

Social Media and Culinary: Analysis of @jktfoodbang as A Culinary Recommendation Platform

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ABSTRACT

Social media that started as conventional media has now turned into a business platform, especially in the culinary field. Instagram social media is one of the platforms to find and get information about culinary. Instagram is a social media that is currently being used by the public. This study discusses the methods used by the @jktfoodbang Instagram account in providing recommendations to social media users in choosing restaurants. The purpose of this study is to describe how social media becomes the main platform for getting recommendations in choosing a restaurant. This study uses qualitative methods with in-depth interview data collection techniques. The subjects of this study were three people with an age range of 18-29 years, actively using Instagram, had used social media as a recommendation and followed the @jktfoodbang account. The results in this study are Instagram becomes the main recommendation in deciding or choosing a restaurant compared to other platforms. In addition, in the comments column there are reviews about photos of the food or drink so that users can more easily assess the restaurant before visiting it. Taking photos of food or drinks is done in a way that prioritizes aesthetic value using a professional camera. This makes users interested because the food uploaded to the account uses attractive visuals. All uploaded food and beverage photos are provided with informative information about the food and are tagged with the restaurant account. Instagram users can more easily get information from the description and location marked on the photo.

Keywords: motive, new media, podcast, satisfaction, uses and gratification theory

Media Sosial dan Kuliner: Analisis @Jktfoodbang Sebagai Platform Rekomendasi Kuliner

ABSTRAK

Media sosial yang bermula sebagai media konvensional kini beralih menjadi platform bisnis khususnya pada bidang kuliner. Media sosial Instagram menjadi salah satu platform untuk mencari dan mendapatkan informasi tentang kuliner. Instagram menjadi media sosial yang sedang populer digunakan oleh masyarakat. Pada penelitian ini membahas tentang seperti apa cara yang digunakan oleh akun Instagram @jktfoodbang dalam memberikan rekomendasi pada pengguna media sosial dalam memilih restoran. Tujuan penelitian ini adalah mendeskripsikan bagaimana media sosial menjadi suatu platform utama untuk mendapatkan rekomendasi dalam memilih restoran. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data wawancara mendalam. Subjek dari penelitian ini adalah tiga orang dengan rentang usia 18-29 tahun, aktif menggunakan Instagram, pernah menggunakan media sosial sebagai rekomendasi dan mengikuti akun @jktfoodbang. Hasil dalam penelitian ini adalah Instagram menjadi rekomendasi utama dalam memutuskan atau memilih restoran

dibandingkan dengan platform lainnya. Selain itu pada kolom komentar terdapat ulasan mengenai foto makanan atau minuman tersebut sehingga para pengguna bisa lebih mudah menilai tentang restoran tersebut sebelum mendatanginya. Pengambilan foto makanan atau minuman dilakukan dengan cara yang mengutamakan nilai estetika menggunakan kamera profesional. Hal itu membuat pengguna tertarik karena makanan yang diunggah pada akun tersebut menggunakan visual yang menarik. Semua foto makanan dan minuman yang diunggah diberikan keterangan yang bersifat informatif mengenai makanan dan ditandai akun restorannya. Para pengguna Instagram dapat lebih mudah mendapatkan informasi dari keterangan dan lokasi yang ditandai pada foto tersebut.

Kata kunci: media sosial, Instagram, rekomendasi, ulasan, kuliner.

INTRODUCTION

One of the concrete manifestations of new media is social media. Social media can simply be defined as media used to socialize. Kaplan and Haenlein (2010) define social media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 to enable the creation and exchange of user-generated content. Social media takes many different forms, including virtual communities, weblogs, microblogs, wikis, photo/video sharing, social networking sites, social bookmarking, and other social applications. Social media provides a wider variety of communication functions and useful platforms (Huang, Yang, Baik, & Lee, 2016). One of the main features of social media is that individual users can share knowledge and opinions with others with similar interests and needs. In particular, consumers can actively create and share information about companies, brands and products on social media sites through message boards, social networking sites, blogs and others. According to a consumer survey in 2014, 71% of consumers rely on social media to make their purchasing decisions (Invesp 2014). This is because social media users are considered more trustworthy and reliable than unknown individuals (Chu & Kim, 2011). Other results show that 4 out of 10 social media users buy some products online or in-store after sharing them on Twitter, Facebook or Pinterest (Invesp 2014). Thus, social media has become an influential partner when users make purchasing decisions. In particular, peer communication and online reviews through social media strongly influence consumer decision making for service industries such as the hotel and film industries. In the service industry, consumers rely heavily on social media to understand and evaluate the performance and quality of certain services.

