Jiwa Jawi Content Management on Instagram @jiwajawijogja 2021

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INFO ARTIKEL

ABSTRAK

Purpose. The food (culinary) industry is currently one of the fastest-growing businesses. The Indonesian culinary sector shows an increasing potential from year to year. Another uniqueness of Indonesian culinary tourism is not only in terms of the menu but also the art, culture, and philosophical values that make up the dish. The culinary business's development is increasing daily in Yogyakarta, and culinary tourism continues to grow every year. Culinary promotion patterns have also penetrated social media, one of which is @jiwajawijogja, which opened a new branch in Pogung with the name Jiwa Jawi Express.

The methodology in this research is descriptive qualitative with data obtained from interviews with the owner and content designer from @jiwajawijogja, observations on the offical Instagram @jiwajawijogja, and documentation from news in online media.

A finding of this study is the process of creating content at @jiwajawijogja has received a positive response through events that aim to bring the brand closer to its followers.

Suggestion from this research tp ensure the message is conveyed properly, we suggest that @jiwajawijogja focus on its target audiensce and create hashtags according to the target audience.

1. Introduction

The food (culinary) industry is currently one of the fastest-growing businesses. The culinary industry in Indonesia shows increasing potential from year to year. Another uniqueness of Indonesian culinary tourism is not only in terms of the menu but also the art, culture, and philosophical values that make up the dish.

The culinary business's development is increasing daily, especially in Yogyakarta. Yogyakarta is a special city because it offers hundreds of tours in every region. Not only does natural tourism shows beauty, but culinary tourism also continues to grow every year. In 2015, according to the Director of Domestic Trade, Ministry of Industry and Trade, Cooperatives and SMEs, 83,000 small and medium enterprises (SMEs) were dominated by the food industry. In fact, Yogyakarta is one of 10 cities in Indonesia that has become a culinary tourism destination, which makes the Ministry of Tourism continue to support and develop plans and strategies for future culinary development (Tuasikal, 2018) .

Currently, culinary businesses in Yogyakarta are promoted through social media. With social media, everyone can communicate with other people, making it easier to obtain information. One

of the restaurants that utilize social media is Jiwa Jawi which uses social media Instagram as its promotional media.

In 2021, Jiwa Jawi was affected by the COVID-19 pandemic, at which time there was the implementation of Community Activity Restrictions (PPKM). And then, the Jiwa Jawi was temporarily closed because it was not allowed to eat dine-in. However, the owner of Jiwa Jawi wants to keep his employees and customers can still enjoy the food. To achieve that, the owner of Jiwa Jawi provided a new concept and strategy in the form of opening a branch of Jiwa Jawi Express in Pogung with a special menu of packaged rice and frozen food.

2. Research Methods

2.1. Research Approach

This type of research uses descriptive qualitative research methods, namely utilizing qualitative data by describing it descriptively, qualitative research is aimed at understanding social phenomena from the participant's point of view (Hermawan, 2019). by trying to gain enlightenment, understanding of a phenomenon and extrapolation in the same situation (Anggito, 2018). Researchers use this type of research because they want to assemble a phenomenon to obtain data, and the results provide meaning.

2.2. Data Collection

In qualitative research, data collection is carried out with systematic and standard procedures to obtain the required data. Knowledge is built by researchers through interpretation by referring to various perspectives and information as it is from the research subject, with various data sources such as observations, interviews, and documentation (Fiantika, 2022).

The informant character in interviews is the one who knows all policies, are responsible for the formation of Jiwa Jawi Jogja, and has an important role in Jiwa Jawi Jogja. Then, the informant who is responsible for designing content and social media posts for Jiwa Jawi Jogja's Instagram social media.

The data analysis technique used by the researcher is qualitative data analysis. The data analysis method used in this study is the Miles and Humbermen model in the book "Practical Qualitative Research Basic Theory and Data Analysis In a Qualitative Perspective" (Mardawani, 2020). The analysis begins by reading, studying, and exploring all data from various sources previously obtained, including data collection, data reduction, data presentation, and conclusion.

3. Theoretical Review

Content is the foundation of a business. All products and services must be surrounded by information that helps customers use and observe them. Companies must be able to create content or content by paying attention to things that are of interest to consumers (Rauf, 2021). Digital content is any object or information that is available electronically or online. Digital content is part of the communication strategy and business model (Hasri, 2021).

Content Marketing is a marketing strategy that focuses on creating content (videos, photos, infographics, and others) that is relevant and valuable to consumers with the aim that they have a good agreement with the brand (Hasri, 2021). Knowing information about the business or company that will be promoted would make potential consumers motivated, and the content can influence consumers to buy the products being marketed (Jamaludin, 2022).

Content marketing is a technique that creates and distributes valuable, relevant, consistent content to attract consumers' attention by customizing content and customer profiles, organizational learning, and experience (Mansour, 2017). Content marketing has become a way that is often used by businesses to reach potential customers from various existing segments (Supriyandi, 2021). An important goal of Content Marketing is to attract consumers and encourage consumers to become customers (Chrismardani, 2022).

