



THE INFLUENCE OF TIKTOK FOOD VLOGGER FARIDA NURHAN'S CONTENT TO ATTRACT CONSUMER INTEREST IN BUYING A FOOD PRODUCT

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ABSTRACT

The rapid development of social media, especially TikTok, has changed the way people access information and decide to buy products, including food products. Farida Nurhan, as a popular food vlogger on TikTok, is considered to have a strong influence on consumer purchasing interest through her expressive communication style and interesting content. This study aims to analyze the influence of Farida Nurhan's content and the role of social media on consumer purchasing interest. The method used is a descriptive quantitative approach with a survey technique through an online questionnaire to 100 respondents aged 18–35 years. Data were analyzed using multiple linear regression. The results showed that both food vlogger content and the role of social media have a positive and significant influence on consumer purchasing interest, with a joint contribution of 43.3%. Farida Nurhan's content variable proved to be more dominant in influencing purchasing decisions. This finding strengthens the evidence that food vloggers act as effective persuasive communication agents in digital marketing. The practical implications of this study indicate that culinary industry players can utilize collaboration with food vloggers as a strategy to increase consumer visibility and purchasing interest in the digital era.

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1. INTRODUCTION

The development of digital technology has revolutionized the way people access information and carry out consumption activities, including in terms of choosing food products. Social media, as one of the main products of digital transformation, has now

become the main channel for individuals to obtain information, get entertainment, and make purchasing considerations. One of the platforms that has experienced the fastest growth is TikTok, which is known for its short video format and user interest-based algorithm. According to the Digital 2023 report by DataReportal, Indonesia ranks fourth in the world in terms of the number of internet users, with more than 213 million active users. Of that number, more than 170 million are social media users, and 63% of them access TikTok every day, especially young people. This phenomenon has encouraged the emergence of content creators, one of which is food vloggers, who specifically review food products visually and narratively.

One of the most prominent figures in the Indonesian digital culinary realm is Farida Nurhan. With a spontaneous, personal, and characterful speaking style, and a focus on street food and regional specialties, Farida is able to build credibility and emotional connections with the audience. The number of followers that has reached millions on TikTok is a clear indication of the influence of her communication in shaping perceptions and consumption behavior.

Several previous studies have underlined the effectiveness of food vloggers in shaping purchasing interest. Egi and Gita (2023) emphasized that the factors of trust, personal appeal, and perception of food vlogger expertise greatly determine audience response. Luong and Ho (2023) also highlighted that the quality of content and the credibility of digital narratives can trigger emotional responses that lead to purchasing intentions. However, research that specifically explores how the distinctive communication style of a local food vlogger like Farida Nurhan shapes consumer purchasing interest in Indonesia, especially through the TikTok platform, is still very limited. This is where the scientific gap that this study aims to bridge lies.

Based on this background, this study aims to empirically analyze the influence of Farida Nurhan's TikTok content and the role of social media on consumer purchasing interest in food products. By understanding the factors that contribute to purchasing decisions, this study is expected to provide theoretical contributions to the digital marketing communication literature and provide practical recommendations for culinary industry players in the digital era.

Uses and Effects Theory

This study uses the Uses and Effects theory as a theoretical basis for understanding the interaction between consumers and social media, especially in the context of consuming content from food vloggers. This theory is a development of the Uses and Gratifications approach and emphasizes how individuals use media to meet their needs, as well as how the media affects the attitudes and behavior of users (Windahl in Pratama & Hermanu, 2023). One important concept in this theory is that media users are active and selective, where they consume content based on personal motivation, perception, and experience. Media literacy is an important component in interpreting the messages received. Thus, the influence of the media in this case TikTok content from food vloggers depends on the extent to which users are involved and perceive the content personally. Marketing Communications, Marketing communications is the process of delivering messages strategically to influence audiences in making purchasing decisions. According to the American Marketing Association, marketing communications include the activities of planning and implementing promotions, pricing, and distribution of ideas, goods, and

services in order to create satisfying exchanges (Effendy in Hendrayady et al., 2021). In the digital era, social media has become an integral part of marketing communications, especially through Electronic Word-of-Mouth (e-WOM). Reviews delivered by influencers, such as food vloggers, are often considered more credible and engaging than traditional advertising. Persuasive communication is key, with both logical and emotional approaches to shaping consumer opinion. The three main elements in persuasive communication are the communicator, the message, and the audience, all of which play an important role in shaping consumer decisions.

