The Influence of Instagram Content @yummy.idn on Audience's Cooking Interest

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Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh konten Instagram *@yummy.idn* terhadap minat memasak audiens. Dalam kajian ini, pendekatan teori *Stimulus–Organism–Response* (SOR) digunakan untuk menjelaskan bagaimana konten visual (*stimulus*) dapat memengaruhi persepsi dan emosi audiens (*organism*), yang kemudian membentuk minat memasak (*response*). Metode penelitian yang digunakan adalah kuantitatif eksplanatif dengan teknik survei, menggunakan kuesioner daring yang disebarkan kepada 110 responden yang merupakan pengikut akun *@yummy.idn*. Hasil analisis regresi menunjukkan bahwa konten Instagram berpengaruh positif dan signifikan terhadap minat memasak audiens ($p < 0,05$), dengan nilai koefisien determinasi (R^2) sebesar 0,458. Dimensi atensi menjadi aspek konten paling dominan, sedangkan dimensi minat transaksional dan eksploratif menonjol pada variabel minat memasak. Penelitian ini memberikan kontribusi empiris dalam kajian komunikasi digital dan dapat dimanfaatkan oleh pelaku industri kuliner dalam merancang strategi konten media sosial yang efektif.

Kata kunci: Konten Instagram, Konten Kuliner, Minat Memasak, Pengaruh Media Sosial

Abstract: *This study aims to analyze the influence of Instagram content from @yummy.idn on the audience's cooking interest. The Stimulus–Organism–Response (SOR) theory was applied to explain how visual content (stimulus) affects audience perception and emotion (organism), which in turn shapes cooking interest (response). The study employed a quantitative explanatory approach with a survey method using an online questionnaire distributed to 110 respondents who follow @yummy.idn. Regression analysis results show a positive and significant influence of Instagram content on cooking interest ($p < 0.05$), with a coefficient of determination (R^2) of 0.458. Attention was the most dominant content dimension, while transactional and exploratory interest stood out in the cooking interest variable. This research contributes empirical evidence to digital communication studies and can be utilized by culinary industry players to design effective social media content strategies.*

Keywords: *Cooking Interest, Culinary Content, Instagram Content, Social Media Influence*

INTRODUCTION

Social media has become a central platform in modern society, not only serving as a means of communication but also as a space for interaction, self-expression, and digital information consumption[1]. In Indonesia, internet usage continues to show a significant upward trend each year. According to APJII (2024), the number of internet users is projected to reach 231 million by 2025, while Statista (2023) forecasts this figure could exceed 250.15 million. These varying estimates reflect the complexity of digital dynamics and highlight the importance of social media in daily life[2].

The transformation of social media from a communication tool into a digital economic and cultural space involves processes such as datafication—the conversion of user activity into analyzable data—and commodification, where content becomes a commodity shaping individual identity and preferences[3]. In digital communication contexts, social media provides a participatory space enabling audiences to act as both producers and consumers of content[4].

Instagram is one of the platforms experiencing significant growth. A report by We Are Social (2025) noted that Instagram's global active users have surpassed two billion, placing Indonesia as the fourth-largest user base. This platform has evolved into a powerful visual media channel shaping participatory culture and serving as a strategic tool in digital marketing communication[5]. With features such as stories, reels, and cooking tutorials, Instagram fosters emotional and visual connections between content creators, brands, and audiences[6].

The culinary industry is among the most affected by this transformation. Instagram algorithms drive affective-based engagement, shaping users' culinary

[1] Astari Clara Sari et al., "KOMUNIKASI DAN MEDIA SOSIAL," 2018, https://www.researchgate.net/publication/329998890.

[2] Nila Zaimatus Septiana, "Dampak Peggunaan Media Sosial Terhadap Kesehatan Mental Dan Kesejahteraan Sosial Remaja Dimasa Pandemi Covid-19," *Nusantara of Research : Jurnal Hasil-Hasil Penelitian Universitas Nusantara PGRI Kediri* 8, no. 1 (April 30, 2021): 1–13, doi:10.29407/nor.v8i1.15632.