Content marketing has stages, according to Kotler, Hermawan, and Iwan (in (Salmiah, 2020) that is :

A. Goals Setting

When starting content concept creation, it is necessary to have a clear goal for creating the content. Content marketing has significant goals related to selling, driving the sales process, selling products to other people who are already customers, persuading customers to repurchase, and referring others to acquire new customers. The second relates to brand-related goals, including brand awareness, brand connection, and brand loyalty. The purpose of this marketing is to help companies to design content marketing strategies well (Salmiah, 2020).

B. Market Target Mapping

Determination of market targets and market segmentation is needed to clarify the target related to the individual or market group to be addressed. Setting a target market will influence compelling brand storytelling and make it easier for marketers to create sharper, more profound, and more engaging content (Wijaya, 2022).

C. Content Conception and Planning

Planning properly regarding the idea of what content will be created for consumers. There needs to be a suitable format combined with relevant themes and objective narrative support for content marketing campaigns to be successful (Salmiah, 2020).

D. Content Creation

The main element in content is creating exciting and marketable content. Creating content is not easy, but it requires considerable time and budget (Sitorus, 2022).

E. Content Distribution

After content creation is complete, the next step is distributing and introducing the content to consumers. Companies must ensure that the content created can be found by consumers by delivering the right content (Salmiah, 2020).

F. Content Strengthening

The main key is strengthening the content to deliver the content to a predetermined target market. Not all content connoisseurs and viewers are the same. When the content is published and delivered and gets a lot of attention from consumers, the strengthening of the content is successful (Salmiah, 2020).

G. Content Marketing Evaluation

Content marketing evaluation is critical to observe the performance of content directly it is released. Five categories of matrics are used to measure whether the content is successful in attracting consumers: engagement, connectedness, search, action, and referral (Salmiah, 2020).

H. Content Marketing Improvements

Improving content marketing can be done by using a performance-tracking process after it is marketed. Performance tracking is useful as a basis for analyzing and identifying opportunities for improvement at a more granular level. Companies can use performance tracking to experiment with new format content themes and distribution channels (Halim, 2020).

3. Results and Discussion

A. Setting Goals

The first step in preparing the content is to set the content goals that Jiwa Jawi does for consumers. The purpose of the content was explained by Laire Siwi Mentari, the owner of Jiwa Jawi, starting from her realization that Jiwa Jawi's place is not strategic in an F&B business. It differs from the restaurant business in the middle of the city where people can see and

spontaneously stop immediately. If you want to go to Jiwa Jawi, it takes effort. One of the most efficient ways is to socialize it on social media, namely Instagram, and introduce Jiwa Jawi. This means that consumers know what it is like, so they feel familiar with this place and teach anyone who works at Jiwa Jawi what menus are offered. That is also the reason why Jiwa Jawi's caption is always storytelling. It always tells and posts the staff who work so that people know them.

In starting content concept creation, you must have a clear goal for creating the content. Content marketing has a primary purpose related to sales (Salmiah, 2020).

The determination of Jiwa Jawi's goals is in accordance with the theory that content creation is equated with the goals to be achieved by socializing and introducing anything, anyone, and selling anything in Jiwa Jawi.

Figure 1. Jiwa Jawi Place
Source: Instagram @jiwajawijogja

Figure 2.Staff at Jiwa Jawi
Source: Instagram @jiwajawijogja

Figure 3.Jiwa Jawi Products
Source: Instagram @jiwajawijogja

B. Target Market Mapping

In mapping Jiwa Jawi's target market, Laire Siwi Mentari, the owner, explained that Jiwa Jawi's market was final-year studenys and families. Because it has received the results of a market reset, tracing and viewing Jiwa Jawi's social media.

Mapping the target market and market segmentation is done to clarify the target market regarding the individual or market group to be addressed. Assigning a target market to a specific

group segment will have implications for effective storytelling about the brand so that marketers can easily create engaging, sharper, deeper content (Wijaya, 2022).

In mapping the target market on Jiwa Jawi, it is not in accordance with the theory because it has not provided clarity and has not focused on the target market to be addressed.

C. Content Conception and Planning

Content planning and ideas created by Jiwa Jawi to consider how to convey the product's message and also think about supporting content in the form of an objective narrative so that consumers could grasp the meaning of the content message. Hashtags are also used to get a broad reach and increase followers.

Planning properly regarding the idea of what content will be created for consumers. There needs to be a suitable format combined with relevant themes and objective narrative support for content marketing campaigns to be successful (Salmiah, 2020).

The idea and planning of Jiwa Jawi's content are in accordance with theory, namely with relevant themes and supported by an objective narrative. So, it is how Jiwa Jawi conveys messages and also thinks about supporting content in an accurate narrative form to convey the message to consumers.