Social media allows consumers to obtain specific information, product details and product evaluations from others in their network. Social media contributes to competitive intelligence activities in gathering information and knowledge (Vuori & Väisänen, 2009). One type of advertising on social media is that it allows consumers to engage in social interaction by commenting and pressing 'likes' regarding their products and then this information will be passed on to their social connections (Taylor, 2010). Although someone with vested interests can fake user-generated content on social media, many believe that reviews are trustworthy because they are based on real experiences by the people themselves (Stephen, Toubia, & Stephen, 2018). Information systems (IS) and previous marketing studies have found that consumers perceive information shared by social media as more trustworthy and persuasive

than that from traditional media such as TV advertising and personal selling (Cheung & Thadani, 2012; Chu & Kim, 2011).

Instagram is one of the useful social media or platforms. Instagram allows to create and exchange content, share information or knowledge which ultimately has a strong influence on its users. Instagram was first launched on October 6, 2010 as an iPhone application. Instagram was originally designed so that its users can share life's moments through photos taken from events in their lives. Since 2010, Instagram has become one of the most popular websites, ranking 17th in the United States and 30th globally. In 2012, around 57% of Instagram users visited the site at least once a day and around 58 new photos were uploaded every day (Arindita, Mandjusri, & Asri, 2017).

Instagram provides a feature to take pictures using a cellphone camera through the Instagram application. Instagram users from users can view images uploaded by other people and have the opportunity to give a "like" sign or comment under the photo. Instagram is now a medium to connect with friends and colleagues, as well as a means for promotion, selling to image formation efforts for public figures. Not a few Instagram accounts also create content to recommend the latest things to their followers, such as recommendations for places to eat, places of entertainment, as well as music events or exhibitions.

One of the things that can be obtained from Instagram users is uploads regarding restaurant and food information, where people will make eating decisions based on recommendations from Instagram. The Instagram account @jktfoodbang is one of the accounts that presents content with information about the culinary world in the Jakarta area and its surroundings. Uploading the Instagram account @jktfoodbang has an impact on Instagram users who see the upload to come to the restaurant and try the food. The @jktfoodbang account packs its content by providing not only photos but also video videos about culinary.

The visible impact of the @jktfoodbang account in influencing someone to choose a restaurant is the followers who have reached 669,000. In a day the Instagram account @jktfoodbang can upload as many as 6-12 uploads in a day. The number of likes from each post is also quite large, each upload can get thousands of likes. The Instagram account @jktfoodbang not only shares content created by itself (content creator) but also shares uploads from other Instagram accounts that are reposted and also some uploaded content is also the result of collaboration from certain restaurants to be posted.

Restaurants that work with the Instagram account @jktfoodbang to upload photos of their food hope that the information needs of their restaurant will be met for others. This is done to increase the number of customers who come to the restaurant. What is uploaded to the @jktfoodbang Instagram account is considered to be able to help Instagram users who see the information to be fulfilled and influence the decision to buy food from the restaurant. There is a previous study that examines the Effect of Using Instagram Social Media on Fulfilling Culinary Information Needs for Followers of the @Jktfoodbang Account. In conclusion, the results of the study state that @jktfoodbang content and purchasing decisions have a significant

relationship between @jktfoodbang content and purchase decisions that occur among followers of the @jktfoodbang account and there is also an influence between @jktfoodbang content and purchase decisions that occur among followers of the @ account. jktfoodbang. From the respondent's data collected, it can be concluded that there is an influence between the variable X (content @jktfoodbang) on the variable on the variable Y (purchase decision) of 35.7%. Based on the description above, the researcher wants to understand Instagram users based on the upload of Instagram Social Media @jktfoodbang as a recommendation for choosing a restaurant place (Lusiana, 2017).

Media is a medium used by humans to communicate with other humans, while social is a human need that must communicate with other humans. According to Bungin (2007), in the current era of globalization, people's lives to access information are highly dependent on the development of communication technology. The development of information technology is getting faster so that the public can access various information anywhere. One proof of the development of technology and information that is widely used by the audience today is social media. According to Safko (2010) social media is divided into two syllables, namely media and social. While social networking is a site where anyone can create a personal web page, then connect with friends to share information and communicate. The largest social networks include Facebook, Myspace, and Twitter (Sugeng, 2016). If traditional media uses print media and broadcast media, then social media uses the internet. Social media invites anyone who is interested to participate by contributing and giving feedback openly, commenting, and sharing information in a fast and unlimited time (Putri, Nurwati, & S., 2017).

