

Traditional Food Orem-Orem Photo Elements Effect on Malang Foodies Instagram Towards Teenage Purchase Intention

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Abstract

Food photography is growing increasingly intense in a specific area of research today on the basis of the fast movement of information in micro media such as Instagram. Culinary activities, like drink or eat, are now not completely a physical need. Further, since the Instagram era, it becomes a self-representation canals to promotional activities. Refers to that acceleration, big oases just facing the almost-forgotten Malang traditional food like, orem-orem, so people, especially the youth one, can hear, reach, and spread the taste. This study aims to find out how the effect of orem-orem photo presentation on Malang Foodies Instagram towards the purchase intention of traditional food among teenage in Malang City. The research data conducted through explanative research using a quantitative approach. The theoretical framework of SOR (Stimulus-Organism-Response) and the classification of photographic element points helped to enrich research result. Shape, texture, pattern, form, and tone value become the main point of visual element that helped clarify visual description. The results showed that the photographic elements applied to orem-orem photos on Malang Foodies Instagram account had a positive and significant effect in activating emotional arousal and purchase intention among teenage. Furthermore, emotional arousal also has a significant influence in bridging photo elements to purchase intention.

Keywords: *Food Photography, Purchase Intention, SOR, Emotional Arousal.*



A. INTRODUCTION

Social media triggers the formation of a new world for society by uploading articles or photos and spread it out to the world in second. One of the current trends is food photography or the art of photographing food which can later be uploaded on Instagram. Food photography is one of the food marketing tools trends on social media with the aim of increasing individual desire on food and describe the delicious food without telling a story and only the pictures that speak (Ambarsari, 2011). This new phenomenon causes a person's perspective on food to change and this also affects the food industry as a whole (Nisak, 2017). There is no doubt, because the photographic image base media has the aim of attracting attention, clarifying the material, illustrating facts and information in the blink of an eye (Kusnandi, 2013).

Beyond verbal, communication has various ways to be able to interact. One of them is by using image, photo, or graphic media or what is commonly called image media communication. Image media is a medium that serves to convey messages through images that involve the sense of sight. The message conveyed is poured through visual communication symbols. Image media has the aim of attracting attention, clarifying material, illustrating facts and information. Current technological

developments have succeeded in presenting a shooting experience that is easier and faster than previous technology. If in the past photographing required special skills and a long process, nowadays the use of camera technology in handheld devices has changed the perception of photography itself, including the habit of photographing food with a cell phone camera.

Various branches of the art of photography began to emerge, such as Landscape Photography, Macro Photography, Street Photography, Portrait Photography, Journalism Photography and Fashion Photography, then a new branch emerged that enlivened the world of photography, namely Food Photography. Food Photography is a branch of the art of photography that aims to capture all kinds of forms of food that are set in such a way that it is possible to describe the deliciousness of the food without telling stories and only pictures that speak (Ambarsari 2011).

Food Photography cannot be separated from the existence of the food world who becomes a model when taking pictures, this time the food that will be raised is East Javanese food, because Food Photography is to be communicative and able to enter people's minds. East Java has several cities including, Surabaya, Lamongan, Gresik, Malang, Kediri, Banyuwangi, Madiun, Magetan, Ponorogo, Bondowoso, Jember, Bojonegoro and Madura, from each of these cities has special foods that can be published to the public that these special foods come from cities in East Java (Putra, 2013).

This phenomenon changes the perception of food which was previously to satisfy hunger into an object of self-representation. buying food is no longer just a matter of the stomach, as for the aspects within the individual that determine buying behavior are aspects of price, quality, distribution, promotion, and prestige (Engel, 2002). Further, Instagram stand as a social media platform that focuses more on visuals than words. Since is easy to sharing photos and videos, Instagram is also often used by brands as a medium in marketing products that have a physical form such as food because it attracts more attention in the eyes of the public.

In addition to clothing, visual of food or culinary is one type of image or photo that is widely uploaded on Instagram. There are as many as 358 million posts globally that appear when writing the hashtag "food" on Instagram. Even in the world of photography, food becomes a beautiful object, tantalizing, appetizing, and evocative to look at and taste (Arsita, 2017). The advantages and ease of access provided by Instagram make all people start to look at Instagram as one of the social media platforms that must be owned, especially for millennials or the teenage (Hendroyono, 2012).

