

Netnographic Study of Instagram Advertising as a Promotional Media in Building the Image of Culinary Tourism

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ABSTRACT: *This research is to find out and explain the use of Instagram as a promotional medium for Culinary Tourism in Kediri. This research is a qualitative descriptive study. This type of research uses netnographic studies. The research object is culinary tourism advertisements promoted on the Instagram account @kulinerkediri.id during December 2023. The research results show that the Instagram account @kulinerkediri.id is a medium that is able to provide information and references for culinary tourism destinations in Kediri with advertising posts that attract the attention of the public. The research results also show that the existence of @kulinerkediri.id as a promotional media also contributes to building the image of Culinary Tourism in Kediri Raya.*

Penelitian ini untuk mengetahui dan menjelaskan penggunaan Instagram sebagai media promosi Wisata Kuliner di Kediri. Penelitian ini merupakan penelitian deskriptif kualitatif. Jenis penelitian ini dengan menggunakan studi netnografi. Objek penelitian yaitu iklan wisata kuliner yang dipromosikan pada akun Instagram @kulinerkediri.id selama desember 2023. Hasil penelitian menunjukkan bahwa akun Instagram @kulinerkediri.id menjadi media yang mampu memberikan informasi dan referensi destinasi wisata kuliner di Kediri dengan potingan iklan yang menarik perhatian khalayak. Hasil penelitian juga menunjukkan bahwa eksistensi @kulinerkediri.id sebagai media promosi juga berkontribusi dalam membangun citra Wisata Kuliner di Kediri Raya.

Keywords: *Instagram Ads, Promotion Media, Culinary Tour.*

I. INTRODUCTION

The internet is the main element that has a dominant role in technological development in the world. Along with the growth in the use of technology in internet-based life, the growth in internet demand has also increased rapidly. Recorded internet users in the world in January 2023 reached 5.16 billion (Annur, 2023a). In Indonesia, based on Annur, (2023b) the number of internet users has reached 213 million users in early 2023 and makes Indonesia ranked 3rd with the most internet users in Asia after China and India (Kusnandar, 2022). The large number of users and use of the internet in the world in general and in Indonesia in particular has of course also driven the growth in demand for devices that support internet access. Among the various devices that support internet



access, smartphones are one of these devices. This also has the impact of making Indonesia one of the countries with a large number of smartphone users. Indonesia is recorded as the 6th country in the world with the number of smartphone users, namely 277 million as of August 8 2023 (Syaharani, 2023). The large number of internet and smartphone users cannot be separated from the function and role of the internet itself in all activities and daily lives of people who have transitioned to digitalization, so that the internet with smartphones has become the main supporting capacity.

Various services in the form of internet-based features and applications available on smartphones really support the needs of each user. Each feature and application has a different use, where the use of each feature offered is very adapted to the needs of the user. Instagram is a social media application that is popular and used by most internet and smartphone users. Instagram will become the social media application with the 3rd best performance in the world in 2023 (Yonatan, 2024). In Indonesia, the Instagram application is recorded as being in 3rd place in 2021 as the most frequently used social media platform after YouTube and WhatsApp (Rizaty, 2021). Meanwhile, the number of Instagram users in Indonesia according to Armavillia, (2023) is 103.3 million users and places Indonesia as the 4th largest Instagram user country in the world. This shows that Instagram is an application that is quite popular with most smartphone users.

Smartphone users' interest in Instagram is none other than because of the features available in the application. In general, like previous applications, Instagram has a photo and video sharing feature that allows users to take photos, take videos, apply digital filters, and share them on various social networking services, including Instagram itself. However, when compared with previous applications with the same features, the advantages of Instagram according to Rose in Mahardika & Farida, (2019) are that they have access to be closer to other users, have a large selection of content they like and are the right place to express their daily activities.