Social Media was born in the 70s, to be precise in 1978, when the bulletin board system (BBS) was invented by Ward Christensen and Randy Suess, who are computer lovers. This board system allows users (users) to be in touch with other people using electronic mail or upload and download through the software available at that time (Indonesian Ministry of Trade Public Relations Center Team, 2014). This is the beginning of a virtual community in a limited scope. At that time internet connectivity took place using a telephone line connected to a modem. A fundamental change occurred in 1995 when the GeoCities site appeared. GeoCities serves web hosting, its use is to serve the rental of website data storage so that the website can be accessed from anywhere. In 1998 Google emerged as the main search engine on the Internet and gave rise to the index view. The rate of development of social networks is so evolutionary. In 1999 appeared a site that can be used to create a personal blog, namely Blogger. In 2001, Wikipedia, the world's largest online encyclopedia and wiki, appeared. Then in 2002, Friendster emerged as the first youth site that was originally provided for a place to find a match. Connectivity in the virtual network is the beginning, which can then be followed by a ground meeting. Therefore, this site is more attractive to young people to get to know each other. Friendster is booming and its presence is phenomenal. After that, other social interactive sites appeared following Friendster (Ministry of Trade of the Republic of Indonesia, 2014).

Based on the annual Digital 2019 (2019) report on online behavior compiled by Hootsuite and We Are Social quoted from The Guardian, around 57 percent of the world's total population is now connected to the Internet. It is clear that this number is expected to continue to grow in

the coming years. In the report, Indonesia as the world's largest internet user was ranked 5th. Social media users in Indonesia reach 150 million or 56% of the total population. The number is up 20% from the previous survey. Meanwhile, Indonesians spend a lot of time 3 hours 26 minutes using social media for all purposes. The figure is an increase of three minutes from last year. On average, one internet user in Indonesia has at least 11 various social media accounts.

Social media is also used in a business context, this is due to the high penetration of social media in Indonesia (Tangkary, 2016) providing opportunities for producers both with large capital and various start-ups that are just growing, even individual business actors to promote their products or services. them through social media (Juditha, 2017). Social media is part of the internet that has a function, one of which is as a medium used to promote processed food products used by business actors. Another study was also conducted by Schwarzl and Grabowska (2015) with the title "Online Marketing Strategies: The Future is Here". This research reveals that online marketing offers a large number of possibilities for companies. Every internet page is full of different kinds of touch points as advertisements and offers it is difficult for companies to guide potential buyers to a particular website. The results of the study concluded that the first strategy that the company must pay attention to is to always capture the attention of the customer or target group. The strategy used in the end depends on the way the potential buyer behaves and how the company is able to understand this action. Therefore every company should have at least one online department which is responsible for the company's web presence. This must be updated as often as possible to achieve maximum customer loyalty as well as continuously (Juditha, 2017).

Social media is the most effective media for promotion/advertising. When users think about buying something, first look at the internet (social media), look for the product, compare prices with other brands and make decisions, one of which is to buy (Goya, 2013). Kotler and Keller (2012: 568) also argue that with social media, companies/advertisers can share text, image, audio, and video information for consumers and vice versa. Meanwhile, according to Gunelius (2011: 15) the main goal of social media marketing is the ability to actively build relationships with consumers and build brands (Juditha, 2017).

The interaction of social media users can create a good or bad perception of a product. A number of researchers suggest that managers can benefit from social networks by framing consumer conversations (Hoffman & Fodor, 2010; Kaplan & Haenlein, 2010; Mangold & Faulds, 2009). One way to frame consumer interactions on social media can be through highly influential accounts in that product category. In this case, the account will provide recommendations about the product to its followers. In this respect, interaction on social media is similar to word-of-mouth (WOM) in that potential customers receive product information from trusted sources on their social network (Dichter, 1996). In this case, we assume that social media is a recommendation because it has a dominant influence on the perception of a product. After a customer purchases a product or service, social media allows customers to share about their experiences with their social networks. For example, consumers can like, rate, review, or comment on a product (Hennig-Thurau, 2004; Hennig-Thurau, Wiertz & Feldhaus, 2015).