Emerged with a such great potential, Instagram later become a huge tool for marketers. It is not surprising that various accounts appear that fill their Instagram pages with various attractive visual media so that they can attract the attention of other Instagram users. Food or culinary is one type of image or photo that is widely uploaded on Instagram. There are as many as 358 Million posts globally that will appear when typing the hashtag food on Instagram. This is because food is basically a basic human need and not a need for others, and when we eat something, other

people do not have to know what we are eating. But over time, food has become one of the visual objects to be reckoned with.

In the city of Malang-Indonesia, there are many Instagram accounts that run as a culinary media promote, both those that focus on traditional and modern culinary, including Malang Foodies. Malang Foodies account is the largest with the highest number of followers in Malang City for the category of food promotion media accounts. Orem-orem as a traditional food of Malang City which is almost forgotten food, is also one of the culinary photos that are often uploaded to the Malang Foodies account. Since 2014, there have been more than 10 orem-orem photos uploaded.

Seeing the opportunity given by Instagram to make the platform a marketing and advertising medium, the phenomenon of endorsement or paid promotion or what is commonly referred to as paid posting is often done by business people who have a service or product. This has also triggered the emergence of anonymous accounts containing information such as the @amazingindonesiafood and @malangfoodies accounts.

Usually, business owners will give their products for free to Instagram users who are considered to have an influence on the product, and the user is required to take a photo of the product and upload it on his Instagram account by providing some information and testimonials about the product in the caption column. On the other hand, these users will give a price to potential advertisers for each photo that will be posted by that user.

Instagram also has many features that support the occurrence of an interaction or enlargement of information, namely; Arroba or mentions, geotagging, social networks connecting to other social media, to likes, and so on. Some of the features on Instagram above turned out to be used as a form of marketing that uses products as a means of communication. Instagram indirectly uses public participation as an advertising funnel, this is associated with about 3 million Instagram users who show off their photos not only uploaded on the Instagram platform, but also shared or shared via Twitter and Facebook as well. That is, these Instagram users voluntarily become a means of communication for products without feeling like an advertisement.



Figure 1. Orem-Orem Pak Tik Jl. Irian Jaya Comboran, Malang

Orem-orem itself is food made from sliced “tempe” which is cooked using coconut milk using chicken broth, so that the taste that is displayed almost resembles chicken curry and vegetable lodeh but with a slightly spicy taste. However, the difference is, orem-orem are served with pieces of rice cake/ketupat and bean sprouts by adding sweet soy sauce on top by cooking using charcoal fire for a distinctive aroma. At the beginning, orem-orem used to be a dish that was only served during traditional celebration events such as weddings and thanksgiving in the people of Malang City.

For the most people who are struggling and working in the culinary world, orem-orem is actually considered as a typical food from Malang. In addition to dishes that were only served on special occasions, orem-orem itself cannot be found in other cities and very rarely there are traders who sell orem-orem in cities other than Malang. This is because the basic spices from the menu are only suitable for using Malang's typical tempe and using Malang local spices.

Even in the city of Malang itself, orem-orem sellers can be counted on the fingers. It is noted that there are only four orem-orem stalls spread across 3 areas of Malang City and one shop in Malang Regency, Singosari. So that it is not uncommon for people to know that orem-orem is a typical food of Malang because the prestige is inferior to Malang Meatballs or Bakso Malang which have been considered as a typical culinary of Malang city.

Not only because of the special aspect, but it is only presented at a certain moment of event, the orem-orem also contain a philosophy that teaches the people of Malang in the meaning of life. Orem-orem are considered a manifestation of gratitude because even though they only use simple ingredients that are around the community, they can meet food and nutritional needs.

Malang Foodies was chosen as the object of this research because it is one of the largest culinary Instagram accounts in Malang City with the highest number of followers. Through this account, of course, with frequent uploads of photos with the orem-orem theme, of course it will slowly educate the public, both the people of Malang and outside the city, about the culinary specialties of orem-orem. With the capacity and ability of the Malang Foodies team in taking culinary photos, it will certainly attract people's purchase intention on orem-orem. Purchase intention is also one of the behavioral effects of individuals who have a desire to buy a product based on experience, use, and consumption, or just want the product (Kotler & Keller, 2009).

