consumers stay and become loyal consumers.

Kotler and Keller (2016) mentioned that promotion is an activity in communicating the advantages of a product and inviting targeted consumers to buy it.

Lupiyoadi (2006: 120) in Maulidasari (2021) wrote that promotion is a form of variable that is very important for companies to market a product or service. The promotional activities are intended as a tool to influence consumers in purchasing or using services in accordance with what is needed by these consumers. Rohaeni in Nufus and

handayani (2022) argue that promotion is very related to sales because promotion can have an impact on the level of product sales in the company. Therefore, promotions that are carried out effectively will have an impact on the level of product sales in the company that is getting higher. Thus, companies are required to be able to do the right promotion so that it can be accepted by consumers and can increase product sales as expected. Promotion is a way of communicating with the aim to expand information, invite and influence customers, and can increase market demand in the company. It can be an attraction for people's interest in buying as well and can keep consumers interested in the products or services provided (Tjiptono, in Kristia and Harti 2021).

2. Food Vlogger

The term Food Vlogger was inspired by the popular South Korean food broadcast "mukbang" in 2017 (idntimes.com, 2018). By using a web camera that broadcast the broadcaster showed that he was eating food with a large amount of it presents a lot of people who see the broadcast then do interactive live with people who watch. This broadcast is a form of socialization that generates a virtual commonality that provides a place for viewers to post comments and "like" the announcer's images, voice and narration while eating (Aucoin, 2019). Food Vlogger is a person's activity that is done to discuss a food, drinks and goods that can be consumed or other. Regarding the discussion of food carried out by the food vlogger can be done on food products that already have a trademark or not it depends on the creativity of the Food Vlogger itself. That way the food vlogger must have several aspects such as intensity, delivery and content. (Yurike and Aswina)

Electronic commerce is considered as one of the initiatives in reaching customers and getting better information. Online reviews such as food vlogs are part of e-commerce among customers that are believed to be a trend today. one of the

biggest content creator trends today is online reviews such as food vlogs that are part of e-commerce (Wardani, 2021).

Someone can be said to be a Food Vlogger if they are active in making videos and use social media as a place to upload videos that contain about commenting on the taste, texture, location, and even the price of the food. They can express their opinions by expressing expressions, and so on. Today, many Indonesians have become successful food vloggers and attract the attention of the public. (Fatma S.A, 2019)

3. Social Media

Social Media or commonly referred to as social networks is the latest communication tool that can make it easier for users to interact with each other over long distances online as well as a place to channel hobbies or creativity without realizing that social media provides many changes to the business world even though it is due to the use of social media is widely used by various circles. The presence of social media makes changes to people's views in communicating, at first communication can only be done in one direction but after the emergence of social media we can communicate two or more directions even unlimited time or distance. (Chaffey, 2019)

According to Mayfield (2008) in (Ibrahim, et al , 2019) Social Media is a new type of online media that has characteristics such as: participation, openness, conversation, community, and connectedness. Yunus stated that social Media is a virtual application that connects between individuals by providing a platform for them to share content (Yunus, 2020:8).

According to Dewa et al (2021) social Media is often used as a place to provide information and connect between producers and consumers. Consumers can get information about products from social media and vice versa. Manufacturers can meet the information needs of consumers by using social media.

Social Media is also a tool that can make it easy for sellers to promote products in a wider range, both regional, national, and even international, so in doing the promotion must be done as best as possible. Along with the development of the rapid influence of technology which is characterized by the presence of the internet which creates various applications that provide various business opportunities (Fedianty Augustinah, 2019).

4. Tiktok

TikTok is one of the most demanded and popular applications in the world. TikTok is a form of application for uploading content that allows its users to create videos with a duration of 15 seconds accompanied by music, filters, and several other creative features. This application was created by a Chinese company, China, ByteDance first launched an application that has a short duration under the name Douyin. It doesn't take long in 1 year, Douyin has 100 million users and 1 billion video views every day. Douyin's high popularity led him to expand outside of China by giving the name TikTok. Based on reports from Sensor Tower, the app was downloaded 700 million times in 2019. So that makes TikTok can outperform some applications under the auspices of Facebook Inc. this application ranks second after Whatsapp which has 1.5 billion downloaders (Kusuma, 2020).