Marketing using social media is popular, especially in the culinary field. Culinary is a cultural aspect that is the main attraction of a tourist place. In a survey conducted by Hilton Worldwide (Dianastuti, n.d.) a company engaged in the hospitality sector, it was found that 33 percent of respondents in Indonesia said culinary was an important factor in determining a destination. Another finding shows that 90 percent of respondents will seek a unique culinary experience when they visit a place. In fact, 89 percent of them will return to the place just because of the food or a satisfying dining experience. In a year-end report by an analytical agency in New York City called SumAll, Instagram was chosen as the most effective social media platform in boosting business and is the fastest in creating new followers, judging from the level of user engagement compared to other social media platforms (Dianastuti, n.d.) . There are so many culinary accounts popping up that only share photos or even information about culinary specialties in Jakarta. Of course, this culinary account can help people in the area around Jakarta to get information on culinary tours. One of them is @jktfoodbang who already has approximately 669,000 followers on Instagram. Here it can be seen that the @jktfoodbang account manager uses Instagram as a social media that focuses on providing visual and audio-visual images to its users. The @jktfoodbang account provides recommendations for food and restaurants located around Jakarta by using attractively taken photos so that they can arouse the appetite of their followers. Due to the increasing number of Instagram users who use Instagram as a place for recommendations to find restaurants, many people who are engaged in the culinary field use accounts such as @jktfoodbang, or other accounts such as @dietmulaibesok, @laperbaper to be a promotional medium for their culinary business. These Instagram accounts that provide recommendations for food and restaurant menus also display interesting photos, or often referred to as Instagrammable, so the role of these Instagram accounts is not only to recommend but also to promote and attract followers to come to the places they want.

METHODS

The approach used in this research is a qualitative approach. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions, etc., holistically, and by means of descriptions in the form of words and language, in a special natural context. and by utilizing various scientific methods (Moleong, 2012). Qualitative research is often referred to as naturalistic research because the research is carried out on natural conditions and objects. In qualitative research, the researcher becomes the research instrument (human instrument), and the data collection is not guided by theory, but is guided by the facts found during research in the field (Saebani, 2008). Researchers are an integral part of the data, meaning that researchers are actively involved in determining the type of data desired. As a research instrument, researchers must go directly to the field. Therefore, qualitative research is subjective and the results are more contextual and casuistic (Kriyantono, 2010).

Qualitative data were obtained in the form of sentences, descriptions and short stories submitted by informants. Then the data that has been obtained will form a conclusion. The source of data used in this study is the primary source. Primary data sources are data sources that directly provide data to data collectors (Sugiyono, 2012). The primary data sources used by the authors were obtained from interviews with various sources who have been actively using social media for at least the last 2 years.

Researchers will use data collection techniques, namely primary data. In primary data, the authors conducted in-depth interviews with informants. Interview is an attempt to collect information by asking a number of questions orally to be answered orally as well. The main characteristic of the interview is direct contact with face to face (face to face relationship) between the information seeker (interviewer or hunter informant) and the source of information (interview) (Sutopo, 2006).

An approach to this research requires in-depth interviews as one of the data collection methods. Sugiyono (2013) revealed that interviews are a data collection technique in preliminary studies to find problems that must be investigated and to find things from respondents in more depth and have a small number of respondents. This in-depth interview is intended to find out the social constructions experienced by each informant in a study. The interview technique in this study is semi-structured where the author will ask according to the list of questions that the author has previously made, then the author will also ask questions based on the answers from the respondents. It is intended that the data obtained are holistic.

Before the interview takes place, the researcher will explain the intent and purpose of the interview. Interviews that will be conducted by researchers to informants will use a recording device. It is intended that information or data is lost and obtain it accurately. Before conducting the interview, the researcher will ask to allow the interview to be recorded. Before and during the interview, the interviewer will try to confirm the informant to be able to answer the questions asked about the use of social media as a place to recommend choosing a place to eat. The types of interviews that will be conducted by researchers are guided interviews and guided free interviews. Free interviews are interviews where researchers or interviewers can ask anything according to the needs of the data collected. Guided interview is an interview conducted by compiling the questions in advance in full and in detail. Guided free interview is a combination of guided interview and free interview (Sugiyono, 2008).

There are three stages to be carried out in the data analysis technique in this study, namely by doing 1) data reduction, 2) data presentation, 3) conclusion and verification.

