THE ATTRACTIVENESS OF FOOD IMAGES AND BEHIND-THE-SCENES

FOOD VIDEO REELS IN CONSUMER ENGAGEMENT ON SOCIAL MEDIA

UNDERGRADUATE THESIS

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MOTTO

"Start it with Bismillah, end it with Allhamdulilah"

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ABSTRAKSI

Judul Skripsi **: Pengaruh Ketertarikan Foto makanan dan Ketertarikan Video Pembuatan Makanan Terhadap Tingkat Interaksi Konsumen di Social Media**

Nama **: Krisna Dafa H.D**

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Penelitian ini bertujuan untuk menganalisis pengaruh attractiveness of food images (X1) dan *attractiveness of behind-the-scenes* (BTS) *food video reels* (X2) terhadap *consumer engagement in social media*. Dengan semakin berkembangnya platform media sosial, khususnya dalam industri makanan dan minuman, faktor-faktor visual menjadi elemen penting dalam menarik perhatian konsumen. Dalam proposal penelitian ini, diidentifikasi bahwa visual konten memiliki peran signifikan dalam membentuk keterlibatan konsumen di media sosial, di mana dua variabel utama yang diteliti adalah daya tarik gambar makanan dan daya tarik video BTS makanan dengan menggunakan *Reasoned Action Theory* . Pendekatan yang digunakan dalam penelitian ini adalah analisis regresi berganda untuk mengukur sejauh mana kedua variabel independen tersebut mempengaruhi keterlibatan konsumen di media sosial. Data dikumpulkan melalui survei kuesioner yang disebarkan kepada konsumen industri makanan dan minuman.

Hasil penelitian menunjukkan bahwa kedua variabel independen, *attractiveness of food images* (X1) dan *attractiveness of BTS food video reels* (X2), memiliki pengaruh yang signifikan terhadap *consumer engagement in social media*. Secara spesifik, daya tarik gambar makanan (X1) memiliki koefisien sebesar 19.9%, sementara daya tarik video BTS makanan (X2) memiliki koefisien sebesar 57%, yang keduanya signifikan pada tingkat ketertarika 88.4%. Ini menunjukkan bahwa visual konten yang menarik secara signifikan meningkatkan keterlibatan konsumen di media sosial. Kesimpulan dari penelitian ini menekankan pentingnya konten visual yang menarik dalam strategi pemasaran media sosial. Pengelola akun media sosial di industri makanan dan minuman disarankan untuk meningkatkan kualitas gambar dan video yang mereka unggah, khususnya video BTS, untuk memaksimalkan engagement konsumen. Penelitian ini memberikan kontribusi penting dalam memahami dinamika keterlibatan konsumen di media sosial serta menyediakan panduan praktis bagi praktisi industri.

Kata kunci: consumer engagement, social media, attractiveness of food images, behind-the-scenes food video reels

ABSTRACTION

Thesis title   **: The Attractiveness of Food Images and Attractiveness of Behind-The-Scenes Food Video Reels on Consumer Engagement in Social Media**

Name   **: Krisna Dafa H.D**

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This study aims to analyze the influence of the attractiveness of food images (X1) and the attractiveness of behind-the-scenes (BTS) food video reels (X2) on consumer engagement in social media. With the rapid development of social media platforms, particularly in the food and beverage industry, visual factors have become crucial elements in capturing consumer attention. This research proposal identifies that visual content plays a significant role in shaping consumer engagement on social media, focusing on two main variables: the attractiveness of food images and the attractiveness of BTS food videos, utilizing the Reasoned Action Theory. The approach used in this study is multiple regression analysis to measure the extent to which these two independent variables influence consumer engagement on social media. Data were collected through a questionnaire survey distributed to consumers in the food and beverage industry.

The results indicate that both independent variables, the attractiveness of food images (X1) and the attractiveness of BTS food video reels (X2), have a significant impact on consumer engagement on social media. Specifically, the attractiveness of food images (X1) has a coefficient of 19.9%, while the attractiveness of BTS food video reels (X2) has a coefficient of 57%, both significant at an engagement level of 88.4%. This demonstrates that visually appealing content significantly enhances consumer engagement on social media. The conclusion of this study underscores the importance of attractive visual content in social media marketing strategies. Social media account managers in the food and beverage industry are advised to enhance the quality of the images and videos they upload, particularly BTS videos, to maximize consumer engagement. This research provides valuable insights into the dynamics of consumer engagement on social media and offers practical guidance for industry practitioners.

