



Instagram Utilization as User Generated Content in Promoting Local Culinary

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Abstract. Promoting anything is one kind of communication that leverages social media and breakthroughs in IT. Information-gathering, public appeal, and influence-peddling are the goals of promotional activities. Informational, persuasive, and reminder campaigns are the goals of promotion. One app for sharing images or videos is called Instagram. Friends on Facebook can follow us on Instagram thanks to a feature of Instagram that is integrated into Facebook. The capabilities that Instagram offers its users are rather extensive. A user's creation of content and subsequent sharing on a platform of their choosing is known as user-generated content. Users utilize user-generated content to spread knowledge, advertise a company or product, and sometimes even attract attention and encourage other users to purchase. The Instagram account @kulinercirebon served as the study's subject. A food Instagram account, @kulinercirebon, highlights Cirebon's excellent food. Utilizing a qualitative research method with a descriptive approach, the study's objectives were to ascertain the @kulinercirebon account owner's creative process in optimizing Instagram accounts and the optimization of Instagram's use as a medium for Cirebon culinary promotion. The study yielded the following research findings: the process by which creators create promotional content is split into three stages: pre-production, content creation, and post-production. The best way to maximize Instagram's potential as a promotional tool is to take advantage of its features, which include captions, hashtags, video reels, Instagram feeds with multiple photos and comment features.

Keywords: Instagram, Promotion, User Generated Content

INTRODUCTION

Technology is developing faster and faster these days. Information and communication technology is one area where this is happening. Thanks to technological advancements, all communication activities are now more accessible. Current technology development has facilitated our ability to interact and quickly obtain information. It is hard to live in today's modern culture and avoid being exposed to the media. Today, information and communication technologies are a part of everyday life, even if we are unaware of them.

Indonesia is experiencing a significant surge in internet usage, a testament to the widespread availability of information technology. This growth is not limited to a specific age

group, with internet usage spanning from toddlers to adults. The internet has ingrained itself in various aspects of Indonesian life, underscoring its importance and relevance.

Social media platforms allow users to interact with one another and form groups. Internet-connected online media is the same system that both social media and social networks rely on. Many people are linked to one another on social media, with no boundaries imposed by time, place, or location. Social media's objectives are to establish friendships, communicate, and share viewpoints. In addition to blogs and chat apps, social media is another platform for online communication.

Therefore, the media, in all of its forms, is a part of modern life. Media presence is growing in diversity and sophistication as we go through time. Media experts could only appreciate the material provided by media sources in the past since communication in the media only ever moved in one direction. As media experts, however, the general public can now contribute to the media by contributing content and simply consuming it when it is presented to them. The majority of people worldwide who use social media are from Indonesia. 256.4 million individuals in Indonesia use social media regularly; that number can reach up to 160 million users (Lufthi Anggraeni, 2018).

Social media promotion will influence outside variables that impact how consumers view a product, which in turn will impact their interest in purchasing it (Maoyan et al., 2014) in Firmansyah (2020: 8). Sales interest is influenced by perceived risks and social engagement on social media, according to Gunawan and Huarng (2015) in Hariyanti (2022: 129). Utilizing social media to market its goods and services, give customers specific information, and advertise its products. Social media is employed as a marketing communication tool to raise customer knowledge of items, enhance their perception, and eventually boost sales.

There was a rise in Instagram usage; 1.95 billion people worldwide used the social media platform in 2022, according to Business of App statistics. With 33% of all Instagram users in the 25–34 age range, this age group is the largest, followed by 18–24 (30%) and 35–44 (16%). Social media platforms like Instagram are now utilized for purposes other than only amusement. Instagram has several applications and offers fantastic chances for business endeavors in addition to social media. With reels, tales on Instagram, music enhancers, stickers, and other intriguing features, Instagram always offers the newest features.

The @Kulinercirebon account uses multiple social media platforms to advertise goods or food-related enterprises in Cirebon. Utilizing Instagram under the handle @Kulinercirebon, Cirebon Culinary uses social media as a promotional tool. One of the programmers,

@Kulinercirebon, highlights the culinary scene in Cirebon on his account. Highlights include snacks, Cirebon delicacies, and recently launched culinary establishments that are well-known among young people or culinary enthusiasts. Many individuals, especially in Cirebon, use social media to look up restaurant references or information.