Tiktok Social Media

Social media is a digital platform that allows two-way interaction between users in various forms, from text, images, to videos. According to the Global Digital Yearbook (2020), there are more than 3.5 billion social media users worldwide. Social media allows for fast, cheap, and participatory dissemination of information, making it a primary medium in modern marketing (Utami, 2023). One of the most influential platforms today is TikTok, which allows users to create and distribute short videos. TikTok attracts the interest of the younger generation, especially Generation Z, who are known to have a high tendency to seek social validation and consumption preferences based on influencer recommendations (Charneski, 2020; Hinduan et al., 2020). With a personalized algorithm system, TikTok is able to present content based on individual interests, making it a very effective marketing tool to reach and influence consumer behavior in real-time.

Food Vlogger

As a Digital Influencer Food vloggers are individuals who consistently create video content about food, whether in the form of restaurant reviews, recipes, or culinary experiences. With a distinctive delivery style and strong use of visual media, they act as informal endorsers in digital marketing strategies. Their presence allows brands or culinary entrepreneurs to expand their market reach and build emotional connections with consumers (Rybackzewska et al., 2020). Previous studies have shown that the appeal of celebrities or public figures in product endorsements has a significant effect on purchasing interest. Sukmadewi et al. (2022) and Pratiwi et al. (2021) found that the credibility, expertise, and positive image of food vloggers can increase brand awareness and consumer preference. In this context, food vloggers like Farida Nurhan are not only content creators, but also marketing agents who shape the audience's perceptions and purchasing motivations.

Consumer Interest

Purchase interest is a reflection of the psychological drive that drives individuals to make a purchase. The two main elements that form interest are motivation and attention. Motivation triggers desire, while attention directs an individual's focus on a particular object. When someone is interested in a product or information, it is likely that the individual will seek more information and become more involved in the product (Kotler, 2017). Ferdinand divides purchase interest into four categories, namely: Transactional Interest - the desire to buy, Referential Interest - the desire to recommend to others, Preferential Interest - preference for one brand over another, Explorative Interest - the

desire to seek more information. In the context of social media, purchase interest can be formed through exposure to entertaining, informative, and relatable content. Therefore, understanding the dynamics between the content consumed and the perceptions formed is important in analyzing consumer purchase intentions.

2. RESEARCH METHOD

This study uses a quantitative approach with a descriptive survey method, because it aims to measure and explain the relationship between TikTok content variables from food vlogger Farida Nurhan and the role of social media on consumer purchasing interest. This approach was chosen so that researchers can test hypotheses and obtain results that can be statistically generalized to the target population.

Data collection was carried out through an online questionnaire distributed to 100 respondents aged 18–35 years, who actively use TikTok and are familiar with Farida Nurhan's content. The sampling technique used was purposive sampling, with certain criteria so that respondents were truly relevant to the object of study. The questionnaire was designed using a 5-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5), to measure respondents' perceptions of the variables studied.

The independent variables in this study consist of two main indicators, namely:

X_1 : Food Vlogger Farida Nurhan's Content

X_2 : The Role of Social Media

While the dependent variables are:

Y : Consumer Purchase Interest

To ensure the validity of the instrument, a construct validity test was conducted using factor analysis with the help of SPSS software. The instrument is declared valid if the factor loading value of each indicator is greater than the r -table value (0.196 at $N = 100$, $\alpha = 0.05$). In addition, to ensure internal consistency between items, a reliability test was conducted using Cronbach's Alpha, with a threshold of ≥ 0.600 as an indicator of acceptable reliability.

The data were analyzed using multiple linear regression analysis, which began with testing classical assumptions including normality and multicollinearity. Regression was conducted to test the simultaneous and partial effects between the independent variables and the dependent variable. The coefficient of determination (R^2) is used to measure the magnitude of the contribution of the two independent variables in explaining variations in purchase interest. Significance testing was conducted at a 95% confidence level ($\alpha = 0.05$), either through a t -test (partial) or an F -test (simultaneous). This method is expected to provide an accurate picture of how much influence Farida Nurhan's TikTok content and social media have on consumer decisions in purchasing food products, as well as supporting the scientific validity of the findings.