Keywords: consumer engagement, social media, attractiveness of food images, behind-the-scenes food video reels

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PREFACE

Alhamdulillah, Hirobbil Alamin, praise the presence of Allah SWT for the abundance of His mercy and grace by allowing the author to complete his final assignment or thesis with the title "Attractiveness of Food Images and Attractivenes of Behind-The-Scenes Food Video Reels on Consumer Engagement in Social ". The purpose of writing a thesis is to fulfill the requirements for graduation from undergraduate studies - Communication Sciences, Faculty of Social and Political Sciences, Diponegoro University.

This thesis consists of five chapters, starting with the first chapter which consists of background, problem formulation, and research methods. Followed by chapter two which is overview of how food contents are being used by marketer as their marketing strategy, then chapter three which presents the results of respondents's answer in the form of diagrams, and chapter four which is the result of hypothesis testing and discussion, Finally, it closes with chapter five which contains the author's conclusions and suggestions. The author hopes that the results of this research can be used as well as possible in the academic field and by anyone who reads and studies it. On the other hand, the writer also realizes that there are still many shortcomings in this research, so the writer appreciates suggestions and constructive criticism for the writer's progress in the future.

Semarang, 28 may 2024

Krisna Dafa H.D

CHAPTER I
INTRODUCTION

1.1   Background

Instagram plays a significant role in the world of marketing communications. It is emerging as a key platform in the business world, and with modern technology, it can significantly change the marketing world from traditional to more modern methods. This transformation can be achieved simply by using internet technology or social media, creating a more targeted audience, making it easier for people to profit. This efficiency can also reduce production costs (Philip et al., 2008). With 2 billion monthly active users, over 100 million people, this social media platform has become one of the most effective tools for reaching a broad audience (Dean, 2023). Some giant brands in the world use social media to engage with consumers, and 90% of consumers mention that they are willing to buy a product from an account that they follow (manypixels, 2024). Many studies have focused on the impact of Instagram as an integrated tool for publicity and marketing campaigns (Snoussi and Abdullah, 2020). Huey and Yazdanifard (2014) found Instagram very effective for brand building in their research. Previous studies emphasized that social media is for advertising and commerce, as some brands have invested in it as a space to sell their products. Anagnostopoulos et al. (2018) note that Instagram provides an easy way for consumers to like and better comment to interact. They point out that it allows organizations to easily have consumers contribute significantly to marketing campaigns and enhance their reputations.

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Instagram has several features supporting its use as a marketing communication tactics (Asrul & Alfandy 2022). The features facilitate business to share photos and videos with captions uploaded as supporting information for their photos and videos (Renwarin, 2021). Instagram post and story are main common features that mostly used by their users. Instagram Posts share photos and short video display. Whilst the Instagram stories, photos and videos are uploaded for 15 seconds at a time and have a time limit of 24 hours after the content is uploaded (Agustinus & Junaidi, 2020). Another recent popular feature is Instagram Reels, which Instagram introduced in June 2021, where users can edit the content of the videos they upload, adding audio, special effects, and various filters (Rochmatin Lailatis Sholawati & Tiarawati, 2022).

Restaurant business also use Instagram to build, increase and maintain consumer engagement on social media. High engagement on Instagram can help increase sales and find more information about what consumers want by using Instagram's existing features to conduct various interactions (Rohadian & Amir, 2019). Consumer engagement on social media also plays a role in strengthening the relationship between the brand and consumers. When engagement occurs in interactions, it triggers excellent enthusiasm for a brand. The higher the level of consumer engagement, the more consumers will recognize and remember the brand (Setyawati & Anindita, 2022). One study found that 86% of consumers will immediately try a restaurant based on their social media experience (Benchmarkeatery, 2021). It is therefore not surprising that restaurant owners are gradually using social media as a marketing tool for their campaigns. One restaurant

revealed that 43% of restaurants prefer Instagram as their primary social media platform (Toast, 2021). A survey conducted by Toast of 1,000 restaurant owners and operators in the United States found that Instagram was the most popular platform among respondents, followed by Facebook (42%), Twitter (17%), and Snapchat (3%). The potential to reach a large audience and spark interest in a menu came from creating well-designed posts. Food-related content can attract consumers and boost business with engaging images of new dishes or videos showcasing the chef's culinary expertise (Benchmarkeaters, 2021).