[3] Nick Couldry and Ulises A Mejias, "The Costs of Connection: How Data Is Colonizing Human Life and Appropriating It for Capitalism," in *The Costs of Connection* (Stanford University Press, 2019).

[4] Abda Fahmi Muthohar and Budi Hartono, "Pengaruh Digital Konten Marketing Media Sosial Tiktok Terhadap Brand Image Produk Scarlett Whitening (Studi Kasus Pada Mahasiswa UNTIDAR): Studi Kasus Pada Mahasiswa UNTIDAR," *Jurnal Ekonomi, Manajemen, Bisnis, Dan Sosial (EMBISS)* 3, no. 3 (2023): 308–15.

[5] Gracela Marisa Sanapang et al., *Digital Marketing : Strategy & Inovasi Pemasaran Digital*, ed. Efitra (PT.Sonpedia Publishing Indonesia, 2025).

[6] Rizki, "THE EFFECT OF CONTENT EXPOSURE @IKOY2AN'S INSTAGRAM," 2022.

preferences[7]. On the other hand, healthy lifestyle trends and clean eating movements have influenced consumption behaviors, including a growing interest in home cooking as part of a more health-conscious modern lifestyle[8].

This phenomenon has led to the rise of culinary accounts such as @cookin.id and @kokikutv. However, @yummy.idn stands out as the largest culinary account in Indonesia with over 2.6 million followers. It offers visual, educational, and easy-to-understand cooking content, making it a primary reference for users seeking to learn cooking through social media. The content is regarded as both visually appealing and instructional, enabling audiences to easily replicate or practice the recipes presented.

Digital content is not only informative but also persuasive and affective. Exposure to visually engaging culinary content can influence perception and consumption behavior, including the intention to cook at home [9]. Strong visual narratives foster active audience engagement such as saving, sharing, and trying the recipes [10].

Cooking interest is a psychological aspect formed through experience, internal motivation, and social influence [11]. Exposure to visually appealing culinary content can generate positive perceptions of cooking activities, motivating individuals to try them [12]. However, not all exposure to content automatically increases cooking interest, as factors such as dynamic lifestyles, time limitations, and the availability of ready-to-eat food also play a role [13].

[7] Taina Bucher, "The Algorithmic Imaginary: Exploring the Ordinary Affects of Facebook Algorithms," in *The Social Power of Algorithms* (Routledge, 2019), 30–44.

[8] Yen Cheng Chen et al., "From Screen to Plate: How Instagram Cooking Videos Promote Healthy Eating Behaviours in Established Adulthood," Nutrients 17, no. 7 (April 1, 2025), doi:10.3390/nu17071133.

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[13] Nassim Naderi et al., "Food Tourism: Culture, Technology, and Sustainability," *Frontiers in Nutrition* (Frontiers Media SA, 2024).

Previous studies have often focused on social media in the context of digital literacy, [14] purchase intention [15], or consumer loyalty [16]. However, there remains a limited number of studies specifically examining the influence of culinary content on cooking interest as a form of behavioral change in consumption. Therefore, this study offers novelty by testing the effects of visual culinary content through the Stimulus–Organism–Response (SOR) theoretical approach, where content acts as the stimulus (S), is psychologically processed by the audience as the organism (O), and generates a response in the form of cooking interest (R). This study measures dimensions of digital content (frequency, duration, attention) and cooking interest (transactional, referential, preferential, exploratory) and tests the relationship between them[17].

This study specifically examines the Instagram account @yummy.idn, which has yet to be extensively researched in academic contexts, despite its millions of followers and broad influence in the digital culinary space. The main objective is to assess the extent to which the recipe and tutorial videos from the account influence audience cooking interest. Thus, this study aims to contribute theoretically to the development of SOR-based digital communication studies and practically to the design of impactful content strategies for creative and culinary industry players.