3. RESULTS AND ANALYSIS

RESULTS

This study involved 100 respondents aged 18–35 years who actively use TikTok and know the content of food vlogger Farida Nurhan. The majority of respondents were female (58%) and were of productive age (80% aged 18–25 years), indicating that the young age group is the dominant user of social media who is exposed to digital culinary content.

Table 1. Description of Respondents by Gender

Information	Frequency	Percentage
<i>Male</i>	42	42.0
<i>Female</i>	58	58.0
Total	100	100.0

Source: Data processed by the author (2025)

Based on the table above, there are 42% male respondents and 58% female respondents. In the table it can be seen that most of the respondents are women. Furthermore, an analysis of respondents based on age is carried out, which can be seen in the following table 2:

Table 2. Description of Respondents Based on Age

Information	Frequency	Percentage
18-25 years	80	80.0
>25 years	20	20.0
Total	100	100.0

Source: Data processed by the author (2025)

Based on table 2 above, it shows that the largest number of respondents are respondents aged 18 to 25 years, totaling 80 people or 80%, while respondents aged over 25 years are 20 people or 20%.

Table 3. Description of Respondents Based on Occupation

Information	Frequency	Percentage
None	55	55%
Student	9	9%
Housewife	5	5%
Self-Employed	17	17%
Entrepreneur	9	9%
Bank Employee	3	3%
Teacher	1	1%
Police	1	1%
Total	100	100%

Source: Data processed by the author (2025)

Based on table 3 above, the respondents are none or it can be seen that most of them are unemployed.

Table 4. Validity Test Results

Constructs	Factor Loading	r-table
<i>Food Vlogger content</i>		
- Q1	0,766	
- Q2	0,823	
- Q3	0,804	0,196
- Q4	0,795	
- Q5	0,750	
<i>Role of social media</i>		
- Q6	0,809	
- Q7	0,832	
- Q8	0,803	0,196
- Q9	0,816	
- Q10	0,777	
<i>Purchase interest</i>		
- Q11	0,834	
- Q12	0,865	
- Q13	0,850	0,196
- Q14	0,859	
- Q15	0,843	

Source: Data processed by the author (2025)

The results of the validity test in Table 4, all questionnaire items from the three research constructs show a factor loading value of > 0.196 (r-table value for $N = 100$, $\alpha = 0.05$). Thus, all indicators are declared valid, because they have a fairly strong correlation to the measured construct.

Table 5. Reliability Test Results

Variable	Croanbach alpha
<i>Food Vlogger content</i>	0,861
<i>Role of social media</i>	0,934
<i>Purchase interest</i>	0,930

Source: Data processed by the author (2025)

The results of the reliability test above show that all variables in the study have a Croanbach alpha greater than 0.600, so it can be concluded that all variables in the study are valid.

Table 6. Determination Coefficient

R	R-Square	Adjusted R-Squared
658 ^a	.433	.426

Source: Data processed by the author (2025)

Based on multiple linear regression analysis, the coefficient of determination (R^2) value was obtained as 0.433, which means that 43.3% of the consumer purchase intention variable can be explained by food vlogger content and the role of social media simultaneously. The remaining 56.7% is influenced by other factors outside this research model. This shows that the existence of food vloggers and social media provides a substantial contribution in forming purchasing decisions, especially in the context of food products.

Table 7. Partial Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10.214	1.943		5.257	-
Food Vlogger	.527	.083	.557	6.341	.000
Role of social media	.438	.085	.452	5.129	.000

Source: Data processed by the author (2025)

Based on Table 7, it is known that the food vlogger variable (X_1) has a t-value of 6.341 with a significance of 0.000, which means it is smaller than the set significance level ($\alpha = 0.05$). Therefore, the first hypothesis is accepted, which means that the food vlogger variable partially has a positive and significant effect on consumer purchasing interest. The regression coefficient value (B) of 0.527 indicates that each unit increase in perception of food vloggers will increase consumer purchasing interest by 0.527 units. Furthermore, the partial test shows that the food vlogger content variable (X_1) has a positive and significant effect on purchasing interest with a t value = 6.341 and a significance of $p < 0.001$. The regression coefficient of 0.527 indicates that each one-point increase in perception of Farida Nurhan's content will increase purchasing interest by 0.527 points. The social media role variable (X_2) also showed a significant influence ($t = 5.129$, $p < 0.001$), with a regression coefficient of 0.438.