Restaurants employ diverse techniques aimed at bolstering consumer engagement on social media. A prevalent approach involves the utilization of visually captivating and enticing food imagery to stimulate consumer interest in their culinary or beverage selections (Brewer & Sebby, 2021). Ideally, these compelling food images are intended to generate a pronounced visual allure, thereby enticing consumers to sample the offerings. Food images constitute a subset of commercial images wherein the primary focus of the visuals is food (Herrig, n.d.). Conceptually, it encapsulates the practice of visually presenting food to viewers through photographic means. The role of vision is paramount in the gastronomic encounter, as exemplified by the adage "we eat first with our eyes" (Apicius, 1936, as cited in Spence et al., 2016, introduction section).

Restaurants have already used those social media marketing strategies by posting food content or photos of their products on Instagram. Captivating and professional photos are crucial to increasing engagement and even boosting product sales. The popularity of content is one of the factors that affects user engagement

on social media, whether it rises or falls. Several factors can influence the popularity of food content uploaded by restaurants. First, the visual features of the content influence their popularity on social media (Bakshi & Gilbert, 2015; Khosla et al., 2014). Visual features that evoke emotions are more likely to become popular on social media. Given the influence of visual features on content popularity, visual features are likely to influence image popularity in the food domain. People appreciate and interact with the shared content by adding tags, comments, or likes (Jang et al., 2015), which can result in increased consumer engagement with restaurant posts. Social endorsement metrics such as likes and comments are powerful and direct means to stimulate other people's behavior in a network (Harris & Dennis, 2011).

One of restaurant that used food images to engage with their consumers is Akasa Café. According to insights from Akasa Café's Instagram account in picture 1.1-1. During November 2023, from the sequence of posts with the highest to lowest engagement, Akasa Café's food content ranked 9 out of 10 posts, receiving only 5 likes, 0 comments, and 0 shares out of a total of 224 likes, 10 comments, and more than 10 shares from all posts on their Instagram feed.
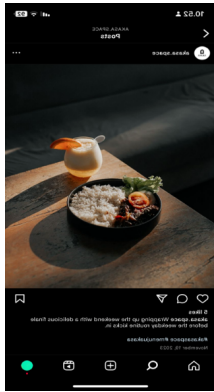
Figure 1.1-1 Akasa Café food posts

Another restaurant that has utilized BTS food video reels is Bharga Café and Eatery (Figure. 2.2-1). Their behind-the-scenes food video reels showcasing how they prepare a dish reached 70 likes, 0 comments, and 13 shares. This content ranked 1 out of 8 and contributed the most to Bharga's Instagram engagement rate in January 2024.
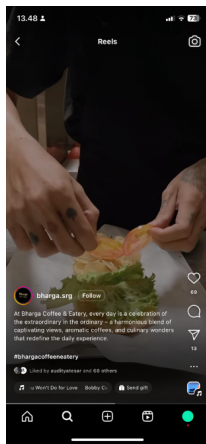
Figure 1.1-2 Bharga Café and Eatery posts

What is compelling about this study is the discrepancy between the significant strategy made by restaurants like Akasa Café and Bharga Café and Eatery in their Instagram social media marketing strategy. Both strategies show a significant difference in their implementation outcomes. Both restaurants attempt to market their products through content in the form of photos and videos, maximizing factors such as aesthetic and color features to maximize stimuli in their marketing efforts. Therefore, this study examines the impact of the attractiveness of food images and behind-the-scenes food video reels on consumer engagement on social media. This research is crucial for helping restaurants and businesses understand how to optimize their marketing strategies to achieve better results and maximize user engagement on Instagram.

