

THE UTILIZATION OF INSTAGRAM AS A PROMOTIONAL MEDIA IN MARKETING COMMUNICATION STRATEGY IN THE CULINARY INDUSTRY DURING THE COVID-19 PANDEMIC (@KULINERTEGAL INSTAGRAM ACCOUNT CASE STUDY)

Nadia Safina Faradis^{a*)}, Yanuar Luqman^{a*)}

^{a)}Universitas Diponegoro, Semarang, Indonesia

^{*)}Corresponding Author: nsafinaf@students.undip.ac.id

Article history: received 02 August 2022; revised 06 August 2022; accepted 12 September 2022

DOI: <https://doi.org/10.33751/jhss.v6i3.6385>

Abstract. The @KulinerTegal account promotes the culinary industry with a unique strategy, apart from taking high-resolution food pictures, the account also does story telling through the latest Instagram reels feature by clearly explaining the food products they promote. Through this strategy, the @KulinerTegal account is expected to attract consumer buying interest. The purpose of this study is to find out what strategies make Instagram an effective and representative promotional media during the Covid-19 pandemic. This study uses a qualitative descriptive approach with a case study type to describe and understand the existing phenomena. This type of approach was chosen to study the case intensively, in-depth, in detail and comprehensively. The case study approach is directed at collecting data, taking meaning and gaining understanding from the case. The researcher concludes that Instagram is an effective and representative promotional media during the Covid-19 pandemic because Instagram itself has a lot of increasing popularity which is marked by the number of users that has increased significantly in recent years. Besides that, Instagram also offers its users where the user interface that is displayed makes it easier for users to connect so that it is easier to use, it can display features that can optimize content distribution and are perceived well by users.

Keywords: social media; promotion; Instagram.

I. INTRODUCTION

The development of technology that is so fast today, has an impact on one's way of thinking. Technology is actually a sign of a change or development that is formed through the application is a tool whose function and purpose is to facilitate the way of human life [1]. The development of this technology that can be used as a way to help in an existing competition. The development of this technology is a concept that explains how to shop, sell and replace work, service and information through a computer network [2]. Technological developments are also in line with the emergence of various new media in which there are social media applications, these social media applications can be used as a great opportunity [3]. Current developments certainly have an impact on competition which can be seen by increasing compatibility technology, convergence technology communication as well as various real competitions that are currently taking place, requiring business actors to continue to innovate and be creative in formulating strategies in order to win to compete with their competitors. used to trigger an increase in market share [4]. Current technological developments, especially in Indonesia, on the other hand also provide convenience for individuals to stay connected with other individuals through social media. The growth of social media begins with the growth of the internet which is explained through Computer Mediated Communication (CMC), which is a term used to communicate between two or more people who can interact

with each other through different computers. Social media is a concept for its users to make it easy to continue to interact with others [5].

With social media, people can use it as a means for them to get information or just share a moment that they think is important to share with the public [6]. The emergence of social media makes it easier for people to communicate, participate, share and form an online network, so that they can disseminate their own content [7]. This social media is also very attractive for users to use the media because there are no limitations for them to socialize with time, with this social media it is easier for people to communicate with one another whenever and wherever they are [8]. The development of social media is currently increasing every year. The existence of social media such as Instagram has experienced a very significant increase, where it can be seen that Indonesia occupies the third position in the use of social media. Reporting from <https://datadoks.katadata.co.id> currently the use of social media in Indonesia with 2021 data has reached 170 million out of a total of 274.9 million or around 61.8%. This number increased after previously in 2019, active users from social media reached 150 million and generated a percentage of 56%. The existence of social media such as Instagram that occurs in Indonesia when viewed from its users is that 19.8% of users of the application are women, while 17.5% are men. Meanwhile, if viewed according to its use, the majority or 53.2% of users of the photo and video sharing application in Indonesia are women. Meanwhile, 46.8% of

other Instagram users are male. With social media such as Instagram, it is easier for people to access existing information. The phenomenon that exists when people access information that is used by business actors in the culinary field to market their products. By distributing their products through Instagram, culinary business people can make it easier for potential customers to get information about culinary arts without having to search for locations or what products they serve.

There are many accounts regarding culinary in Tegal, one of which is @KulinerTegal which people are interested in. The @KulinerTegal account is quite interesting, because it can be seen if the followers of the account reach 121,000 followers and 1894 uploads (as of November 1, 2020). Each post gets around 300-2700 likes. These followers are actively commenting, it can be seen from the number of responses in the comments column which contains invitation sentences with mentions to other users, testimonials, requests for recommendations and reviews. The @KulinerTegal account provides information about culinary places in Tegal which includes high-resolution food shots, the account also does story telling through the latest Instagram reels feature by clearly explaining the food products they promote.

