

WATCHING ATTITUDE FACTORS IN CONVEYANCE OF MUKBANG SHOWS

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Abstract

Mukbang is an opportunity to find sustenance. This research using 8 concepts consisting of attraction in Conveyance, voyeurism mediation, perceptions of novelty, loneliness, health awareness, collectivity, social normative and intentions watch. The aim of this study is to describe the viewing attitude factor in the conveyance of mukbang broadcasts. This study uses a positivism paradigm using quantitative approach and survey methods. The population in this study were adolescents age 15 to 17 years old. Based on research results, the normative influence of Tanboy kun loneliness appeal to consciousness health with the collective perception of novelty in mediating voyeurism the delivery of mukbang (X) affects the intention to watch (Y) students of SMKN 1 Bekasi

Keywords: *Attractiveness in Delivery, Collectivity, Intention to Watch*

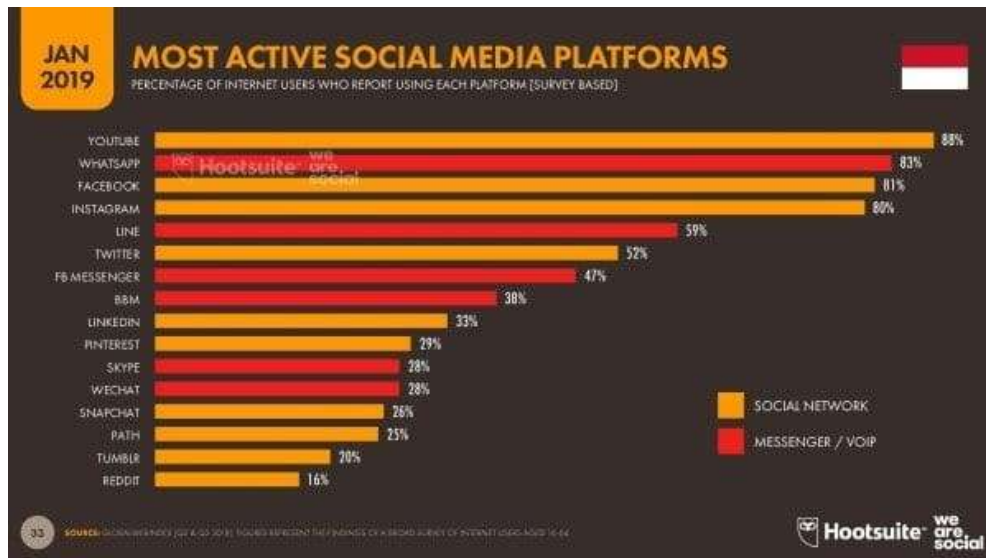
1. INTRODUCTION

The term “Mukbang” started in 2008 which comes from the Korean name 'mouk-da' which means 'to eat', while 'bang song' means 'to be broadcast'. so that in Indonesian it is interpreted as 'siaran makan' or in English 'eating broadcast'. Initially, mukbang content was only available on a video-based internet platform called Afreeca TV. Then after that it became available on other popular video based platforms like YouTube, Twitch and Vimeo. This phenomenon grew rapidly between 2013-2014 (Pereira et al., 2019). As the leader of high-speed internet and technology, it's no surprise that streaming (live content on the internet) is one of the most loved activities among young South Koreans. There are many reasons why mukbang became popular but loneliness is perhaps the main factor. Korea has a culture of eating together. When Koreans eat, they not only share the table but also the same dishes (Kang et al., 2020).

In Korean society, eating is a very social activity and many Koreans find it almost unthinkable to sit down and eat alone. Mukbang has been described as a virtual substitute for socializing over meals (Strand & Gustafsson, 2020). The latest trend is the penchant for streaming other people consuming food commonly called “Mukbang” (Pereira et al., 2019).

The scope of mukbang spreads positive trends for netizens, because netizens can take advantage of this trend to become productive work. Professional Broadcast Jockeys (BJs) is a term that refers to Mukbang hosts, whose job is to make a lot of money by broadcasting themselves eating large portions of food. This income comes from various food product offerings, because a BJs has many followers which gives a food product the opportunity to reach customers (Pereira et al., 2019).

