



## THE INFLUENCE OF SOCIAL MEDIA *MUKBANG* CONTENTS TOWARDS ADOLESCENT FOOD CONSUMPTION BEHAVIOR

Khansa Ranbia<sup>1</sup>, Andi Windah<sup>2</sup>, Ahmad Riza<sup>3</sup>, and Ida Nurhaida<sup>4</sup>

1 Communication Studies Department, Faculty of Social Science and Political Science,  
Lampung University

email: [khansa.ranbia105919@students.unila.ac.id](mailto:khansa.ranbia105919@students.unila.ac.id)

2 Communication Studies Department, Lampung University

email: [andi.windah@fisip.unila.ac.id](mailto:andi.windah@fisip.unila.ac.id)

3 Communication Studies Department, Lampung University

email: [ahmad.riza@fisip.unila.ac.id](mailto:ahmad.riza@fisip.unila.ac.id)

4 Communication Studies Department, Lampung University

email: [ida.nurhaida@fisip.unila.ac.id](mailto:ida.nurhaida@fisip.unila.ac.id)

**Abstract.** How individuals eat has an impact on their health and well-being. To maintain their well-being, individuals must control their mindset and social environment. The prevalence of eating broadcasts on YouTube, where content creators consume large amounts of food without revealing nutritional information, continues to be a popular trend that hypothetically affects people's eating habits. The study aims to assess the influence of social media influencers on unhealthy food habits, using Planned Behavior Theory as a framework. This study used a method of survey and collecting quantitative data. This study examined the research site of the University of Lampung. The data analysis was done descriptively. According to the regression formula,  $Y = 16.615 + 0.677X$  -> Constant term = 16. In summary, with a trust value of 0.615 indicates a positively oriented regression coefficient X, which represents the magnitude of influence of the X variable on the Y variable. The t-test showed X had a significant impact of 40.1% on Y 59 remaining. 9% of variation in the Y variable attributed to unexamined factors. The study showed that how much a person's food consumption behavior is affected by watching an eating broadcast depends on their intentions. Consuming the frequency, duration, and attention levels of the broadcast significantly affects and improves unhealthy consumption behavior in adolescents.

Keywords: Influence, Food Behavior, Social Media

### I. INTRODUCTION

#### 1.1. Background

The utilization of social media platforms has become an indispensable facet that necessitates attention. On a daily basis, individuals increasingly engage with social networks to acquire news and information, as well as to fulfill their emotional needs through the consumption of appealing entertainment content. According to data

from the Indonesian Internet Service Organizers Association (APJII) in 2022, the total population of internet users in Indonesia reached 210 million. A considerable majority of these individuals, specifically over 98.02%, utilize internet connectivity primarily to interact with various social media platforms.

The utilization of social media is inescapable. Given the advent of the internet, various forms of social media have been



successfully developed to cater to the needs and preferences of their users. For instance, YouTube serves as the primary platform for video sharing. As reported by Statista, YouTube ranks second among social media platforms, boasting 2.56 billion active users. Indeed, as social beings, humans cannot evade a social lifestyle. Observing the tendencies of the Indonesian populace, characterized by a more consumptive nature, one notable trend is the practice of photographing food prior to consumption and subsequently sharing it on social media (Widhia in Manuel, 2019). This trend has evolved to encompass not only photos but also videos. Consequently, this phenomenon is leveraged by YouTubers—users who regularly upload videos to the YouTube platform—to engage viewers.

A phenomenon has emerged involving audiovisual products that depict one or more individuals in a setting engaged in eating and recording activities, including live broadcasts on the internet. The term '*mukbang*' is derived from the fusion of two Korean words, signifying an eating broadcast. This format comprises online or live streaming presentations wherein a host consumes food and beverages. The notable aspect of eating broadcasts lies in the fact that the quantity of food presented significantly exceeds a typical serving for a single individual.