According to Hendrawan et al., (2023), Instagram is a social media in the social networking category. The development of this social media category is very compatible with the activities of business people. The feature that offers close access to other users on Instagram is an opportunity that business people can take advantage of. Apart from that, due to the large number of users in Indonesia, based on the Digital 2022 Global Overview Report in Ahdiat, (2022), Instagram is a social media that has the 3rd largest reach in the world, namely being able to reach 276.3 million people. And in Indonesia, Instagram's reach is also ranked 4th largest in the world in 2021 with its advertising reach, which is able to reach 94.2 million audiences (Pahlevi, 2021). In addition, social media advertising is online advertising that combines advertiser and consumer interactions to be displayed and shared in the form of images or similar advertising content (Mulianingsih et al., 2022). The research results of Smoyo et al., (2019) also emphasized that the factors of convergence, creativity, interactivity and involvement that are embodied by the Instagram application also strengthen the reasons for business people to use Instagram as a promotional medium. Apart from that, promotion through Instagram media is also an effort to build an image of the products offered (Leasfita et al., 2023).

Traveling is fun for most people. Tourism is a short trip from one place to another with the sole aim of fulfilling various desires (Nyoman et al., 2020). Culinary tourism is tourism that

provides experiences with typical foods found in an area (Wiyono et al., 2018). Annur, (2022) also emphasized that based on a survey conducted in 2022, culinary tourism is people's second choice after nature tourism. Apart from the fact that food is a basic and primary human need, Angelia, (2022) explained that people's interest in culinary tourism cannot be separated from its promotion, where online and internet promotions dominate culinary tourism. Apart from that, according to Mbira, (2024), a strong tourist image of a tourist destination will have a positive image so that it has a great possibility of being selected as a tourist destination to be visited by tourists. Culinary tourism has also been proven to provide a contribution to a large country, namely around IDR 200 trillion or around 43 percent of the total added value of IDR 1300 trillion which contributes to our GDP of around 7.8 percent to 8 percent (Hendriyani, 2023).

II. METHOD

This research is a qualitative descriptive study using a netnographic approach. Netnography is the latest research from ethnography which studies the unique habits of various communities and cultures when speaking through computer mediation or via the internet (Kozinets, 2019). This method is used to explore and understand a phenomenon from the participant's perspective and describe certain individuals, circumstances, symptoms, or groups correctly. Apart from that, netnography is also used to study and understand the cyber world and the behavior of online communities, as well as to explore the life of these virtual communities from the perspective of the perpetrators (Handini, 2018).

The subjects of this research were netizens who responded through comments to Instagram social media content @kulinerkediri.id. The object of this research is the Instagram social media owned by @kulinerkediri.id. This research uses primary and secondary data sources. The primary data collection technique in this research was carried out by observing comments, likes and shares from Instagram media owned by @kulinerkediri.id, while secondary data was obtained through literature studies including scientific journals and books relevant to the research topic. Furthermore, the data analysis technique in this research was carried out by analyzing the content and responses given by netizens during December 2023, where December has been associated as a shopping month. Data analysis includes organizing data, selecting and sorting which data to use, synthesizing results, looking for patterns, drawing conclusions, and choosing what to say to other people (Ikhwan, 2021; Moleong, 2018).

