

ABSTRAK

Anggik Wijayanti. 22053110073. Program Studi Ilmu Komunikasi, Universitas Trunojoyo Madura. Pengaruh Kredibilitas dan Estetika Audio Visual Konten Instagram @bjn.foodies Terhadap Minat Beli Generasi Z Pada UMKM Kuliner di Bojonegoro

Penelitian ini dilatarbelakangi oleh tingginya penetrasi internet di Bojonegoro dan dominasi Generasi Z di Instagram yang kritis terhadap promosi digital. Akun kuliner @bjn.foodies hadir sebagai kurator digital yang menjembatani strategi pemasaran UMKM kuliner lokal dengan minat beli konsumen muda. Penelitian ini bertujuan untuk menganalisis pengaruh kredibilitas konten dan Estetika Audio Visual konten Instagram @bjn.foodies, baik secara parsial maupun simultan, terhadap minat beli Generasi Z pada UMKM kuliner di Bojonegoro.

Penelitian menggunakan pendekatan kuantitatif eksplanatif dengan metode survei. Landasan teoretis yang digunakan adalah Elaboration Likelihood Theory (ELT). Data dikumpulkan melalui kuesioner online berskala Likert 5 poin kepada 100 responden pengikut akun @bjn.foodies di Bojonegoro yang diperoleh melalui teknik simple random sampling dan screening. Seluruh data dianalisis secara statistik menggunakan regresi linear berganda dengan bantuan perangkat lunak SPSS.

Hasil penelitian menunjukkan bahwa kredibilitas konten berpengaruh positif dan signifikan secara parsial (t hitung 4,994; $b = 0,621$), begitu pula dengan Estetika Audio Visual konten (t hitung 4,878; $b = 0,386$). Secara simultan, kedua variabel berpengaruh signifikan (F hitung 68,230; sig. 0,000) dengan kontribusi Adjusted R Square sebesar 57,6% dalam menjelaskan variasi minat beli Generasi Z. Temuan ini mempertegas perspektif ELT bahwa kombinasi ulasan yang kredibel (akurat dan objektif) serta presentasi visual hidangan yang estetik sukses mendorong pemrosesan kognitif audiens melalui rute sentral, sehingga secara efektif mengonversi ketertarikan digital menjadi tindakan pembelian nyata pada UMKM kuliner lokal di Bojonegoro.

Kata Kunci: Kredibilitas Konten, Estetika Audio Visual Konten, Minat Beli, Generasi Z, *Elaboration Likelihood Theory*.

ABSTRACT

Anggik Wijayanti. 22053110073. Communication Science Study Program, University of Trunojoyo Madura. The Influence of Content Credibility and Audio-Visual Aesthetics of the @bjn.foodies Instagram Account on Generation Z's Purchase Intention toward Culinary MSMEs in Bojonegoro.

This research is motivated by the high internet penetration in Bojonegoro and the dominance of Generation Z on Instagram, who are highly critical of digital promotions. The culinary account @bjn.foodies serves as a digital curator that bridges the marketing strategies of local culinary MSMEs (Micro, Small, and Medium Enterprises) with the purchase intentions of young consumers. This study aims to analyze the influence of content credibility and the audio-visual aesthetics of the @bjn.foodies Instagram account, both partially and simultaneously, on Generation Z's purchase intention toward culinary MSMEs in Bojonegoro.

This research utilizes an explanatory quantitative approach with a survey method. The theoretical foundation applied is the Elaboration Likelihood Theory (ELT). Data was collected through an online questionnaire using a 5-point Likert scale distributed to 100 respondents who are followers of the @bjn.foodies account in Bojonegoro. The respondents were selected using simple random sampling and screening techniques. All data were statistically analyzed using multiple linear regression with the assistance of SPSS software.

The results indicate that content credibility has a positive and partially significant effect (t -value = 4.994; b = 0.621), as does the audio-visual aesthetics of the content (t -value = 4.878; b = 0.386). Simultaneously, both variables have a significant effect (F -value = 68.230; $sig.$ = 0.000) with an Adjusted R Square contribution of 57.6% in explaining the variance in Generation Z's purchase intention. These findings reinforce the ELT perspective that a combination of credible (accurate and objective) reviews and aesthetically pleasing visual presentations of dishes successfully drives the audience's cognitive processing through the central route, thereby effectively converting digital interest into actual purchasing actions at local culinary MSMEs in Bojonegoro.

Keywords: Content Credibility, Visual Aesthetics of Content, Purchase Intent, Generaion Z, Elaboration Likelihood Theory.