In this research, the researcher also applies the Stimulus-Organism-Response model or framework or commonly called the S-O-R framework. Previous research by Manganari (2011) adopted the SOR paradigm by using an online store layout that is perceived as an environmental stimulus (S), Consumer pleasure and attitudes reflect the Organism (O) variable, which intervenes between perceived ease of use of online store layout with consumer response or response. Based on the model adapted from previous research by Wu et al., (2014), the design of an object acts as a stimulus (S), then emotional arousal (pleasure and arousal) and attitude towards a website as an organism (O), and ends with intention, buy in response (R).

The placement of these variables into each element of the S-O-R framework certainly has its own basis. In his research, Manganari (2011) says that the S-O-R paradigm states that environmental stimuli or environmental stimuli affect the internal state of consumers, which will affect the overall consumer response. This theory has also become a theory of communication science because the material object of psychology and communication is the same, namely humans, which in themselves include opinions, behavior, cognition, affection, and conation (Effendy, 2009).

The arrival of photographic elements is also able to help explain the complexity of meaning and taste in a photo, ranging from portraits, nature, and food. Elements of Photography, according to Langford (2000) there are elements that are still often applied by photographers in taking a photo. In his book Basic Photography, Langford mentions that there are 6 elements contained in a photographic process, as follows:

1. Shape

Bold shapes or lines are one of the strongest ways to dramatically identify objects or people in silhouettes or shadows. A form can be just one object, or formed collectively by a mixture of a group of objects. The best way to emphasize form is through perspective and lighting. Use both to simplify and isolate the outline of the subject against a contrast, preferably in plain tones. A shallow depth of field will help break the shape away from the background details.

2. Texture

Texture is related to the surface. for example, the smooth, firm skin of an apple, or the colliding surface of corroded metal. These can vary in scale from the rugged contours of distant mountains to bricks of close ups. The visual appearance of textures shows the character of certain materials, and reminds them of how they felt when touched. Texture can also be a symbol for the passage of time, from the bloom of youth to old age. Even a subject that contains a rich mix of textures is very useful because of its ability to contrast or 'play' one against another.

3. Pattern

The human eye seems to enjoy patterns, whether repetitive or formal, or irregular and irregular. Finding and exploiting visual patterns in a scene can create harmony, even turning something made up of many different parts into a satisfying whole. A pattern can be formed from a number of elements that are identical in size, shape and color but irregular in distribution, such as fallen leaves. Textures often create patterns (although you can also find patterns on almost any surface without texture). Similarly, repetition of shapes can also provide patterns, perhaps variations of perspective effect, or contrasting colors or tones. To get a strong pattern, interesting patterns are often found in plant structures, or in rows of houses, display items, or groups of people. Experiments that can be done by playing the effects of angle of view, focal length, exposure, and using filters with black and white materials. There are no

ground rules for lighting. Sometimes a three-dimensional subject with a bright side creates a bold pattern of dark and light areas.

4. Form

Shape is related to the volume and solidity of the object. It can best be demonstrated in two-dimensional photography through tone gradation (shading), although shape contributes greatly as well. The shapes vary from simple natural curving flows such as vegetables as shown in Figure 2.7, to the geometric shapes of man-made structures. They include things as diverse as human figures, monumental forms of giant stones, or beautiful flowers. Some forms that appear dramatic are not obvious and not very solid or physically not 'perceivable' at all. The formation of clouds, waves, or simply like the shape of a flag being blown by the wind. Learn to recognize shapes in objects regardless of their actual function. A pile of old oil drums or a simple crumpled paper can be as much a stimulus as photographing an extraordinary car design. Often the challenge is to come up with something that seems mundane and familiar to others but displays a new intensity. That can be done through the use of camera angles, perspective, lighting and the quality of the final print.

