

Culinary Endorsement Communication Strategy on Instagram Account @taukotembung

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Abstract

The aim of the study is to determine how the promotional strategies used by the @taukotembung instagram account in promoting culinary and their effect on increasing culinary sales who have endorsed at @taukotembung. The study was use qualitative study. This study collects primary data through interviews and observations, specifically by interviewing the owner of the @taukotembung account and one business owner who has endorsed @taukotembung. The data from the interviews were then analyzed by reducing the data so that important data could be obtained to complete this research and draw conclusions in order to answer the questions posed in the problem formulation. The interview results show that the strategy used in conducting promotions is consistent with the 4C theory of social media use, namely context, communication, collaboration, and connection. In the context of @taukotembung paying attention to the quality and aesthetics of their photos or videos and using captions by providing detailed information, communication @taukotembung applies smart reviews or honest reviews when reviewing products or culinary delights, collaboration admin @taukotembung frequently interacts with followers by replying to comments on posts, and finally on the @taukotembung connection, it becomes an ongoing relationship by regularly updating Culinary business owners have increased their sales, according to the results of interviews with business owners who have endorsed with @taukotembung.

Keywords: promotion strategy; social media marketing; 4C; endorsement; sales increase.

1. Introduction

Indonesians have active internet access around the world. According to merdeka.com on February 8, 2019, Indonesia is the fifth largest internet access community in the world, with Indonesians spending more than a third of their day accessing the internet. Because the internet is now considered a basic human need, it is not surprising that Indonesians spend a significant amount of time using it (Haryanto & Rahmi, 2019).

The internet is expanding over time, and there are more and more social media networks that can be used to communicate and even sell. Instagram, for example, is a social media platform that can be used to communicate with a large number of people, not to mention that it has a photo or video sharing feature, so Instagram is now used for everything from promotion, selling, or trading to preaching and campaigning. Instagram has also contributed to this by introducing a number of new features that make it easier for businesses to promote their accounts. For example, the Instagram ads feature allows business owners to promote their Instagram account and have it turned into an ad that appears between people's Insta Stories and Instagram feeds, but this is a paid feature with rates based on the reach and duration of the promotion or ad; the wider the reach and desired duration, the higher the tariff (Widyaningrum, 2016).

Various types of businesses are promoted on Instagram; one type of business that is widely promoted on Instagram is the culinary industry. Culinary is a burgeoning business in Medan, which means that there are so many and everywhere that we can easily find them.

Promotions can be done in a variety of ways. One method is endorsement. In Indonesian, the word endorsement means support, and when it comes to marketing, it means support in promoting an item, and an endorser is someone

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who acts as a supporter in promoting an item or service. Shimp, as translated by Revyani Sjahrial and Dyah Morissan, defines an endorser as "an ad supporter or advertisement star who supports the advertised product" (Yoga, Korry, & Yulianti, 2019).

Endorsement practices are very common on Instagram; nowadays, many people endorse even if they are not celebrities or artists, such as celebgrams, who are known to many people through their Instagram accounts. Another factor that can lead to people being able to do endorsements is having more knowledge about a field. For example, if a business owner wants to promote culinary arts, the business owner can endorse a food vlogger who focuses on pursuing various types of cuisine (Yoga et al., 2019).

Tauko Tembung (@taukotembung) is one of the Instagram platforms that offers endorsement services. Taukotembung is an online media that focuses on Tembung City (Percut Sei Tuan District) and its surroundings. Instagram tauko tembung provides various types of content ranging from current events or news in tembung, tourism in tembung, to culinary, which is one of the most frequently loaded content on Instagram.

@taukotembung has a communication strategy that can result in an increase in sellers of products or culinary that have been endorsed via Instagram @taukotembung in introducing or endorsing culinary delights in the city of tembung.

The researcher formulates the problem in this study, namely, (1) how is the communication strategy carried out by the @taukotembung Instagram account? (2) how significant is the sale following the @taukotembung Instagram endorsement?

2. Literature Review

2.1. Endorsement Marketing Communication Strategy on Instagram

Strategy is essentially goal-oriented planning and management. However, in order to achieve this goal, the strategy must not only function as a road map that shows the direction, but also its operational tactics (Wahid & Puspita, 2017).

Similarly, communication strategy serves as a guide from communication planning to communication management in order to achieve a goal. To achieve this goal, the communication strategy must be able to demonstrate how its tactical operations must be carried out. In the sense that the approach (approach) can change depending on the situation and conditions, as well as with the conditions (Wahid & Puspita, 2017).

Marketing encompasses all activities related to the act of creating use or benefit as a result of location, time, and ownership. Through the act of buying and selling goods, marketing moves goods from one location to another, stores them, and then changes ownership. Marketing is a business activity that involves the exchange of goods and services between producers and consumers. "Marketing is one of the main activities that need to be carried out by companies, whether goods or services companies, in order to maintain the viability of their business," (Saputri & Pranata, 2014).

Endorsement is defined as support in Indonesian, which if associated with marketing is support in promoting a brand or product. Endorsement is also a type of marketing, specifically advertising that uses a celebrity to promote a product. Endorsements are typically performed by well-known individuals such as celebrities or public figures who have a large following.

