Jiwa Jawi Content Management via Instagram @jiwajawijogja in 2021

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ABSTRACT

The food (culinary) industry is currently one of the fastest-growing businesses. The Indonesian culinary sector shows an increasing potential from year to year. Another uniqueness of Indonesian culinary tourism is not only the menu but also the art, culture, and philosophical values that make up the dish. The culinary business's development is increasing daily in Yogyakarta, and culinary tourism continues to grow every year. The pattern of culinary promotions has also penetrated social media, one of which is @jiwajawijogja, who opened a new branch at Pogung baru, named @jiwajawiexpress.

Keywords—**Culinary, Instagram, Yogyakarta, Content, Management**

I. INTRODUCTION

The food (culinary) industry is currently one of the fastest-growing businesses. The Indonesian culinary sector shows an increasing potential from year to year. Another uniqueness of Indonesian culinary tourism is not only the menu but also the art, culture, and philosophical values that make up the dish.

The development of the culinary business is increasing day by day, especially in the city of Yogyakarta. Yogyakarta is a special city because it offers hundreds of tours in every region. Not only does natural tourism shows beauty, but culinary tourism also continues to grow every year. In 2015 data, according to the Director of Domestic Trade, Ministry of Industry and Trade, Cooperatives, and MSMEs, there are 83,000 small and medium enterprises (SMEs) dominated by the food industry. Yogyakarta is one of 10 cities in Indonesia that has become a culinary tourism destination, which makes KEMENPAR continue to support and develop plans and strategies for future culinary development (Tuasikal, 2018).

Currently, culinary businesses in Yogyakarta are promoted through social media. With social media, everyone can communicate with other people. So that it is easier to obtain information. One of the restaurants that utilize social media is Jiwa Jawi which uses social media Instagram as its promotional media.

In 2021, Jiwa Jawi was affected by the COVID-19 pandemic, at which time there was the implementation of Community Activity Restrictions (PPKM). And at that time the Jiwa Jawi soul was temporarily closed because it was not allowed to eat on the spot. However, the owner of Jiwa Jawi wants to keep his employees and customers can still enjoy the food. To achieve his wish, the owner of Jiwa Jawi provided a new concept and strategy in the form of opening a Jiwa Jawi Express branch in Pogung with a special menu of packaged rice and frozen food.

II. THEORETICAL REVIEW

Content is the foundation of a business. All products and services must be surrounded by information that helps customers use and observe them. Digital content is any object or information that is available electronically or online. Digital content is part of the communication strategy and business model.

Content Marketing is a marketing strategy that focuses on creating content (videos, photos, infographics, and others) that are relevant and valuable to consumers with the aim that they have a good agreement with the brand (Hasri, 2021).

Content marketing is a marketing technique that creates and distributes valuable, relevant, and consistent content to attract consumers' attention. Marketing content has become a way that is often

used by businesses to reach potential consumers from various existing segments (Supriyandi, 2021).

Content marketing has stages according to Kotler, Hermawan, and Iwan (in (Salmiah, 2020), namely:

A. Setting Goals

When starting content concept creation, it is necessary to have a clear goal for the content to be created. Content marketing has major goals related to selling, driving the sales process, selling products to other people who are already customers, persuading customers to repurchase, and referring others to acquire new customers. The second relates to brand-related goals, including brand awareness, brand connection, and brand loyalty. The purpose of this marketing is to help companies to design content marketing strategies well.

B. Target Market Mapping

Mapping the target market and market segmentation is carried out to clarify the target market regarding the individual or market group to be addressed.

C. Content Initiation and Planning

planning with the right ideas related to what content will be made to consumers. There needs to be a suitable format combined with relevant themes and objective narrative support for content marketing campaigns to be successful.

D. Content Creation

The main element is the process of creating interesting and marketable content. Creating content is not easy, but it requires a large commitment of time and budget.