Up to 219K people follow the @Kulinercirebon Instagram account, which has posted up to 10,000 times. Through his Instagram post, he was able to sway users to visit restaurants suggested by the @Kulinercirebon accounts to learn more about the local cuisine and offer restaurant recommendations. With Instagram stories, which are now available, users may post brief films and use photo elements in their postings.

LITERATURE

According to the Indonesian Dictionary, use refers to the act, procedure, or method of using something. "Benefit" is an introduction that only denotes the act of receiving, and use is also derived from it. Most of the time, the introduction results in acquiring or utilizing something beneficial, either directly or partly.

Social media is an online medium for online social contact. According to Nasrullah (2015), social media platforms enable users to converse, interact, share, and create social bonds digitally. Social media is where the users are the main focus and allows users to collaborate and engage in activities. Nasrullah (2013). Social media is an online medium for facilitation that fortifies the social link and the interaction between users.

Rustiana (2018: 20) identified social media as web-based technology that facilitates users' sharing and exchanging information inside social networks and communication channels (Hutton & Susan, 2015). The portion about content posted on social media sites could include text, photos, videos, or other digitally transferred data.

In the book entitled Social Media (Nasrullah, 2015: 39) there are six types of social media, including:

1. Social Networking

Social networking is a tool for conducting connections and the consequences of those interactions in the virtual world. Social networking services create new friends networks based on shared interests, like hobbies. Consider Facebook and Instagram as examples.

2. Blog

A blog is a type of social media where individuals may share their everyday activities, contribute content, and receive comments from other users. It is also a place to exchange information and web links.

3. Microblogging

Microblogging is a social networking platform that allows users to post their thoughts and activities in addition to writing. In the past, this kind of social media was associated with the launch of Twitter, which only offers a limited area of 140-character sentences.

4. Media sharing

Documents, audio files, films, and online photos can all be shared and stored using social media. Such as Flickr, Photobucket, Snapfish, Youtube, and so on.

5. Social Bookmarking

In addition to managing and organizing content, this social media platform facilitates online news and information searches. Delicious, StumbleUpon, Digg, Reddit, and LintasMe are popular social bookmarking sites in Indonesia.

6. Wiki

A wiki is a website where users collaborate to create content, often known as media content. Editing or changing published material is open to all site users.

Promotion is defined as a type of communication that informs, persuades, or reminds consumers about specific items as well as households (Shimp, 2003; Firmansyah, 2020: 7). The primary goal of promotion, according to Rangkuti (2009) in Puspitarini (2019: 75), is:

- 1) Provide information. In promotional activities is to provide information to the intended consumer, the information is about the product, price, quality, product usefulness, product features, and so on.
- 2) Persuade. Promotion in general is not so liked by the public, but at this time many types of promotion appear using social media and packaged as attractively as possible. So this can encourage purchases from consumers.
- 3) Remind. Promotion is reminding, this is done to maintain the product in the eyes of the community, and try to keep these consumers coming to buy.

The phrase "content creator" refers to a worker who produces media or content intended for internet sharing, per Sundawa 2018 in Hayumi (2014: 171)—content producers whose actions spread knowledge through written, visual, and video mediums. Content creators strive to satisfy a piece's established aims by developing a concept for content that adheres to the intended branding. Promoting, educating, entertaining, and informing are a few objectives.

Content creators don't just produce content for various platforms; they also meticulously adapt it to suit the platform's unique requirements. This process involves creating engaging content, gathering inspiration, acquiring information, conducting research, and developing intriguing concepts. The end result is content that captivates a wide audience, sparking their interest and leaving them wanting more.

In the realm of new media culture, user-generated content, or UGC, is content that platform users create and share on a platform of their choice. This content, as defined by Lister (2003) in Nasrullah (31), fosters a symbiotic relationship that empowers users to participate and contribute. User-generated content serves various purposes, from spreading knowledge and promoting brands to attracting attention and encouraging purchases. It's a powerful tool in the hands of digital users.

In Wulandari (2023: 99), Chia (2012) makes the case that user-generated content, also known as UGC, is material created by users that takes the shape of images, sounds, text, animations, and videos. Currently, many social media users create UGC in these formats. Uses created content must meet specific requirements, such as:

- a) Personal contribution in a content is that users not only receive and forward content to other users, but they also contribute in the form of commenting on an article.
- b) Content may be accessible to the general public or set to be displayed only in certain groups. It can be found in social media services as well as blogs.