Data reduction is the selection process by concentrating or simplifying, abstracting from rough data or data obtained in the field. In Data Reduction, what is done is to sharpen the analyst by classifying or categorizing problems into brief descriptions, directing and discarding unnecessary data so that conclusions can be drawn and verified later. The selection of reduced data is all data regarding the problem of this study. The reduced data will make it easier for researchers to collect additional data that will be specifically needed. The longer the researcher

collects data in the field, the higher the complexity of the data obtained. So data reduction is needed with the aim of facilitating further analysis (Miles, 1992).

After the data is reduced, the next stage is the presentation of the data. Presentation of data is all information that has been collected and then compiled will provide the possibility of drawing conclusions and taking action. The data will be easy to understand because the presentation of the data is based on the results of data reduction. The presentation of the data will be carried out in the form of narrative descriptions, charts, and how the flow of data authorization is obtained. In presenting the data, the researcher will arrange the data obtained that are relevant to the purpose of the data obtained can have meaning and can be concluded to answer the problem of the research. In presenting the data, the analysis process will continue to be carried out until conclusions are drawn (Miles, 1992).

The next stage after presenting the data is drawing conclusions and verifying the data. Based on all the data obtained, conclusions or verification will be drawn as a result of the research. Conclusion drawing and verification is a method used by researchers to find or understand the explanation of the meaning or meaning of the informant based on data that is obtained regularly or has a pattern, a propositional plot. According to Miles and Huberman, this analysis process does not occur once in a row. During the time the research will be able to go back and forth in three stages, namely data reduction, data presentation, and drawing conclusions or verification. Drawing conclusions is the end of data processing until a conclusion can be drawn from data analysis activities.

Informants in this study were selected purposively, which is adjusted to the interests of the research. Daymon and Holloway (2002) in their book *Qualitative Research Methods* which were translated into Indonesian by the publisher Bentang, said that the basic principle of obtaining rich and in-depth information became the guideline in qualitative research sampling strategies (Poerwandari, 2009). According to Daymon and Holloway (2002), the selection of informants will be determined by the research objectives. Because the purpose of this research is to see the influence of social media on social media users' decision making in culinary, the researchers provide the following criteria for selecting informants:

1. Informants actively use social media, use social media for at least 1 hour a day.
2. Informants have used social media as a recommendation in culinary.
3. Informants who have an age range between 18-29 years, because according to Pew Internet, the most active users of social media are aged 18-29 years with a comparison of 8 out of 10 people. Meanwhile, 7 out of 10 people are aged 30-49 years, and less than half of social media users are aged 50-64 years (Lennon, Rentfro, & Curran, 2012).
4. Informants follow the Instagram account @jktfoodbang.

RESULT AND DISCUSSION

Findings and data analysis were obtained from the facts found during research in the field from the results of interviews with 3 informants who were the primary sources of research which was carried out in approximately 2 days, on 7-8 May 2019 and in approximately 13 – 30

minutes. Interviews were conducted by asking approximately 15 questions which had been formulated prior to conducting the interview. The three informants interviewed have different backgrounds and meet the 4 criteria of informants that have been determined by previous researchers. These criteria include being active using Instagram social media, following the @jktfoodbang account, 18-29 years old and never using Instagram as a culinary recommendation.

After the interviews were conducted, the interviews were then converted into transcripts to be used for research purposes. This interview is intended to meet the needs of research that intends to understand perceptions, behaviors, motivations, actions on the phenomena that occur. Then based on these data, conclusions can be found from the research that has been done. In this qualitative research, data analysis will be carried out based on interviews that have been conducted. Qualitative data were obtained in the form of sentences, descriptions and short stories submitted by informants. Then the data that has been obtained will form a conclusion. The data obtained will be analyzed and then used to explain and ensure the confirmation of the interviewed data with the findings analyzed by the researcher.

Based on the results of interviews with the three informants, there were 3 categories of selective coding, namely (1) following a culinary account, (2) the process of making decisions, and (3) culinary habits. Selective coding following a culinary account consists of 4 axial coding, namely (1) since when to follow, (2) long following, (3) reasons for following and (4) feeling of ease. In the selective coding of the decision-making process, there are 5 axial coding, namely, (1) selective Instagram usage, (2) foodgasm, (3) recommendation factors, and (4) recommendation effect. The third selective coding, culinary habit, there are 2 axial coding consisting of (1) culinary budget, and (2) intensity of eating out.