E. Content Distribution

After content creation is complete, the next step is to distribute and introduce the content to consumers. Companies must ensure that the content that has been created can be found by consumers through the delivery of the right content.

F. Content Reinforcement

The main key a content is strengthening the content to deliver the content to a predetermined target market. Not all content connoisseurs and viewers are the same. When the content is published and then delivered and gets a lot of attention from consumers, then the strengthening of the content gets a lot of attention from consumers.

G. Content Marketing Evaluation

Content marketing evaluation is very important to observe directly the performance of content after it is released. There are five categories of metrics that are used to measure whether the content is successful in attracting consumers, namely engagement metrics, connectedness metrics, search metrics, action metrics, and referral metrics.

H. Content Marketing Improvements

Improved content marketing by using a performance tracking process after it is marketed. Performance tracking is useful as a basis for analyzing and identifying opportunities for improvement at a more granular level. With performance tracking, companies can experiment with new content format themes and distribution channels.

III. RESEARCH METHODS

This type of research is using descriptive qualitative research methods, namely utilizing qualitative data by describing it descriptively. Usually by being used to analyze a phenomenon and social research. Qualitative research emphasizes that reality has multiple dimensions, is interactive, and is an exchange of social experiences that are interpreted by individuals (Siyoto & Ali Sodik, 2015). Researchers use this type of research because they want to assemble a phenomenon to obtain data and provide.

In qualitative research, data collection is carried out with systematic and standard procedures to obtain the required data. While data is information about an object of research obtained at the research location because it aims to collect data using observation, interviews, and documentation (Mamik, 2015).

The informant's character in conducting interviews is to choose informants who know all policies and are responsible for the formation of Jiwa Jawi Jogja and have an important role in Jiwa Jawi Jogja. Then, the informant who is responsible for designing content and social media posts for Jiwa Jawi Jogja's Instagram social media

The data analysis technique used by the researcher is qualitative data analysis. The data analysis method used in this study is the Miles and Humbermen model in the book "Qualitative Research Methodology"' (Moleong, 2002). The analysis begins by reading, studying, and exploring all data from various sources previously obtained, including data collection, data reduction, data presentation, and drawing conclusions.

IV. FINDING AND DISCUSSION

A. Setting Goals

The first step in preparing content is to set the content goals that Jiwa Jawi does for consumers.

The purpose of the content was explained by Laire Siwi Mentari, the owner of Jiwa Jawi starting from his realization that Jiwa Jawi's place is not a strategic place in an F&B business.

different from the restaurant business in the middle of the city that people see can spontaneously stop by immediately. If you want to go to Jiwa Jawi, it takes effort, one of the most efficient ways is to socialize it on social media, namely Instagram, and introduce Jiwa Jawi, which means that consumers come to know what it is like, so they feel familiar with this place, introduce anyone who works at Jiwa Jawi and what menus are offered. Because that is also the reason why Jiwa Jawi's caption is always storytelling, so he always tells and posts the staff who work so that people know him.

In starting content concept creation, you must have a clear goal for the content to be created. Content marketing has the main goal related to sales (Salmiah, 2020).

The determination of Jiwa Jawi's goals is in accordance with the theory that content creation is equated with the goals to be achieved, by socializing and introducing anything, anyone, and selling anything in Jiwa Jawi.

Figure 1. Jiwa Jawi Place

Source: Instagram @jiwajawijogja

Figure 2. Jiwa Jawi Staff

Source: Instagram @jiwajawijogja

Figure 3. Jiwa Jawi Product

Source: Instagram @jiwajawijogja

B. Target Market Mapping

In mapping Jiwa Jawi's target market, Laire Siwi Mentari as the owner explained that Jiwa Jawi's target market was final-year students and families. Because it has received the results of the market reset, tracing, and viewing Jiwa Jawi's social media.

Mapping the target market and market segmentation is carried out to clarify the target market regarding the individual or market group to be addressed (Salmiah, 2020).

