Instagram Content Management of @kulineryogya to Promote Yogyakarta Culinary Tourism

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Abstract

Instagram account @kulineryogya is an account that uses Instagram to provide information about culinary tourism. The followers of this Instagram account are 467,000. This Instagram account provides information on culinary tourism destinations in Yogyakarta. Yogyakarta is a city that is famous for its tourist destinations, including culinary tourism. Destination development Yogyakarta culinary tourism is an opportunity to present information about culinary. Arief Budiman is the owner and manager of the @kulineryogya account. This study examines the management of social media Instagram @kulineryogya with the theory of The Circular Model of Some by Regina Luttrell. This research uses descriptive qualitative research. The results of this study indicate that @kulineryogya uses the share, optimize, manage, and engagement approaches to maximum. In the share aspect, being able to understand the reasons for using Instagram, knowing the target audience and working in building public trust. Optimizing aspects, being able to listen and learn and try to get involved in a topic that is being discussed by the community. In the aspect of managing, monitoring media, quick response and interaction in real time. In terms of engagement, @kulineryogya also involves foodgram and audience in Instagram content. This management makes @kulineryogya the leading foodgram account regarding Yogyakarta culinary.

Keywords— Instagram, Culinary, Foodgram

I. INTRODUCTION

The development of communication and information technology is growing rapidly. The presence of new media certainly brings people's lives into a new era, the presence of new media can change the way humans communicate, both personally and with those who want to communicate.

Information can be conveyed efficiently through internet-based communication channels or known as new media. The internet as part of the new media of communication is at a varied level of use with previous media [1]. The presence of new media in an efficient form can penetrate space and time in a relatively simpler format. Making the world seem to exist together under one's thumb [2]. Various communication channels commonly known as social media were developed by experts to meet human needs in communicating.

Social media is a collective participation media to be used in sharing, exchanging information, giving opinions on something, and telling experiences and can cause affection and emotion to its users [3]. Social media can be seen as an online medium that can strengthen relationships between users and establish social ties because social media allows people to take intensive actions such as talking, sharing, participating and creating social networks [4].

The increasing internet penetration in Indonesia cannot be separated from the influence of the popularity of social media among its users. The popularity of social media in the community is understandable, considering that this media can be accessed by anyone, including users with limited communication skills. With the growth and ease of accessing information, social media is growing rapidly which is supported by the power of communication technology. The number of social networks makes it easy for everyone to upload images, videos and writings, everyone can express opinions, reviews, or reactions to something in social media, especially Instagram, Instagram is a social media application that wants users to take photos, apply digital filters (applying effects to photos), and sharing them [5].

Yogyakarta is a tourist destination for tourists. The various nicknames for this city are quite a lot, such as the city of education, the city of culture, and the city of history. Tourism in this city also varies from cultural tourism, nature tourism, entertainment and recreation tourism to culinary tourism. The development of culinary tourism destinations in Yogyakarta makes people confused about where to eat. With the existence of Instagram social media, it is easy for the public to get information about culinary tourism in Yogyakarta easily.

At this time, many foodgrams upload culinary delights, especially in the city of Yogyakarta. With the foodgram, it is able to help Instagram users to get about culinary information. Foodgram is a person or group that uses Instagram as a platform to display culinary content in activities or considers it a job. Like @kulineryogya who has more than 467,000 followers and has 9,072 uploads with thousands of likes and viewers. @kulineryogya is a pioneer of foodgram in Yogyakarta, which started its activities in 2013 and continues to grow until now. Of course, in every upload, this account provides the most updated and factual information related to culinary in Yogyakarta. This Instagram account has the tagline "Who says culinary Yogya is only gudeg?" Because Yogyakarta is

a small version of Indonesia, almost every tribe can be found in Yogyakarta, including the culinary. This is certainly an attraction for Instagram users, especially in finding information related to culinary tourism in Yogyakarta. Not only for users who are looking for information, but for small entrepreneurs who want to do digital branding, this is a great opportunity. Followers, comments, likes, and user responses have become a market for small and large entrepreneurs to promote their culinary products.

The person behind the @kulineryogya account is Arief Budiman where he is responsible for and manages Instagram. He carries out communication actions in conveying information about culinary tourism in the city of Yogyakarta. This is certainly a challenge for Arief when uploading or responding on social media.

Previous research related to the management of Instagram social media conducted by Axel and Amalia focused on the use of the Circular Model of Some for social Communication through Instagram @trademark_bdg. The purpose of the researcher is to describe how the implementation of Instagram social media users by @trademark_bdg. Therefore, the results of this research are as follows, at the sharing stage, @trademark_bdg has understood the importance of determining the content to be uploaded every day and understands the importance of building trust from the public. At the optimize stage, @trademark_bdg has tried to listen and learn what the public is talking about, as well as trying to participate in a conversation. The manage stage carried out by @trademark_bdg provides a fast response when responding to public opinion. In the engage stage, @trademark_bdg has understood that it is important to find out the ins and outs of the target audience and also how to reach the target audience [6].