1.2 Research Problem

Consumer engagement on social media is one of the most critical factors in building strong relationships between brands or products and consumers (Bansal & Chaudhary, 2016). Instagram has become one of the effective communication channels for restaurant owners to market their food and stimulate customers' desire for food to gain high consumer engagement. From a recent study (Petit, 2016, pp. 252-253), Instagram users aged 18 to 35 spend five whole days a year browsing food images on Instagram, and 30% will avoid the restaurant if the photo is weak, resulting in low consumer engagement on the restaurant account. In the past, word-of-mouth was a good way for companies to know whether they could retain their customers. Nowadays, the number of Instagram followers, likes, and good photo

quality determines user engagement (on social media). Therefore, restaurants use various methods to enhance consumer engagement on social media. One commonly employed strategy is using attractive and appetizing food images to pique consumer interest in their food or beverage offerings (Brewer & Sebby, 2021). Ideally, these great food images create a strong visual appeal and entice consumers to try the products. However, some restaurants have not optimized attractive food images to increase consumer engagement on social media. They may not pay enough attention to the quality of the images or may be inconsistent in posting attractive food images. This results in a discrepancy between the ideal state, where restaurants use good food images to increase consumer engagement on social media, and the reality on the ground, which shows a lack of attention to using effective visual content.

Another common strategy is using BTS food video reels (Mekyai & Patterson (2016). Ideally, these videos give consumers an up-close and personal look at the food-making process, providing an engaging and entertaining visual experience. As a result, consumers are more engaged and have a stronger connection to the brand. However, some restaurants still do not fully utilize these BTS food video reels to increase consumer engagement on social media. Some restaurants may not pay enough attention to the quality of video production or may not be consistent in posting engaging video content. This results in a gap between the ideal situation of restaurants using BTS food video reels to increase consumer engagement on social media and the reality of a lack of focus on using effective video content.

Akasa Cafe is one of the restaurants that uses Instagram content to engage quite intensely more than 5 times a month. However, their engagement rate is less than 1% (compared to the number of followers) while good engagement rate is 1 % to 5% (Hootsuite, 2024). Bharga café and eatery also struggling to cultivate deep consumer engagement on Instagram. This partly due to their lack of attention using affective and strong visual content, including photos and videos. These restaurant have not fully optimized attractive photos or engaging BTS food video reels to increase consumer engagement on social media. As a result, there is a gap between the desired outcome of utilizing visual content for increased consumer engagement on social media and the current reality of a lack of focus on using such content effectively. Thus, this study is determined to examine the attractiveness of food images and the attractiveness of BTS food video reels on consumer engagement on social media.

According to the preceding explanation, the issue can be stated as follows:

1. Does the attractiveness of food images and attractiveness of behind-the-scenes food video reels influence consumer engagement in social media?

1.3 Research Objective

The purpose of this study is to examine the attractiveness of food images and attractiveness of behind-the-scenes food video reels on consumer engagement in social media

1.4 Research Significance

1.4.1 Theoretical Significance

This research draws from reasoned action theory to examine the influence of food images and BTS food video reels. In doing so, this study advances the understanding of how the audience responds to forms of advertising messages on social media and examines its effectiveness for business purposes.

1.4.2 Practical Significance

This study provides additional insights for the public concerning the impact of photos and videos used social media marketing strategy. This information can be a valuable resource for industries and campaigns related to this topic.

1.4.3 Social Significance

This research provides information about the impact of exposure to advertising content feature and the two variables influencing it. Such information is essential for business owners who plan to market their products/services using social media.

1.5 Theoretical Framework

1.5.1 State Of The Art

This research has conducted numerous studies; hence, some earlier studies will be detailed and discussed.

First, In the 2019 study titled "Instagram Stories versus Facebook Wall: An Advertising Effectiveness Analysis," authored by Daniel Blanche, Isabel Cenjor,

and Alfredo Pérez-Rueda, a quantitative research approach, and an online survey was employed to compare the effectiveness of advertising on two prominent social media platforms: Instagram Stories and Facebook Wall. The research's primary objective was to gain insights into how advertising effectiveness varies based on the choice of the social media platform and the target audience's characteristics. The study revealed that Instagram Stories outperformed Facebook Wall, building more favourable attitudes toward advertisements. Users exposed to ads through Instagram Stories displayed a positive disposition toward the ads themselves and the products and services being promoted. With its transient, dynamic, and interactive nature, Instagram Stories emerged as particularly effective for achieving short-term advertising goals, such as flash sales. This observation aligns with previous research on social media's influence on impulse buying, underscoring Instagram's capacity to stimulate higher levels of consumer impulsive behavior compared to other platforms like Facebook, Pinterest, and Twitter. These results offer valuable insights for advertisers and marketers seeking to optimize their advertising strategies on social media.