Regarding the following culinary account, it can be observed from the first one, namely since when did the informant follow the @jktfoodbang Instagram account. Since when did you follow the @jktfoodbang Instagram account, it's been a long time. From the informant, it is known that the length of time in following the @jktfoodbang account is a minimum of 2 years and a maximum of 3 years. This is confirmed by the statements of the informants

"Yes, I followed that account, I've also been following for a long time" (Informant T, May 8, 2019)

"Since 11th grade, I have followed" (Informant V, May 8, 2019)"

"Eee, it's been quite a while, from 2 years ago if I'm not mistaken" (informant D, 7 May 2019)

The reason for following the @jktfoodbang Instagram account is in line with the findings of the impact of the number of followers and product differences on brand attitudes that do marketing through Instagram influencers. The Instagram account @jktfoodbang which is one of the influencer accounts in the culinary field and the length of time someone follows the account is the impact of the number of followers. Marketing through Instagram influencers has found that Instagram influencers with a high number of followers are found to be preferred, in part because they are perceived to be more popular. The number of followers an influencer has is the main reason for following an account. Working with a number of followers is considered

a good thing for business development in promoting a product. In addition, it can reduce the weaknesses of a product as well (Marijke De Veirman, 2017). Regarding the first time using Instagram, the informant admitted that it had been a long time. The informants stated that they had an Instagram account since they were in high school (SMA) when they were 15 years old. This is confirmed by the statement of informant T:

"Instagram 10th grade high school around the age of 15" (Informant T, May 8, 2019)

This shows that it is in line with the first time the @jktfoodbang Instagram account was formed in 2014. At that time the Instagram account @jktfoodbang did not have many followers, because it was a new account. It takes time to have a large following. But over time the @jktfoodbang account has more and more followers. This is in line with our findings, that followers do not unfollow or unfollow the @jktfoodbang account due to the increasing number of followers. The more number of followers an account has, it indicates high trust in the account in what is recommended.

Then another thing that can be observed from social media is the reason for following the @jktfoodbang Instagram account. The reason for following the @jktfoodbang Instagram account was acknowledged by the informants because the Instagram account was interesting and informative. Not only that, according to one of the informants who claimed to also follow on the grounds that the Instagram account @jktfoodbang already had many followers before he followed the @jktfoodbang account. This was confirmed by the informants who said:

"Instagram account is like this @jktfoodbang account, eh..what..the content is really interesting, so it's like the pictures are interesting, the pictures of the food are interesting, so it makes me want to try it at the restaurant" (Informant T, 8 May 2019)

"Because at that time we were exploring about food, then the food looked delicious, so follow it" (informant V, May 8, 2019)"

"In my opinion, Instagram is informative enough to give this information (decided to order food)" (informant D, 7 May 2019)

In informant T, it was found that there were elements of commerce. This commerce element is a promotional activity through the Internet network as a facility to meet the needs of buying and selling transactions from an account. In this case, the @jktfoodbang account provides interesting photos that are uploaded to the account as a fulfillment of consumer needs to trigger buying and selling transactions. In this case the followers are interested in the uploaded photos thus allowing followers to follow the @jktfoodbang account.

Another finding from the reason for following the @jktfoodbang account is that there is an element of communication. This element refers to the interaction of the @jktfoodbang account with its followers. The interaction that can be seen from the @jktfoodbang account is that the account tries to be communicative in providing information through photos and descriptions. The information that followers need is already listed in the photos and descriptions uploaded. (Reinhart Abedneju Sondakh1, 2019)

Another finding on following is what Instagram users do when they open Instagram. Each informant has a different answer based on their habits when opening Instagram. Based on the answers from 3 informants, some said that the first thing they did when they opened Instagram was to view Instastory, then switch to looking at the timeline, some gave likes, comments, and scrolling the timeline, and some watched funny videos like memes. These things were confirmed by 3 informants who stated:

"Open your instastory, then if you're bored, look at the timeline" (Informant T, 8 May 2019)

"Like, comment, save, scroll" (informant V, 8 May 2019)"

"Seeing a funny video is like a meme" (informant D, 7 May 2019)

Instagram makes it easy for users to find recommendations for places to eat. Based on information obtained from 3 informants, they admit that Instagram makes it very easy to find recommendations for places to eat because there are already many accounts that recommend restaurants, Instagram is also a place of recommendation for finding cute and cheap places to eat. This was confirmed by 3 informants who said:

"Instagram makes it really easy for me because there are already many accounts recommending places to eat" (Informant T, May 8, 2019)

"It could be, because from Instagram I know recommendations for restaurants" (informant V, May 8, 2019)"

"Switch to Instagram to find cute and cheap places to eat" (Informant 3)

The reason Instagram makes it easier for users to find recommendations for places to eat is in accordance with the findings which say that apart from being used to interact with fellow users online, social media is also widely used as an arena for product promotion and even direct selling by companies and individuals. Instagram seems to be increasingly functioning as a strategic place for business people to market their wares (Sondakh, Erawan, & Wibowo, 2019). In the @jktfoodbang account, many restaurants market food menus and display photos of the food they sell, this is used by the restaurant account to market their food merchandise. That way, more and more restaurants can be found or recommended via Instagram @jktfoodbang. The reason why Instagram followers @jktfoodbang are interested in coming to the place recommended by @jktfoodbang. Based on the answers from 3 informants, the reason they are interested in coming to the restaurant recommended by the Instagram account @jktfoodbang is because the photos displayed on the Instagram account @jktfoodbang are interesting, besides that the reviews of the food places are explained clearly. Another reason to come to a recommended place to eat is if the food at the place seems to suit the tastes of the informants and if the place to eat looks comfortable. In addition, the photos listed on the @jktfoodbang Instagram account can make your appetite increase. This has been confirmed by 3 informants who said:

"The photos are interesting and the reviews are clear about the place to eat" (Informant T, 8 May 2019)

"If the food looks like it tastes good, if the place looks like it's comfortable" (informant V, May 8, 2019)"

"You can make people interested, just from the photo, it makes you drool" (Informant 3)

The reason Instagram followers @jktfoodbang are interested in coming to the place recommended by @jktfoodbang is in line with the finding that promotion is seen as a one-way flow of information or persuasion made to influence a person or organization to action that creates awareness, informs, persuades, and influences consumers to make purchases of the products offered by the company (Sondakh et al., 2019). Indirectly, the Instagram account @jktfoodbang promotes places to eat that can be visited by followers on their Instagram. Thanks to the visuals from the @jktfoodbang Instagram account which displays photos of food places and their food and made them as attractive as possible, they were able to persuade followers of the @jktfoodbang account to come to the places they have promoted and make the food places their recommendations.

The Instagram account @jktfoodbang in recommending food has taken advantage of aesthetic signs in Instagram. The account uploads attractive photos of food and is prepared as beautifully as possible using a professional camera. This makes the eyes of the viewer pampered with these beautiful photos, unlike photos using a cellphone camera. In addition, the @jktfoodbang account also uses functional signs on Instagram, namely signs, descriptions, hashtags and locations. When recommending a food, the account will provide information about the photo of the food in the description and hashtag it so that it is easy to find. In the location section, the name of the restaurant is always put so that people who see it immediately know where the restaurant is. In this case this account also marks the name of the restaurant that is recommended to be photographed so that people can see directly into the restaurant account. In the decision-making process in determining where to eat one of them is the influence of recommendations. If he eats to a recommended place, it means that someone has made his decision based on the recommendations that have been received. This was confirmed by the answer of informant T, that he was interested in the recommendations given to the @jktfoodbang account.

"The influence on my own ee made me want to eat from the photo she recommended" (informant T, 8 May 2019)

However, informant V replied that he was influenced by the recommendations given to @jktfoodbang because he is currently actively using Instagram.

"Because those who are currently the most active are using Instagram" (informant V, May 8, 2019)"

In informant D's answer is also similar to the answer of informant 2 that he is recommended because he is currently active on Instagram. In addition, Instagram also makes it easy to share information easily.

"Hmm, maybe now the social media that is being hype and often used by people is Instagram, right, so to share information with my other friends, I think it's easier to use Instagram because you can directly share posts via message, right? Now, I think it's really easy, so I can just come here, so my friend can immediately see the post from the restaurant, for example, so I don't need to bother explaining what the restaurant is like, he can see for himself. Then my friends can be interested too, because first it's efficient, so it doesn't waste time, so my friends can check right away, oh it turns out this is the restaurant, so you don't have to search on google

first. Then what else, yeah, that's because Instagram is often used again, and Instagram also has a photo feature, you can write captions, so a lot of information can be put in a post on Instagram like that" (informant D, 7 May 2019)

The process of communication between consumers via the internet is called e-WOM. Gruen (2006), defines e-WOM as a communication medium to share information about a product or service that has been consumed between consumers who do not know each other and have met before (Hennig-Thurau, 2004). Determining the decision to take an action to go or not to a food place is also seen from reviews about the restaurant. This is confirmed by the answer to informant T, if the reviews on the restaurant are good then he will go to the restaurant. However, if the reviews on the restaurant are negative, he will discourage his intention to go to the restaurant.