In addition to consuming an extensive quantity, hosts of such eating broadcasts frequently engage with their audience by offering reviews or elucidating the flavors of the food and beverages they are partaking. The behavior of consuming food that is not known to contain nutrients is certainly not a good thing for long-term patterns. Especially for junk food, which is already famous, will be unhealthy if it is often consumed. Too

much junk food can cause a wide range of diseases that may not directly affect their consumers, but can 'kill' slowly.

A healthy lifestyle encompasses a nutritious diet, a clear mind, positive habits, and a supportive environment. An individual can enhance their lifestyle not solely by personal change, but also by altering the social environment and living conditions that influence their mindset (Susanti et al., 2018). Food behavior serve as vital determinants of health, necessitating careful maintenance to mitigate external influences. Consequently, this study aims to investigate the impact of social media to unhealthy food content on social media on adolescents' food behavior.

Based on this background, there are 2 hypothesis that can be concluded which are, H0: There is no effect on watching *mukbang* content on social media Youtube on adolescent food consumption behavior.

H1: There is an effect of watching *mukbang* content on social media Youtube on adolescent food consumption behavior

## 1.2. Literature review

### 1.2.1 Media Exposure

Exposure occurs when the stimulus that falls within the range of our receiver sensor (in Nurjanah, 2021). According to Rakhmat (2004:66), media exposure consists of three aspects: (1) Frequency, (2) Duration, and 3.Attention (attention).

### 1.2.2 Eating Broadcast (*Mukbang*)

The phenomenon of *mukbang* or we often know with a show of people eating online. *Mukbang* (먹방) is derived from the words "*meoknun*" (먹는) and "*bangsong*



which means eating and broadcast. In short, a *mukbang* or eating broadcast is a show of a person eating food and is usually broadcast live. An eating broadcast is an online broadcast or live streaming program, in which a host performs an eating and drinking activity and simultaneously interacts with an audience. In this eating broadcast, a person who hosts a show is commonly called a host. The activities the host performs are eating and drinking while hosting the event. However, the quantity of food is very large, exceeding that of one person. An eating broadcast host will also interact with its audience.

### 1.2.3 Food Consumption Behavior

Food Behavior are the set of types and amounts of food a person or group of people consumes at a given time. According to Baliwati in Mijayanti, dkk (2020) consumption behavior is a variety of information that provides an idea of the kind, amount, and frequency of ingredients consumed or eaten every day by certain community groups. Maromo (2006) suggested that eating patterns would form a person's food behavior.

### 1.2.4 Tzuyang Youtube Channel

In this study, Tzuyang *Mukbang* contents on Youtube will be the variable X. Tzuyang is a South Korean Youtuber who is famous for her *mukbang* video content. It is known that so far with his YouTube account named tzuyang (쯔양) has received 7 million subscribers with 1.7 billion views. Tzuyang was born Park Jungt Won on April 14, 1996 in South Korea. Tzuyang began her career as a Youtube influencer on November 20, 2018

and released her first public video on November 17, 2019.

### 1.2.5 Theory of Planned Behavior

Theory of planned behavior refers to the theory that behavior is a function of prominent information or beliefs about it. People may have a wide range of beliefs about behavior, but when faced with a particular event, few of these beliefs arise to influence behavior. These few beliefs are prominent in influencing individual behavior (Ajzen, 2005) The three factors can be described as Attitude towards behavior, subjective norm, and Perceived Behavioral Control.

## 1.3. Method

This study used a method of survey and collecting quantitative data. This study examined the research site of the University of Lampung. The sampling technique used is random sampling with a target of 100 students. Involving the distribution of surveys to obtain the samples for which data analysis is desired is carried out descriptively.



