



THE INFLUENCE OF FOODVLOGGER @DEDEKARFANDA'S CONTENT ON TIKTOK ON CONSUMER BUYING INTEREST "BUKAN AYAM GEPREK BANG DEDEK"

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Abstract

The development of technology and social media has changed how social interaction and communication are handled, providing significant opportunities in business marketing. With more than 221 million internet users in Indonesia in 2024, social media, especially TikTok, has become an important platform for product and service promotion. This study aims to determine whether there is an influence of food vlogger content @dedekarfanda on TikTok on consumer purchasing interest, "not bang dedek's geprek chicken". The primary basis of this study uses the Uses and Effects Theory. This research method uses a quantitative approach with a survey method. This study aims to analyze the influence of food vlogger content @Dedekarfanda on TikTok on consumer purchasing interest. Using a quantitative approach, data was collected through a questionnaire distributed to 70 account followers. The analysis results show a significant linear relationship between the content produced by @Dedekarfanda and consumer purchasing interest, with a significance value of 0.00, which is smaller than 0.05. This finding confirms that marketing strategies through influencers on social media can effectively influence purchasing decisions and shows the great potential of TikTok as an efficient and affordable marketing tool. This research provides insight for business actors in utilizing social media to increase sales and build relationships with consumers.

Keywords: TikTok, Purchase Interest, Food Vlogger.

I. INTRODUCTION

Current technological developments have created various platforms that allow us to interact socially with the environment and communicate extensively. Social media is a digital platform that allows users to communicate with each other or share content such as images, videos, and text. Social media also allows users to engage in social activities. That is why it is essential to realize the potential of social media as a significant promotional tool in business development.

Based on survey data from the Indonesian Internet Service Providers Association (APJII) in 2024, the number of internet users in Indonesia reached 221,563,479 people, equivalent to 79.50% of the total population of Indonesia, which reached 278,696,200 people in 2023. Every year, the increasing number of internet users shows that internet technology will always be a part of people's activities.

Social media can be used for internet marketing, advertising, and as a business tool. Advertising is the packaging and distribution of information to influence and arouse the interest of a person or group of people (Susanto, 2014). Agustina, Najib, and Suharjo (in Santoso and Larasati, 2019:29) emphasize that advertising is a marketing tool used to convey to customers a product offered, either in the form of goods or services. Compared to traditional media, social media is a more efficient way to promote products or services quickly to a broad audience to increase sales. In addition, advertising through social media is relatively easy and cheap, so many Indonesians use it to market their goods and services. Thus, social media is a marketing

communication technique to increase consumer knowledge of a product, improve product image, and ultimately boost sales, Kotler and Keller (Augustinah, 2019).

Having a presence on TikTok can be a highly effective strategy for expanding your reach, building your brand, and strengthening your relationships with your audience. TikTok has become an essential platform for marketing and advertising. The platform offers a broad reach, engaged audience, creative ad formats, and measurable results, making it an attractive option for marketers and advertisers looking to reach a wider and more involved audience.

The Internet has created social media that the general public can use for marketing, entertainment, communication, and many other purposes. In particular, the Internet dramatically affects the business sector, especially in social media marketing. Digital marketing is a phrase that comes from this type of advertising. The main goal of digital marketing is to connect businesses with consumers so that they can communicate and exchange information (Coviello et al., 2001). Nowadays, digital marketing has become commonplace. TikTok is just one of several social media sites that can be used to market products.

With a focus on commercialization and sustainable development, TikTok has evolved into a platform that allows users to earn money from in-app purchases and sponsored comments or gifts in response to the videos they post. TikTok live streaming is one of the features that can be utilized for marketing. In terms of online shopping, live streaming can increase customer trust. Building this trust is essential because online media cannot replicate the environment and merchandise found in a traditional retail environment.

Using influencers to promote goods is another strategy on TikTok. Various things, including promotions, can attract customers. Promotion is a type of marketing communication that informs consumers about the goods and services offered. The existence of the Internet dramatically influences new marketing strategies that businesses may implement. In this case, influencers play a significant role in influencing customers because of their opinions, attitudes, and thoughts, thus impacting the demand trends for certain products (Zak & Hasprova, 2020).

This social media trend is also used by the TikTok food vlogger account @dedekarfanda, which actively provides information related to culinary content, ranging from recommendations for places to eat to reviews of places to eat and cooking content. The TikTok account @dedekarfanda has its characteristics, namely, besides promoting delicious and affordable places to eat in the city of Palembang, he also encourages his merchandise from his TikTok account.