III. RESULT AND DISCUSSION

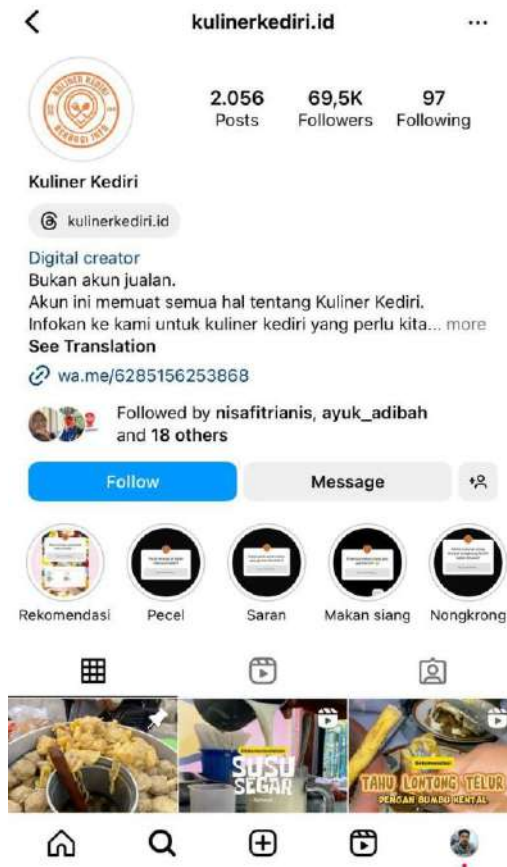


Figure 1. Instagram account @kulinerkediri.id

The Instagram account @kulinerkediri.id was started in 2008 and is run by Atikah Hayyu Mulia. The aim of running this media is none other than as an information media and culinary promotion media for the City of Kediri and Kediri Regency. The account that accommodates all culinary segments, as of January 2024, was recorded as having 69.5 thousand followers and had made 2,056 posts, of which most posts were dominated by videos. Choosing audio visual packaging in promotions is the right thing because audio visuals contain auditory and visual elements in promotions so they have more attractiveness compared to visual media alone (Alini & Indrawati, 2018). This has been proven that @kulinerkediri.id posts that are packaged with audio visuals or videos have more likes, comments and shares than image posts alone. This also confirms that video packaging in Instagram ads attracts a larger audience response than others.

During December 2023, @kulinerkediri.id posted 26 posts where all of the posts were advertisements about culinary delights packaged via video. The following are the 5 posts that had the highest response and had the most comments and likes during December:

1. Nasgor Daging Sapi Mas Irfan



Figure 2. Nasgor Daging Sapi Mas Irfan's advertisement video content

The image from the video above shows an advertisement for the culinary Nasi Goreng Sapi Mas Irfan which is located on Jln. Kartini 71 Gurah, Kediri. The video advertisement uploaded on December 8 until the end of January 2024 has 5,152 likes, 130 comments and 1,573 shares. Apart from the location, the video also contains information about prices, product variants, location atmosphere and models enjoying the culinary dishes. There are also very diverse comments from the public, dominated by interest in visiting it, as well as reviews of experiences about visitors who have visited it, such as the comments below:

"pehhh ngepuol iki mbaaakkkk. Gass mbak, mantuk sampean DL langsungn hlossss, (Wow, this is crazy sis, come on sis, if you come home you can just go DL straight away)" (@sumpitkotor)

"Mas Irfan joss IG Banyak Di Review itu dulu Di jkt Harganya bs Dua x lipat Saya Pelanggan Setianya (Mr. Irfan is extraordinary. It has been reviewed a lot in Jakarta. The price can be twice as much as I am a loyal customer) (@dhany_bbx77)

2. Es Oyen Bandung Bandar



Figure 3. Es Oyen Bandung Bandar's advertisement video content

The image from the video shows an advertisement for Es Oyen Bandung Bandar culinary which is on Jln. Wahid Hasyim, Bandar Lor Kediri with Instagram account . Apart from providing information about product variants, prices and location atmosphere, these video advertisements also emphasize the visual appeal of the products offered. This is demonstrated by a visual video that shows the product texture in more detail with a model enjoying the dish. Uploaded on December 22 2023, the video has received 3,608 likes, 59 comments and 723 shares by the end of January 2024. Various public comments on the video are dominated by interest in visiting and consumer testimonials, such as the comments below:

“Dulu beli porsi khusus 8000 tambah nilai mas.. Masih tersenyum dan ramah saat jualan” (In the past, I bought a special portion for 8000 plus value, sir... Still smiling and friendly when selling,) (@fitri_warianti).