TikTok is one of the most popular platforms today. As one of the social media TikTok provides a means of sharing content that varies greatly in terms of creativity, video challenge, lipsync, songs, dancing, singing and others. Because many are using the TikTok provide opportunities as a means of promotion. (Dewa, Chriswardana Bayu and Lina A.S, 2021)

Tiktok itself is a platform that is used as a medium that can channel hobbies or creativity in uploading videos that have been made (Pertiwi, 2020). Rahmawati (2018: 1-3) TikTok is a Chinese application that has succeeded in

enlivening the digital industry in Indonesia. TikTok is made as a running studio by mobile users. This social Media creates special effects that are made attractive and easy to use by all users this makes it easy to create a video that can attract the attention of those watching it.

The Tiktok application is a place to see short videos produced by its creators with various expressions. Then the user of the application can follow or imitate the videos of other users. And there are videos that are made and then uploaded by entrepreneurs to promote their products so that they can be known by the wider community. (Hasiholan, Pratami, and Wahid, 2020).

5. Buying Interest

According to Kotler and Keller (2012) in Kristia (2021) buying interest is the conduct of individuals based on experience when choosing, using, wearing, and consuming which is based on the desire to buy or choose a product or service based on a brand.

Consumer buying interest is part of the component of consumer activity in consuming a product. The presence of a desire to make a purchase can create a great motivation in a person's mind and produce a strong pattern of activities that make a consumer have to fulfill the desires that are in his mind (Febriansyah, 2018).

Buying interest is obtained from the process of learning and thinking that forms views. The interest that arises when making a purchase generates a desire that continues to exist in his mind and becomes a very strong thing, until finally that desire will be realized when the consumer must make a decision to meet his needs. (Nurjanah, 2021). Buying interest is the attitude of consumers who tend to be interested in something and then make decisions that have to do with the purchase through various stages to choose to buy a product or service. (Yurike and Aswina). Motivation is taken from the latin *movere* which means encouragement, drive. Pradini, Fitri, and Anisa (2022) explain that buying interest is

the energy or force that causes something to buy. Buying interest indicator according to Ferdinand in Ahmad

Avin Faza (2020 : 35) buying interest can be identified through the following indicators: a. Transactional interest, the dependence of a person to buy a product. This interest can be interpreted as a person's desire to immediately buy/own a product. b. Referential interest, the dependence of a person to refer a product to others. c. Preferential interest, an interest that shows the behavior of a person who has a primary preference for the product. The preference that a particular product is desired and one is allowed to ignore other options. d. Exploratory interest, this interest shows the behavior of a person who is always looking for information about the product of his interest and dig up information to support the positive properties of the product.

6. Culinary Business

Muhadjir, 2016 stated that effort is an activity in exerting energy, mind, or body to achieve a purpose; action, Work, initiative, effort, effort to achieve something. Business is an activity in the field of trade by seeking keuntngan.

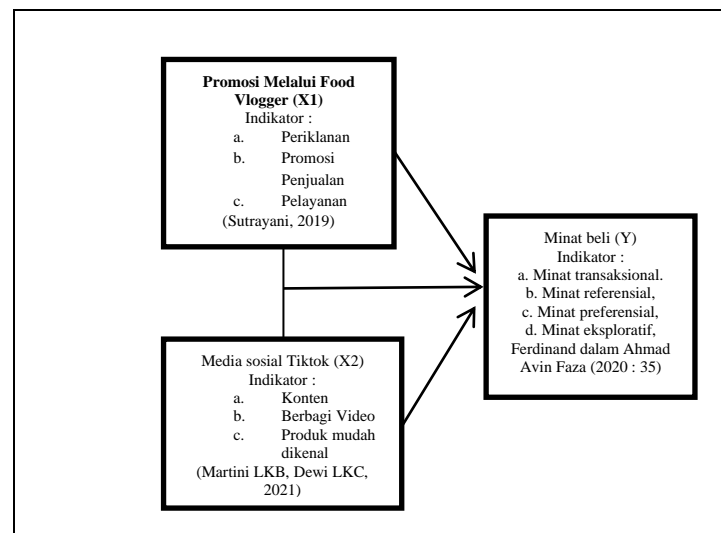
Culinary is a cultural activity of a nation that is very easily recognized as the identity of a society. Culinary is one of the elements of culture and shows the existence of social relations (Utami, S 2018). Culinary is closely related to cooking which is closely related to daily food consumption (Handoko et al, 2019). Ayodya, 2016 in his business Plan culinary business scale UMKM.PT Elex Media Komputindo explained culinary business is a business that conducts sales transactions in the field of food and beverages.