Dedekarfanda was able to attract the audience's attention by trying to bang Dedek's geek chicken. If you look at the uniqueness of Dedekarfanda's food vlogger content, the audience's perspective on his content can foster culinary interest in his audience. The information presented, the unique style of delivery, and the way of speaking in his vlogs attract the audience's interest in following his culinary reviews. His review videos significantly influence the audience, which is influenced by the culinary content Dedekarfanda shares. It cannot be ignored that marketing through influencers can influence customer purchasing decisions, although many other elements also play a role (Zak & Hasprova, 2020).

Previous studies can also be used as references to support the researcher's research. In the last study entitled "The Influence of Food Vlogger Tanboykun's Content on YouTube Viewers' Purchase Interest" by Erfiny Yurike and Muhamad Rizky Aswina, the authors discussed Tanboykun, who is an artist in Indonesia as well as a food vlogger who can create entertaining Content through his YouTube channel. And Tanboykun is a strong figure who influences his followers and viewers on YouTube. Character intelligence, good demeanor, and always doing creative things certainly influence the audience.

Then, "The Influence of Social Media Exposure on the Jogjafoodhunter TikTok Account on Consumer Purchase Interest" by Afifah Nafiatun Annisa Haya and Ulfah Hidayati discusses the Jogjafoodhunter TikTok Account, which has interesting characteristics, such as the use of captions, sounds, themes, and hashtags that can attract consumers' attention, as evidenced by the thousands of viewers and likes on its posts. The quality of the information conveyed is also complete, helping followers and other TikTok users find culinary information in Yogyakarta. Persuasive messages, such as discount offers and video appearances featuring delicious dishes, can increase consumer purchase interest. Actions such as liking videos, commenting, and tagging others show that they want others to feel the same emotions. In addition, consumers often use this account as a culinary reference, which can increase their purchase interest.

In addition, with a different case in the study entitled "The Influence of Viewers' Responses About Food Vlogger Content @Jogjabikinlaper on Interest in Buying Food in Yogyakarta" by Qurlita Syaharani and Novianto Yudha Laksana, discussing how Content produced by food vloggers can attract responses from viewers. In addition to the Content, viewers' comments or testimonials can encourage other viewers to respond. A person's response to the uploaded Content can attract attention and increase interest in buying the Content. Based on the results of this study, the information presented in the contents of food vlogger @jogjabikinlaper affects interest in buying food in Yogyakarta.

II. METHOD

This study uses a quantitative approach as defined by Darmawan (2013) in his book, which is a knowledge discovery strategy where research data is in numerical form and functions as a tool to find and analyze the information needed. He said that symptoms with characteristics that everyone, or variables, share are given greater weight in a quantitative approach. According to Creswell (2014), quantitative research is a procedure for looking at causal relationships between variables to provide empirical support for a hypothesis. Tools can then measure these parameters, allowing for comprehensive data analysis using statistical techniques.

The primary basis of this study uses the uses and effects theory to show the results (output) of the ongoing communication process by understanding the use, causes, and effects of the media. In contrast, the uses and effects theory of media use is not based on needs, because in this theory, needs are one of the factors causing media use. This statement shows that media use is carried out because an individual has perceptions and expectations of a press that they want to use, so these perceptions and expectations guide an individual in deciding whether to use or not the contents of the media.

According to Sugiyono (2008), population is a generalization area consisting of objects or subjects with specific qualities and characteristics determined by researchers to be studied, and then conclusions are drawn. The population in this study is a collection of accounts that follow the TikTok account @Dedekarfanda, or what are commonly called followers, totaling 29,600 accounts, based on data as of March 11, 2025. Researchers collected data using the simple random sampling technique to obtain data that can represent the large population. According to Darmawan (Darmawan, 2013), the simple random sampling technique opens up an equal opportunity for the entire population to be sampled. The number of samples to be used in this study is 70 accounts that follow the TikTok account @Dedekarfanda.

This research is classified as simple paradigm causal research. Simple paradigm causal research describes the causal relationship of a variable and consists of one independent variable and a dependent variable (Sugiyono, 2013:42). The independent variable (X) in this study is

the Food Vlogger Content @Dedekarfanda. In contrast, the dependent variable (Y) is Consumer Purchase Interest 'Not Bang Dedek's Crushed Chicken.'

The data collection technique used in this study was a questionnaire. The questionnaire was a closed questionnaire where the alternative answers were listed in the questionnaire, and respondents only had to choose the answer according to the conditions experienced by the respondents. The questionnaire used in this study was given to followers of the TikTok account @Dedekarfanda online in the form of a Google form because of the broad scope of the study. The Likert Scale was created to measure how strong or weak the level of respondent agreement is towards a subject or object (Suryadi et al., 2019). The primary purpose of using this Likert Scale is to measure attitudes, opinions, and perceptions of individuals or groups regarding social phenomena (Darmawan, 2013).