Many young people can watch Mukbang together and find comfort by establishing virtual communities of everyday life with those who are experiencing similar difficulties. Since then, mukbang has developed into various forms, reflecting society and also accommodating the needs of the audience and now it has become a global phenomenon not only in Korea (Phenomenon, 2020). Platforms allow fans to instantly help promote and drive audience base growth (Jordan & Putri, 2020).



(Tim Media Websindo, 2019)

Figure 1. Most Active Social Media Platforms

In Indonesia, mukbang content is more popular on the YouTube platform than other video platforms. YouTube is part of various media sites (media sharing), a type of social media that is useful for sharing audio-visual media, Saxena (2014) states that media sharing is a social media site where users can share pictures, podcasts and online videos (Supriyatman & Nugroho, 2019). Currently, communication is heavily influenced by the internet and technology. Social networking platforms influence the process of interaction among internet users through two-way participation channels rather than unidirectional information (Pinuji & Satiri, 2019). YouTube is the most popular media in Indonesia. The reason is that more than a third of internet users in Indonesia actively use YouTube. This is evident from the results of Google's data which states that there are 50 million active YouTube users per month out of a total of 146 million internet users in Indonesia. In a day, the average Indonesian uses YouTube 42.4 minutes. The time duration increased by 155 percent from the viewing time in the previous year (Ayuwuragil, 2018).

In an infographic courtesy of the sites wearesocial and hootsuite. YouTube is the second platform after Facebook which has the most active users until January 2018. Apart from that, mukbang content is one of the content that users are interested in. This is shown based on the influencer marketinghub site. That there are 12 of the best content on YouTube, namely 1. Video of adorable stars; 2. walkthrough (a type of strategy guide) of video games; 3. Tutorials; 4. Product reviews; 5. Celebrity gossip videos; 6. Vlog (video blog) 7. Comedy/sketch videos; 8. Shopping; 9. Unboxing videos; 10. Educational videos; 11. Parody; 12. Pranks/videos of pranks. Mukbang is referred to as vlog content

because the broadcast characteristics are similar to vlogs. In the mukbang show, it is shown how someone enjoys food without using a script in making the video.

One of the Indonesian Tanboy Kun who is already well-known for his mukbang content is Tanboy Kun. The owner's real name Bara Ilham or familiarly known as Tanboy Kun is a Tanboy kun in the food vlogger category who presents mukbang content. Having a hobby of eating since childhood, Bara Ilham joined YouTube since October 27 2016 with a channel called Tanboy Kun (Dailysia.com, 2019). The total followers of Tanboy kun's channel as of February 11, 2020 are 6.650.000 followers, with a total viewing time of 877.380.000 times. The estimated monthly income for the Tanboy kun channel is Rp496.000.000 - Rp1.740.000.000 with a Cost Per Mille (CPM) of Rp11.000 - Rp38.510 (noxinfluencer, 2020).

YouTube certainly has a huge global audience, with 1.58 billion users making it the second most visited online search engine after Google. Making money on YouTube requires creativity, grit and the ability that is now very easy to produce video content that is unique and that others want to see (O'Connell, 2018). Things like this can make the audience to imitate behavior like Tanboy kun. As a result, behavior is easier to imitate if the audience and Tanboy kun have similar habits (Larasati & Manalu, 2017). In addition, to create high-quality video content most of Tanboy kun invests in high-definition cameras and high-quality microphones to capture every moment while chewing and enjoying food emphasizing the delicious taste of the food.

A Tanboy Kun has the nickname "greedy" but this nickname is accompanied by his friendly image, because he always interacts by offering food to his audience. Tanboy Kun never forgets to say "basmalah" every time he wants to start his big meal, this is the main attraction for Tanboy Kun. Tanboy Kun always prepares milk and water together in order to maintain health and neutralize all of the large foods he consumes. Therefore, Tanboy Kun is usually very collective in determining his mukbang menu so that he can increase his viewing intentions according to the audience's requests.

