

EFFECTIVE PROMOTION STRATEGIES OF JAVAFOODIE IN ATTRACTING INSTAGRAM AUDIENCE

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Abstract

Nowadays social media is very much used by business people in doing business by doing promotions. Instagram is considered as social media that has high potential in offering an item or service. The advantage of promotion through Instagram is that the available range is very wide and unlimited because it uses online facilities. This study examines effective promotion strategies through Instagram social media in attracting audiences that are done by Javafoodie. This study aims to analyze effective promotion strategies by Javafoodie as foodstagram to attract khalayk Instagram. This type of research is descriptive qualitative based on New Media theory. Informants are Javafoodie owners, JavaFood managers and 3 consumers from Javafoodie. Data collection techniques in this study were interviews, observation and documentation. The author conducted a cross check with the informants namely the owner, manager and 3 audiences. In this study, the promotion strategy carried out by Javafoodie has 3 elements, namely information, communication and persuasion. To attract audiences or clients, Javafoodie is good at serving audiences such as replying to messages from audiences quickly, giving rewards and giveaway to clients and audiences to increase cooperation and loyalty. The researcher also found online marketing communication with the use of features (stories, photo uploads, captions, mentions, hastags, geotagging) and visual displays that could attract the attention of the audience. Javafoodie on social media is not only to provide promotional information solely, but also to tell what is given and what is sold. Promotions through Instagram social media are considered effective by Javafoodie as a promotional service for culinary products.

Keywords: *promotion, Instagram, social media, new media*

INTRODUCTION

Along with the development of increasingly sophisticated technology, currently the use of the internet is no stranger to marketing a product. An effort made to do marketing of products or services using internet media can also be called emarketing. E-marketing is the marketing side of e-commerce, which consists of the work of a company to

communicate something, promote, and sell goods and services through the internet.

E-commerce is a sales system that developed after the Internet was discovered. This marketing or sales system can reach the entire world at the same time without having to set up a branch office in all countries. Besides that, it can also be done 24 hours without stopping. Only through computer units connected to the

Internet can companies market their products. (Arifin, 2003: 101).

Marketing with promotional strategies through the internet, especially with social media (social networking) can increase sales widely and does not require expensive marketing costs. Consumers will also find it easier to find information about the products they want to buy because they don't need to be face-to-face.

Promotion strategy is the initial form in the framework of introducing products to consumers and this can be very important because it deals with various benefits that can be obtained by a company. Promotion strategies will be useful with maximum and optimal if supported by structured, precise and good planning.

Promotion is one of the determining factors in the success of a marketing program, because promotion is essentially a form of marketing communication. Marketing communication is a marketing activity that attempts to disseminate information, influence or persuade, and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned (Tjiptono, 2001: 219).

Among the various marketing mixes that exist, advertising is one form of

promotion that is widely used by companies in introducing their products. There are various kinds of alternative advertising media that can be used by companies to promote their products, including newspapers, radio, magazines, television, and others. To achieve the expected goals of a promotion, the company must be able to create advertisements that can provide product information effectively

One effective product promotion strategy is to use social media. Through social media like Facebook, Instagram and Twitter, we can carry out promotional strategies by introducing brands and products to social media users. Social media began to take shape in 1978, the emergence of social media began with the discovery of a bulletin board system by Ward Christensen and Randy Suess, who can connect people from all parts of the world, download information, allow us to upload, communicate with electronic mail the internet connection is still connected to a telephone line with a modem. The first development of social media was carried out by sending the first electronic mail by researchers ARPA (Advanced Research Project Agency) in 1971.

Social media in general can be interpreted as a site that provides a place for users to interact with each other online.

In this day and age social media has become a basic necessity for some people. Currently social media networks have many types. Indonesians are one of the biggest users in the world. On some social media Indonesia ranks highest in the list of the most active social media users in the world. Along with the development of technology, business people began to switch to marketing their products from using conventional media, to using new media. Social media is a new medium that is currently being heavily used by business people, one of which is social media Instagram.