Tabel 1.1 Likert Scale Assessment Categories

Option	Positive Scale	Negative Scale
Strongly Agree	5	1
Agree	4	2
Neutral	3	3
Disagree	2	4
Strongly Disagree	1	5

Source:

Darmawan (2013)

III. RESULTS AND DISCUSSION

Food content posted on TikTok can provide an attractive product/food image, thus forming a perception of quality and increasing purchasing interest (Teo et al., 2018: 3). TikTok content, whether in the form of photos or videos, can visualize food and help consumers understand the food they want to buy. Content presented well will attract public attention and get a positive response. This is in line with the research findings of Kudeshia & Kumar (2017: 4), which shows that audio, image, video, and photo elements in social media become topics of conversation and influence purchasing interest.

A food vlogger is an account that presents review content about food. The content offered by food vloggers includes information about the available menu, location, taste, atmosphere, and price. This information helps consumers choose the food they want to buy. On TikTok, viewers can respond through likes, comments, and sharing activities.

Food vloggers significantly influence consumer purchasing decisions, which significantly impacts the interaction between viewers and food vloggers themselves. Viewers tend to believe the emotions displayed by food vloggers when they review food. This can be seen from the facial expressions, tone of voice, and body language shown by the food vlogger (Effendy, 2021). The food review videos they make show the visual and taste aspects of the food being reviewed and provide personal experiences and perspectives on the food (Mariani & Si, 2016; Setiyaningsih & Jatmikowati, 2019).

According to Sukmawati and Suyono (in Pramono, 2012), purchasing interest is one element of behavior in consumption attitudes. Consumer purchasing interest refers to the stage at which they choose between the various brands available and finally purchase based on the option they like the most. This process involves multiple consumer considerations when deciding to buy goods or services. Purchasing interest is influenced by consumer attitudes towards the product and their beliefs about quality and price. Therefore, marketers need to

understand consumer desires. Consumer purchasing interest includes attitudes, interests, actions taken in decision-making, and purchasing planning for various brands. Product characteristics, the choice of benefits offered, and the prices set by marketers greatly influence consumer interest.

A validity test shows how well the measuring instrument can measure what is being measured. Ghozali (2009) stated that the validity test is used to measure whether a questionnaire is valid or not. If $r_{count} \geq r_{table}$ (2-sided test with sig. 0.05), then the instrument or question item is significantly correlated to the total score (declared valid).

Table 1. Results of the Validity Test of the Influence of Foodvlogger Content @Dedekarfanda on TikTok (X)

No Soal	R Hitung	R Tabel	Keterangan
1	0.444	0.2352	Valid
2	0.262	0.2352	Valid
3	0.326	0.2352	Valid
4	0.249	0.2352	Valid
5	0.341	0.2352	Valid
6	0.337	0.2352	Valid
7	0.433	0.2352	Valid
8	0.253	0.2352	Valid
9	0.432	0.2352	Valid
10	0.276	0.2352	Valid

Source: Researcher Data Processing

Table 2. Results of the Consumer Purchase Interest Test (Y)

No Soal	R Hitung	R Tabel	Keterangan
1	0.304	0.2352	Valid
2	0.246	0.2352	Valid
3	0.288	0.2352	Valid
4	0.387	0.2352	Valid
5	0.426	0.2352	Valid
6	0.276	0.2352	Valid
7	0.353	0.2352	Valid
8	0.262	0.2352	Valid
9	0.360	0.2352	Valid
10	0.476	0.2352	Valid

Source: Researcher Data Processing

So, the results of the validation test of data or variables X and Y in our study can be stated as valid because $r_{count} > r_{table}$.

According to Suryadi et al. (2019), a reliability test is a test to determine how consistent the instrument is in measuring the construct to be measured. The results of the reliability coefficient are interpreted as <0.60 , meaning that the instrument used in the study is unreliable. At the same time, a value greater than 0.60 indicates that the instrument used is reliable or can be relied on (Juliandi, 2008).

Bagian X

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.581	.462	11

The researcher can conclude from the reliability test results on variable X, where the N of items is 11 statements that have been tested for validity. The results of the overall reliability test are 0.581, so Cronbach's Alpha is greater than 0.60, meaning that variable X is reliable.

Bagian Y

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.583	.469	11

The researcher concluded that the results of the reliability test on the Y variable, where the N of items is 11 statements that have been tested for validity and the results of the overall reliability test are 0.583, mean that Cronbach's Alpha is greater than 0.60, meaning that it can be concluded that the Y variable is reliable.