The purpose of this study is to describe the viewing attitude factor in the delivery of mukbang broadcasts. Therefore, researchers will examine "Factors of Viewing Attitudes in Submission of Mukbang Shows".

2. LITERATURE REVIEW

This research provides further insight into why online consumers watch mukbang. The researcher demonstrated a hypothetical model developed through a thorough review of the motivational factors from the relevant literature given the novelty of the topic. The current research not only refers to previous quantitative studies on mukbang but also relevant motivational factors for watching television such as food sources, advertising resources and adoption of innovations this is followed by a discussion on the research method this is a survey method (Pereira et al., 2019).

2.1. Watching Attitude

Attitude and concern are built in every mukbang activity. Attitude is defined as "the desire to learn to respond to objects in a consistent way". Attitudes are formed because seeing someone teach something and get benefits which in turn lead to behavior and intentions (Pereira et al., 2019). Watching mukbang can cause problems in a way of eating for those who have experienced different eating problems (Kircaburun et al., 2020), in the context of this research is the satisfying benefits through consumption of the mukbang

program which in turn, the more positive the attitude towards mukbang the more likely they are to watch the mukbang program.

2.2. Attractiveness in Conveyance

The attraction given by Tanboy Kun is indeed very pleasing to the audience because in the process his demeanor is very orderly and friendly. Tanboy Kun always does things that are natural and that becomes the main attraction for Tanboy Kun. So that the audience at home sees it clearly and wants to keep watching because Tanboy kun conveys it from the heart (Pereira et al., 2019).

Thus, the host positively influences attitudes towards entertainment programs such as mukbang. Indeed Tanboy kun is well known for the potential of mukbang performances (Pereira et al., 2019) Cha (2014) shows that the host's physical appearance further motivates the audience to watch Tanboy kun. Because of Tanboy Kun's good body, it is proof that eating large portions does not only turn into fat and causes obesity if balanced with exercise. The charm of a Tanboy Kun is that he always prays every time he wants to start mukbang, always gives the first bite for his subscribers. Finally, Tanboy Kun made his own mukbang food several times and then showed the audience the recipe and how to mix it so that the audience could make it at home. Apart from that, in terms of appearance, Tanboy Kun always wears an upside down hat as his trademark.

2.3. Mediation Voyeurism

The effect of voyeurism is a link to the consumption of reality television has been well documented for many years (Pereira et al., 2019). In 2010 it became known as 'mediation voyeurism', which refers to the tendency to observe or 'peek' into other people's lives without their knowledge. This desire to see the lives and actions of other people is 'mediated' by the media (platform) on which the program is broadcast. As an illustration, viewers can peek at the lives of reality television stars through traditional television media.

2.4. Perception of Novelty

Donnar (2017) speculates about the similarities and differences between Food Porn and Mukbang. Food porn itself is a food photography term that highlights the beauty and delicacy of food (Donnar, 2017). As mentioned above, despite the fact that Mukbang can be considered a counterweight to food pornography in that both involve the consumption of food through some form of digital media the first involves watching the other eat. Whereas the second involves watching cooking shows or food imagery on an image-based platform (Pereira et al., 2019).

2.5. Solitude

Hakimey & R (2015) consider loneliness as a reason for viewers to watch Mukbang. The author argues that the increasing number of single households in South Korea has reduced the feeling of loneliness that causes viewers to watch Mukbang (Pereira et al., 2019).

2.6. Health Awareness

Consciousness is a state that is fundamentally related to human experience but is so difficult to conceptually define and measure (Cavannna et al., 2011). Negligent eating behavior by viewers has been seriously consulted to curb unhealthy eating habits (Pereira et al., 2019) Cha (2014) has considered the possibility of health being considered as an important factor motivating viewers to consume mukbang. The behavior of eating a lot (mukbang) is actually not good for health, it's better to eat small portions many times because it can expedite the body's metabolism. Instead of eating in large portions. On the other hand, dietary behavior plays an important role in motivating viewers to watch food content (Pereira et al., 2019). Food consumers are represented in videos as they consume healthier alternatives (via sensory passivity, experience, and encounters encountered by watching other people do something in reality). With this, people who tend to pay attention to strict diets can directly consume the healthy food shown in the video. To increase their consumption so as to help control weight. Considering that most mukbang videos compare healthy food consumption, it can be said that the concept of food consumption for health awareness may be applicable to the content of mukbang videos on YouTube.