Instagram social media basically, offers media in interacting and socializing with other people, using the internet. Almost every day there are millions of photos and videos uploaded on Instagram. Instagram's main use is as a place to upload and share photos to other users. There is no limit and privacy in Instagram, whatever we share and share with others we can see. Photos that you want to upload can be obtained through the iDevice camera or photos in the photo album on the iDevice. Success has become a popular application for many users, Instagram being a social media that has many opportunities for business users. Through Instagram social media, marketing through advertisements can sell seller's products,

and having lots of Instagram followers makes it easy for consumers to see products that are sold and can immediately comment below the photos that are in demand.

A new phenomenon in the promotion of culinary products in Yogyakarta via Instagram is foodstagram. Foodstagram is a nickname for culinary tourism activities which then upload photos of culinary products they have tried to their Instagram account. Javafoodie is one of the foodstagrams that currently uses Instagram and uses storytelling programs which are currently popular as promotional media. As a foodstagram, Javafoodie is able to gain high popularity because of the contribution of Instagram social media features. Instagram allows users to take photos that are initially mediocre, then change to look amazing with the use of available features.

This activity and photos of food in Yogyakarta were originally just a hobby. The intention is to increase public awareness so that people know the restaurants in Yogyakarta and the types of food provided. The benefits of doing business with culinary promotional advertisements via Instagram cannot be underestimated. In a single photo or video upload, Javafoodie claims he can get hundreds of millions of rupiah depending

on the number of responses given in the comment account. There are interesting phenomena at Javafoodie and make this foodstagram has its own characteristics from other foodstagrams. Javafoodie has a lot of culinary information, especially street food, which we may rarely know about. Many of these cuisines remind us of past snacks, culinary information like this is one of the information that Javafoodie followers like. Javafoodie diligently conducts street food snacks surveys to improve promotional strategies that are effective in attracting audiences, this is Javafoodie analysis of various public demands, here JavaFoodie will see how audiences respond to the information delivered and what culinary information is needed by the public.

From observers that researchers have done, the JavaFoodie Instagram account already has its own logo for its Instagram account, the logo already exists in various kinds of events. Javafoodie is also a sponsor (media partner) in the event and as an invited guest in a particular event. The name JavaFoodie has also been widely known in the Yogyakarta community, especially for Instagram users who join the JavaFood account. For this reason, researchers raised the Instagram Seafood account as a study because they saw the initial phenomenon of the

audience of each Instagram account follower who liked the gallery of JavaFoodie Instagram accounts more and gained audience attention or became public awareness.

METHOD

The research method used in this study is a qualitative research method. The type of research used in this study is a type of qualitative research. Qualitative methods are processes of research and science that are not as simple as what happens in quantitative research, because before the results of qualitative research contribute to science, the stages of qualitative research go beyond the various stages of scientific critical thinking, in which a researcher begins to think inductively, that is capturing various facts or social phenomena, through observations in the field (Bungin, 2007).

Therefore, researchers will conduct research by analyzing the effective promotion strategies carried out by the javafoodie Instagram account. Data that will be collected by researchers in the form of interviews with owners, admin and consumers of JavaFoodie, informants will be given questions prepared in the interview guide. The type of research used in this study is a type of qualitative research. The object of the research carried

out by researchers was in the form of photo and video uploads and caption writing (photo title) within 2 months in the promotion of culinary products. Qualitative Research is a planned activity to capture the practice of interpreting respondents and informants in the world.

DISCUSSION

In the current era, the community is very spoiled by Instagram's social media presence, which is the biggest social media currently and most in demand by the public, both from children to teenagers. Instagram social media also makes people more active in using it to obtain various information. With Instagram social media, someone can upload daily activities in the form of photos and videos. From uploads on Instagram social media, there are currently many feeds that contain food culinary photos, so the term foodstagram or food blogger appears.