Based on research conducted by Axel and Amalia that the research has the same theory that is used as a research reference. However, this research focuses on managing Instagram @kulineryogya which provides information about culinary tourism, especially in Yogyakarta. So that researchers are interested in studying more deeply the management of Instagram social media @kulineryogya because @kulineryogya must prioritize speed and accuracy. Because the content produced is very time-bound, information will quickly go stale if is not published immediately.

II. LITERATURE REVIEW

According to Donald Byker and Loren L. Anderson, human communication is the sharing of information between two or more people. According to William I. Gorden, communication can be briefly defined as a dynamic transaction involving ideas and feelings [7]. Harold Laswell explain communication is to answer the following questions: Says what is the content of the message sent by the communicator, in which channel through what the communicator sends the message, to whom who receives the message from the communicator, and with what effect the impact of what happens after the audience receives the message [8]. Harold Laswell's theoretical model is often applied in mass communication, mass communication is the largest level of communication because of its wide scope and many people involved, mass communication consists of messages transmitted to a large number of target audiences and spread out by using newspapers, magazines, television, radio, and the internet [9].

Meanwhile, social media is a media platform that focuses on the existence of users that facilitates them in their activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond [4]. The idea that underlies the existence of Social Media originated in 1979, this idea was put forward by Tom Truscoot and Jim Ellis who studied at Duke University, this idea was able to give birth to the Usernet, which is a discussion system that makes it easy for users to upload and share messages to the public. Subsequent developments began around 2000 when Bruce and Susan Abelson founded a social network called an open diary, which was originally a site that integrated online diaries into one community. At that time, the term weblog was born, which has recently been shortened to blog. The development of advances in internet technology has made social media able to develop as it is now, with the emergence of My Space in 2003, followed by Facebook in 2004 and until now social networks have emerged with various characteristics [10].

The characteristics of social media are not much different from cyber media because social media is one of the platforms of cyber media, according to Rulli Nasrullah in his book entitled Cyber media theory and research (cybermedia) saying that social media has special characteristics, namely: Networks (Network), online journals (blogs), simple online journals or microblogs (micro-blogging), sharing media (media sharing), social bookmarking (social bookmarking), shared content media or wikis [11].

In social media, there is a concept or planning model in the communication process carried out social media, including Instagram. The model known as The Cicular Model of Some for Social Communication is a concept or planning model in the communication process carried out on social media, including Instagram. This model is based on the fundamental thinking of the Cluetrain Manifesto and James E Grunig two-way symmetrical communication model. This model is circular because social media is an ever-evolving conversation, when a company shares something they can also manage or engage and even optimize their message at the same time [6].

The sharing aspect emphasizes three points, namely participating, connecting, and building trust. It must be understood that when making an effort to share a message, an agency must have social media. However, the selection of social media will also be chosen according to the target communication target so that when the activation of social media already has a share value, the agency with the audience can be connected so that it is not only a network of information but also builds trust in the audience.

Second, optimizing or optimizing the message that will be delivered to the audience. This aspect emphasizes the points of listening and learning as well as taking part in authentic conversations. In this case, practitioners are required to be able to listen and learn from the conversations held by the audience. But the conversation that occurs will

be maximized if the practitioner participates in the conversation.

At the stage of managing social media, there are 3 important points that must be considered: media monitoring, real time interaction and quick response. This aspect requires practitioners to know the conditions and conversations that are being discussed by the audience when following the conversation in real time. So that at the manage stage, media monitoring is carried out so that practitioners can understand what needs to be clarified and can plan properly and appropriately.

Fourth, Regina Luttrell emphasizes the engage aspect in conveying messages to social media, it is better to include certain audiences. This is a way to increase engagement. Therefore, an agency must know the target communication target, then who is the influencer of the audience and how the influencer and audience participate in their social media.

Instagram is a very popular social networking site for publishing photos. Users upload their photos digitally and share their photos with other users. Instagram has been the pioneer of photo-sharing applications for mobile users and has more than 200 million users [13]. Instagram is one of the social networking media that can be used by a foodgram to publish his review of culinary tourism by uploading videos or photos so that culinary tourism lovers can receive information on reviews that have been uploaded to the foodgram account.

