



INSTAGRAM REELS CONTENT ANALYSIS ON CULINARY PREFERENCES ON BENGKULU CULINARY INSTAGRAM ACCOUNTS

Nelis Juniarti¹, Andi Azhar²

Department of Management. University of Muhammadiyah Bengkulu, Indonesia

Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Nelis Juniarti nelisjuniarti6201@gmail.com Department of Management. University of Muhammadiyah Bengkulu</p>	<p>Research is to determine the influence of Bengkulu culinary Instagram accounts on people's culinary preferences. Instagram can be the most strategic social media for marketing, because it can influence a person's behavior or interests. This is because content differentiates an account compared to other accounts. Consumer purchasing behavior is initiated and influenced by many stimuli from outside themselves. These stimuli can be marketing stimuli or stimuli from the surrounding environment. Therefore, it is necessary to know what factors can influence people's culinary preferences from Instagram culinary accounts. The results of this research are: Based on the results of observations made by researchers, it is known that the admin of the @kulinerbengkulu Instagram account also utilizes the reels feature, which is currently viral, used by the entire public and including well-known Indonesian artists. The information provided in the Reels feature on Instagram @kulinerbengkulu contains culinary information in Bengkulu.</p> <p>Keywords: <i>Culinary, Instagram reels, Bengkulu Culinary</i></p>
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INTRODUCTION

The rapid development of information technology has made various large to small business activities in driving their businesses use the development of information technology. The Marketing Line is the line that is most widely used in technological developments and the most important line in business, to offer products or services there are various ways and methods that can be used. Now the product offering model is shifting to digital marketing or digital and leaving the conventional product offering model. (Masitoh & Wilfrida, 2022).

Effective marketing communications require a reliable and accurate information service provider, who can fulfill promises, and deliver information on time (Ball, Coelho, and Machas, 2004) so it is important for companies to pay attention to the details of how marketing communications will be implemented.

Instagram can be the most strategic social media to be a marketing medium, because it can influence a person's behavior or interests. This is because content is what differentiates an account from other accounts. In addition, it determines what type of information will be displayed and determines how much attention including buying interest will be obtained.

Ihwan (2004) explains that the concept of buying interest refers to individuals who have the will to buy.

Consumer purchasing behavior begins and is influenced by many stimuli from outside themselves, these stimuli can be marketing stimuli or stimuli from the surrounding environment. After receiving a stimulus, it will then be processed within a person according to their characteristics. After that, a purchasing decision will be made. The process of being interested in a product or service will be experienced by every consumer before a purchasing decision is made (Ambarwati, 2015).

Instagram is an application that is used to share photos that allows users to take photos, apply digital filters, and share them to various social networking services, including Instagram itself. Instagram was officially released in October 2010. Instagram is a photography-based social media application (Atmoko, 2010:10).

The characteristics of Instagram make main content of photos or videos with a duration of 60 seconds that can be shared with other users using an internet connection. Instagram is also a place to form a self-image, where the more followers or followers and likes on several photos of the account owner, the more visible it will be that the user has a high self-image and can also be a figure for today's teenagers. Instagram comes from the understanding of the overall function of this application. The word "insta" comes from the word "instant", like a polaroid camera which in its time was better known as "instant photos". While the word "gram" comes from the word "telegram" which works to send information to others quickly. That's why Instagram is a portmanteau of the words instant and telegram.

The use of social media platforms, especially Instagram, has become an entity that has a very important role in reporting a reality in the community environment (Dede et al., 2021). The existence of new media used for marketing certainly requires the right marketing techniques so that they can be accepted by the public. By using the right technique, business actors can find out how far their products are marketed. So, every business actor must have their own technique for marketing, one of which is currently developing is Viral Marketing.

One of the Instagram accounts that does digital marketing and already has many followers is the @kulinerbengkulu account where the reels content contains information about culinary around Bengkulu. Therefore, the author is interested in analyzing Instagram reels content on culinary preferences on the Bengkulu Culinary Instagram account.

Culinary in English means kitchen matters relating to cooking skills. In Indonesian it is termed culinary (Novrianda SA, 2014). The term culinary is closely related to the process of cooking and preparing food as a basic human need. In the creative economy in Indonesia, the definition of culinary is the activity of preparing, processing, serving food and beverage products that make elements of creativity, aesthetics, tradition, and/or local wisdom; as the most important elements in improving the taste and value of the product, to attract purchasing power and provide an experience for consumers.