## II. RESEARCH RESULTS AND DISCUSSION

### 2.1. Research Results

Table. 1 Correlation Test Result

Correlations			
		<i>Mukbang</i> Content (X)	Food Behavior (Y)
<i>Mukbang</i> Content (X)	Pearson Correlation	1	.633**
	Sig. (2-tailed)		.000
	N	100	100
Food Behavior (Y)	Pearson Correlation	.633**	1
	Sig. (2-tailed)	.000	
	N	100	100

Source : The SPSS 23 Statistics Output was processed by researchers in June 2023

From the table above, it is known that :

- Score of sig = 0,00 < 0,05, then the X variable is *Mukbang* Content have the correlations with the Y variable, namely Food Behavior.
- Correlation value 0,633 which means X-variabel and Y-variabel have strong correlation based on the relation degree table (Sugiyono:2015). This means that based on the correlation test, there is a strong correlations between *Mukbang* Content towards Food Behavior.

Table. 2. Regression Test Result

Coefficients <sup>a</sup>				
Model	Unstandardized Coefficients	Standardi d Coefficient	t	Sig.
	B	Std. Er	Beta	
(Constant)	16.615	3.538		4.696 .000
<i>Mukbang</i> Content (X)	.677	.084	.633	8.094 .000

a. Dependent Variable: Food Behavior (Y)

Source : The SPSS 23 Statistics Output was processed by researchers in June 2023

From the table above it is known that the R square value or the coefficient of determination is 0.401, which can also be interpreted as the value of the coefficient of determination equal to 40.1%. The equation can be translated as follows :

- The value has the meaning that the effect of the X on the Y variable is 40,1%.
- There were 59,9% of food consumption behavior in unhealthy foods by other factors not studied in this study. The value of 59.9% was conducted from calculation :  $100\% - 40,1\% = 59,9\%$ .

Table. 3 Hypothesis Test

1. Coefficients <sup>a</sup>				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
(Constant)	16.615	3.538		4.696 000
<i>Mukbang</i> Content (X)	.677	.084	.633	<b>8.094 000</b>

a. Dependent Variable: Food Behavior (Y)

Source : The SPSS 23 Statistics Output was processed by researchers in June 2023

Based on these results, the T-count is bigger than T-Table ( $8,094 > 1,984$ ), thus validating the regression model's applicability in forecasting the eating habits depicted on Tzuyang's YouTube channel in relation to adolescent food consumption behavior. Consequently, Hypothesis 1 is affirmed, and Hypothesis 0 is rejected, indicating that the independent variable significantly influences the dependent variable. It may be concluded that viewing *mukbang* content on Tzuyang's YouTube channel affects food behavior.

## 2.2. Discussion

According to the findings of a study conducted by researchers, the correlation coefficient between the X and Y variables is 0.63, indicating a significant relationship between the impact of the Tzuyang YouTube Channel's eating content on food consumption behavior related to unhealthy food (Sugiyono, 2015). Furthermore, the influence percentage determined was 40.1%. This can be interpreted to mean that the X variable, represented by Tzuyang's eating b

roadcasts on YouTube—with frequency, duration, and media attention as research indicators—affects the Y variable, specifically the food consumption behavior of adolescents towards unhealthy food, which are assessed through indicators of attitudes towards behavior, subjective norms, and perceived behavioral control. Thus, an increase in the value of variable X corresponds to an increase in the value of variable Y.

Upon reviewing the analysis of the gathered data, it is concluded that viewing Tzuyang's *Mukbang* broadcasts may enhance an individual's intrinsic intentions, thereby augmenting their motivation to engage in food consumption. However, this effect may be further amplified through environmental support, particularly within friendships or associations. This conclusion appears to align with the findings of 'Fast Food Consumption Behavior in Adolescents: Application of the Theory of Planned Behavior (Novellia Karlinda Utari, 2018).

According to the Theory of Planned Behavior (TPB), a person may have a wide range of beliefs about behavior, but when faced with a particular event, few of these beliefs arise to influence behavior. These few beliefs are prominent in influencing individual behavior. This theory explains the intentions of individuals to perform a particular act or perpetrator. Intentions are thought to be able to see the motivational factors that affect behavior. Intention is an indication of how much effort an individual will spend to do something. Then intentions are a person's guess as to how likely they are to take a particular action.