5. Color and Tone Value

Color and tone values in a scene contribute greatly to emphasis and mood. The relationship between the color of the object itself, and any dominant color in the lighting (because of the environment or the light source itself) can have a harmonious or discordant effect. Colors close to each other in the spectrum tend to blend in, while colors far apart tend to contrast. The color scheme is also important. A scene dominated by green and blue suggests coldness and shade. Red and yellow indicate the opposite is associated with warmth and sunshine. Notice how each element with a contrasting color, or the formation of a small area with an intensely muted color will stand out very much. Make sure it's really meant to be important when shooting in color, and remember doing so can take away the emphasis in black and white. Areas of unwanted color can be overcome by shading or shooting against the light, or simply blurred by giving objects close foreground.

Often a scene with fairly subtle color values makes for a much more satisfying color photo than a strong mix of flashy colors, although this will of course depend on the mood you want to create. A bustling night market or street will look more real with contrasting colors, while a romantic scene may give it more power and unity through limited, and perhaps gloomy color.

Based on the description and phenomena mentioned above, it is deemed necessary to conduct research on the effect of food photography, especially traditional food, on people's purchase intention. This is because nowadays the average consumer looks at social media accounts to see pictures of a product, it is hoped that with this research the owners of social media accounts and culinary service providers can have considerations about photo images of food products, especially traditional foods to attract more purchase intention among teenage.

B. METHODS

This study, apply explanative research using a quantitative approach. According to Sugiyono in Illah (2011), research according to the level of explanation is research that intends to explain the position of the variables studied and the relationship between one variable and another. This study takes time ranged from January 2020 starting by observing the uploads schedule on Instagram by Malang Foodies from 2014 to 2020. This study aims to determine the relationship between the variables, namely the photo element variables consisting of shape (X1), texture (X2), pattern (X3), form (X4), color and tone (X5) and movement (X6) in orem-orem on Instagram Malang Foodies, emotional arousal (Y1) is a mediating variable and Y (Dependent) is the effect of purchase interest among teenage.

Research variables are everything in any form determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn. In this study, researchers used three kinds of independent variables, the mediating variable and the dependent variable. The independent variable in Indonesian is referred to as the independent variable.

The independent variable is a variable that affects or is the cause of changes or the emergence of the dependent variable. Meanwhile, the dependent variable is the dependent variable, namely the variable that is influenced or caused by the existence of an independent variable, and the mediating variable which is a variable that bridges the relationship between the independent variable and the dependent variable.

Data collection carried out in this study included questionnaires and documentation. The first research data collection instrument used was an online questionnaire. The questionnaire is an efficient data collection mechanism if the researcher knows exactly what is needed and how to measure the research variables. Questionnaires were distributed to respondents in accordance with the characteristics of the sample that had been carried out.

The use of online questionnaires was carried out for efficiency and effectiveness in distributing questionnaires. The second data collection uses documentation. Documentation is a data collection technique carried out by tracing information related to variables from notes, books, magazines, journals, and websites on relevant topics to obtain data and literature that can support this research.

The sample criteria that will be used in this study are; late teens with an age limit of 18-21 years and teenagers who follow the Malang Foodies Instagram account. The selected sample are teenagers who are active in using Instagram and follow or have searched for culinary information on the Malang Foodies Instagram account. Researcher will use techniques to collect data, namely by filling out questionnaires conducted by research subjects. This is done to get the results of how much influence the traditional culinary photos of Malang, namely the orem-orem uploaded by Malang Foodies have, can influence the buying interest of teenage in Malang City.

C. RESULTS AND DISCUSSION

The subjects in this study are teenagers who are active in using Instagram and follow or have searched for culinary information on the Malang Foodies Instagram account, late teens with an age limit of 18-21 years with the number of subjects used as many as 100 people. The following is an overview of the subject:

Table 1 Subject Gender Range

Gender	Total	Percentage
Female	74	74%
Male	26	26%
Total	100	100%

Participants in this study were in the age range of 18-21 years with the average age of participants taking part in this study was 20 years with a total of 100 participants.