2.7. Collectivity

Mukbang is still one of the hot spots for entertainment in Asia. Because it has characteristics that are attractive to the community. Therefore, usually Tanboy Kun will follow food trends that are currently in great demand in order to motivate and increase the number of viewers to watch mukbang videos. In mukbang videos, Tanboy Kun is usually collective in choosing the food he will eat. For example, in one video the theme is eating spicy or sweet food (Supintou, 2019), it can be Samyang noodles or ice cream. Tanboy Kun's YouTube videos are more inclined towards spicy food, starting from the food he buys, requests from fans, to his own cooking. Factors of online socio-cultural behavior have been well documented (Pereira et al., 2019).

Not only is Tanboy Kun collective in choosing food, but the audience is also collective in watching mukbang videos on YouTube. However, the unexpected relationship between culture and attitudes towards mukbang has not been documented. Attitudes and expressions shown to the audience when eating spicy food. Tanboy Kun tends to be casual at first. However, in the middle he started to look sweaty and at the end of his mukbang video he was sweating more and there was a change in his lips which became very red.

2.8. Social Normative Factors

Childers & Rao (1992) found that consumer behavior is often governed by overarching norms that are endorsed by various social groups to which consumers may be associated. Social normative factors are defined as beliefs that contain prior information about what members of a social group should believe and do (Pereira et al., 2019). In the contemporary digital landscape, consumer behavior is often factored by influencers on the web. These Factor givers are often paid to endorse a product to their followers.

2.9. Viewing Intentions

Greater value or benefits associated with consuming a video result in a more favorable attitude toward the video which in turn leads to a behavioral intention to watch (Pereira et al., 2019). In the context of this study, the seven preludes highlighted in this section can be said to be benefits that are satisfied through the consumption of mukbang content. Conversely, the more positive the attitude towards mukbang, the more likely they are to watch other mukbang content because it has attracted their attention to watch it.