Second, In the thesis titled "Instagram as a Visual Marketing Tool for a Restaurant" authored by Aleksandra Pozhidaeva in 2021, a quantitative descriptive method was employed to explore the impact of marketing on Instagram on consumer trust. The primary objective of this research was to enhance the visibility and promotion of the Kasarmina restaurant through social media, with several key aims in mind. These objectives included the analysis of various marketing techniques, an investigation into visual marketing and the different types of visual

content, an examination of how color choices in marketing influence consumer behavior, a comprehensive review of Instagram marketing, its associated tools, and formulating an Instagram marketing strategy. The study highlighted the suitability of Instagram as a platform for visual marketing and illustrated its practical application in the context of the Kasarmina restaurant. As a result, the research culminated in creating posts tailored to the restaurant's Instagram profile. This work sheds light on the potential of Instagram as a powerful tool for restaurant promotion and the critical role of visual content in marketing.

Third, In the year 2022 study titled "Predicting Social Media Engagement with Computer Vision: An Examination of Food Marketing on Instagram," conducted by Matthew Philp, Jenna Jacobson, and Ethan Pancer, an image classification machine learning algorithm, specifically Google Vision AI, was employed to assess how the visual attributes of product offerings, particularly food, influence social media engagement within the context of restaurants' Instagram posts. In an era where the social media landscape is highly competitive, eateries strive to distinguish themselves by presenting visually striking and "Instagrammable" food items. This research aimed to gauge the effectiveness of social media advertising and influencer marketing, using various dependent variables such as sales, page engagement, brand perceptions, and purchase intentions. The key goal of the study was to investigate the relationship between the visual characteristics of food products and their impact on social media engagement. The results revealed a positive association between food images that received more confident evaluations from Google Vision AI, serving as a proxy for

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food typicality and higher levels of engagement in the form of likes and comments. Furthermore, a subsequent experiment indicated that exposure to food images appearing more typically increased positive affect, suggesting that such images are easier to process, thus contributing to elevated engagement levels mentally. This research offers valuable insights into the significance of visual content in food marketing on Instagram and its influence on social media engagement.

Fourth, In the 2023 study titled "The Use of Visual Marketing in Promoting Food Images Through Instagram: Case Vietnam" by Ali Hussain, Ding Hooi Ting, Amir Zaib Abbas, and Umair Rehman, a quantitative research approach was employed to examine the influence of sponsored Instagram advertisements on consumer ad-related involvement, encompassing both cognitive and affective aspects, as well as the overall flow experience. This, in turn, was explored in relation to its impact on consumers' intentions to purchase the promoted products. The study was framed within the S-O-R model, which considers stimulus, organism, and response states as crucial components of the advertising process. The primary objectives of the research were to investigate factors within the content of Instagram-sponsored advertisements and gain a comprehensive understanding of how exposure to such ads affects consumer perceptions. The findings revealed that several elements, such as advergames, played a significant role in stimulating the audience's response, offering valuable insights into effective visual marketing strategies in promoting food images on Instagram in Vietnam.

Fifth, In their 2019 thesis titled "Aesthetics of Food: The Role of Visual Framing Strategies for Influence Building on Instagram," Rebecca Reagan, Sonia

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Filice, Sara Santarossa, and Sarah J. Woodruff conducted a quantitative content analysis to explore how social media influencers leverage aesthetic image design to engage their followers. This study focused on the top ten most-followed food influencers on Instagram in the United States. The research delved into the effectiveness of visual framing strategies by examining 120 images shared by these influencers that had garnered over 10,000 likes in 2017. The study aligned itself with the visual framing theory, seeking to unveil patterns and insights in how these influencers presented their content. Their findings revealed that food influencers showcased images of cooked dishes without embellishments, utilizing high-contrast colours and close-up shots. In contrast, raw food images were associated with cluttered compositions and more distant perspectives, while cooked food images were linked to high contrast and close-up shots, emphasising top-down camera angles. These outcomes shed light on food influencers' deliberate visual strategies to engage their Instagram followers, ultimately contributing to the broader understanding of the aesthetics of food promotion on social media platforms.

In conclusion, from these five previous studies, various influences cause the emergence of purchase intention on social media. This study introduces new variables, such as the attractiveness of food images and behind-the-scenes videos. However, it is not yet widely studied in Indonesia.