III. METHOD

This study uses a qualitative descriptive method with a post positivism paradigm which aims to describe how Arief Budiman manages the @kulineryogya Instagram account. Qualitative research is research that aims at what phenomena are experienced by the subject by describing it in the form of words and language by utilizing various natural methods. The type of research used is a case study where the researcher involves an in-depth examination and a holistic perspective by using various sources of evidence on a phenomenon that is limited by space and time [14].

In this study the authors collect data using in-depth interviews and literature, the selection of informants in this study uses purposive sampling technique, according to Faisal in [15] the sampling technique of data sources with certain considerations, in this case choosing the data source or the person who is considered to know the most about what to expect. Therefore, the reason the researcher chose Arief Budiman as an informant is because he is the manager and owner of Instagram @kulineryogya.

Furthermore, the data analysis technique used by the researcher is data reduction which includes data organizing activities so that it can help and facilitate researchers in conducting further analysis. After that, data presentation is an effort that researchers use to get an overview and interpretation of the data that has been obtained and its relationship with the focus of the research conducted. The last is verification or creation/storage where the researcher formulates research conclusions [16].

Then after the data analysis is complete, proceed to the last stage, namely the validity test. In this study, researchers used source triangulation to test the credibility of the data by checking the data that had been obtained from several sources [17].

IV. RESULT AND DISCUSSION

The presence of new media such as social media brings many benefits to providing information about culinary tourism. There is a shift in the behaviour of disseminating information consumption, there is a shift in the behaviour of distributing and consuming information, from initially only referring to and using conventional media as the only source of information to switching and using social media as another source of reference for various information needed. This shift occurs because information on social media is mass-produced by individuals and disseminated quickly and widely [18]. In this context, @kulineryogya is a medium for Arief Budiman to provide information about culinary tourism in Yogyakarta.

From the results of the interview by Arief Budiman as the individual behind the @kulineryogya account, there are several discussions and analyses related to the management of social media content put forward by Regina Lutrrell in the book Social Media How to Engage, Share and Connect which states that the Circular Model of Some with There is several aspects to consider when managing social media. Four aspects have their strengths in their respective sections to develop communication planning strategies through social media for practitioners. In this model, it is deliberately circular, for the reason that social media is an ever-evolving conversation. When an individual shares something then they can also manage or be involved and even optimize their message simultaneously [12].

The first aspect that must be done is sharing, this aspect emphasizes practitioners on three points, namely participating, connecting and building trust. In this context, Arief uses Instagram as a social media to participate directly in communicating with the audience. This platform was chosen because it is able to provide photo and video sharing features. Instagram can always follow trends and can be used to reach its target audience in the hope of providing visitor traffic for the culinary tours that have been reviewed. According to Arief, @kulineryogya has a target audience of female students with middle to upper economic class, the reason is because when Arief uploads paid culinary content, he hopes to immediately make a purchase.

Therefore, the content uploaded on Instagram social media adapts to the characteristics of followers, such as storytelling, taking pictures, choosing culinary menu reviews, selecting songs and videos that attract the attention of the audience to also experience the culinary being reviewed. This is able to make the content uploaded by @kulineryogya has its own characteristics, moreover the type of content uploaded is not only information about culinary tourism destinations, but also sharing session content, comedy and culinary business, so that the upload form is very diverse. In building trust in the public, Arief visits tourist destinations and takes individual pictures. This is reinforced by the writing on Instagram's biography, "it's not a repost, so I tried it myself" so that the audience

believes that the information conveyed is true from him using a valid source. This is Arief seeking what Luttrell conveyed that one of the most important parts of the shared aspect is building trust [12].

In the aspect of optimizing Instagram content management to find out and learn what the audience is talking about using standard features such as QnA, Instagram Stories, polls, direct messages, and comments. In addition, checking the hashtags created, #kulineryogya has generated 643,000 uploads, this can help Arief to analyze what the audience is talking about. However, this is not in accordance with the concept described by Regina Luttrell in terms of optimization which must use social mention tools such as Melthwater, Sysomos, Radian6, Linkfluence, Sprila16, and Klout and Collective Intellect [12].

In optimizing messages, @kulineryogya has 2 types of culinary review content, namely paid and traditional. Traditional content is content created as a means of delivering information and Arief's efforts to become part of the conversation of people who are looking for information about traditional culinary tourism destinations. then the paid content that is displayed is not only forinformation but as a means of advertising, of course the two contents adjust what is being discussed by the audience, the content will be distributed according to the visual appearance, namely photos, videos and captions with characteristics, so that they can attract audiences to listen, provide likes and comments even come to these tourist destinations. When the content has the characteristics and appeal to create a neat feed, it can attract many people to follow or even buy the product being marketed. The ability to manage photos and videos plays a big role in creating attractive feeds [19].