2.10. Research Model

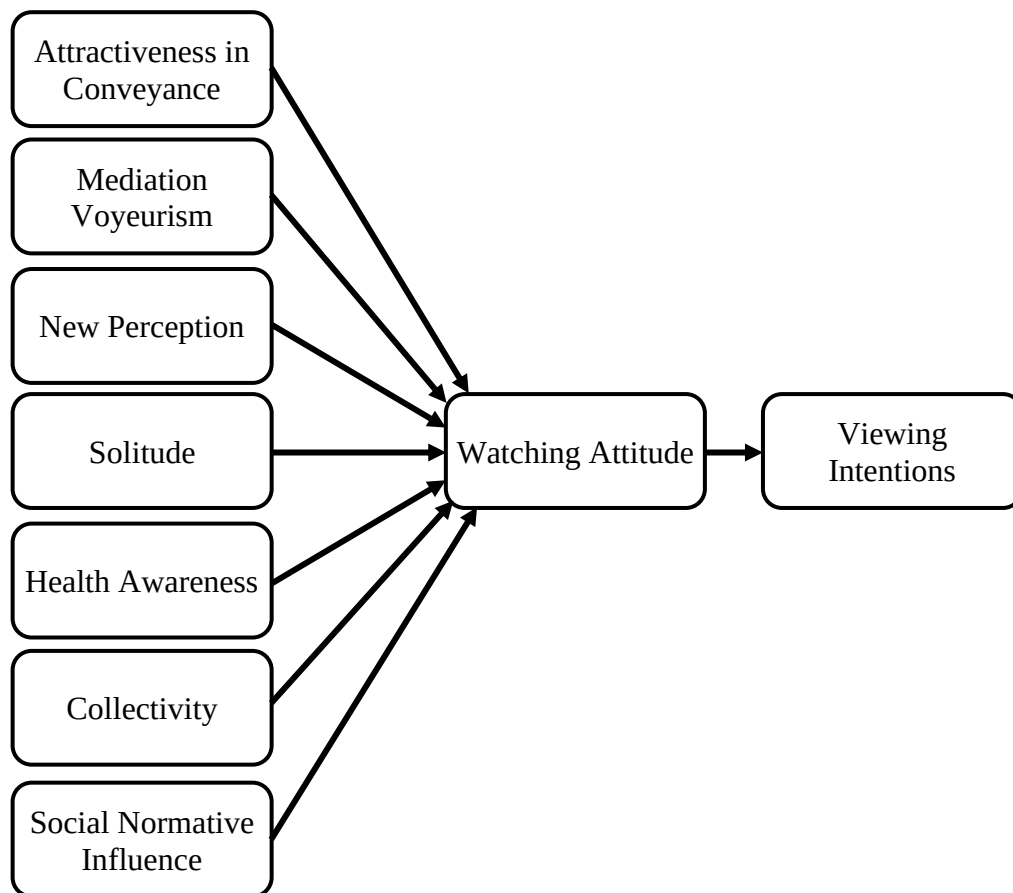


Figure 2. Research Model Variables

In accordance with the variables to be studied, the hypotheses that will be proposed in this study are:

1) The Attractive Factor in Conveying Viewing Intentions.

Ha1 : “There is an Attractive Factor in the Conveyance of Mukbang on Viewing Intentions”.

Ho1 : “The absence of an Attractive Factor in Conveyance Mukbang on Viewing Intentions”.

2) Mediating Voyeurism Factor Against Viewing Intention.

Ha2 : “There are Mediating Voyeurism Factor Against Viewing Intention”.

Ho2 : “Absence Mediating Voyeurism Factor Against Viewing Intention”.

- 3) Novelty Perceived Factors Against Viewing Intentions.
 Ha3 : “There are Factor Perception of Novelty Against Viewing Intentions”.
 Ho3 : “Absence Novelty Perception Factor Against Intention Watch”.
- 4) The Solitude Factor Against Viewing Intentions.
 Ha4 : “There are The Solitude Factor Against Viewing Intentions”.
 Ho4 : “Absence Loneliness Factor Against Intentions Watch”.
- 5) Health Awareness Factor Against Viewing Intention.
 Ha5 : “There are Health Awareness Factor Against Viewing Intention”.
 Ho5 : “Absence Health Awareness Factor Against Viewing Intention”.
- 6) Collectivity Factor Against Viewing Intention.
 ha6 : “There is Collectivity Factor Against Viewing Intention”.
 Ho6 : “Absence Collectivity Factor Against Viewing Intention”.
- 7) Social Normative Factors Against Viewing Intentions.
 ha7 : “There is Social Normative Factors Against Viewing Intentions”.
 ho7 : “Absence Social Normative Factors Against Viewing Intentions”.
- 8) Factors of Tanboy Kun's Attractiveness on Collective Health Awareness in the Submission of Mukbang Against Viewing Intentions.
 Ha8 : “There is Factor Tanboy Kun's Appeal to Collective Health Awareness in Delivering Mukbang Against Viewing Intentions”.
 Ho8 : “Absence Factor Tanboy Kun's Appeal to Collective Health Awareness in the Submission of Mukbang Against Viewing Intentions”.
 If $r \neq 0$. then Ho is rejected and Ha is accepted
 If $r = 0$. then Ho is accepted and Ha is rejected

3. RESEARCH METHODS

This study uses a positivist paradigm using a quantitative approach and survey method. The population in this study were adolescents aged 15 to 17 years with a total of 1.368 people. Because researchers want to know the audience of mukbang videos at SMKN 1 Bekasi.