Foodstagram or food blogger is someone's hobby in uploading photos related to food, for that there are a lot of foodstagram or food bloggers that eventually become influences (influencers) on society and consumers (followers), especially for millennial generations. Starting from just a hobby, unexpectedly can produce money coffers and other benefits. They trace places that are

considered attractive to the community. Visit various places such as restaurants, cafes, street food, hangout places and places to serve as culinary information that they upload on social media Instagram. Many consumers who use culinary information are references to culinary destinations.

As a whole in this study resulted:

1. Level of Effectiveness of Instagram Social Media on Javafoodie

Several criteria can be used to measure the effectiveness of promotional media, namely recall, persuasion, and sales. According to (Kotler and Armstrong (2008) the effectiveness of Instagram promotional media can be measured using the AIDA model, namely attention, interest, desire, and action.

The first stage is attention. Effectiveness will succeed if the target is set to succeed with a specific goal. The effectiveness of communication can affect consumers in carrying out an action, specifically in this discussion how consumers are affected by the contents of Instagram social media content. This stage is the initial stage where consumers begin to realize the products and brands of a company. This is the main task of JavaFoodie, making consumers know that JavaFoodie is a foodstagram or food

blogger that has unique advantages from other foodstagram. To raise that concern, JavaFoodie does tactics like using unique video photos, creating interesting headlines so consumers start reading the information.

The second stage is interest. From the emergence of attention, now consumers begin to feel that the information obtained raises a feeling of wanting to know more so consumers want to see and read more carefully. For this reason, JavaFoodie must know how it can arouse consumers' liking for culinary product information through the advantages that GarudaFoodie shows. Javafoodie can also give a positive message from consumers who are satisfied after seeing the benefits of information on Instagram so that consumers believe that JavaFoodie is more superior than foodstagram or other food bloggers. For this reason, JavaFoodie approaches its customers, such as responding to various consumer responses on Instagram.

The third stage is desire. The next process is the stage where consumers begin to have the desire to buy our products. The thing that drives consumers to this stage is when JavaFoodie can convince consumers that JavaFood is the one who can best meet their needs and can provide the added value needed. This

desire arises from the upload of javafoodie regarding culinary information that attracts consumers, the snapgrams are one of Instagram's features that currently have high selling points.

The fourth stage is action. This stage is the final stage where consumers begin to make the first purchase of our products, it can be said that this stage is the stage where consumers will decide whether to use the product again or even change the product.

2. Marketing Mix "4P's" Instagram Javafoodie

Marketing begins when a company identifies the needs of consumers and develops a product to fulfill it. In planning and implementing strategies managers depend on four basic components. This element is often referred to as "Four P's" from marketing, and is referred to as a tool for carrying out a strategy in shaping marketing communication.

Products that are available at JavaFoodie are information about culinary in Jogja. This product is in the form of photos and videos that are accompanied by information (caption) from the culinary printed. The types of culinary information presented by JavaFoodie are divided into 4 categories. The first is hitz cuisine, the word hitz itself is a contemporary

language which means "famous". This culinary is a type of culinary that is outside Jogja and then opens a culinary restaurant in Jogja. The usual target is more for the upper middle class. One example of a culinary restaurant is Sushi Tei. Sushi Tei itself is a culinary restaurant, most of which is sushi, Sushi Tei is a restaurant from Jakarta, but opens other branches in various big cities and one of them in Jogja.

The second culinary product is traditional culinary. Traditional cuisine here is an authentic culinary from Jogja. Usually this culinary is difficult to find, because most of Jogja's typical culinary is located in remote areas such as Bantul, Jakal KM above, Malioboro and not easily found in other cities. Examples are like rabbit satay in Jalan Kaliurang, KM above, and Mrs. Djoyo in the Bantul area. The third type of culinary is Jogja's unique culinary variety. Typical Jogja cuisine is a culinary experience in Jogja, but can also be found in other cities. Like chicken geprek, chicken geprek originally originated from Jogja and is already familiar to the people of Jogja with its distinctive spicy taste, but many restaurants are innovating to develop chicken geprek. The last culinary product is culinary parts of Jogja but not typical of Jogja. The point is that culinary is not typical of Jogja, but has become part of

Jogja. This type of culinary is usually easy to find and has become a daily consumption. Examples such as thai tea, cilok, meatball skewers etc. The food is not native to Jogja, cilok comes from Bandung, but also sells in Yogyakarta and has become part of Jogja.