“@lusi_azizaaa @novita_agstn123 ayooo cahhhh 🤩🤩 (come on)”, (@iiirtania4a_tw)

3. Matarasa Café and Resto



Figure 4. Matarasa Café and Resto's advertisement video content

The image above is a snippet from an Instagram video advertisement with the account @matarasacafe located on Jln. Erlangga no. 132, Katang, Kediri Regency. Product variants, price list, and location atmosphere are information that can be obtained from the video advertisement, where the location atmosphere is the main content of the video advertisement. The video, which was posted on December 2 2023, has received 1,947 likes, 64 comments from the audience and 692 shares by the end of January 2024. Some of the comments given by the audience on the video varied as follows:

“Enak banget itu tempat nya aku pernah kesana makanan nya juga worth it banget 😍” (That's a really nice place, I've been there, the food is really worth it 😍) (@gtwhwo

“Bolak balik ke matarasa emang cozy bangetss,menu juga okee 😍❤️” (Going back and forth to Matarasa is really cozy, the menu is also okay 😍❤️) (@yuliedion)

4. Pecel Mak Rah



Figure 5. Pecel Mak Rah's advertisement video content

The image above is an image from the Pecel Mak Rah Instagram advertising video on the @kulinerkediri.id account. The pecel stall, which is located in Wonotengah Purwoasri, Kediri Regency, was uploaded on December 19 2023 and by the end of January 2024 had received 1,328 likes, 35 comments and 354 shares. The video contains information about the location, prices and atmosphere of the location, where the atmosphere of the location which seems very natural is the main content of the video. Comments from the audience are very diverse, including reviews from those who have visited it to those who are interested in visiting it.

5. Lumpia Basah Bandung



Figure 6. Lumpia Basah Bandung's advertisement video content

The image above is an image from the Lumpia Basah Bandung advertising video advertised on the Instagram account @kulinerkediri.id. Lumpia Basah which is located on Jln. KH Wahid Hasyim, Mojoroto Kediri City or in front of Pasar Bandar Kediri was posted on December 27 2023 and as of the end of January 2024 had received 1,057 likes, 18 comments and 137 shares. Apart from price and location, product texture images are the main content of the video. There are also comments from the public that are very diverse, such as reviews, interest and invitations to friends to buy the product.

Every advertisement posted on the @kulinerkediri.id account always includes a hash mark or hashtag with the intention of being able to become a shortcut for the audience in looking for information about culinary delights in Kediri, including #kulinerkediri and #kulinerkomunikasikediri. The hashtag #kulinerkediri on Instagram media was recorded at 575,698 posts by the end of January, the hashtag #kulinerkokediri was 9,303 posts and #kulinerkediriraya was 172,363 posts. These three categories of hashtags are on Instagram media from various accounts with 2,056 hashtags coming from posts from the Instagram account @kulinerkediri.id.

Instagram Advertising in Building the Image of Kediri Culinary Tourism

Based on the results of a netnographic study, culinary promotion through Instagram advertisements on the culinary account @kulinerkediri.id has confirmed that this media is able to steal the audience's attention about culinary delights in Kediri. The number of likes and shares indicates that the display of advertisements on Instagram @kulinerkediri.id, especially those packaged with video advertisements, is the center of attention of Kediri

culinary connoisseurs. The number of comments and the content of comments given by the audience shows that promotions with advertisements on Instagram @kulinerkediri.id are able to encourage the audience to share experiences and information about the culinary delights being covered.

The image of a tourist destination is important in encouraging people to visit that destination (Liang & Lai, 2022). The image of a tourist destination can be formed through strong sources of information about the tourism (Sagala, 2024). The number of hashtags or hashtags on Instagram media about Kediri culinary is also included in every post on the Instagram account @kulinerkediri.id. This is in accordance with the research results of Leasfita et al., (2023) that netnographically, the Instagram account @kulinerkediri.id which accommodates culinary promotions with advertisements, especially video advertisements, has contributed to building the image of Kediri Raya culinary tourism.

IV. CONCLUSION

Netnographically, promotions with video advertisements on the Instagram account @kulinerkediri.id are able to attract the attention of the public, both to share information and experiences and to encourage the public to visit these culinary destinations. Apart from that, the existence, whereabouts and contact of the @kulinerkediri.id account as a media for culinary promotion with a wide audience has helped build the image of Kediri Raya culinary tourism. This netnographic research is limited to Kediri culinary tourism using Instagram media. From this research, researchers hope that there will be a wider development of research on research objects and promotional media. It is also hoped that the results of this research will become a reference for stakeholders regarding Kediri culinary as material for their policies.

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