This prominent intention can be distinguished, i.e., first, behavior belief, an individual belief in the outcome of a behavior and evaluation of the outcome. Behaviour



belief will influence attitudes toward behavior. The second is normative belief, which is the individual's belief in the normative expectations of others who refer to it such as family and friends, as well as the motivation to achieve these expectations. These normative expectations form subjective norm variables over behavior. The third is control belief, which is the individual's belief in the existence of things that support or hinder his behavior. Control belief forms behavior control perceptual variables. Each device of belief measures every opportunity of its present existence or future event and is weighted by its size (Turaga, et al., 2010)

Based on the cumulative results of the Y variable, which is based on the dimension of planned behavior theory, shows the data that the highest percentage is obtained in the dimension of attitude in which the number indicates 56.5% agrees. This means that in the dimensions of planned behavior theory, respondents who do like Tzuyang's *mukbang* broadcasts have an interest in the food that Tzuyang consumes so that the motivation to eat the food increases resulting in behavior or food consumption behavior according to what Tzuyang displays. This is in accordance with a study conducted by Thomas Waweru (2018), who stated that these variables of attitude, subjective norms and control have a positive effect on consumption intentions. Where the relationship between the attitude and intention to consume unhealthy food is significant which means that the consumer's intention to consume can be explained from the consumer's positive attitude toward the food.

In accordance with the substantial proportion of the variance in behavioral responses attributable to attitudes, the subjective norm variable indicated that

51.2% of respondents expressed agreement. These findings suggest that subjective norms serve to reinforce the attitudes of respondents, as individual preconceptions receive backing from their environmental context. Consequently, the factors driving motivation in the food behavior of respondents exhibited an increase. This outcome aligns with the Theory of Planned Behavior, which posits that subjective norms are determinants of intention that reflect the social pressures individuals encounter regarding the exhibition or non-exhibition of specific behaviors. When undertaking significant actions, individuals typically consider the expectations of others, including those closest to them or societal norms.

The adolescents who are the main subjects of this study are individuals who have entered the independence stage so that food selection is an important thing to pay attention to. This stage of development is widespread because adolescents place a high value in acceptance and association with peers. Therefore, their habits are easily influenced by their friends (Sutama, 2009). The adolescents or teenager can choose whatever food they like. But it is noteworthy that teenagers spend a lot of time with their peers, making eating an important component of a social process. The fact that teenagers do more activities outside the home makes a teenager often meet his or her peers than at home or under parental supervision. When they spend more time in an outdoor environment, they choose the same food as their friends choose. Social pressure exerted by peers or close friends can have a positive or negative effect.

In this case, the results show that there is an influence as a result of a person experiencing exposure to Tzuyang *mukbang* broadcasts which on consumption behavior is





based on how far the intentions in individual research respondents are. The results of the study explained that respondents' frequency, duration, and attention to the show had an effect to increase the motivating factors for adolescents to form a food consumption behavior.

### III. CONCLUSIONS AND RECOMMENDATIONS

#### 3.1. Conclusion

There is a 40.1% influence that arises as a result of a person experiencing exposure to YouTube channel eating broadcasts that are based on food consumption behavior based on how far the individual's intentions are in the study respondents. The results of the study explain that the frequency, duration, and attention of respondents to the show have an effect on improving the motivating factors of adolescents forming a consumption behavior of eating unhealthy food.

#### 3.2. Suggestion

The influence of eating broadcasts on Tzuyang's Youtube channel on adolescents eating behavior on unhealthy foods is 40.1%. Subsequent studies were suggested to examine 59.9% of other factors that could affect adolescents' food behavior.