With WhatsApp and YouTube in first and second position, Instagram is the third most popular social network. Instagram was once solely used to publish images, videos, and personal tales. However, many users use Instagram as a middleman for online marketing communication. The primary features of Instagram are the photo, video, and reel functions, which are among the platform's most recent offerings. Instagram is an application utilized for sharing images or videos, according to Nisrina in Istiyanah (2022:22). Our Facebook friends can follow our Instagram profiles as Instagram is a feature of Facebook. As Instagram grows in popularity, more

people are using it to upload images and videos that encourage people to follow company accounts, particularly those that use Instagram to market MSME products.

METHOD

The research methodology employed in this study was descriptive qualitative. Sugiyono (2018: 8) considers the qualitative approach a naturalistic research method since it is conducted in natural settings. Descriptive methodology was employed in this investigation. Research that has an approach for summarizing a study finding is called descriptive research. With this kind of descriptive research, the phenomenon under study is meant to be shown, explained, and validated.

To obtain a profound grasp of the thing under investigation, the primary goal of qualitative research is to comprehend and investigate its critical phenomena. The researchers employed a qualitative descriptive method in this investigation. The depth (quality) of the data, rather than the number (amount), is what research focuses on most. This research looks at the reasons people use social media, how important it is to access it, and the benefits and drawbacks of social media for Cirebon cuisine. The objective is to gather information from each informant and summarize the facts systematically, factually, and practically using a descriptive methodology. The proprietor of the Cirebon cooking account and six followers were the study's subjects.

DISCUSSION

Pre-Production Content Creation on @Kulinercirebon account

User-generated content is defined as the action of platform users creating content that is subsequently published on a platform of their choosing (Lister, 2003; Nasrullah, 31). User-generated content can spread knowledge, advertise a service or brand, or even draw attention to themselves and their account's followers and encourage them to make purchases. Several preparations are made by Cirebon culinary creators prior to content creation, including:

- a. Determining the target, or the main market. Kreator determines its main target is active Instagram users and followers.
- b. Media Selection. Based on the results of the study, it can be concluded that creators choose Instagram social media because of its many Instagram users, easy to use and simple.

- c. The purpose of promoting on Instagram. Based on the results of the study, it can be concluded that the creator has a purpose why he carries out promotional activities using Instagram, because the creator wants to help MSMEs in Cirebon or culinary business actors in Cirebon, and choosing Instagram as a promotional medium is because there are many users, and can increase sales of products promoted through the Cirebon culinary Instagram account.
- d. The thing that creators prepare before creating content is to research or survey the place, prepare equipment for their content such as cameras, spare camera batteries, lenses, and money.

Content creation process on @Kulinercirebon account

Each movie produced by the Cirebon culinary content providers displays several objects. The screen has its crew, which consists of camera operators and editors. Further artists, merchants, and purchasers were involved in creating the Cirebon gastronomic material seen in the videos.

Post-production of promotional content by the creator on @Kulinercirebon account

- 1) The obstacles experienced by creators are technical obstacles, such as when creating content there are visitors who look at the camera, and finally leak on the camera, this is known in the editing process.
- 2) The editing process, starting with selecting a video, combining videos that have been selected, setting the duration, adding voice over, and posting to Instagram and adding backsound or music to the Instagram feature.
- 3) The food information, including flavors, prices, and menu items, is displayed on the reel video and photos posted on Cirebon's culinary Instagram. Meanwhile, the information displayed as a photo creator indicates that the business owner using Cirebon's culinary services determines whether their product will be promoted on Cirebon's culinary Instagram. Typically, this means the product is shown with pictures, price, and information about whether it can be ordered online through GrabFood or GoFood.
- 4) Packaging the content presented is recording, permission to the trade, ranking information obtained from traders, and edited in the form of videos, and given information in a language that is easily understood by users after being posted later.