Culinary business is one of the 15 sub-sectors of the creative economy. Culinary business is one of the food provider industry that has all the activities related to cooking activities where aesthetics and creativity are very important. (Arief, 2021)

Presented in the book National Culinary Development Plan 2015-2019 (Lazuardi & Triady,2015). Food is something that will continue to be sought after by everyone with a variety of flavors and looks that are presented differently because basically food is an inherent need for everyone and must be fulfilled so that culinary efforts will never be extinguished for the community, especially business activists. Various types and even thousands of unique culinary businesses can be found because of the development of time and age. So the emergence of creative ideas to open a culinary business.

B. Frame Of Mind

Frame of mind describes the variables that will be used as benchmarks field research adapted to the formulation of the problem.Kerangka Berpikir



Picture 1. Frame Of Mind

Source: Data Processing, 2022

Hypothesis

Hypothesis is a temporary answer to a formulation of the problem that still has to be true through empirical tests. Based on the above research framework, it can be prepared a hypothesis as follows:

H0: promotion through Food Vlogger does not affect buying interest in Dobro Coffee culinary business

H1: promotion through Food Vlogger affects buying interest in Dobro Coffee culinary business

H0: TikTok Social Media does not affect buying interest in Dobro Coffee culinary businesses

H2: TikTok social Media influences buying interest in Dobro Coffee culinary business

H0: promotion through Food Vlogger on TikTok social Media together does not affect buying interest in Dobro Coffee culinary business

H3: promotion through Food Vlogger on TikTok social Media jointly affects buying interest in Dobro Coffee culinary businesses

RESEARCH METHODS

The objects that will be used as respondents in this study are visitors to the dobro Coffee culinary business who know the products from TikTok social media. In this study, the authors used a quantitative research approach. Quantitative research method is a type of research whose details are systematic, planned and clearly structured from the beginning until the creation of the research design. This type of research has the purpose of analyzing and drawing conclusions regarding the state of the object under study.

Quantitative research is different from qualitative research. Quantitative research leads to accurate information. This is because there is data that can be used as guidelines to produce more measurable information. Basically quantitative research does not pass focus on the subject of research but how the instrument used is able to depend on the variables used. (Hardani et al, 2020)

This study uses descriptive research type. According to Sugiyono (2011: 29) in Ariwibowo (2020) descriptive research is a method that serves to describe or give an idea of the object being studied through data or samples that have been collected as is, without analyzing and making general conclusions. The study was conducted in Dobro Coffee located on Pejuang Jaya Utama Street No.136, RT.002/RW.013, Pejuang, Medan Satria

District, Bekasi City. The research was carried out for 1 month starting from October to November 2022.

According to Handayani (2020), the population is the totality of each element to be studied by having the same characteristics, it can be individuals from a group, events, or something to be studied. The population obtained from Dobro Coffee is 42,399 transactions starting from 2020 – 2022.

In this study, samples were taken using Slovin formula and obtained the minimum number of samples as many as 100 people using nonprobability sampling with purposive sampling as a sampling technique. The sampling technique used in this study is non-probability sampling. The non-probability sampling technique itself is a sampling technique that does not provide the same opportunity for each element or member of the population to be selected as a sample (Sugiyono, (2012:53) in Santina, Hayati and Oktarina (2021)). The type of non-probability sampling used is purposive sampling. Purposive sampling is a sampling technique used by researchers if researchers have certain considerations in sampling or determining samples for certain purposes. In order to get the right research results, in this study taking some considerations in sampling are some visitors to Dobro Coffee culinary businesses who use TikTok social media and at least see one promotion or content from Food Vlogger on TikTok application media.

The data collected in this study consists of primary data and secondary data. Primary data obtained from the questionnaire. Data retrieval is done through a survey in the form of questionnaires distributed to respondents through google form. While secondary data is data collected by researchers as supporting primary Data. In this study, the secondary data sources are articles, journals and Related literature. through scientific journals, company data, and books. The Data that has been obtained in this study was then analyzed with statistical tools with the help of SPSS

program. The data analysis is conducted validity test, reliability test, and multiple linear regression analysis.