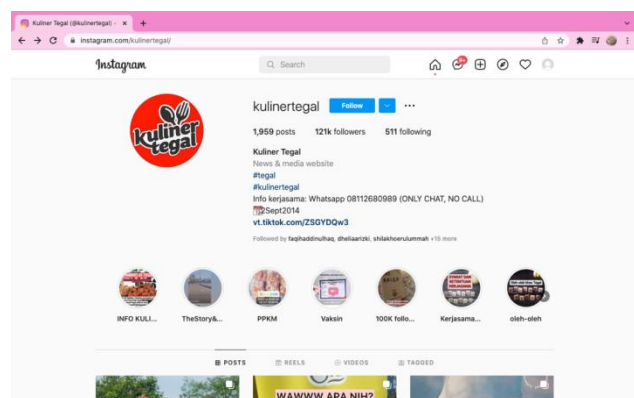


Figure 1. Instagram account @KulinerTegal

During the current pandemic, many business sectors have experienced a decline. Various businesses that have experienced a decline include culinary business actors. The current competition can be seen with the increasing compatibility technology, convergence technology communication and various real competitions that are happening at this time, requiring business actors to always innovate and be creative in formulating strategies in order to win to compete with their competitors, because the strategies used are to trigger an increase in market share [9].

The increase in technology is in line with the number of new media arriving. New media are a way of managing a cloud of technology, skills, and processes that change so rapidly that it is impossible to fully describe the tools and processes. The growth of new media begins with the growth of the internet which is explained through Computer Mediated Communication (CMC), which is a term used to communicate between two or more people via different computers [10].

In line with the emergence of new media, culinary business actors can find a way out through the promotion of their products through social media that is currently popular, namely Instagram [11]. Currently, users on the Instagram application reach 1.07 billion active users worldwide, of which there are 354 million users aged 25 to 34 years and in Indonesia itself currently there are 93 million users. Based on these facts, the Instagram application can be used as an opportunity for the use of effective and representative promotional media in marketing to market the culinary industry in the Tegal Region.

One of the Instagram accounts that promote the culinary industry in the Tegal area is @KulinerTegal. The @KulinerTegal account promotes the culinary industry with a unique strategy, apart from taking high-resolution food pictures, the account also does story telling through the latest Instagram reels feature by clearly explaining the food products they promote. Through this strategy, the @KulinerTegal account is expected to attract consumer buying interest. The purpose of this research is to find out what strategies make Instagram an effective and representative promotional media during the Covid-19 pandemic.

Communication Strategy

Communication strategy which is essentially a planning and management to achieve certain goals in operational practice [12]. The communication strategy is part of a design plan used for @KulinerTegal as a description, plan and sketch of separate elements into a single unit to show the sequences of processes of the system. Based on that understanding, the plan is a process to define something to achieve a unity and is also a process to get a decision about what needs to be done in order to achieve that unity. This strategy in communication is used to regulate the implementation of communication operations to be successful.

Computer Mediated Communication

Computer Mediated Communication (CMC) which has a role as a strong correlation that will occur in the social hierarchy with the number of participants who will join will be more than their subordinates [13]. At this stage Computer Mediated Communication (CMC) which is a process of communication between humans as individuals and carried out between other individuals carried out through a technological development is used by Culinary Tegal to expand demographics or markets which are later expected to create an advantage. Computer Mediated Communication is closely related to the current development of social media.

As already explained, that Computer Mediated Communication also has a derivative, namely a concept that will be called the concept of new media under it [13]. The growth of new media that begins with the growth of the internet can be explained through Computer Mediated Communication (CMC), which is the term used to communicate between two or more people who can interact with each other through different computers. What is meant here is not how two or more machines can interact with each

other, but how two or more people can communicate with each other by using computer aids through application programs on the computer [13].

New Media

New media is a tool used for communication that is carried out through technological devices [14]. The presence of new media is marked by the emergence of the digital world of computers, the characteristics of new media are that they can be changed, are networked, dense, interactive and are user generated content (in which they contain content) [15]. Some examples of new media are the internet, websites, multimedia computers, computer games, CD-ROMS, and DVDs. New media is the basis of new media, not conventional media such as television, films, magazines, books, or paper-based publications [16].

Social Media

Social Media is a tool in which it can be used to make it easier for users to socialize with other users. This social media functions as a marketing tool that is considered effective and representative [17]. It is considered effective and representative because social media can accommodate its users to build a community. When viewed from the scope, social media has a very broad scope, the characteristics of this social media can cover from small to large scale, are easily accessible at a relatively safe cost and can be used to attract audiences more quickly [17].

Instagram

Instagram is an application made for users to be able to display and send photos instantly in appearance. Instagram is a web-based social networking site and application that allows individuals to build a common profile in a limited system, display other users related to their users, and browse and observe the list of connections they have and the lists made by other users in the social network. the system [18].