The endorser, on the other hand, is a character or person who supports the brand or product. Endorser is also a symbol or person chosen to convey messages or information about the product or service they are promoting. When selecting an endorser, it is preferable to know ahead of time whether the person meets several criteria that match what he will promote in order to achieve the promotion's goal of attracting customers (Saputri & Pranata, 2014).

Instagram is one of the social media platforms that has grown in popularity as a result of the advancement of the internet. This is demonstrated by the growing number of Instagram users each year. Instagram announced in April 2017 that its monthly active users had surpassed 800 million accounts, a figure that was higher than the previous year. (Kusuma & Sugandhi, 2019).

Instagram, unlike other social media platforms, focuses on user-posted photos and videos. The distinction that distinguishes this Instagram from other social media platforms. Instagram's system is also frequently updated. Since its inception in 2010, Instagram has frequently updated existing features to make them more complete and appealing.

@taukotembung is an Instagram account with information about Tembung and its surroundings. Services are also provided to the Instagram account @taukotembung in order to promote culinary delights in the city of tembung and its surroundings (Kusuma & Sugandhi, 2019)

According to Heuer There are four C's in the use of social media as a promotional medium, which are as follows (Indika & Jovita, 2017):

a) Context

Context is how to form a story or message (information) by paying attention to the use of language and the content of the message in order to make it interesting.

b) Communication

Communication is how to share stories or messages (information) as well as we hear.

c) Collaboration

Collaboration is the process of working together to improve things.

d) Connection

Connection is how to keep the relationship going.

2.2. Sales Increase on Instagram

The term "sales" is always associated with "sales volume" or "sales turnover." Sales volume is the result of the company's sales activities in order to achieve the desired target or targets, namely profit maximization. The size of a seller's sales volume is determined by the number of products sold. Sales volume can be defined as feedback from a company's marketing activities. It is certain that a business or company will set a target for their product sales volume for a month or a specific period based on the company's provisions (Kurniawati, 2017).

According to Kotler in Swastha and Irwan (2014), sales volume indicators are (Pertiwi, Zinaida, & Yani, 2020):

- a) *Achieving sales volume.* According to Kotler, sales volume is the number of goods sold in a given time period. To achieve high sales, the company or business owner must consider how a good marketing strategy can support sales. The ability to achieve the desired sales volume is critical for profit and the long-term viability of the business.
- b) *Making a profit.* Profit is defined as the difference between income from sales profits and expenses and losses. Profit is one of the metrics used to measure operating activities and is calculated using accrual accounting.
- c) *Assisting with company expansion.* Company growth refers to a company's ability to expand its size by increasing its assets. The company's ability to sell products will have a positive impact because it will increase profits, allowing the company to grow and develop without going bankrupt.

3. Research Method

This study employs qualitative research methods. Wahab (2014) emphasizes holistic descriptive research, which explains in detail about the activities or situations that are taking place rather than comparing the effects of different treatments or explaining a person's attitude or behavior. The collection of data on a scientific background with the intention of interpreting the phenomena that occur where the researcher is the key instrument, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization (Patilima, 2007)

The descriptive research method is used in this study. Descriptive qualitative research aims to understand what research subjects experience, such as behavior, perceptions, and actions described in the form of words and language in a specific natural context. Aims to create a systematic, accurate, and factual description or picture of the subject under study (Soemantri, 2005).

This study's data sources are divided into two categories: primary data and secondary data. Primary data comes from two culinary entrepreneurs who have endorsed the @taukotembung Instagram account, whereas secondary data in this study comes from notes, previous research (both journals and theses), newspapers, and so on.

A research informant is someone who can provide information about the research problem. This study's informants are two business actors who have endorsed the @taukotembung account. The Hold Faith Race Noodles and Geprek Gepeng Chicken are two business actors who have endorsed @taukotembung.

This study employs two methods of data collection: interviews and observation. An interview is a question-and-answer session conducted by researchers with resource persons that is conducted orally using interview guidelines that are useful for extracting information to complete the research. The primary data source in this study is the interview technique. An observation is one that is made to determine the true condition of the object under study. Observation is the process of giving meaning to what one observes in reality and in the context in which it is experienced (natural setting) (Sugiyono, 2013).

4. Results and Discussions

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Promotion is the act of introducing a product to a large number of people in order to pique their interest and encourage them to purchase the product. Many new jobs appear in this digital era and can earn a lot of money without even realizing it. For example, with Instagram, a job, namely endorsement, appears, where Instagram owners will promote a product on their personal Instagram, which of course has a large number of followers, and even many artists who promote through their personal Instagram, which of course is very expensive (Indika & Jovita, 2017).