Table 1. Research Population Data

Department	Grade	Amount
Welding Engineering (TPL)	10	67
	11	34
	12	33
Mechanical Engineering (TP)	10	70
	11	66
	12	63
Light Vehicle Engineering (TKR)	10	103
	11	68
	12	60
Computer & Network Engineering (TKJ)	10	71
	11	72
	12	35
Multimedia (MM)	10	70
	11	35
	12	34

Software Engineering (RPL)	10	68
	11	69
	12	35
Accountant (AK)	10	71
	11	71
	12	70
Boutique Fashion (BB)	10	33
	11	36
	12	34

The sample in this study was calculated using the Taro Yamane formula in Riduwan (2013) with a sampling error of 10% resulting in a total sample of 100 samples. Researchers will distribute questionnaires to students of SMKN 1 Bekasi.

The sampling technique used is Non-Probability Sampling and researchers use a type of convenience sampling, namely the selection of this sample is based on the ease of data owned by the population (Kriyantono, 2014).

This study uses eight concepts consisting of Viewing Attitude, Attraction in Conveyance, Mediation Voyeurism, Perception of Novelty, Solitude, Health Awareness, Collectivity, Social Normative and Viewing Intention. Of these eight concepts operationalized as follows:

The concept of Viewing Attitude becomes a variable (X1) operationalized into 3 indicators. The concept of attractiveness in delivery becomes a variable (X2) there are 3 indicators. The concept of Mediation Voyeurism becomes a variable (X3) there are 3 indicators. The concept of Perception of Novelty becomes a variable (X4) there are 3 indicators. The concept of solitude becomes a variable (X5) there are 7 indicators. The concept of Health Awareness becomes a variable (X6) there are 3 indicators. The concept of collectivity becomes a variable (X7) there are 3 indicators. The concept of Social Normative Factors becomes a variable (X8) there are 3 indicators. The concept of Intention to Watch becomes a variable (Y1) there are 4 indicators.

Table 2. Operationalization Concept

Variable	Indicator
Watching Attitude	Well
	Interesting
	Cozy
Attractiveness in Submission	Sexy
	Beautiful
	Interesting
Mediation Voyeurism	I enjoy watching entertainment programs that provide access to things that people try to hide.
	I like entertainment programs that show sides of people I don't normally see.
	I enjoy watching entertainment programs that help me get a peek into people's private moments.
Perception of Novelty	Unique
	Complex
	Novel
Solitude	When I watch mukbang, I feel close to that person.

	When I watch mukbang, I feel connected to other people.
	When I watch mukbang, I feel like someone is talking to me
	There's no one I can turn to.
	People are around me but not with me.
	I feel isolated from other people.
	I lack friendship.
Health Awareness	I am aware of my state of health as I go about my day
	I am responsible for my health condition
	I am generally conscious about my health
Collectivity	I feel good when I cooperate with other people
	For me, it's a pleasure to spend time with other people
	The well-being of my co-workers is important to me
Social Normative Factors	If I want to be like someone, I often try to watch the same entertainment shows they watch.
	I achieve a sense of belonging by watching the same entertainment programs that other people watch.
	I wonder what entertainment shows make a good impression on others.
Viewing Intentions	The probability that I will consider watching mukbang is high
	My willingness to watch mukbang will be high if I'm looking for something to watch.
	If I'm looking for something to watch, the chances that I'll watch mukbang are high
	If I find something to watch, I'll consider watching mukbang.

Source: (Pereira et al., 2019)

The data collection technique in this study is to use primary sources. The primary source of this research. Researchers provide and collect data from SMKN 1 Bekasi. In this study, the primary data source is a questionnaire.

Data analysis techniques used two analyses, namely univariate analysis. Univariate analysis is an analysis of the variables. Bivariate analysis in which bivariate analysis consists of two types, namely simple correlation analysis to determine the strength and weakness of the relationship between the two variables and simple regression analysis. To find out the factors of the independent variable on the dependent variable. Data confirmation technique is by using reliability. To test the reliability of the instrument in this questionnaire research using the Alpha Cronbach technique. While the validity in this study uses variable factor analysis on a Likert scale with this technique, the Kaiser-Mayer Olkin (KMO) value will be obtained.

