

ABSTRAK

Annisa Firdaus. 210531100026. Program Studi Ilmu Komunikasi. Pengaruh Terpaan Konten Edukasi dr. Tammy Herliani di Instagram terhadap Penerapan Gaya Hidup *Real Food*.

Penelitian ini bertujuan untuk mengetahui pengaruh terpaan konten edukasi dr. Tammy Herliani di Instagram terhadap penerapan gaya hidup *real food* pada pengikutnya. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 responden. Variabel terpaan konten diukur melalui frekuensi dan perhatian, sedangkan penerapan gaya hidup *real food* diukur melalui pengetahuan, sikap, dan perilaku. Analisis data menggunakan regresi linear sederhana.

Hasil penelitian menunjukkan bahwa terpaan konten edukasi dr. Tammy Herliani berpengaruh signifikan terhadap penerapan gaya hidup *real food* sebesar 34,8%, dengan pengaruh faktor eksternal seperti lingkungan keluarga dan kebiasaan makan.

Kata kunci: Instagram, terpaan konten, *real food*

ABSTRACT

This study aims to examine the effect of exposure to dr. Tammy Herliani's educational content on Instagram on the implementation of a real food lifestyle among followers. This research uses a quantitative approach with a survey method involving 100 of respondents. Content exposure is measured through frequency and attention, while the implementation of the real food lifestyle is assessed through knowledge, attitude, and behavior. Data analysis is conducted using simple linear regression.

The results indicate that exposure to dr. Tammy Herliani's educational content has a significant effect on the implementation of a real food lifestyle by

34,8%, with external factors such as family environment and eating habits also influencing the outcome.

Keywords: Instagram, content exposure, real food