1.5.2   Research Paradigm

This study employs a quantitative research approach within a positivist paradigm to elucidate the causal relationship. The positivist paradigm posits a fundamental concept that reality exists by the laws of nature. The concept is grounded in the philosophical framework of realism. Positivism, as a philosophical perspective, pertains to assessing the inherent worth of information, placing particular emphasis on the objective consideration of empirical evidence and factual data, while striving to minimize the influence of subjective human judgments. According to Saunders et al. (2012), the study conducted in Scotland in 2012 yielded the following results.

1.5.3   The Attractiveness of Food Images

Many food photos are shared on the internet, spanning multiple platforms including social media and recipe websites. Users upload visually appetizing food photos to attract social attention (Takahashi et al., 2019). The attractiveness of food images refers to how respondents response to the visual appeals or aesthetic qualities of food images that can stimulate attention for trying or buying the product (Spence, C., Motoki, K., & Petit, O. 2022). Therefore, the attractiveness of food images is important in food photography that can significantly affect people's perception of the food served. The two key aspects under consideration are color, shape (Takahashi et al., 2019)**.**

1. Colour feature: The colour elements of a food impact its appeal. There is believed to be a correlation between the colour composition of food and

our hunger levels. Warm colours like red, orange, and yellow increase our hunger, whereas cold colours like blue, purple, grey, and black decrease our appetite (Takahashi et al., 2017). Given that meals that stimulate our hunger are appealing. Nishiyama et al. found that the colours of images significantly impact their perceived quality in terms of color harmony. Based on the information provided, we use the colour function to assess the colour distribution of food.

2. Shape feature: The best camera angle for food photography is determined by the arrangement and shape of the components. (Takahashi et al., 2017).

1.5.4   The Attractiveness of Behind-the-Scenes Food Video Reels

The Attractiveness of Behind-the-Scenes Food Video Reels refers to the visual appeal or aesthetic qualities found in behind-the-scenes video footage that shows the process of making or preparing food which can attract the attention of the audience by maximising several factors in the process of creating the videos (Spence, C., Motoki, K., & Petit, O. 2022). In making these videos, the goal is to make the food preparation process appear exciting and appetizing to the audience. The successful appeal of behind-the-scenes food videos plays a vital role in various situations as it can significantly impact how people judge the taste, desirability, and quality of the food being prepared (Krockio, 2023). Several factors make behind-the-scenes food videos attractive:

1. Assess the quality and appropriateness of the auditive elements in the video.

2. Measure the visual appeal and cohesiveness of the visual elements used.

3. Assess the verbal elements' clarity, relevance, and level of engagement.

4. Assess the effectiveness and appropriateness of motion interactions in conveying behind-the-scenes aspects.

One aspect that plays a considerable role is using high-quality equipment and lighting to properly showcase the food preparation process. This helps to bring out the textures and colours of the food, creating a strong visual appeal. An equally important aspect is the use of close-up shots to capture details in the food preparation process, such as pieces of ingredients or dough being mixed. This creates immediacy and engagement with the audience (Spence, C., Motoki, K., & Petit, O. 2022). Behind-the-scenes food videos are attractive as they provide a brief overview of the stages of food preparation, which can be engaging and knowledgeable for viewers. In addition, these videos can be used to showcase the skills and cleverness of the chef or cook, which may inspire and motivate viewers (Spence, C., Motoki, K., & Petit, O. 2022).

1.5.5 Consumer Engagement on Social Media

Considering the varying levels of participation on different online platforms, it is valuable to see social media interaction as a distinct aspect of consumer engagement within a particular context (Brodie et al., 2013; Geissinger & Laurell, 2016). Social media consists of many social networks and levels of engagement within large ecosystems. Academics define social media as web-based applications that build upon the principles of Web 2.0, allowing users to create and share their content. YouTube, Flickr, blogs, Facebook, and Instagram are all

classified as social media platforms. Consumer engagement on social media refers to consumer-brand communication in social media is a crucial aspect of consumer involvement. For example, firms create an online brand community using social media to interact with consumers (Zaglia, 2013). This study examines online brand communities inside social media platforms as the setting for consumer-brand interactions facilitated by social media (Brodie et al., 2013; Zaglia, 2013).