As a promotional service, JavaFoodie has a rate card as a cooperation offer in promoting culinary restaurants from clients. The rate card is a list of prices for promotional services. Javafoodie does not do a ball pick-up system, JavaFoodie does not offer promotional services to clients directly, but it is the client who contacts JavaFoodie. When a restaurant needs promotional services, it will contact JavaFoodie, then JavaFoodie will offer a rate card in various categories. But before agreeing to the decision, firstly GarudaFoodie will select the restaurant criteria that will be promoted. In terms of profits, JavaFoodie can get hundreds to millions of rupiah in one photo or video upload. On the other hand, in determining the price of promotional services, not all culinary promotion uploads on Instagram are in collaboration with clients. Most of it is also done privately by javafoodie. As a foodstagram, of course it is very necessary to conduct a culinary survey in order to meet the information needs of consumers.

Javafoodie is only an Instagram account which is a promotional service for culinary delights in Jogja. Javafoodie does not have outlets or offices, because the distribution made by JavaFood is only through Instagram social media. For the selection of distribution channels, regarding decisions about clients, and how to establish cooperation with clients, JavaFoodie makes cooperative decisions in promotional services, namely through the WhatsApp application.

The promotion done by JavaFoodie is related to techniques for communicating information about the product. This component is the most obvious in the marketing mix. The concepts contained in it are needs, desires, requests, products, exchanges and transactions. Javafoodie uses Instagram social media as a promotion service, for InstagramFoodie Instagram already has very good visuals and the current generation prefers Instagram with visuals rather than blogs that are just as read. For this reason, JavaFoodie is very concerned about the photos and videos that will be uploaded to the Instagram, judging from the information delivered, knowing what consumers want, the type of culinary needs and also the weather conditions. There are various kinds of factors supporting effective online promotion strategy

activities carried out by JavaFoodie in Instagram uploads, namely culinary promotion strategies on Instagram Seafood and giving giveaways to the public.

Javafoodie as a culinary promotion service has several promotional criteria. The criteria are divided into 2, namely promotion of cooperation with clients in the form of (grand opening of a restaurant, introduction of new menus, annual events, discount menu promos, culinary festivals, restaurant annual anniversary, etc.) and personal promotions from JavaFoodie itself restaurant randomly). The personal promotion means that, JavaFoodie does a culinary promotion on its own, where JavaFoodie conducts its own food survey with the team.

Javafoodie also gives giveaway to its loyal customers. The form of giveaway cooperation is conducted with clients who have worked with javafoodie. This is necessary because it is very good at increasing engagement with consumers. Various types of giveaway made by JavaFoodie with its clients. Here, javafoodie will offer a giveaway promotion to clients for consumers. Content and giveaway input is a joint decision, which will be done according to the available budget. Giveaway here is a food product from the client's restaurant.

3. Visual Content Indicator for Javafoodie's Instagram Culinary Products

In the current era, interesting content will cause high attention and be attracted by many people compared to ordinary content. This includes the content of a culinary product. Photos of interesting culinary products included in the review information from these products can make consumers interested and want to try these culinary products. Therefore, in the world of culinary photography there are several factors that need to be considered so that product content can look attractive. The factors that are considered are angle up & front (top and front taking angle), lighting (lighting), background (background image), property (additional elements), and photo resolution (photo resolution).

From the five visual content indicators, it can be concluded that visual strengths such as color, background or location selection, product design, property, model, gesture, lighting and so on affect the attention of followers and other Instagram users. Use of Instagram features such as Hastag, Caption, Geotagging are always used in every post. Hastag which aims to make the product explore, so that it is easily recognized by account users who do not follow the javafoodie Instagram account. In addition

to the visual power used by JavaFoodie, it also utilizes other features to communicate with followers and other Instagram users.