RESULTS AND DISCUSSION

A. Research Object

Dobro Coffee Shop is located on Pejuang Jaya Utama Street No.136, RT.002/RW.013, Pejuang, Medan Satria District, Bekasi City. Dobro Coffee has an aesthetic building, the present building is evidenced by benches and tables with a touch of black color around it which makes this cafe building has a plus for those who have a hobby of making videos, instastory or taking pictures. Dobro Coffee has a complete building and facilities, but the taste of the menus provided is also not in doubt. A wide variety of menus that can be ordered ranging from coffee, non-coffee, and food available. The price offered is still affordable, especially for those who are still students or students.

B. Characteristics Of Respondents

Table 2. Characteristics Of Respondents

Description	Results	Percentage
Gender	Men	50
	Women	50
Amount	100	100%
Age	< 17	9
	18 – 27	61
	28 – 37	27
	38 - 47	3
Amount	100	100%
Tingkat Pendidikan	SMP/A	32
	Diploma	8
	Sarjana	55
	Magister	5
	Doktor	0
Amount	100	100%
Pekerjaan	Belum Kerja	4
	Pnegeri	8
	Pswasta	21
	Wirausaha	13
	Pelajar	45
	Lainnya	9
Amount	100	100%
Visit	1 time	71
	More 1	29
Amount	100	100%

Source : Respondent Questionnaire, 2022

Based on the results of Table 2 characteristics of respondents obtained the following results :

1. Visitors Dobro Coffee has uniform gender characteristics where the results obtained gender spread of men 50 visitors and women 50 visitors.
2. Visitors Dobro Coffee with age 18-27 dominated the visit with a total of 61 visitors, compared with age < 17 IE 9 visitors, age 28-37 IE 27 visitors, and age 38-47 IE 3 visitors.
3. Dobro Coffee visitors with undergraduate education dominated with 55 visitors, compared to SMP/A with 32 visitors, Diploma with 8 visitors, master with 5 visitors, and no visits from Doctoral level.
4. Dobro Coffee visitors with jobs as students dominate with 45 visitors, compared to not working 4 visitors, civil servants 8 visitors, Private Employees 21 visitors, and other jobs 9 visitors.
5. The majority of Dobro Coffee visitors have visited 1 time with 71 visitors and 29 other visitors have visited more than 1 time.

C. Validity Test

Table 3. Validity Test Results

Variable	Code	Rtabel	Rhitung	Description
Food Vlogger	X1.1	0.195	1	Valid
	X1.2	0.195	0.655	Valid
	X1.3	0.195	0.526	Valid
Tiktok	X2.1	0.195	0.534	Valid
	X2.2	0.195	0.492	Valid
	X2.3	0.195	0.653	Valid
Buying Interest	Y1.1	0.195	0.335	Valid
	Y1.2	0.195	0.423	Valid
	Y1.3	0.195	0.287	Valid
	Y1.4	0.195	0.450	Valid

Source: SPSS processing 26, 2022

Based on the validity test results table, there is a free Variable X1 for Food Vlogger promotion, a free variable X2 for Tiktok promotion, and a variable tied to buying interest. Obtained all indicator values questionnaire respondents have a score score Rhitung > Rtabel 0.195, with this can be stated all the results of respondents ' answers are valid.

D. Reliability Test

Table 4 Reliability Test Results

Variable	Cronbach's Alpha	Cronbach's Alpha Limits	Information
Food Vlogger (X1)	0.797	> 0.60	Reliable
TikTok (X2)	0.846	> 0.60	Reliable
Buying Interest (Y)	0.885	> 0.60	Reliable

Source: processing SPSS 26.2022

Based on the results in Table 4 of the reliability test results presented, it can be concluded that the questionnaire of all variables is declared Reliable, this is evidenced by the entire questionnaire variable Food Vlogger (X1) has a value of

Cronbach Alpha 0.797, TikTok variable (X2) has a value of Cronbach Alpha 0.846 and buying interest (Y) has a value of Cronbach Alpha 0.885. All of these variables have Cronbach Alpha levels > 0.60.