In its promotional practice, the Instagram account @taukotembung accepts endorsements in the form of online or home products (food and beverages), places to eat such as restaurants, cafes, and street vendors, events or bazaars to be promoted, as well as campaigns such as Gojek or Go Food and other big brands.

a.) Invitations or invitations are business owners who do endorsements inviting them to come to the place of sale or their stall directly to provide information and explanations of where and the food is directly there. When compared to other types of promotions, this type of invitation promotion is the most expensive. b.) Endorse means sending food or products to the owner's @taukotembung address, which will be photographed or promoted by the endorser later. c.) Paid Promote (PP) is an endorser who carries out a promotion solely by posting a photo of the product with a caption provided by the business owner and posting it on his Instagram. (Yoga et al., 2019)

To endorse the @taukotembung Instagram account, @taukotembung set the table 1.

Table 1. Endorse Rates @taukotembung (May 2022)

No	Type of Promotion	Rate
1	Paid Promote (PP)	
2	Endorsement	Rp200.000-250.000 or more
3	Invitation	

The table 1, price will be adjusted according to each brand's or business actor's campaign. Small food online shops or entrepreneurs who are just starting out will usually be charged a low fee, whereas big brands who are already well-known will be charged a high fee because big brands usually have specific requests or requests, so the fee for the endorser depends on the type of business and the type of promotion you want to use. Endorsement rates can also vary depending on the number of followers @taukotembung; as the number of followers grows, the rates are likely to rise as well.

If the business owner who wants to promote his cuisine on the @taukotembung Instagram account makes more than one endorsement, the price may change. This is one of the marketing strategies used by Instagram @taukotembung to promote its endorsement services to all business owners in the city of tembung. Lowering prices or providing discounts to business owners who use @taukotembung's services more than once will have a positive impact on the development and progress of Instagram @taukotembung itself.

Every week, the Instagram account @taukotembung posts culinary delights from Tembung and its environs. Every week, @taukotembung can post and promote about 1-5 posts, both non-paid and paid. Non-paid posts are posts that contain culinary content but are not paid for by @taukotembung. Typically, non-paid posts are used to help promote street vendors or traders who are lonely and need to be helped (promoted) so that many people know so they intend to buy the merchandise and also to increase followers from the @taukotembung account itself because the more posts and content that is uploaded, the more people are interested and eventually follow the account. (Haryanto & Rahmi, 2019)

In addition to consistently uploading photos or videos, @taukotembung also applies to always doing smart reviews or giving intelligent reviews, namely by giving an honest review, not exaggerating, and if the food is considered unpleasant, the culinary advantages will be mentioned, for example, the culinary is currently running a promotion or is not releasing a new culinary product.

The @taukotembung party also does not exaggerate when promoting a food, this is intended not to lie to followers or viewers when trying the food, so that they will continue to try the food and drinks that are reviewed and promoted on the @taukotembung account, thus benefiting two parties, followers who try the food are not deceived because the business owners and business owners have experienced an increase in followers' sales.

Not only that, specifically the @taukotembung party, in promoting culinary always uses complete and interesting captions so that it is easy to understand and complete regarding the culinary that is being promoted, beginning with information on what is being sold, prices, benefits, location of locations, and discounts that are being given by businesspeople. Remember that @taukotembung uses the hashtag (#) in all of his posts. Hashtags, such as #kulinarmedan, can help people find specific posts more easily.

Ayam Geprek Gepeng is one of the dishes that makes frequent use of @taukotembung's endorsement services. Ayam Geprek Gepeng has worked twice with @taukotembung. Geprek Gepeng chicken employs an invitation service by inviting endorsers to the selling point / stall for a photo and to directly promote Geprek Gepeng chicken. Ayam Geprek Gepeng pays 200/250 thousand for a one-time endorsement and receives a video in the form of a product review video about Ayam Geprek Gepeng culinary that will be uploaded to the @taukotembung instagram feed.

Ayam Geprek Gepeng stated that they always receive positive feedback after endorsing @taukotembung. It is known that prior to endorsement, the daily sales volume of Geprek Gepeng Chicken was 50-100 packs per day, and after endorsement, it increased to 100-250 packs per day, and the profit increased as well; prior to endorsement, it usually received 500-1 million per day, and after endorsement, it receives 1-2 million per day. In terms of percentages, Gepeng Geprek Chicken stated that after an endorsement, there was a sales increase of less than 50%, but it was a significant increase.

5. Conclusion

Based on the results of interviews and observations regarding @taukotembung's promotional strategy to increase sales for business owners who promote or endorse through @taukotembung, it can be concluded that the promotional strategy used by @taukotembung is in accordance with the 4C theory in the use of social media.) Communication: @taukotembung employs smart review in conveying information about the culinary that is being promoted or reviewed. c.) Collaboration: @taukotembung frequently interacts with his followers by replying to comments on his posts, though admins or account owners are not always seen agram @taukotembung replied to comments on his posts. d.) Connection: In order to maintain a long-term relationship with their followers, the @taukotembung account uploads 1-5 photos or videos per week, with the goal of providing followers with up-to-date culinary information every day.

According to the interviewees, there has been an increase in sales. According to Kotler's theory of increasing sales volume in Basu Swastha, it is known from field interviews that there is an increase in sales volume and profits obtained by the culinary business after conducting endorsements at @taukotembung. It can be seen that @taukotembung's promotions are effective and proven to entice consumers to buy what he is promoting.

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