ABSTRACT

As these days people are taking cues of what is trending in food tourism through videos they see on many social media platforms, foodies have become a major part in promoting and marketing tourism through food. Taking the short food videos of Mbah Satinem and her lupis, a legendary viral street food vendor who got famous after her snack got featured on two trending TV show on Netflix: Street Food Asia: Yogyakarta and Twogether: Yogyakarta, as an example, this research conducts whether there is an influence from the videos towards foodies' destination image and visit motivation.

The analysis for this paper is done by employing the method of conclusive research and the technique used for processing the data were multiple linear regression using SPSS (Statistical Program for Social Science). Data were collected using purposive sampling to obtain 100 respondents who answered the questionnaire online. The results shows that (1) Short food videos are proven to have a positive and significant influence toward foodies' destination image, (2) There is no positive and significant influence from short food videos towards foodies' visit motivation, (3) Destination image received by foodies from the short food videos is proven to have a positive and significant influence toward their visit motivation, (4) Destination image has become the mediating variable between short food videos and visit motivation of foodies.

Keywords: Destination Image, Foodies, Short Food Videos, Street Food Asia, Visit Motivation

INTISARI

Saat ini orang-orang mengikuti tren pada wisata kuliner melalui video yang mereka lihat di sosial media, wisatawan kuliner telah menjadi bagian utama dalam mempromosikan dan memasarkan pariwisata melalui makanan. Penelitian ini menggunakan contoh video pendek lupis Mbah Satinem, seorang pedagang kaki lima legendaris yang viral ketika makanan tradisional buatannya diliput di dua acara TV yang sedang tren di Netflix: Street Food Asia: Yogyakarta dan Twogether: Yogyakarta. Penelitian ini mencoba menguji pengaruh dari video pendek makanan terhadap citra destinasi dan motivasi berkunjung wisatawan kuliner.

Analisis penelitian ini dilakukan dengan menggunakan metode penelitian konklusif. Sedangkan teknik pengolahan data yang digunakan adalah regresi linier berganda menggunakan SPSS (Statistical Program for Social Science). Pengumpulan data dilakukan dengan menggunakan sampel bertujuan yang diperoleh dari 100 responden yang menjawab kuesioner secara online. Hasil penelitian menunjukkan bahwa (1) Video pendek makanan terbukti memiliki pengaruh positif dan signifikan terhadap citra destinasi wisatawan kuliner, (2) Tidak ada pengaruh positif dan signifikan video makanan pendek terhadap motivasi kunjungan wisatawan kuliner, (3) Citra destinasi yang diterima oleh wisatawan kuliner melalui video pendek makanan terbukti memiliki pengaruh positif dan signifikan terhadap motivasi berkunjung mereka, (4) Citra destinasi menjadi variabel mediasi antara video pendek makanan dengan motivasi berkunjung wisatawan kuliner.

Kata kunci: Citra Destinasi, Motivasi Berkunjung, Street Food Asia, Video Pendek Makanan, Wisatawan Kuliner.