

ABSTRACT

Educational content is created to provide messages and information conveyed by Doctor Tirta to form changes in attitudes and real actions on an issue. The purpose of this study is to determine whether there is an influence and measure how much influence Dokter Tirta's educational content has on followers' behavior in consuming instant noodles. This study uses the Stimulus-Response theory which shows that the educational content delivered by Doctor Tirta on social media acts as a stimulus that can shape the behavior of followers as a response in the consumption habits of instant noodles among the wider community. This research uses an explanatory quantitative method using a questionnaire as a data collection instrument. The sample in this study were 405 respondents with Youtube social media users who are followers of Dokter Tirta's Youtube account. The results showed that the educational content delivered by Doctor Tirta was proven to have a positive and significant influence on changes in instant noodle consumption behavior among his followers. The analysis shows that 36.9% of behavior change can be explained by educational content, with a strong correlation of 0.608. This finding confirms the important role of health education by influencers in driving changes in consumption behavior, especially through consistent and health-based messages.

Keywords: Doctor tirta, educational content, follower behavior, instant noodles