The normality test is an essential aspect of statistical analysis because statistical models are based on it (Khatun, 2021). This test assumes that the data is generated from a multivariate normal distribution. Data normality can be tested using various statistical tests. The Kolmogorov-Smirnov test is used to test the normality of research data. A significant value above 0.05 indicates that the data is normally distributed, while a significant value below 0.05 indicates that the data is not normally distributed.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		70
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	1
Most Extreme Differences	Absolute	.118
	Positive	.118
	Negative	-.102
Kolmogorov-Smirnov Z		.991
Asymp. Sig. (2-tailed)		.280

a. Test distribution is Normal.

b. User-Specified

The data or variables from our study have a normal distribution because the significance is greater than 0.05.

According to Sugiyono and Susanto (2015:323), the linearity test can be used to determine whether the dependent and independent variables have a significant linear relationship. The linearity test can be done through Sig—deviation from linearity. The applicable criteria are that if the significance value in linearity ≤ 0.05 , then it can be interpreted that there is a linear relationship between the independent variable and the dependent variable.

1. If the Sig. If the deviation from linearity value is > 0.05 , there is a linear relationship between the independent and dependent variables.
2. If the Sig. deviation from linearity value < 0.05 , then there is no linear relationship between the independent variable and the dependent variable

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli Konsumen * Konten Foodvlogger @Dedekarfanda Di Tiktok	Between Groups	(Combined)	117.303	7	16.758	9.929	<.,001
		Linearity	103.434	1	103.434	61.286	<.,001
		Deviation from Linearity	13.869	6	2.311	1.370	.241
	Within Groups		104.640	62	1.688		
	Total		221.943	69			

From the linearity test above, the Sig. deviation from the linearity value is $0.241 > 0.05$, so it can be concluded that there is a linear relationship between the variable Influence of Foodvlogger Content @Dedekarfanda on TikTok (X) and the variable Consumer Purchase Interest (Y).

Simple linear regression analysis is a linear relationship between one independent variable (X) and a dependent variable (Y). This analysis finds out the direction of the relationship, whether the independent variable increases or decreases.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.434	1	103.434	59.350	<,001 ^b
	Residual	118.509	68	1.743		
	Total	221.943	69			

a. Dependent Variable: Minat Beli Konsumen

b. Predictors: (Constant), Konten Foodvlogger @Dedekarfanda Di Tiktok

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.189	4.129		3.194	.002
	Konten Foodvlogger @Dedekarfanda Di Tiktok	.712	.092	.683	7.704	<,001

a. Dependent Variable: Minat Beli Konsumen

Analysis:

1. The first table shows that F count = 59,350 with a significance level of $0.000 < 0.05$, so the regression model can be used to predict the variable Influence of Foodvlogger Content @Dedekarfanda On Tiktok (X), or in other words there is an influence of variable (X) on variable (Y).

2. The fourth table provides information on the regression equation model obtained with the constant and variable coefficients in the Unstandardized Coefficients B column. Based on this table, the regression equation model is obtained: $Y = 13,189 + 0.712 X$.

A t-test is conducted to test the research hypothesis regarding the influence of each independent variable on the dependent variable. The t-test is conducted to test the research hypothesis regarding the influence of each independent variable on the dependent variable. Decision-making is done by looking at the significance of the value in the coefficients table. Usually, the basis for testing regression results is carried out with a confidence level of 95% or a significance level of 5% ($\alpha = 0.05$). The criteria for the t-statistic test (Ghozali, 2016):

1. If the significance value of the t-test > 0.05 , then H_0 is accepted and H_a is rejected. This means there is no influence between the independent and dependent variables.
2. If the significance value of the t-test < 0.05 , then H_0 is rejected and H_a is accepted. This means there is an influence between the independent and dependent variables.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.189	4.129		3.194	.002
	Konten Foodvlogger @Dedekarfanda Di Tiktok	.712	.092	.683	7.704	<,001

a. Dependent Variable: Minat Beli Konsumen

The hypothesis test results (T-test) in the table above show that the significance value of the variable Influence of Foodvlogger Content @Dedekarfanda on TikTok (X) is 0.00, smaller than 0.05. This shows that the variable Influence of Foodvlogger Content @Dedekarfanda on TikTok influences Consumer Purchase Interest.

IV. CONCLUSION

Based on the study's results, it can be concluded that the content produced by food vlogger @Dedekarfanda on TikTok significantly influences consumer purchasing interest in the product "Bukan Ayam Geprek Bang Dedek." This study shows that social media, especially TikTok, is an effective platform for marketing and promotion, given its wide audience reach and high user engagement.

The analysis results show a linear relationship between the content presented by @Dedekarfanda and consumer purchasing interest, with a significance value indicating a strong influence. Thus, business actors can utilize marketing strategies through influencers and creative content on social media to increase sales and build better relationships with consumers. This study also emphasizes the importance of social media in marketing strategies in the current digital era, which can provide competitive advantages for businesses.

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