[14] Veera Bhatiasevi, "The Uses and Gratifications of Social Media and Their Impact on Social Relationships and Psychological Well-Being," *Frontiers in Psychiatry* 15 (2024), doi:10.3389/fpsyt.2024.1260565; Eun-Ju Seo and Jin-Woo Park, "A Study on the Effects of Social Media Marketing Activities on Brand Equity and Customer Response in the Airline Industry," *Journal of Air Transport Management* 66 (2018): 36–41.

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[16] Klemens Mere et al., "THE ROLE OF INTERACTIVE CONTENT IN BUILDING CONSUMER ENGAGEMENT AND STRENGTHENING BRAND LOYALTY: A REVIEW ON SOCIAL MEDIA PLATFORMS AND CORPORATE WEBSITES PERAN KONTEN INTERAKTIF DALAM MEMBANGUN KETERLIBATAN KONSUMEN DAN MEMPERKUAT KESETIAAN MEREK: TINJAUAN PADA PLATFORM MEDIA SOSIAL DAN SITUS WEB PERUSAHAAN," n.d.; Fuad Alfaridzi Setiawan and Heida Ifkari Safitri, "Pengaruh Content Marketing Dan Electronic Word of Mouth Terhadap Loyalitas Konsumen Produk Lokal Kecantikan Dengan Brand Image Sebagai Variabel Mediasi," *Jurnal Manajemen Dan Ekonomi Kreatif* 2, no. 1 (December 18, 2023): 187–204, doi:10.59024/jumek.v2i1.293.

[17] Nayeema Ahmed and Muhsina Jannat, "Unraveling the Dimensions of E-Servicescape and Its Influence on E-Grocery Shopping Intention: Application of Stimulus-Organism-Response (S-O-R) Framework," *Jahangirnagar University Journal of Business Research* 23, no. 2 (February 13, 2024): 1–20, doi:10.53461/jujbr.v23i2.21.

RESEARCH METHODOLOGY

This study adopted a quantitative approach using a survey method to examine the influence of Instagram content from @yummy.idn on audience cooking interest. The quantitative approach was chosen for its ability to provide objective measurements and statistical analysis to explore the relationship between the Instagram content variable (X) and cooking interest (Y). As an explanatory study, it aimed to determine the extent to which exposure to culinary content via Instagram influences users' cooking interest[18].

The population consisted of all followers of the Instagram account @yummy.idn, which reached approximately 2.6 million users as of April 2025. A non-probability sampling technique was employed using purposive sampling, where respondents were selected based on specific criteria: (1) they must be active followers of @yummy.idn and (2) they must have viewed, watched, or interacted with its content. The Slovin formula was used to determine the sample size with a 10% margin of error. As a result, a minimum of 100 respondents was deemed representative for further analysis.

Data collection was conducted through an online questionnaire distributed via Google Forms. The questionnaire comprised three main sections: (1) respondents' demographic data; (2) statements related to Instagram content from @yummy.idn; and (3) statements about cooking interest. A 4-point Likert scale was used in the instrument, ranging from 1 (strongly disagree) to 4 (strongly agree).

The operationalization of variables in this study was based on two main constructs: (a) Instagram content, measured through dimensions of frequency, duration, and attention; and (b) Cooking interest, assessed through transactional, referential, preferential, and exploratory interest. Data analysis was performed using SPSS version 25, and the analytical techniques included validity testing (Pearson Product Moment), reliability testing (Cronbach's Alpha), descriptive analysis, Pearson correlation, classical assumption testing, simple linear regression, coefficient of determination (R^2), and significance testing (t-test).

Instrument validity was tested through a pilot test with 30 initial respondents. The results showed that all items for Instagram content and cooking interest variables had correlation coefficients greater than the critical value of 0.361, indicating validity. Reliability testing was then conducted to assess internal consistency, revealing Cronbach's Alpha values of 0.760 for the Instagram content variable (good reliability)

[18] Sidik Priadana and Denok Sunarsi, "Metode-Penelitian-Kuantitatif," 2021.

and 0.828 for the cooking interest variable (very good reliability). Thus, the instrument was deemed reliable and suitable for data collection[19].