There are two scopes of culinary subsectors in Indonesia when viewed from the results offered, namely culinary services and culinary goods. Culinary services (food service) in question are services providing food and drinks outside the home. Viewed from the aspect of preparation and presentation, this can be divided into two general categories, namely restaurants and catering services. Meanwhile, culinary goods are processed food and beverage products that are generally in the form of packaged products (Specialty Foods). Specialty Foods are unique compared to regular goods. The cultural value and local content

of a region can be one source of uniqueness, such as souvenirs of typical regional foods (Lazuardi & Triady, 2015). Instagram has several features with an attractive appearance, including comments, likes, hashtags, and shares that can be used by fellow Instagram users or on other social media such as Facebook and Twitter.

One of the newest features on Instagram today for its users is Instagram Reels. According to Muamardan Imtinan (Vitasari, 2022:12) that reels are one of the features on Instagram that have a certain role or function as a means of expressing oneself through making creative and innovative videos using transitions so that the videos made will look interesting. This can certainly be utilized by every organization or company to promote their products by using the reels feature and interesting message content.

According to Aida (Wulandari, 2022:3) Instagram reels allow its users to create short videos by combining selected music and sharing them with friends or other followers. The short video reels feature on Instagram is displayed with a duration of 1 minute. Instagram reels are different from other Instagram features, in the Instagram reels feature it provides editing features such as a choice of effects, speed control, and the ability to balance multiple clips for smoother transitions.

The concept of digital marketing comes from the internet and search engines on sites. When internet usage exploded in 2001, the market was dominated by Google and Yahoo as search engine optimization (SEO). The use of internet searches developed in 2006 and in 2007 the use of mobile devices increased drastically which also increased internet usage and people from all over the world began to connect with each other through social media (Khan, 2013). Digital marketing is defined as marketing activities including branding that use various web media such as blogs, websites, email, AdWords, or social networks. Digital marketing as a promotional media aims to convey or disseminate or market a product so that it can influence consumers to buy it (Ridwan and Josua, 2009).

There are four elements that are run on marketing variables through social media as a benchmark for planning to the results of the marketing. According to Syahputro (2020:21) states that:

1. Content Creation, interesting content is the basis of strategy in conducting social media marketing. The content created must be interesting and must represent the personality of a business so that it can be trusted by target consumers.
2. Content Sharing, sharing content to social communities can help expand a business's network and expand its online audience. Sharing content can lead to indirect and direct sales depending on the type of content shared.
3. Connecting, social networking allows someone to meet more people who have the same interests. A wide network can build relationships that can generate more business. Honest and careful communication must be observed when doing social networking.
4. Community Building, social web is a large online community of individuals where interactions occur between people living around the world using technology. Building a community on the internet that has similar interests can occur with the existence of social networks.

From the opinions of several experts above, it can be said that digital marketing through social media is a very important internet platform in today's digital era. Social media allows users to present themselves, interact, collaborate, and share information with others virtually. In addition, social media also provides an opportunity for users to interact with a

wide or unlimited audience, and the value of content created by users themselves can increase through social media.

METHOD

This study uses a qualitative research type. This type of research is quantitative using a descriptive observational research design. Research is used to see a picture of the phenomenon, descriptions of activities are carried out systematically and emphasize factual data rather than conclusions (Nursalam, 2013). This study was conducted by analyzing Instagram reels which are widely used by its users as a medium for providing interesting information to be known by others, especially on the @kulinerbengkulu account. This study uses primary data and secondary data in data collection. In qualitative research, the data analysis technique used is clear, namely directing informants to answer the problem formulation or test the hypothesis that has been formulated.

