

ABSTRACT

This study examines the effect of food visualization in the Korean drama Bon Appétit, Your Majesty on the intention to visit Korean restaurants in Bandung. The study sampled 100 viewers of Bon Appétit, Your Majesty who reside in Bandung using purposive sampling, and data were collected via a Likert-scale questionnaire measuring five dimensions of food visualization in cinematography (camera angle, continuity, cutting, close-up, composition) as the independent variable and intention to visit as the dependent variable. Analysis used simple linear regression and the coefficient of determination to test the hypothesis. The results indicate that respondents judged the food visualization in Bon Appétit, Your Majesty to be fairly good and that it has a significant effect on intention to visit ($t = 4.398$, $p < 0.05$). The magnitude of the effect of visualization on intention to visit is 16.5% ($R^2 = 0.165$), while 83.5% of the variance in intention to visit is explained by other factors outside this study. The findings support the S-O-R framework, which posits that visual stimuli can influence audience cognitive, affective, and conative responses and thereby trigger visitation intentions. Implications are offered for advancing visual communication theory and for practical recommendations to producers and culinary industry actors to leverage food cinematography techniques as a promotional strategy for local foods.

Keyword: Visual Communication, Cinematography, Visit Intention