RESULTS AND DISCUSSION

This study aimed to analyze the influence of Instagram content from @yummy.idn on audience cooking interest. Based on the analysis of 110 respondents, it was found that Instagram content has a positive and significant impact on cooking interest. This discussion explores the findings, relates them to the Stimulus–Organism–Response (SOR) theory, and compares them with previous studies.

Influence of Instagram Content on Cooking Interest

The results of a simple linear regression test showed a significance value of 0.000 (< 0.05) and a regression coefficient of 0.901. This means that every one-unit increase in Instagram content contributes to a 0.901-point increase in cooking interest. The R Square value of 0.458 indicates that 45.8% of the variation in cooking interest can be explained by Instagram content, while the rest is influenced by other external factors.

Table 1. Simple Linear Regression Results (Coefficients)

Coefficients[a]						
		Unstadardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	20.137	1.821		11.055	.000
	Instagram Content	.901	.094	.677	9.551	.000

Source: Processed Data (2025)

[19] Prof Dr Sugiyono, "Metode Penelitian Kuantitatif Kualitatif Dan R&D (M. Dr. Ir. Sutopo. S. Pd," *ALFABETA, Cv*, 2019.

Table 2. Simple Linear Regression Results (Model Summary)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677[a]	.458	.453	2.523

Source: Processed Data (2025)

These findings align with the SOR theory (Mehrabian & Russell, 1974), which posits that external stimuli—such as culinary visual content—can influence individuals' internal states like perception and emotion (organism), thereby triggering responses in the form of cooking behavior.

Strength of Relationship Between Variables

The Pearson correlation test showed a coefficient value of 0.677 with a significance level of 0.000, indicating a strong and positive relationship between Instagram content and cooking interest. The more often users are exposed to @yummy.idn content, the more likely they are to become interested in cooking activities.

Table 3. Pearson Product Moment Correlation

Correlations			
		Instagram Content	Cooking Interest
Instagram Content	Pearson Correlation	1	0,677
	Sig. (2-tailed)		0,000
	N	110	110
Cooking Interest	Pearson Correlation	0,677	1
	Sig. (2-tailed)	0,000	
	N	110	110

Source: Processed Data (2025)

Dominant Dimensions: Attention and Transactional Interest

Descriptive analysis showed that the attention dimension of Instagram content had the highest mean score (mean = 3.32), categorized as "Strongly Agree." This indicates that @yummy.idn content effectively captures audience attention, both visually and informatively.

Table 4. Descriptive Analysis of Instagram Content Variable

Dimension	Mean	Category
Frequency	3.15	Agree
Duration	3.11	Agree
Attention	3.32	Strongly Agree

Source: Processed Data (2025)

For the cooking interest variable, the transactional and exploratory dimensions had the highest average scores (mean = 3.45), categorized as "Strongly Agree." This indicates that respondents are interested not only in directly trying the recipes (transactional) but also in exploring new culinary ideas (exploratory).

Table 5. Descriptive Analysis of Cooking Interest Variable

Dimension	Mean	Category
Transactional Interest	3.45	Strongly Agree
Referential Interest	3.23	Agree
Preferential Interest	3.40	Agree
Exploratory Interest	3.45	Strongly Agree

Source: Processed Data (2025)

Instrument Validity and Reliability

Validity test results showed that all questionnaire items had correlation values greater than the critical value of 0.256, indicating that the items were valid in measuring the research variables. Reliability test results showed Cronbach's Alpha values of 0.681 for Instagram content and 0.725 for cooking interest. Both values exceed the threshold of 0.6, confirming good internal consistency and reliability.

