**The effect of *kulinerjogja*instagram account on the consumer buying interest in *ojo dhumeh angkringan wifi*, bantul, yogyakarta special region**

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**Abstract.** The research aims to find out: (1) the extent of the kulinerjogja(Jogja culinary) Instagram account could be one of the culinary promotion media in Yogyakarta Special Region, (2)the consumer buying interest in Ojo Dhumeh Angkringan Wifi Bantul Yogyakarta, and (3) the effect of the *kulinerjogja* Intagram on the consumer buying interest in Ojo Dhumeh Angkringan Wifi Bantul Yogyakarta. This was quantitative research usinga survey method. The research respondent consisted of 60 visitors in the food stall who followed the account. To collect the data, the researchers employed questionnaires. The findings are as follows: (1) The kulinerjogja Instagram as the culinary promotion media in Yogyakarta Special Region is in the good category with a score of 85.1. (2) The consumer buying interest in the food stall is in the good category with a score of 81.6. (3) There is an effect of the *Kulinerjogja* Instagram account on the consumer buying interest in Ojo Dhumeh Angkringan Wifi, based on the data analysis result which states that the tcount (4.35) is greater than thettable (2.00172).

**Keywords:** *Instagram*, kulinerjogja, Consumer Buying Interest, OjoDhumehAngkringan*Wifi*