This activity is carried out by a creative team and admin who manages a javafoodie Instagram account. The creative and admin team is responsive to what the prospective customer needs and wants, so that the activity has a significant direct impact on the prospect. To communicate, JavaFoodie provides information regarding the latest products or those that are viral via phone, phone, comment features, and direct messages feature in the Intagram application, so that there is a kind of persuading effect so that prospective psychological customers will want to see, try to buy products.

4. Public Communication on Instagram Javafoodie

Public communication is a communication carried out in front of many people. In public communication the message delivered can be in the form of information, solicitation, ideas. The ingredients, can be mass media, can also be through seminars or workshops. Public Communication requires oral and written communication skills so that messages are delivered efficiently and effectively. The purpose of public communication is to inform a large number of people about an

organization and the results of the organization's products. Public communication also aims to establish relationships between communities. Javafoodie as a foodstagram or food blogger is no stranger to seminar issues, because JavaFoodie has been invited to several seminars on several campuses in Yogyakarta such as UPN, AMIKOM etc. With the existence of this public communication, it can make JavaFoodie more developed and better known by the wider audience of the seminars.

In effective promotion strategies various media are used to convey messages. Like the promotion strategy on Instagram JavaFood which includes New Media studies. An understanding of New Media here is using the approach by Sonia Livingstone. The term "new" here is more understood as what is new to society, namely in the context of social and cultural, not merely understanding it only as a tool or artifact which is more related to the context of the technology itself. Currently New Media is being used by many businesses in marketing their products in the form of promotions, this makes business people demanded to be able to innovate in the process of online promotion strategies, specifically on social media instagram. In conducting promotions, the Instagram media social

media account applies the element of communication in its upload, which is like an approach to asking questions to the public to be more communicative. Production of communicative messages can build interaction with audiences. In addition, communicative uploads can also allow javafoodie followers to contribute their opinions so that two-way communication occurs with feedback or feedback. With the existence of the communicative approach itself is believed to be able to increase engagement with the followers (audiences) on the javafoodie Instagram account.

Examples of other engagement that is done by javafoodie to its followers are giving rewards as a sign of gratitude. This is Javafoodie by working together with clients who already use JavaFoodie as a promotional service. Engagement with audiences must be prioritized as a foodstagram or food blogger. In addition to the elements of information and communication, the persuasive element is also very important in the promotion strategy. Persuasive is a communication process that is persuading or inviting someone with the aim of changing the opinions, attitudes and beliefs of the communicator. The persuasive nature here is not the nature of coercive or threatening solicitation. Persuasive communication

content is an attempt by communicators to convince consumers to buy a product or service.

CONCLUSION

Based on the results of research on the effective promotion of javafoodie in attracting Instagram audiences as a promotional service for culinary products in Jogja, the author can draw conclusions including there is a positive relationship between managers of Instagram Seafood to followers and clients from JavaFoodie. This relationship is a characteristic at the same time as the JavaFoodie promotion strategy in attracting an Instagram audience. The success of a company can be seen from customer satisfaction, customer satisfaction is a response or response given after their needs are met for a product or service, so that consumers get a sense of pleasure and comfort because their expectations have been fulfilled.

Javafoodie highly utilizes features on Instagram social media to increase consumer appeal to the culinary information provided. The features used in the form of stories, upload photos along with the use of captions, hastag, caption and geotagging that has been adjusted to the culinary information needs listed. In addition to using snapgram stories, JavaFoodie also pays attention to the

visual interest in its culinary products to make them look attractive. In the current millennial era, interesting content will get more attention and interest by many people than ordinary content.

Promotion strategies carried out by JavaFoodie have 3 elements, namely information, communication and persuasion. Information from JavaFood is in the form of information about culinary delights in Jogja. The information conveyed certainly uses the delivery of content that has been made as attractive as possible to attract audiences who then create a communication process. In this case the process of communication is the process of delivering messages carried out by one or more people and delivered with the intent of certain purposes and having feedback. The next element of promotion is persuasion. Persuasive in the essence of promotional communication is an effort made by marketing communicators to convince consumers to buy a product or service.

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