In mapping the target market on Jiwa Jawi it is not in accordance with the theory because it has not provided clarity and has not focused on the target market to be addressed.

C. Content Initiation and Planning

The planning and content ideas created by Jiwa Jawi are to consider how to convey the message of the product, and also think about supporting content in the form of an objective narrative so that the delivery of the content message is conveyed by consumers. As well as hashtags to get a broad reach and increase *followers.*

planning with the right ideas related to what content will be made to consumers. There needs to be a suitable format combined with relevant themes and objective narrative support for content marketing campaigns to be successful (Salmiah, 2020).

The idea and planning of Jiwa Jawi's content, it is in accordance with theory, namely with a relevant theme and supported by an objective narrative, namely how Jiwa Jawi conveys messages and also thinks about supporting content in an objective narrative form so that the message is conveyed to consumers.

D. Content Creation

In content creation, Jiwa Jawi usually conducts discussions such as the new branch "Jiwa Jawi Ekspress" or issues a new menu, it really takes time, but Jiwa Jawi tries to discuss with the team concerned so that the message to be conveyed is well received by consumers and is also enthusiastic from the audience. Jiwa Jawi pays great attention to consumers.

The main element in content is the process of creating interesting and marketable content. Creating content is not easy, but it requires a huge commitment of time and budget (Salmiah, 2020). *Marketing event activation* is a type of *brand activation* that is carried out in the form of an *event* (Mujib, 2020).

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In creating content, Jiwa Jawi applies a time and budget commitment in the form of discussions about the new branch "Jiwa Jawi Ekspress" or issuing a new menu. In addition, researchers found outside online media in the form of activities or events to bring Jiwa Jawi closer to *followers.*

E. Content Distribution

An important stage in content creation is the distribution of content that Jiwa Jawi does on its content

According to the owner, he chose Instagram as a social media to promote and distribute content because Instagram is very common and everyone can access it. So that it can lead to a wider reach for a promotion, besides that there are also many relationships who use Instagram. So Jiwa Jawi maintains Instagram's social media as a promotional medium. And when he opened the "Jiwa Jawi Eksprees" branch, he also only relied on Instagram social media to promote that Jiwa Jawi opened a new branch.

After content creation is complete, the next step is to distribute and introduce the content to consumers. Companies must ensure that the content that has been created can be found by consumers through the delivery of the right content (Salmiah, 2020).

In distributing Jiwa Jawi's content, it is in accordance with the theory, namely introducing and delivering content to consumers that have been made appropriately, in which Jiwa Jawi uses social media.
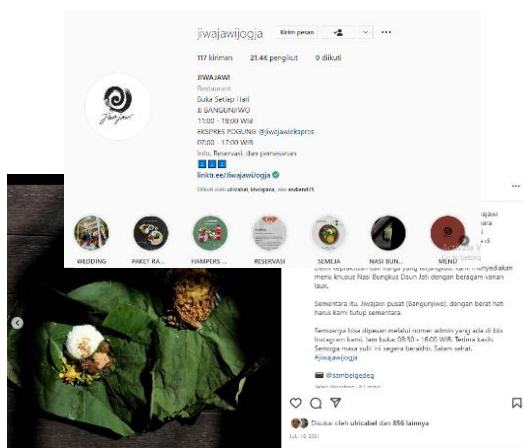
Figure 4. Jiwa Jawi Instagram Social Media

Figure 5. New Branch Content

Source: Instagram @jiwajawijogja

The picture above is one of Jiwa Jawi's content which was uploaded to his Instagram @jiwajawijogja to inform that Jiwa Jawi will open a new branch in Pogung. In the form of rice content wrapped in teak leaves, and various side dishes that are already available.