4. RESULTS AND DISCUSSION

This study analyzed data from respondents (N = 100) with univariate and bivariate analysis. Based on univariate analysis, the majority of respondents intend to watch mukbang content on YouTube (100%) by accessing YouTube (90%). According to the data the researchers obtained from SMKN 1 Bekasi, the number of students who were male was 842 students while those who were female were 526 students. Therefore, the results of the SPSS data show that the majority of respondents who intend to watch mukbang are male (50.5%) at the age of 17 years (45.5%) in grade 12 (39.6%).

Table 3. Respondent Demographic Data

Gender	Man	51 (50.5%)
	Woman	50 (49.5%)
Respondent Age	15	19 (18.8)
	16	36 (35.6)
	17	46 (45.5)
Respondent Class	10	24 (23.8%)
	11	37 (36.6)
	12	40 (39.6)

Furthermore, the validity and reliability tests showed 6 valid and reliable variables out of 8 variables. The 2 unreliable variables consist of Mediation Voyeurism and perception of novelty. The eight variables show values *Keizer-Meyer Olkin (KMO)* more than 0,5. While the Cronbach Alpha value shows 6 variables above 0.7 and 2 other variables below 0,7. The results of the validity and reliability tests are in table 3 as follows:

Table 4. Validity and Reliability Test Results

Variable	KMO	A	Information
Attractiveness in Conveyance	0.636	0.796	Valid & reliable
Mediation Voyeurism	0.544	0.500	Valid & unreliable
Perception of Novelty	0.611	0.596	Valid & unreliable
Solitude	0.550	0.706	Valid & reliable
Health Awareness	0.741	0.746	Valid & reliable
Collectivity	0.744	0.887	Valid & reliable
Social Normative	0.672	0.710	Valid & reliable
Viewing Intentions	0.669	0.700	Valid & reliable

The research hypothesis was then carried out by bivariate analysis with multiple linear regression analysis, all hypotheses were proven and statistically significant with a significance value below 0.05. The first hypothesis shows the Attractiveness Factor in Mukbang Delivery Against Viewing Intention (significant=0.000) with a moderate factor ($R=0.392$) and explains 15.3% of the variance. Then the second hypothesis shows that there is a Mediating Voyeurism Factor on Viewing Intention (significant = 0.015) with a moderate factor ($R = 0.242$) and explains 5.9% of the variance. Furthermore, the third hypothesis shows that there is a Perceived Novelty Factor on Viewing Intention (significant = 0.001) with a moderate factor ($R = 0.322$) and explains 10.3% of the variance. The same thing can be seen in the fourth hypothesis which is proven to have a Loneliness Factor Against Viewing Intention (significant = 0.000) with a moderate factor ($R = 0.364$) and explains 13.2% of the variance. The fifth hypothesis shows the Health Awareness Factor on Viewing Intention (significant=0.000) with a moderate factor ($R=0.391$) and explains 15.3% of the variance. The sixth hypothesis shows the collectivity factor on viewing intention (significant=0.133) with a moderate factor ($R=0.151$) and explains 2.3% of the variance. The eighth hypothesis shows Social Normative Factors on Viewing Intentions (significant=0.028) with a moderate factor ($R=0.219$) and explains 4.8% of the variance. Finally, the eighth hypothesis shows the Attractiveness Factor of Tanboy kun on Health Awareness Collectively in Delivery of

Mukbang Against Viewing Intentions (significant = 0.000) with a moderate factor ($R = 0.354$) and explains 12.5% of the variance.

Table 5. Linear Regression Test Results

Hypothesis	R	R Square	Sig
H1	0.392	0.153	0.000
H2	0.242	0.059	0.015
H3	0.322	0.103	0.001
H4	0.364	0.132	0.000
H5	0.391	0.153	0.000
H6	0.151	0.023	0.133
H7	0.219	0.048	0.028
H8	0.354	0.125	0.000

The interpretation of the results of the t test shows that the significance value of the attractiveness factor in the delivery of mukbang on the intention to watch is $0.001 < 0.05$. And the value of t statistic 4.236 is greater than t table 1.98638 then H_{o1} is rejected and H_{a1} is accepted. This means that there is an attractiveness factor in the delivery of mukbang to the intention to watch significantly. The interpretation of the results of the t test shows that the significance value of the Mediation Voyeurism variable factor on viewing intention is $0.001 < 0.05$. And the value of t statistic 2.480 is greater than t table 1.98638 then H_{o2} is rejected and H_{a2} is accepted. This means that there is a mediating voyeurism variable factor on viewing intentions significantly.