Table 2 Subject Age Range

Age Range	Total	Percentage
18-19 y.o.	29	29%
20-21 y.o.	63	63%
>21 y.o.	8	8%
Total	100	100%

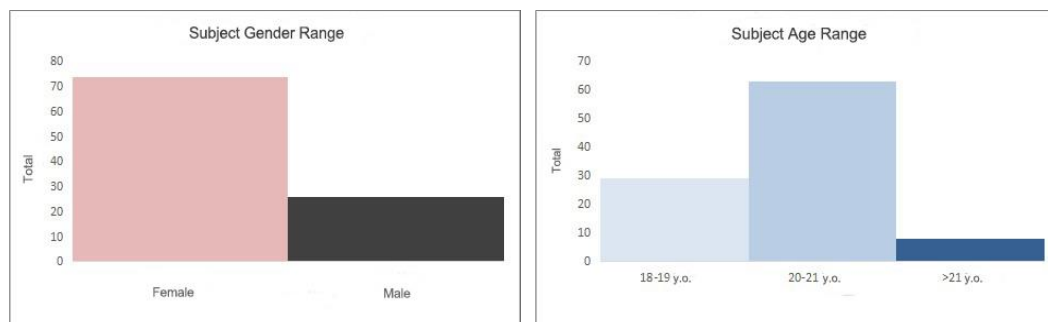


Figure 2. Subject Gender and Age Range

The tables and graphs above are data obtained from the study and also obtained as many as 100 consisting of 74 women and 26 men which shows that in this study many female subjects were dominated. In principle, this study uses 3 variables that are influenced by other variables, namely the Emotional Arousal variable (Y1) which is influenced by the Photo Element variable (X1), then Purchase Interest (Y2) which is influenced by the Emotional Arousal variable (Y1). Table 4.10 shows the R-square value for the Emotional Arousal variable (Y1) which is influenced by the Photo Element variable (X1), which is 0.837. The R-square value shows that 83.7% of Emotional Arousal (Y1) can be influenced by the Photo Element variable (X1) while the remaining 16.3% is influenced by other variables outside the research. Table 4.6 shows the R-square value for the Purchase Interest variable (Y2) which is influenced by the Emotional Arousal variable (Y1). The value of R-square shows that 24.4% of the

Purchase Interest variable (Y2) is influenced by the Emotional Arousal variable (Y1) while the remaining 75.6% is influenced by other variables outside the study.

Table 3 Photo Element Variable Frequency Distribution

Item	SS		S		AS		STS		STS		Total		Averages
	f	%	f	%	f	%	f	%	f	%	Total	%	Item
C1	89	22.66	216	65.26	39	11.78	1	0.30	1	0.30	392	100	3.10
C2	98	25.08	198	59.82	50	15.11	0	0.00	0	0.00	392	100	3.10
F1	88	22.36	201	60.73	56	16.92	0	0.00	0	0.00	392	100	3.05
F2	92	23.56	161	48.64	92	27.79	0	0.00	0	0.00	392	100	2.96
M1	84	21.45	210	63.44	50	15.11	0	0.00	0	0.00	392	100	3.06
M2	94	23.87	199	60.12	53	16.01	0	0.00	0	0.00	392	100	3.08
P2	118	30.21	158	47.73	72	21.75	1	0.30	1	0.30	392	100	3.08
S1	104	26.59	156	47.13	85	25.68	2	0.60	2	0.60	392	100	3.00
T2	109	27.79	136	41.09	98	29.61	5	1.51			392	100	2.95

Table 4 Variable Frequency Distribution of Emotional Arousal

Item	SS		S		TS		STS		STS		Total		Average
	f	%	f	%	f	%	f	%	f	%	Total	%	Item
G1	89	22.66	216	65.26	39	11.78	1	0.30	1	0.30	392	100	3.10
G2	98	25.08	198	59.82	50	15.11	0	0.00	0	0.00	392	100	3.10
G3	88	22.36	201	60.73	56	16.92	0	0.00	0	0.00	392	100	3.05
K1	92	23.56	161	48.64	92	27.79	0	0.00	0	0.00	392	100	2.96
K2	84	21.45	210	63.44	50	15.11	0	0.00	0	0.00	392	100	3.06
K3	94	23.87	199	60.12	53	16.01	0	0.00	0	0.00	392	100	3.08