Furthermore, the social media role variable (X_2) also showed a significant influence with a t count of 5.129 and a significance value of 0.000, which is also smaller than 0.05. Thus, the second hypothesis is accepted, which indicates that the role of social media partially has a positive and significant effect on consumer purchasing interest. The regression coefficient of 0.438 indicates that every 1 unit increase in the effectiveness of the role of social media will increase purchasing interest by 0.438 units.

However, from the standardized beta value, it is known that the influence of food vlogger content ($\beta = 0.557$) is more dominant than the role of social media in general ($\beta =$

0.452). This shows that the strength of Farida Nurhan's personal narrative, expression, and credibility as a communicator play a central role in shaping consumer trust and purchasing decisions. This strengthens the position of food vloggers not only as information providers, but also as digital opinion leaders in the context of electronic marketing communications.

Table 8. Simultaneous Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	463.527	2	231.764	42.751	.000 ^b
Residual	354.731	97	3.657		
Total	818.258	99			

Source: Data processed by the author (2025)

Based on table 8, the F value is 42.751 with a significance value (Sig.) of 0.000. This significance value is smaller than the significance limit of 0.05 ($p < 0.05$), which means that the regression model is simultaneously significant. In other words, the independent variables, namely food vlogger content and the role of social media, together have a significant effect on consumer purchasing interest. Simultaneously, the credibility of food vloggers and the role of social media have a significant influence on increasing consumer purchasing interest in food products, therefore culinary business actors should use the services of food vloggers to market their businesses and reach potential consumers more effectively.

ANALYSIS

In this study, the researcher wanted to find out to what extent the TikTok content produced by food vlogger Farida Nurhan influences consumer purchasing interest in food products. Based on the quantitative results obtained from distributing questionnaires to respondents, the data shows that there is a significant and positive influence between Farida Nurhan's TikTok content and consumer purchasing interest.

These results are in line with the findings of Egi & Gita (2023), which highlight the importance of attractiveness and trust in influencers in increasing purchasing interest. These findings also support the Uses and Effects theory, which emphasizes that media users are active in choosing and interpreting content based on personal needs and motivations (Windahl in Pratama & Hermanu, 2023). Audiences not only watch passively, but also respond with consumptive actions when the content is perceived as credible, authentic, and relevant to their needs.

From a visual perspective, Farida Nurhan's content displays food in an appetizing way, accompanied by an expressive narrative that creates a vicarious experience for the audience—as if they were also experiencing the taste of the food. The authenticity of spontaneous speaking style, the use of everyday dialect, and emotional closeness built through direct interaction in comments or live streams are important assets in forming emotional bonding with the audience. This makes Farida's content more than just entertainment: it functions as persuasive communication that influences real action. In practice, this finding provides a signal to culinary industry players that collaboration with food vloggers is not just a virality strategy, but also a form of marketing communication that can form brand trust and purchase intention. The use of social media as a

communication channel has also proven effective, but its impact becomes stronger when supported by public figures who have credibility and personal appeal.

4. CONCLUSION

Based on the results of the study, it can be concluded that TikTok content produced by food vlogger Farida Nurhan has a positive and significant effect on consumer purchasing interest in food products. This finding is reinforced by the results of multiple linear regression analysis which shows that food vlogger content and the role of social media simultaneously contribute 43.3% to the formation of purchasing interest, with Farida Nurhan's content as the most dominant variable.

Farida Nurhan's distinctive, authentic, and expressive communication style has proven effective in building emotional connections and audience trust. Appetizing food visualizations, simple yet convincing narratives, and consistent uploads are factors that increase user engagement and drive purchase intentions. This shows that food vloggers are not only creators of entertainment content, but also play a role as persuasive communicators in the digital marketing ecosystem.

Theoretically, this study strengthens the relevance of the Uses and Effects theory in the context of social media and supports the literature on the effectiveness of marketing communications through influencers. Meanwhile, in practice, the results of this study provide important insights for food and beverage industry players, especially MSMEs, to consider collaborative strategies with food vloggers as an efficient means of promotion that has a direct impact on consumer decisions. This study has limitations in terms of the population aspect which is limited to young people and the TikTok platform only. Therefore, it is recommended that further research expand the demographic scope and adopt a mixed methods approach to gain a deeper understanding of the psychological motivations behind purchasing decision making.

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