The interpretation of the results of the t test shows that the significance value of the Perceived Novelty Factor on the intention to watch is $0.001 < 0.05$. And the value of t statistic 3.381 is greater than t table 1.98638 then H_{o3} is rejected and H_{a3} is accepted. This means that there is a Perceived Novelty Factor on the intention to watch significantly.

The interpretation of the t-test results shows that the significance value of the solitude factor on viewing intention is $0.001 < 0.05$. And the value of t statistic 3.885 is greater than t table 1.98638 then H_{o4} is rejected and H_{a4} is accepted. This means that there is a solitude factor on the intention to watch significantly.

The interpretation of the results of the t test shows that the significance value of the Health Awareness factor on viewing intention is $0.001 < 0.05$. And the value of t statistic 4.227 is greater than t table 1.98638 then H_{o5} is rejected and H_{a5} is accepted. This means that there is a significant Health Awareness of intention to watch.

The interpretation of the t-test results shows that the significance value of the collectivity factor on viewing intention is $0.001 < 0.05$. And the value of t statistic 1.515 is smaller than t table 1.98638 then H_{o6} is accepted and H_{a6} is rejected. This means that there is no collectivity factor on intention to watch significantly.

The interpretation of the t test results shows that the significance value of social normative factors on viewing intention is $0.001 < 0.05$. And the value of t statistic 2.231 is greater than t table 1.98638 then H_{o7} is rejected and H_{a7} is accepted. This means that there is a social normative effect on the intention to watch significantly.

Interpretation of the results of the t test shows that the significance value of the attractiveness factor of Tanboy Kun on collective health awareness in the delivery of mukbang on intention to watch is $0.001 < 0.05$. And the value of t statistic 3.767 is greater than t table 1.98638 then H_{o8} is rejected and H_{a8} is accepted. This means that there is

Tanboy Kun's appeal to collective health awareness in the delivery of mukbang to the intention to watch significantly.

Interpretation of the results of the F test shows that the significance value for the attractiveness factor in the delivery of (X1) voyeurism mediation (X2) new perception (X3) solitude (X4) health awareness (X5) collectivity (X6) social normative (X7) on the intention to watch (Y) is $0.000 < 0.05$ and $F_{count} 7.093 > F_{table} \text{ value } 3.35$. this proves that H_0 is rejected and H_a is accepted. This means that there is an attractiveness factor in the delivery of (X1) mediated voyeurism (X2) new perceptions (X3) solitude (X4) health awareness (X5) collectivity (X6) social normative (X7) to viewing intentions (Y) significantly.

This study shows the attractiveness factor of Tanboy Kun on Collective Health Awareness in the Submission of Mukbang Against Viewing Intentions. Based on statistical tests, the attractiveness in delivering mukbang is a stronger factor on viewing intentions. This shows that the higher the level of attractiveness in the delivery of mukbang encourages people's motivation to watch mukbang content.

This finding is different from Margawati, Wijayanti, Faizah & Syaher (2020) who found that ASMR mukbang videos can factor audience focus because there is reduced attention to what is eaten and will focus on the activity of watching the mukbang content (Margawati et al., 2020).

5. CONCLUSION

Mukbang has its own charm for the audience. Mukbang is also a trigger to increase appetite. This research has 6 viewing attitude factors in delivering mukbang broadcasts and 2 does not have viewing attitude factors in delivering mukbang broadcasts. There are eight variables tested, namely attractiveness in delivery, mediated voyeurism, perception of novelty, solitude, health awareness, collectivity, social normative factors and viewing intention which are formulated into eight hypotheses. Based on statistical tests with multiple regressions, all hypotheses are proven. This study shows that Tanboy Kun's appeal to collective health awareness in the delivery of mukbang factors the intention to watch.

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