Table 5 Frequency Distribution of Purchase Interest Variables

Item	SS		S		TS		STS		STS		Total		Average
	f	%	f	%	f	%	f	%	f	%	Total	%	Item
ME	89	22.66	216	65.26	39	11.78	1	0.30	1	0.30	392	100	3.10
MP	98	25.08	198	59.82	50	15.11	0	0.00	0	0.00	392	100	3.10
MR	88	22.36	201	60.73	56	16.92	0	0.00	0	0.00	392	100	3.05
MT	92	23.56	161	48.64	92	27.79	0	0.00	0	0.00	392	100	2.96

The photo element attribute contains nine indicators of question items given to respondents to answer. The average value of the photo element variable is 2.95. The average value of the emotional arousal variable is 3.08. Meanwhile, the average value of the purchase interest variable is 2.96. The average value of 3 items indicates that the emotional arousal, photo element variable, and purchase intention has a good category.

The Effect of Orem-Orem Photo Elements on Instagram Malang Foodies on Consumers Emotional Arousal

The results showed that Malang Foodies Instagram photos were able to give the impression of consumers who saw the photo. The Communication dimension provides information about the ability of consumers to remember the main message

conveyed, consumer understanding, and the strength of the impression left by the message.

The results showed that the emotional arousal of consumers was able to generate interest in buying orem-orem at Malang Foodies. The results of this study are in line with research conducted by Sulistio (2018) which states that emotional arousal has a significant and positive effect on purchase intention. Kim and Lennon (2012) also say that consumer emotions lead to various kinds of responses such as purchase intention.



Figure 3. Malang City's Orem-Orem

Through the elements of photography, the visual appearance of orem-orem culinary objects tends to be easily recognized and understood on the surface because it appears in form/shape (shape), texture (texture), pattern (repetition of lines) that can be easily recognized by the eye. According to Adams (1994) representation of object through photography is considered as a means of factual communication of ideas and photography is considered a powerful medium of expression and communication, offering an unlimited range of perceptions, interpretations and executions.

Photography is also considered as a medium of communication and dialogue tool which, when viewed functionally, photography functions as a documentary, informative, and part of the art of influencing (Soerjoatmodjo, 2011). Through the form that is caught by the eye, the affective and cognitive sides of the communicant or photo viewer are affected as far as the experience and knowledge of each communicant towards orem-orem products and the others similar products. The formation of the affective and cognitive sides of the communicant in orem-orem is also activated by historical and cultural factors where a communicant was born and grew up. The results obtained are in line with research conducted by Setiawan and Bornok (2015) who examined the aesthetics of photography, stating that photos strengthen the impression or accent of a news story, adding "feel" or "life" to a text. So, photos become a place or house to show hidden human feelings. Photos are also a medium for expressing desire. Photos provoke and shape new perspectives, while persuading people to take action. When viewing photos of food, people's hunger is aroused, just as when viewing nude photos, people's sexual arousal is stimulated. Thus, photos of orem-orem on Instagram of Malang Foodies have a strong impression so that they are able to generate desire from consumers.

The results of this study are also in line with research conducted by Privitera, Antonelli and Creary (2013). The study examined the effect of high-calorie food images on mood and arousal of dieting consumers. The results showed that photos of high-calorie foods had a significant effect on improving mood, even for high-sugar foods (i.e., fruit) that were low in calories. Mood enhancement was also found in photos of high-fat foods.

Malang Foodies Instagram photos were able to give the impression of consumers who saw the photo. The communication dimension provides information about the ability of consumers to remember the main message conveyed, consumer understanding, and the strength of the impression left by the message. In the successful implementation of the promo strategy as done by Malang Foodies, it will require a two-stage communication model. The first stage occurs when the market creates a promotional communication to encode a meaning. The second stage is decoding, where consumers enter and understand the information in the promotional communication and develop their personal interpretation of the captured meaning. Before a person adopts a new behavior in that person, a sequential process occurs, namely where the person becomes aware of awareness in the sense of knowing in advance about the stimulus (object). How to develop self-awareness can start from self-analysis by asking others to judge us. Behavior is closely related to our actions. It is we who must direct our every action.

The increase in atmosphere by food photos is caused by stimulation of the brain which is able to explore memories of taste and taste imagination from the displayed photos. This is reinforced by the research of Dube, LeBel and Ji Lu (2005) which examined the effect of food on individual emotional turmoil, the results of the study stated that the triggers of emotional traits for comfortable food consumption were determined by factors related to affective asymmetry which was dominated by the influence of negative experiences, wrong decision making, and a person's behavior such as guilt in consuming food.