### REFERENCES

- Ajzen, I. 2005. *EBOOK: Attitudes, Personality and Behaviour*. McGraw-hill education (UK).
- Anggareni, L. A. 2018. *Hubungan pola konsumsi fast food dengan status gizi remaja di sma negeri 5 Denpasar*. Doctoral dissertation, Jurusan Gizi, Poltekkes Denpasar.
- Ardianto, Elvinaro, dkk. 2014. *Komunikasi Massa: Suatu Pengantar, edisi revisi*. Bandung: Simbiosis Rekatama Media.
- Arikunto, S. 2006. *Prosedur Penelitian suatu Pendekatan Praktik*. Jakarta: Rhineka Cipta.
- Arrofah, A. M. 2020. *Pengaruh Theory of Planned Behavior Terhadap Perilaku Pembelian Produk Makanan dan Minuman dalam Kemasan Berlabel Halal di Supermarket Kabupaten Jember*. Doctoral dissertation, IAIN Jember.
- Butar, T. W. B. 2022. *Pengaruh tayangan mukbang terhadap perilaku makan remaja (studi regresi pada subscribers kanal youtube tanboy kun)*. Doctoral dissertation, Universitas Pendidikan Indonesia.
- Bolloria, S. 2021. *Pengaruh Media Komunikasi Internet Terhadap Perilaku Anak Sd Negeri 040454 Peceren Tahun Pelajaran 2020/2021*. Doctoral Dissertation, Universitas Quality Berastagi.
- Manuel, E. V., & Gunawan, S. L. 2019. *Pengaruh karakteristik celebrity endorser terhadap minat beli penonton youtube pada makanan dan minuman yang diulas*. Jurnal Hospitality dan Manajemen Jasa, 7(2).
- Moelong, 2005. *Metodelogi Kualitatif Edisi Revisi*. Bandung: PT Remaja Rosdakarya.



Rakhmat, Jalaluddin. 2004. *Psikologi Komunikasi*. PT Remaja Rosdakarya, Bandung

Rakhmat, Jalaluddin. 2018. *Psikologi Komunikasi*. Bandung : Simbiosis Rekatama Media.

Sugiyono. 2015. *Metode Penelitian Kuantitatif, Kualitatif, dan R & D*. Bandung : Alfabeta Bandung..

Siregar, Syofian. 2013. *Metode Penelitian Kuantitatif*. Jakarta: PT Fajar Interpratama Mandiri.

Susan Nurjanah, 2021. *Pengaruh Terpaan Konten Food vlogger MGDALENAF Terhadap Perilaku Pembelian (Studi Kausalitas Pengaruh Terpaan Konten Food vlogger MGDALENAF terhadap Perilaku Pembelian Makanan Pedagang Kaki Lima pada Mahasiswa Subang yang merupakan Subscriber Magdalena)*. Universitas Subang.

Resti, S. N. 2018. *Korelasi Menonton Mukbang pada Pembentukan Persepsi Tata Cara Makan*. Skripsi. Universitas Lampung.

Thomas Waweru Gakobo, Mlenga G. Jere. 2016. *An Application of the Theory of Planned Behaviour to Predict Intention to Consume African Indigenous Foods in Kenya*. British Food Journal, Vol. 118. Issue: 5, pp. 1268-1280, doi:10.1108/BFJ-10-2005-0344.

Turaga, R. M. R., Howarth, R. B., & Borsuk, M. E. 2010. *Pro-environmental Behavior: Rational*

*Choice Meets Moral Motivation*. Annals of The New York Academy of Sciences, 1185 (1), 211-224.

Ulfah, Marissa. 2018. *Analisis Faktor Yang Mempengaruhi Intensi Masyarakat Terhadap Bantuan Hidup Dasar (Bhd) Pada Korban Kecelakaan Lalu Lintas Berdasarkan Theory Of Planned Behavior (TPB)*. Universitas Airlangga.

Utari, N. K. 2018. *Perilaku Konsumsi Fast Food Pada Remaja: Aplikasi Theory Of Planned Behavior*. Doctoral dissertation, Universitas Brawijaya.