Table 6. Instrument Reliability Test Results

Variable	*Cronbach's Alpha*	Description
Instagram Content	0.681	Reliable
Cooking Interest	0.725	Reliable

Source: Processed Data (2025)

Theoretical Interpretation and Implications

These findings support the application of the Stimulus–Organism–Response (SOR) theory, which states that an external stimulus can influence an individual's psychological condition (organism) and lead to specific behavioral responses. In this context, the visual content from Instagram @yummy.idn acts as a stimulus that activates audience perception and emotion, prompting a response in the form of increased cooking interest[20].

This is consistent with previous research by Sokolova and Perez (2024), which found that exposure to food influencer content on Instagram affects users' intentions to cook at home. A strong visual strategy in culinary content enhances emotional engagement and shapes audience consumption preferences[21].

[20] Victoria Hochreiter, Cynthia Benedetto, and Marc Loesch, "The Stimulus-Organism-Response (S-O-R) Paradigm as a Guiding Principle in Environmental Psychology: Comparison of Its Usage in Consumer Behavior and Organizational Culture and Leadership Theory 1," *Journal of Entrepreneurship and Business Development* 3, no. 1 (2023): 7–16, doi:10.18775/jebd.2806-8661.2021.31.5001.

[21] Natalia Pratiwi and Santi Delliana, "PENGARUH KONTEN FOOD VLOG DI AKUN YOUTUBE RIA SW TERHADAP PERILAKU KONSUMTIF SUBSCRIBER THE EFFECT OF FOOD VLOG CONTENT ON RIA SW YOUTUBE ACCOUNTS ON SUBSCRIBER'S CONSUMPTION BEHAVIOR," vol. 8, 2022.

Demographically, most respondents in this study were women aged 18–25, who are university students and active social media users. Most spend more than five hours a day on social media. This aligns with the We Are Social (2023) report, which noted that the average daily social media usage in Indonesia is 7.5 hours

The Instagram content variable in this study was measured through frequency, duration, and attention dimensions [22]. Among these, attention scored the highest, showing that @yummy.idn's visual appeal is effective in attracting audience attention. Karr (2016) emphasized that attention is a key entry point in influencing audience perception and decision-making processes regarding digital content.

For cooking interest, the transactional and exploratory dimensions scored the highest. This indicates that audiences are not only interested in trying recipes directly but are also motivated to explore diverse culinary techniques and ideas. This finding is in line with Putri and Anita (2022), who noted that interest in productive activities like cooking can grow through exposure to educational and relevant visual content.

Overall, the findings of this study show that concise, engaging, and informative content strategies—as implemented by @yummy.idn—can significantly enhance audience engagement and shape cooking interest. These findings contribute theoretically to the application of the SOR model in digital communication and offer practical implications for culinary industry practitioners and content creators in designing effective social media strategies.

CONCLUSION

This study concludes that Instagram content from @yummy.idn has a positive and significant influence on audience cooking interest, with attention, transactional interest, and exploratory interest emerging as the most dominant factors. The findings reinforce the Stimulus–Organism–Response (SOR) framework, where visually engaging stimuli trigger audience perceptions and emotions, subsequently encouraging productive behavior in the form of cooking interest. Empirically, this research confirms that short, informative, and visually appealing content on social media—particularly Instagram—can effectively encourage positive behavior in the culinary domain. These results offer practical implications for small businesses, culinary brands, and digital communication practitioners in crafting content strategies that enhance audience

[22] Rachman Jonni and Hariyanti, "Pengaruh Konten Instagram Terhadap Minat Beli Konsumen Space Coffe Roastery Yogyakarta The Effect of Instagram Content on the Interest of Buying Space Coffee Roastery Yogyakarta Consumers."

engagement. However, this study has certain limitations, including its focus on a single Instagram account and the use of a quantitative approach with a limited sample size. Future research is recommended to adopt a mixed-methods approach and to explore other platforms such as TikTok or YouTube to gain a more comprehensive understanding of audience engagement dynamics.

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