The popularity of Instagram has a positive impact on business actors, because with Instagram, business actors can participate in promoting their products. With Instagram, culinary business actors can use it as a direct marketing medium that can be done through photos or short videos with the aim of attracting the interest of potential consumers [19].

II. RESEARCH METHODS

This study uses a qualitative descriptive approach with a case study type to describe and understand the existing phenomena. This type of approach was chosen to study the case intensively, in-depth, in detail and comprehensively. The case study approach is directed at collecting data, taking meaning and gaining understanding from the case. In this qualitative research, which aims to use Instagram social media as an opportunity to use effective and representative promotional media in marketing to market the culinary industry in the Tegal Region. Instagram user account name is @KulinerTegal. Currently the @KulinerTegal Instagram account has 121,000 followers. In this qualitative research [1],

which aims to gain an in-depth understanding of events in groups or individuals with descriptive studies that are used to understand marketing communication strategies for the KulinerTegal Instagram account in marketing culinary products.

III. RESULTS AND DISCUSSION

Based on the results of research that has been carried out by researchers, it is found that social media is currently an effective and representative promotional media in marketing to market the culinary industry in the Tegal Region. Instagram as a social media that provides benefits, especially culinary business actors to make it easier for them to promote the products they sell [19]. With the emergence of Instagram, it can provide benefits for business actors, because they can easily promote their products with adequate facilities without high costs, a lot of energy and can be done in a relatively short time [17].

The @KulinerTegal account carries out promotional activities through Instagram social media which includes advertisements, sales promotions, direct marketing. Promotional activities carried out by the @KulinerTegal account using photos and videos which contain testimonials about the culinary delights that have been tried. The culinary information uploaded also uses language narration that is easy to understand by using stories and informational videos about the culinary arts they promote. The @KulinerTegal account takes into account when promoting by looking at the Instagram algorithm in which there is an automatic calculation of the best time to share posts so that their promotional activities are not in vain. If you share posts according to the Instagram algorithm, you see it according to the consumption of their followers, namely when they are active, the message conveyed is effective and representative.

In each of his uploads @KulinerTegal includes the name of the restaurant or brand along with the price of the product, the time of service available at the restaurant and using a hashtag or hash mark that reads #kulinertegal to make it easier for those in Tegal when looking for culinary delights. The hashtag or hashtag #kulinertegal is used so that the @KulinerTegal account appears first on the search page so that they are interested and become followers of the @KulinerTegal account or at least become viewers of the information provided through the video is seen and conveyed properly.

Currently, the existence of social media such as Instagram that occurs in Indonesia when viewed from its users with details as many as 19.8% of the application's users are women, while 17.5% are men. Meanwhile, if viewed according to their use, the majority or 53.2% of users of the photo and video sharing application in Indonesia are women. Meanwhile, 46.8% of other Instagram users are male. Currently, Instagram has a feature that allows you to set the purpose of creating ads and target ads that can be used as a call to action (CTA). Based on these data, it indicates that Instagram can be used as an effective and representative promotional media in marketing to market the culinary

industry in the Tegal Region. This is because Instagram can be used to reach the wider community where they are active users of social media [19].

IV. CONCLUSION

Multicultural education in a pluralistic society, especially like Indonesia, is sought to be carried out optimally. Although it seems excessive, the success of multicultural education in Indonesia is the key to the sustainability of this nation in the context of implementing sustainable development. Therefore, neglecting the implementation of multicultural education is very risky for Indonesia. Based on content analysis studies on various English-language journal articles about “multicultural Indonesia”, it is found that teachers, especially teachers in basic education, really need to adapt to the development of multiculturalism. New paths that can be chosen based on this research include: increasing philosophical and sociological understanding Multicultural education; teachers make efforts that go beyond the provisions in written policies and curricula in the spirit of maintaining and improving Indonesian multiculturalism; and teachers continue to promote multiculturalism, improve materials, content, methods, and teaching strategies based on multiculturalism, use various multiculturalism discourses, including peaceful religious discourse in the context of religious freedom in Indonesia, use various promotional media including social media. The implications of this finding include teachers in basic education to continue to learn and maintain pluralism because the challenge of growing multiculturalism is not easy and fast. and teaching strategies based on multiculturalism, using various multiculturalism discourses, including peaceful religious discourses in the context of religious freedom in Indonesia, using various promotional media including social media. The implications of this finding include teachers in basic education to continue to learn and maintain pluralism because the challenge of growing multiculturalism is not easy and fast. and teaching strategies based on multiculturalism, using various multiculturalism discourses, including peaceful religious discourses in the context of religious freedom in Indonesia, using various promotional media including social media. The implications of this finding include teachers in basic education to continue to learn and maintain pluralism because the challenge of growing multiculturalism is not easy and fast.

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