The Effect of Consumer Emotional Arousal on Purchase Intention of Orem-Orem in Malang Foodies

From the results of hypothesis testing the effect of orem-orem photo elements on Instagram Malang Foodies on consumers' emotional arousal, the results show that orem-orem photo elements on Instagram Malang Foodies have a positive and significant influence on consumers' emotional arousal which means it is in accordance with the first hypothesis where the orem-orem photo elements on Instagram Malang Foodies has a significant effect on consumers emotional arousal.

This is in accordance with research conducted by Setiawan and Bornok (2015) who examined the aesthetics of photography. According to him, photos strengthen the impression or accent of a news story, adding "feel" or "life" to a text. So, photos become a place or house to show hidden human feelings. Thus, photos of orem-orems on Instagram Malang Foodies have a strong impression so that they are able to arouse

desires from consumers. In the realm of developing public interest and purchase intention, the emotional factor is one of the consumer considerations in choosing a product online. Before consumers decide to buy from a website, they consider the consequences of their actions, and a positive evaluation will lead to a greater likelihood of a positive response.

The competition in the food and beverages sector makes business owners make various efforts to communicate their various product choices. The use of Instagram social media was then glimpsed by culinary business owners and media promote channels as an opportunity to attract consumers and communicate with them. This also seems to be a new breath for traditional types of food such as orem-orem which always tries to survive in the midst of the hectic flow of knowledge about various culinary arts from different worlds and food cultures.

The presence of mobile phone media makes it easier for humans to communicate. Communication is the process of sending information with the ultimate goal of changing the attitude or behavior of individuals as recipients of messages. As the Stimulus-Response (S-R) theory describes simply the action-reaction process that begins with a stimulus or stimulus and ends with the creation of a response. Which means, every communication activity must have a certain impact on the recipient. Such as the impact of interest due to the emergence of an emotional sense of orem-orem consumers at Malang Foodies.

Communication as an action-reaction process is very simple. The assumption is that verbal words, non-verbal cues, and certain pictures or photos will stimulate others to respond in a certain way. The main elements of the S-R theory are: (a) message (stimulus); (b) a receiver (organism); and (c) effect (response). However, the existence of organisms in the S-R tends to be ignored, because it assumes that the communicant's behavior (response) occurs outside the communicant's will. That is, the communication process within the communicant does not occur because the communicant's response is formed solely because of the stimulus in the form of media messages. The message conveyed can be in the form of signs and symbols. While the effect of communication is a change in affective, cognitive, and conative attitudes.

In the realm of developing public interest and purchase intentions, the emotional factor is one of the consumer considerations in choosing a product, including food products in online media. Before consumers decide to buy from a website, they consider the consequences of their actions, and a positive evaluation will lead to a greater likelihood of a positive response. The determinants of positive consumer response in the online environment are different from those in the off-line environment. Searching for information is more convenient and generally less expensive in an online environment because there are no transportation costs. However, it is not always easier to assess certain information, such as product and vendor evaluations, in an online environment because consumers cannot interact directly with sellers or products.

According to the S-O-R framework, emotions are represented by affective and cognitive intermediate states and processes that mediate the relationship between

stimulus and response. The set of emotional responses evoked specifically during product use or consumption experience, as described by specific categories of emotional experience and expression (e.g. joy, anger, and fear) or by the structural dimensions underlying the emotional categories, such as pleasure/displeasure, relaxation/ action, or serenity/excitement.

D. CONCLUSION

Based on the results of research and discussion on the effect of photo presentation on purchase intention traditional food in Malang by teenage, namely orem-orem after seeing uploaded photos of orem-orem on the Malang Foodies Instagram account that has been done, the conclusion of the study is that photo elements has a significant positive effect on emotional arousal and emotional arousal has a significant positive effect on buying interest and emotional arousal has a significant influence on bridging the photo element on purchase intention. The amount of diversity of research data that can be explained by the structural model is 87.7%, while the remaining 12.3% is explained by other factors outside the model. Based on these results, the structural model in the study can be said to have had a good goodness of fit.

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