RESULT AND DISCUSSION

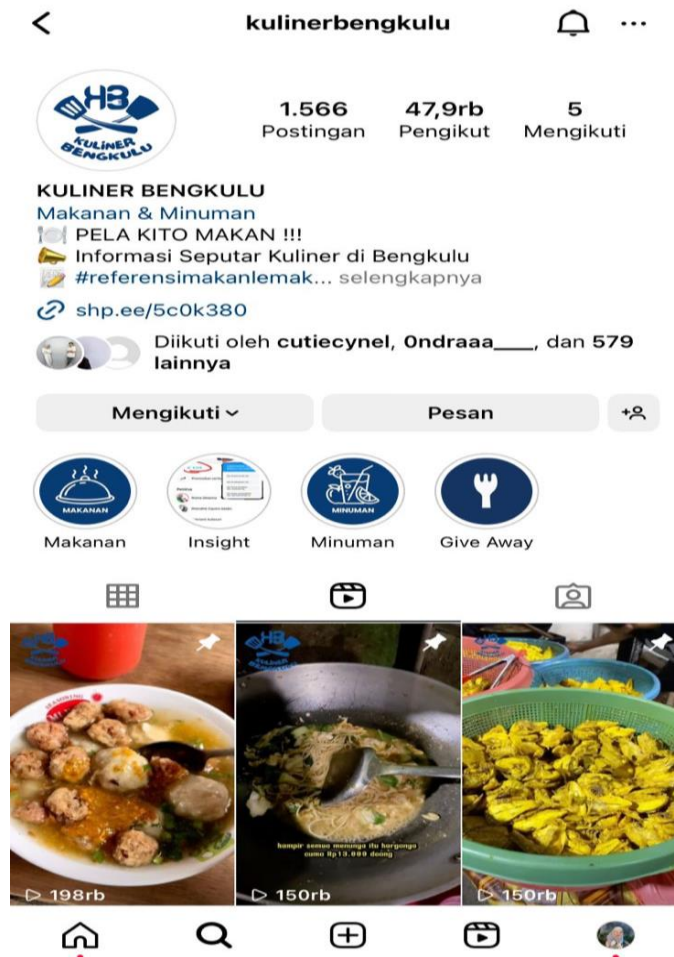


Figure 1. Profile of Instagram @kulinerbengkulu



Figure 2. real posting of Instagram @kulinerbengkulu



Figure 3. Comment of reels posting @kulinerbengkulu

Based on the results conducted, Instagram is one of the favorite social media for social media users. Instagram has many application features that can be utilized by its users. In the Instagram account @kulinerbengkulu has 1,566 posts, 47,900 followers and 5 who are followed. Instagram @kulinerbengkulu is an account that is used as a culinary information media especially for the people of Bengkulu and can also be seen by the wider community. The Instagram profile of the @kulinerbengkulu account can be seen in Figure 1. Below.

Based on the results of observations conducted by researchers, it is known that the admin of the Instagram account @kulinerbengkulu also utilizes the reels feature which is currently viral and is used by the entire community, including famous Indonesian artists. The information provided in the Reels feature on Instagram @kulinerbengkulu contains culinary information in Bengkulu. The Instagram account from @kulinerbengkulu also activates the comment feature which can provide an opportunity for the entire community, especially the

Bengkulu community, to provide opinions regarding the information shared from the *Instagram account*.

In addition to the comment feature, the share feature is also activated which can be used as a feature to share information posted by the admin of the Instagram account @kulinerbengkulu to others. The existing posts can also contain advertisements or other promotions so that the people of Bengkulu province can use this Instagram social media as an information media that can be accepted by the wider public in every corner of the city.

Purchase Interest Dimension

The dimension of purchasing interest is through the AIDA stimulation model which attempts to describe the stages of stimulation that consumers may go through in response to a particular stimulus provided by marketers, namely as follows:

- 1) Attention In this stage, the public has heard about the product issued by the company. So in this stage, the public knows the product because they have heard or seen the promotion carried out by the company. This is also marked by consumer attention when seeing or hearing about the promotion for the first time.
- 2) Interest (Interest) Public interest arises after obtaining detailed basic information about the product. At this stage, the public is interested in the product offered because the promotion carried out by the company has been successfully accepted by consumers.
- 3) Desire People study, think and discuss which causes the desire and passion to buy the product to increase. In this stage, people advance one level from just being interested in the product. This stage is marked by a strong desire from people to buy and try the product.
- 4) Action (Action) Making a positive decision on the company's offer. At this stage, people who have seen or heard about the promotion and have passed the desire stage really realize their desire to buy the product. For example, posts containing meatball and seblak stall content as in Figure 2. And Figure 3. below

From the comments and posts above, we can see the opinions and criticisms of the community who have visited the recommended location. From these comments, it will greatly influence the public's interest in buying the culinary that is posted. There are several indicators to measure buying interest, namely as follows: 1) Interested in finding information about the product; 2) Want to know the product; 3) Interested in trying; 4) Consider purchasing; 5) Want to have a product.

CONCLUSION

The purpose of this study is to explain the results of the analysis of Instagram reels content on culinary preferences on the Bengkulu Culinary Instagram account. Based on the results, it can be concluded that the factors that influence reels to be attractive in the eyes of the public are According to Heuer in M. Fariz Syahbani and Arry Widodo, there are 4Cs in the use of social media as a promotional medium, namely:

- a) Context is how to form a story or message (information) by paying attention to the use of language and the content of the message so that it becomes interesting.
- b) Communication is how to convey messages or information as well as we listen, respond and grow in various ways that make users feel comfortable and the message is conveyed well.

- c) Collaboration is how to work together to make things better.
- d) Connection is how to maintain the relationship that has been built.

Based on the results of the study on the analysis of Instagram reels of the @kulinerbengkulu account on the culinary preferences of the community. The researcher has suggestions that may be used as a consideration or input to the relevant parties, namely in providing information to the community must be honest and in accordance with the facts that occur at the location. Then must provide an honest review so that the public maintains the level of trust in the account. And so that the public who follow our content do not feel disappointed when visiting the recommended location.

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