Next is the manage aspect, in this aspect there are 3 points of concern in social media planning. First, media monitoring, fast response and real-time interaction. The use of monitoring media in managing social media content is used to monitor the development of content activity and the @kulineryoga account. This is done to see the movements that occur in each uploaded content, such as responses and feedback, as well as all Instagram data. Monitoring is done by Arief using Instagram Insight. This feature is used to monitor the development of the number of likes, comments and followers of each shared content. Therefore, the quality of uploaded content is important to continue to be monitored properly. This is in line with Regina Lutrell's statement that media monitoring can calculate results and understand metrics that appear on social media [12].

In addition, Arief also replied to and responded to follower comments, although in some cases he only replied to some comments, such as recommendations for culinary destinations and questions regarding more complete information about uploaded tourist destinations. This is a form of processing the Instagram account @kulineryogya, comments and direct messages are always filtered to answer this question, this is done to save time and effort. This is certainly relevant to the purpose of the existence of social media which is a means of communication and two-way interaction between social media users. In addition to providing input in the form of information, @kulineryogya seeks to address the complaints of its followers by providing

responses that are carried out with a personal approach, clarifying, apologizing for the inconvenience, and thanking them for the suggestions given. This is in line with Regina Lutrell's statement that we must pay attention to conversations with the audience and consider the feedback given. In real-time, @kulineryogya does live Instagram, but this is only done at certain moments, such as sharing sessions about culinary tourism destinations or culinary businesses. This can explain why @kulineryogya engages in real-time activities because it can be used as a tactic to reach a large audience and get better engagement [12].

There are 3 points in the process of engage in Instagram social media content management, namely how @kulineryogya uses influencers and how they relate to them, how to determine the target audience and how to reach the audience. On his Instagram on several occasions, @kulineryogya collaborates with other foodgrams. This is used to increase exposure between foodgrams so that the uploaded content has an impact on each foodgram. This context is in line with Regina Luttrell's statement, that conversations with audiences and influencers are an important part of social strategy [12]. Then @kulineryogya found out his target audience using research with the QnA feature. This step is done to find out what kind of information is needed, and whether the information provided is in accordance with the intended target audience. This is in accordance with what was stated by Regina Luttrell that research is needed first to determine the characteristics of the target audience to be addressed [12].

In reaching the target audience, in addition to sharing content about culinary tourism destinations and content about the culinary business, Arief also has comedy content uploaded on the Instagram story feature, this is done based on research, according if you use Instagram stories with culinary review content, you only have 15,000 viewers to 18,000, but when uploading comedy content it can reach 40,000 to 60,000, even in uploading comedy content, Arief is able to create fun interactions. @kulineryoga through comedy content managed to engage the audience and it was able to maintain @kulineryoga's engagement rate at 50,000 to 60,000. This effort is in line with Regina Lutrell's statement that @kulineryogya does not forget to create fun interactions in using social media to achieve engagement [12].

V. CONCLUSION

Arief Budiman is a foodgram from Yogyakarta who is the owner and manager of the @kulineryogya Instagram account. Each uploaded content is a form of communication of culinary tourism information in Yogyakarta. Based on the results of the research conducted, the researchers drew conclusions for the use of the circular model of some through Instagram @kulineryogya starting from the aspects of sharing, optimize manage, engage.

At the sharing stage, Arief uses the Instagram Platform as a social media to provide information and promote Yogyakarta culinary tourism destinations, the target audience of @kulineryogya is a class student with upper middle class economy, therefore the packaging in its

content follows the characteristics of the audience, @kulineryogys has several types content, namely culinary content, comedy content and sharing sessions that discuss the culinary business.

Furthermore, at the optimaze stage, @kulineryogya tries to find out and learn what his the audience is talking about by using several Instagram features, namely QnA, Instagram Stories, Polling and Direct Mesage, comments and hashtags. Then, to be part of Arief's audience conversation, he uses 2 types of content, namely traditional and paid, of course both types of content adjust the conversation being discussed by the audience which is packaged with Arief's characteristics and adapts to the characteristics of the target audience.

At the Manage stage, Arief does monitoring using Insatgram Insight, then Arief uses a quick response by using a personal approach with direct messages,
In real time Arief uses the live Instagram feature, this is done when Arief is doing a sharing session.

In the engage stage, @kulineryogya involves other foodgrams by collaborating to gain exposure benefits, as well as inviting the audience to be involved in the content by uploading comedy content to create two-way communication which is able to form a good engagement rate.
The management of social media has its own strengths from every aspect, but together are able to formulate a strategy to manage Instagram @kulineryogya in providing information and becoming a forum for promoting Yogyakarta culinary.

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