E. Multiple Linear Regression Analysis

1. Test T

a. Food Vlogger On Buying Interest

Table 5 T Test Results X1

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	19.545	5.766		3.390	.001
	Food Vlogger	.464	.067	.572	6.975	.000

a. Dependent Variable: Buying Interest

Source: SPSS processing 26, 2022

It can be seen that the coefficient of Variable X1 food Vlogger calculated on t is 6.975 while the T table can be calculated from the T-test table where = 0.05 and df = 100. This result is obtained from the formula $df = n - 2$. where n is the number of samples (100 - 2), t table 1.882 is obtained. It can be concluded that Food Vlogger has a p-value of 0.000 < 0.05 means significant, While t count > t table (6.975 > 1.882) then H0 is rejected and H1 is accepted. It can be concluded that promotion through Food Vlogger has a significant influence on buying interest in Dobro Coffee.

b. Tiktok Against Buying Interest

It can be seen that the coefficient of Variable X2 Tiktok calculated at t is 7.941 while the T table can be calculated from the T-test table where = 0.05 and df = 100. This result is obtained from the formula df

= n-2. where n is the number of samples (100 - 2), t table 1.882 is obtained. It can be concluded that Tiktok has a p-value of 0.000 < 0.05 which means it is significant, While t count > t table (7,941 > 1,882) then H0 is rejected and H1 is accepted. It can be concluded that promotion through Tiktok has a significant influence on buying interest in Dobro Coffee.

Tabel 5 Hasil Uji T X2

Coefficients^a

Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	18.202	5.237		3.476	.001
	Tiktok	.441	.056	.622	7.941	.000

a. Dependent Variable: Buying Interest

Source: SPSS processing 26, 2022

2. Test F

a. Food Vlogger with Tiktok against buying interest

Table 6 F Test Results

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1942.895	2	971.448	33.369	.000 ^b
	Residual	2882.124	99	29.112		
	Total	4825.020	101			

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), Tiktok, Food Vlogger

Source: SPSS processing 26, 2022

It can be seen that the coefficient of the Combined Independent Variable calculated on F is 33.369 while the F table can be calculated from the T-test table where = 0.05 and df = 100. This result is obtained from the formula $df = n - 2$. where n is the number of samples (100 - 2), t table 2.305 is obtained. It can be concluded that the Combined Independent Variable has a p-value of $0.000 < 0.05$ means significant, while F count $> F$ table ($33.369 > 2.305$) then H_0 is rejected and H_3 is accepted. It can be concluded that the Combined

Independent Variable (Food Vlogger with Tiktok) has a significant influence on buying interest in Dobro Coffee

Based on the summary model results table below can be explained as follows:

- 1) the value of R 0.635 indicates that the relationship between the free variable (Food Vlogger with Tiktok) and the bound variable (buying interest) has a strong relationship, with the interpretation of the strong relationship level ranging from 0.499 to 0.799

2) the value of R Square 0.403 indicates that the contribution of the independent variable in the dependent variable has a contribution value :

$$KP = R^2 \times 100\% \quad KP = 0.403 \times 100\% \\ KP = 40.3\%$$

The amount of contribution (Food Vlogger with Tiktok to buying interest) is 40.3%

3) the value of Adjusted R Square 0.319 indicates that the contribution of the free variable to the dependent variable has a contribution value :

$$KP = R^2 \times 100\% \quad KP = 0.319 \times 100\% \\ KP = 31.9\%$$

The amount of free variable contribution (Food Vlogger with Tiktok to buying interest) is 31.9%. but this value is used if doing bound variable estimation value.

4) STD Value. Error of the Estimate 5.39559 shows the error rate of linear regression, the smaller the number the better the regression equation

Table 7 Results Model Summary Table

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635 ^a	.403	.391	5.39559

a. Predictors: (Constant), Tiktok, Food Vlogger

Source: SPSS processing 26, 2022

COVER

Based on the results and discussions described above, it can be concluded as follows : promotion through Food Vlogger has an influence on buying interest in Dobro Coffee culinary business; promotion through Tiktok has an influence on buying interest in Dobro Coffee culinary business; promotion through Food Vlogger with Tiktok has an influence on buying interest in Dobro Coffee culinary business. With this expected to dobro Coffee managers can continue to improve various types of promotions in order to increase consumer buying interest in culinary business.

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