The industry practice of categorizing measures of consumer engagement on social media into two broad types (Yiyi Lie, 2019);

1. Responses directly addressing the original postings, such as likes, comments, and favorites. This study focuses on the concept of like as a widely used measure that allows readers to express their pleasure, admiration, or support of information without commenting. For instance, social media platforms like Twitter, Facebook, and Instagram provide a "like" button, while many blogs use a "vote up" or equivalent system.

2. The audience may recommend content to their followers by sharing or disseminating unique items. Examples include sharing on Google and Facebook, reposting on Pinterest, and reposting on Instagram. The motives for likes and shares may vary due to their different exposure and directed nature, while both showing a higher level of engagement with social media content compared to just observing it (Buechel and Berger 2018).

1.5.6 The Attractiveness of Food Images and Restaurant Photos in in Consumer Engagement on Social Media: Reasoned Action Theory

Martin Fishbein and Icek Ajzen coined the phrase "reasoned action" in 1980 to refer to the process of making a well-informed decision that considers external considerations (LittleJohn & Foss, 2009). The hypothesis proposed by LittleJohn and Foss (2009) may predict behavior by evaluating aspects such behavioral attention, attitude, subjective norm, belief strength, evaluation, normative belief, and motivation to comply.

Attitudes are directed towards specific behaviors, such as liking restaurant contents, rather than towards general attitude objects such as "like" restaurant content. Attitudes are determined by experimentally weighing the strength of beliefs and evaluations for a particular activity and group before combining them. If consumers believe a restaurant's food image and video are attracting, they may participate by reposting, like, or commenting, impacting the consumer engagement on restaurant's social media. These relative weights are discovered through surveys of target audience members about a behavior. The importance of attitudes, as determined through surveys, helps design intervention campaigns to address the component that best predicts behavioural intentions.

1.6   Hypothesis

Commented [K11]: revised

Attractivenes of Food Images (X1)

Consumer engagement on Social Media(Y)

Attractiveness of Behind-the-Scenes Food Video Reels (X2)
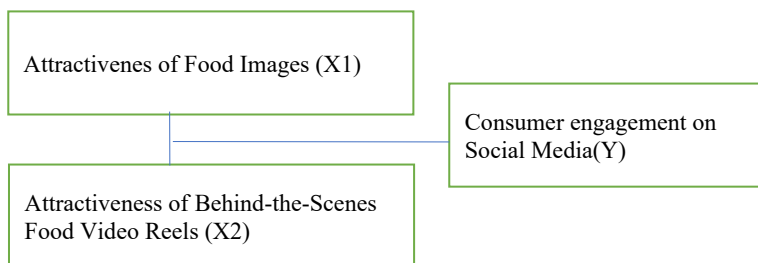
Figure 1.6-1 Hypothesis Diagram

H0: There is an influence between the Attractiveness of Food Images and Attractiveness of Behind-the-Scenes Food Video Reels Influence Consumer Engagement on Social Media

Ha: There is no influence between the Attractiveness of Food Images and Attractiveness of Behind-the-Scenes Food Video Reels Influence Consumer Engagement on Social Media

1.7 Conceptual Definition

1.7.1 The Attractiveness of Food Images

The attractiveness of food images refers to how respondents response to the visual appeals or aesthetic qualities of food images that can stimulate attention to try or buying the product (Spence, C., Motoki, K., & Petit, O. 2022)

1.7.2 The Attractiveness of Behind-the-Scenes Food Video Reels

The Attractiveness of Behind-the-Scenes Food Video Reels refers to the visual appeal or aesthetic qualities found in behind-the-scenes video footage that shows the process of making or preparing food which can attract the attention of the audience by maximizing several factors in the process of creating the videos (Spence, C., Motoki, K., & Petit, O. 2022).

1.7.3   Consumer Engagement on Social Media

Consumer engagement on social media measures how individuals interact with restaurant social media accounts and content, including Likes and Favourites. Comments, DMs, Replies (Yiyi Lie, 2019).

1.8   Operational Definition

1.8.1   The Attractiveness of Food Images

The attractiveness of food images can be operationalized using the following indicators:

1. Perceived attractiveness toward visual appeals of food images from shape and color.
2. Perceived attractiveness toward aesthetic qualities of food images.
3. Level of stimulation of food images on buying the product.
4. Level of stimulation of food images on trying the product.