"Ee..it depends if I see more positive comments, eh, I'm positive..ee..so interested if there are a lot of negative comments I feel a bit lacking like that" (informant T, 8 May 2019)

However, the answer is different from informant V, namely if he is interested he will go directly to the recommended restaurant without looking at the reviews about the restaurant. According to informant V, people's eyes and tastes are different so he won't be affected by reviews about the restaurant if he hasn't tried it firsthand.

"Oh never, just trust your eyes and taste, because you like to be different" (Informant V, May 8, 2019).

Then this is also similar to the answer to informant D, that he does not care about the reviews about the restaurant. If there is a friend who marks his name in a photo of a food on @jktfoodbang then he will immediately go there.

"But what I read yesterday was that they usually tag their friends like let's try this, so there's no review. At least there are people who tag them like that and what do they do, for example, they say yes because @jktfoodbang I'm here, it's really good" (Informant D, 8 May 2019)

Decision making is also seen from the budget that someone wants to spend on a food. The answers to the three informants that the average budget they spend on a meal ranges from Rp. 40,000 - Rp. 200,000. To informant T, he answered that the budget he spent was between Rp. 100,000 - Rp. 150,000.

"Emm...about one hundred to one hundred and fifty thousand" (Informant T, May 8, 2019).

In the answer to informant V that he spent a budget for food ranging from Rp. 40,000 - Rp. 200,000

"Minimum 40 thousand, most expensive 200 thousand" (informant V, May 8, 2019)"

But in informant 3 he will spend money to buy the most expensive food at a price of IDR 80,000 but that must also include drinking.

"The estimated price is from IDR 0 to IDR 80,000 the most expensive, it's the same as drinking but" (informant D, May 8, 2019)

Decision making can also be seen from the intensity of eating to restaurants that have been recommended by the @jktfoodbang account. Based on the answers of the informants, within a

month they have never been to the restaurant recommended by @jktfoodbang. But they have been to a place to eat recommended by @jtkfoodbang. To informant T, he replied that in the last few months he had eaten at restaurants recommended by @jktfoodbang.

"In recent months...about twice" (informant T, 8 May 2019).

In the answer to informant 2 he replied that in a month he had never been to a recommended place to eat. However, he has been to the restaurant recommended by @jktfoodbang 3 times.

"I've never been to a recommended place to eat in a month @jktfoodbang" (informant V, 8 May 2019)

"I've been there 3 times because of @jktfoodbang" (informant D, 7 May 2019).

This answer is also similar to the answer to informant D. In the past month he has never been to the restaurant recommended by @jktfoodbang. However, he has been to the restaurant recommended by @jktfoodbang twice.

"In one month, I don't think so, but yesterday, yes, yes. But it's been a long time, didn't Jktfoodbang ever recommend a recommendation at PIM" (informant D, 7 May 2019)

CONCLUSION

Researchers have conducted research on Social Media as a Recommendation for Choosing a Restaurant. Based on the results of qualitative research conducted by researchers using interview techniques on three informants, several conclusions can be drawn. The conclusions are presented as follows.

This study found that Instagram Social Media became the main recommendation for deciding or choosing a place to eat. Social Media Instagram is the main platform as a recommendation compared to other platforms. Instagram carries out the e-WOM communication process as a decision to take action. E-WOM can occur on Instagram even though recommendations about a product are influenced by other users who do not know each other.

Social Media Instagram is a platform that can recommend its users to come to the recommended place. This happens because Instagram is an attractive platform for presenting visuals in the form of photos that can inspire users who see it. Apart from that, captions on photos are informative, users find it helpful with photo captions to find out more about what is depicted in the photo. This triggers someone to be recommended and then make a sale and purchase transaction.

The availability of Instagram as a platform for uploading photos and their descriptions is used by business people to market their products. Instagram makes it possible to do marketing by interacting directly with its users. This is beneficial for business people, so there will be more opportunities for their products to be known and found and then they can recommend Instagram users to buy their products.

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