F. Content Reinforcement

With the distribution of content, it is also necessary to pay attention to the strengthening of content. Because of the strengthening of the content that makes Jiwa Jawi increasingly known by many people to visit. Starting to pay attention to captions through storytelling telling about the content that has been created. And also interact with Instagram followers in response to comments or likes of the published content. In opening a new branch, Jiwa Jawi tried to post on Instagram @jiwajawijogja by strengthening its content through storytelling telling that Jiwa Jawi will open a new branch "Jiwa Jawi Ekspress" in Pogung.

The main key to a content is strengthening the content to deliver the content to a predetermined target market. Not all content connoisseurs and viewers are the same. When the content is published and then delivered and gets a lot of attention from consumers, then the strengthening of the content gets a lot of attention from consumers (Salmiah, 2020)

In strengthening Jiwa Jawi's content, it is in
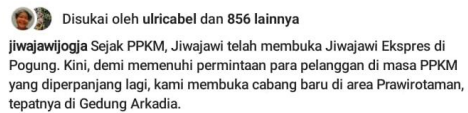
Figure 6. Storytelling Opens a New Branch

accordance with the theory, namely conveying content to a predetermined target market through storytelling and telling stories in the caption. And the content can get a lot of attention from consumers.

Source: Instagram @jiwajawijogja

G. Content Marketing Evaluation

Jiwa Jawi evaluates the time of each new content creation, such as issuing new menus and other content. Because people can find out Jiwa Jawi makes and releases its new menu. This is used by Jiwa Jawi for all forms of small evaluations first by looking at the feedback or comments obtained from consumers. So that the evaluation that is prioritized by Jiwa Jawi is about the service and quality provided to its consumers.

Content marketing evaluation is very important to observe directly the performance of content after it is released. There are five categories of metrics that are used to measure whether the content is successfully attracting consumers, namely engagement metrics, connectedness metrics, search metrics, action metrics, and referral metrics. (Salmiah, 2020).

The evaluation of Jiwa Jawi's content marketing, according to the theory, is conducting a small evaluation by looking at feedback or comments as the main evaluation of the service and quality provided to consumers. But the Jawi Soul has not yet met the five metrics.

H. Content Marketing Improvements

The final stage with the improvement of Jiwa Jawi's content marketing will further enhance and improve the content. Efforts to improve the quality of content and also be wiser in creating the content. Jiwa Jawi tries to be more careful when using sentences, and diction when compiling captions so that those who see Jiwa Jawi's posts are comfortable when reading them or seeing pictures so that they are meaningful and right with Jiwa Jawi's targets.

Improved content marketing by using a performance tracking process after it is marketed. Performance tracking is useful as a basis for analyzing and identifying opportunities for improvement at a more granular level. With performance tracking, companies can experiment with new format content themes and distribution channels (Salmiah, 2020). This is due to the dynamic nature of content so it is necessary to consistently improve content marketing (Halim, 2020).

In the improvement stage, Jiwa Jawi's content marketing is not in accordance with the theory, namely, there is no content improvement. However, Jiwa Jawi for the next content will further improve the quality of the content and be more careful in using sentences and dictions when compiling captions.

V. CONCLUSION

In creating content, Jiwa Jawi aims to socialize and introduce the concept of Jiwa Jawi on Instagram. So that consumers before coming to Jiwa Jawi are familiar with the place, menu and employees.

The creation of Jiwa Jawi content tries to discuss with the team concerned and pays attention to the enthusiasm of consumers with the existence of Jiwa Jawi content that has been created or published. And every Jiwa Jawi holds activities or events to bring Jiwa Jawi closer to followers.

Then, in distributing the content, Jiwa Jawi uses Instagram. With the existence of Instagram, Jiwa Jawi strengthens its content by paying attention to captions through storytelling and storytelling, with the aim that followers know and know the history and ways of creating content.

With the presence of Jiwa Jawi's content, evaluation is carried out every time new content is created. And there is no improvement in the content, but Jiwa Jawi chooses to be wiser and more careful when using sentences and dictions when compiling captions.

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