

**THE IMPACT OF FOOD TRAVELER'S RECOMMENDATION TO
MILLENNIALS ON CULINARY TOURISM AWARENESS
(CASE STUDY: INDONESIA LOCAL CUISINES)**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Culinary tourism awareness is one of the most concerning issues presently regarding culture and traditions sustainability. Despite that, technology development pushed millennials to seek something new on what they are consumed through the internet especially on social media. On the other hand, social media also provides an important role in disseminating information to influence millennials in terms of changing millennial's perception and develop millennial's awareness of how they see Indonesia local cuisines as a priority heritage on developing Indonesian culinary diversity to be valuable for every generation.

Moreover, this research intends to seek whether Food Traveler's recommendation does give an impact regarding millennial's culinary tourism awareness with the case study of Indonesia's local cuisine. The data were collected from 146 millennial that are using social media, Instagram on searching for information about Indonesian culinary tourism with a quantitative method to observe. The finding indicates that millennial's perception, millennial's awareness and effectiveness of E-WOM and Hashtags are significantly impacted millennial on culinary tourism awareness by 68.8% with Simple Linear Regression to examine the collected data. Furthermore, this research provides several suggestions to enhance awareness of Indonesia's local cuisine by considering millennial's perception contribution to food traveler's recommendation.

Keywords: food traveler, food traveler's recommendation, culinary tourism awareness, Indonesia local cuisine, effectiveness of food traveler on social media, millennial's perception, millennial's awareness, effectiveness of E-WOM and hashtags, behavioral intention to follow, giving recommendations





DEDICATION

I dedicate this works for the universe, my future, and my parents for their endless support in any form. I sincerely hope this research is able to help improve future research regarding similar topics.



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