- 5) The way creators promote by utilizing insatgram is, posting edited content, where creators take advantage of *video reels, multiple photos, insatgram story features*.
- 6) Creators post their content once a day, either video or image posts, and the hours are not set.
- 7) The author's assertion and corroborating sources endorse the positively received content that was submitted. The conclusion is that the @kulinercirebon Instagram account provides excellent information about culinary needs; the information is concise and clear, and interested followers may visit or purchase the products the account promotes. Occasionally, followers will tag the account on Instagram to let it know that they visit or purchase goods promoted by the account.

Optimizing the use of Instagram as a medium for promoting Cirebon culinary on @Kulinercirebon accounts

Instagram is an application utilized for sharing images or videos, according to Nisrina in Istiyanah (2022:22). Our Facebook friends can follow our Instagram profiles as Instagram is a feature of Facebook. Instagram's growing appeal as a platform for sharing images or videos that entice users to follow business accounts—particularly those that support the promotion of MSME goods on the platform—makes the app more and more popular. There are several features available on Instagram for users, some of which are as follows:

- 1) Using the caption feature in each post, creators can offer information about restaurants, menu options, prices, and other details. They can also use it to ask their followers questions, like "Who likes fried rice?" to encourage conversation. In addition, the author included a sentence at the end of the caption that invites viewers to "hurry up and try, ayao buruan dateng." This sentence encourages viewers to visit a location advertised on Cirebon's culinary Instagram content. The sentence will eventually blend in with the form of comments in the comment column.
- 2) Creators use the hashtag feature (#) in each post to make it simpler for users to access information on Cirebon culinary posted on Instagram @kulinercirebon. Often, creators use hashtags like #cirebon #kulinercirebon. Content producers frequently use both hashtags to facilitate the discovery of Cirebon-related Instagram posts by the @kulinercirebon account.
- 3) Users and followers can more efficiently access the accounts that creators have tagged in their posts on the Cirebon Culinary Instagram account. They can also obtain additional

information about the products that Cirebon Culinary has promoted by visiting an account that a Cirebon Culinary creator has tagged. Creators utilize the Arroba (@) or Tag feature in their posts to tag accounts promoting products through Cirebon Culinary Instagram.

- 4) Instagram Reels is a feature that content creators use to their advantage. The creator states that the reel video feature is short and conveys clear information about the food, including how it tastes and the menu. By keeping the duration of the video short, viewers are also less likely to become disinterested in the content. Two active Cirebon culinary supporters who serve as supporting informants further corroborate this. Since the content is presented in a clear, succinct, comprehensive manner and is brief, viewers are not bored while watching it; they believe Cirebon Culinary's use of the video reel feature is appropriate.
- 5) Instagram Story feature, creators take advantage of the *Instagram story* feature to repost posts from followers who have Cirebon culinary through Instagram stories. Followers who usually mark Cirebon culinary kaun usually they buy snacks or culinary that has been promoted by Cirebon culinary.
- 6) *Photo Feed Feature* or *Multiple Photos*, creators take advantage of these features in the form of images, which are displayed are information such as products, prices, and can be ordered through online applications such as GoFood or GrabFood.
- 7) Comment Feature, Creators use this feature to reply to questions in the comments column.

CONCLUSION

1. Content creators or Instagram account owners @kulinercirebon in the creative process of optimizing their Instagram account as a promotional medium to promote culinary in Cirebon, creators divide into three parts, including:
 - a) Pre-production of content creation, such as determining its main market, reasons for choosing Instagram media as a promotional medium, conducting research and surveys, preparing tools for its content such as cameras, camera batteries, lenses, and money.
 - b) The content creation process carried out by creators, the content creation process in the content displays the objects of talent, merchants, and buyers according to the circumstances of the place, behind the scenes also has a cameraman team, and an editing team.
 - c) After content production carried out by the content creator of the @kulinercirebon account, the editing process, the appearance in the reels video,

and photos how the creator packaged the content into promotional content, then how the creator promoted by utilizing Instagram, and also the time to post content on Instagram.

2. Utilizing Instagram's features, such as captions, hashtags, arroba, Instagram reels, Instagram stories, photo feeds, multiple photos, and comment features, creators maximize the platform's potential for promotion, as demonstrated by the @kulinercirebon Instagram account. Using these elements, Cirebon's culinary Instagram account promotes Cirebon culinary through a content presentation on Instagram social media. Content producers @kulinercirebon use Instagram's features—such as video reels, photo feeds with numerous photos, and Instagram stories—more frequently to sell their culinary products on the platform.

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