1.8.2   The Attractiveness of Behind-the-Scenes Food Video Reels

The Attractiveness of Behind-the-Scenes Food Video reels can be operationalized using the following indicators:

1. Perceived attractiveness toward visual appeals of behind-the-scene food video reels.
2. Perceived attractiveness toward visual aesthetic qualities of behind-the-scene food video reels.

3. Level of stimulation of behind-the-scene food video reels on watching the video.

1.8.3 Consumer Engagement on Social Media

The following indicators can measure consumer engagement on social media:

1. Level of consumer-brand interaction through direct responses on the restaurant's social media account.
2. Level of consumer-brand interaction through sharing or propagation of original posts on the restaurant's social media account.

1.9 Research Method

1.9.1 Research Type

To determine whether the relationship between variables and the object of study is more causal, this study employs quantitative research. Therefore, there are independent and dependent variables in this study. The relationship between the independent variable and the dependent variable is then found from these variables (Sugiyono, 2009: 11). The type of research approach used is an explanatory approach, namely connecting different but interrelated patterns (Prasetyo and Jannah, 2008: 43).

1.9.2 Population

The population in this study were consumers aged 18-24 years at a local restaurant in Semarang. This age category was chosen because 37,8% of Instagram

users who "search" for food in Indonesia are adolescents aged 18-24 (Napoleoncat, 2023).

1.9.3 Sampling

1.9.3.1 Sampling technique

In the context of sampling methodology, the participant selection strategy must be intricately woven into the overarching conceptual framework of the study (Punch, 2004). The rationale behind sample selection must be aligned with the fundamental ontological, epistemological, and axiological underpinnings of the research endeavor. In qualitative inquiries, a deliberate and modestly sized sample, chosen purposefully, is often preferred to enrich the depth rather than the breadth of comprehension (Miles and Huberman, 1994; Palinkas et al., 2015). Purposive sampling, as articulated by Kelly (2010: 317), involves selecting respondents anticipated to provide pertinent and valuable insights, thereby optimizing the utilization of limited research resources (Palinkas et al., 2015). Such strategies deviate from random sampling approaches, ensuring that specific cases relevant to the research objectives are included in the final sample. The adoption of purposive sampling is predicated on the assumption that individuals with diverse perspectives and insights pertinent to the study's objectives warrant inclusion (Mason, 2002; Robinson, 2014; Trost, 1986). Using purposive sampling, questionnaires will be distributed to restaurant consumers aged 18-24 through social media platforms, including WhatsApp, Twitter, and Instagram. Interviews will also be used to take samples from restaurant customers.

1.9.3.2 Sample Size

According to Roscoe's guidelines (1975), a research sample size for social research method should be greater than 30 and fewer than 500 (Sekaran & Bougie, 2016). The population size in the study is 100. This sample size is statistically significant and accurately represents the population's preferences within the research context.

1.9.4 Type and Source of Data

This study primarily utilizes tables' numerical data and descriptive comments. The statistics in this study were compiled using primary data collected directly from the research object and questionnaires (Kriyantono, 2006:43).

1.9.5 Research Instrument and Data Collection Techniques

The instrument used in this research for collecting data is a questionnaire. A questionnaire is a set of questions related to the variables and systematically compiled. In collecting data, considering the respondents in this research are university students, the researcher interviewed respondents for each question in the questionnaire.

1.9.6 Data Processing

1.9.6.1 *Editing*

This involves reviewing the survey questions provided by the researchers. The goal of editing is to guarantee that the list of answered questions is free of errors to the highest degree feasible (Narbuko, 2005: 153).

1.9.6.2 *Coding*

Coding is used to structure and classify data. Data is labelled, segregated, assembled, and structured using codes as shorthand (Charmaz, 1983).

1.9.6.3 *Tabulation*

Tabulation involves organizing data into tables based on study requirements and creating tables with the necessary information. The tabulation table provides a concise summary of the data for examination.

1.9.6.4 *Data Analysis Technique*

The data analysis used to determine The Attractiveness of Food Images (X1) and The Attractiveness of BTS Food Video Reels (X2) on Consumer Engagement in Scoial Media(Y) is a multiple linear regression with the assistance of SPSS program. Multiple linear regression analysis is an analysis to determine the effect of more than one independent variables on one dependent variable.