D. Content Creation

In content creation, Jiwa Jawi usually conducts discussions such as the new branch "Jiwa Jawi Ekspress" or issues a new menu. It takes time, but Jiwa Jawi tries to discuss with the team concerned so that the message to be conveyed is well received by consumers and is enthusiastic to the audience. Jiwa Jawi pays great attention to consumers.

The main element in content is creating interesting and marketable content. Creating content is not easy, but it requires a huge commitment of time and budget (Sitorus, 2022). Marketing event activation is a type of brand activation that is carried out in the form of an event (Mujib, 2020).

In creating content, Jiwa Jawi applies a time and budget commitment in the form of discussions about the new branch "Jiwa Jawi Ekspress" or issuing a new menu. In addition, researchers found outside online media in the form of activities or events to bring Jiwa Jawi closer to followers.

Figure 4. One of the Events of Jiwa Jawi

E. Content Distribution

An important stage in content creation is the distribution of content that Jiwa Jawi does on its content.

According to the owner, she chose Instagram as a social media to promote and distribute content because Instagram is ubiquitous, and everyone can access it. So that it can lead to a wider

reach for a promotion, many relationships use Instagram. So Jiwa Jawi maintains Instagram's social media as a promotional medium. In other words, when she opened the "Jiwa Jawi Ekspres" branch, she only relied on Instagram social media to promote that Jiwa Jawi opened a new branch.

After content creation is complete, the next step is to distribute and introduce the content to consumers. Companies must ensure that the content that has been created can be found by consumers through the delivery of the right content (Salmiah, 2020).

In distributing Jiwa Jawi's content, it is in accordance with the theory, namely introducing and delivering content to consumers that have been made appropriately, in which Jiwa Jawi uses social media.

Figure 5. Social Media Instagram Jiwa Jawi

Figure 6. New Branch Content
Source: Instagram @jiwajawijogja

The picture above is one of Jiwa Jawi's content uploaded to his Instagram @jiwajawijogja to inform that Jiwa Jawi will open a new branch in Pogung. The content is posted in the form of rice content wrapped in teak leaves and various side dishes already available.

F. Content Strengthening

With the distribution of content, it is also necessary to pay attention to strengthening content because the strengthening of the content makes Jiwa Jawi increasingly known by many people to visit. Customers began to pay attention to captions through storytelling, telling about the content that has been created. They also interact with Instagram followers in response to comments or likes of the published content. In opening a new branch, Jiwa Jawi tried to post on Instagram @jiwajawijogja by strengthening its content through storytelling, saying that Jiwa Jawi will open a new branch, "Jiwa Jawi Ekspress" in Pogung.

The main key to content is strengthening the scope to deliver the content to a predetermined target market. Not all content connoisseurs and viewers are the same. When the content is published, delivered, and gets a lot of attention from consumers, the strengthening of the content gets a lot of attention from consumers(Salmiah, 2020).

In strengthening Jiwa Jawi's content, it is in accordance with the theory of conveying content to a predetermined target market through storytelling and telling stories in the caption. Thus, the content can get a lot of attention from consumers.
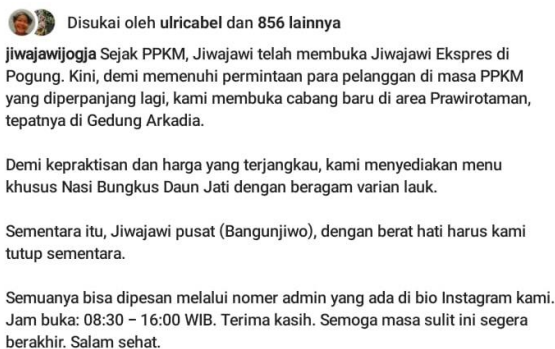
Disukai oleh **ulricabel** dan 856 lainnya

jiwajawijogja Sejak PPKM, Jiwajawi telah membuka Jiwajawi Ekspres di Pogung. Kini, demi memenuhi permintaan para pelanggan di masa PPKM yang diperpanjang lagi, kami membuka cabang baru di area Prawirotaman, tepatnya di Gedung Arkadia.

Demi kepraktisan dan harga yang terjangkau, kami menyediakan menu khusus Nasi Bungkus Daun Jati dengan beragam varian lauk.

Sementara itu, Jiwajawi pusat (Bangunjiwo), dengan berat hati harus kami tutup sementara.

Semuanya bisa dipesan melalui nomer admin yang ada di bio Instagram kami. Jam buka: 08:30 – 16:00 WIB. Terima kasih. Semoga masa sulit ini segera berakhir. Salam sehat.

Figure 7. The Storytelling of Branch Opening
Source: Instagram @jiwajawijoga

G. Content Marketing Evaluation

Jiwa Jawi evaluates the time of each new content creation, such as issuing new menus and other content. Therefore, people can learn that Jiwa Jawi makes and releases its new menu. This is used by Jiwa Jawi for all forms of small evaluations, first by looking at the feedback or comments obtained from consumers. So, the review that Jiwa Jawi prioritizes is about the service and quality provided to its consumers.

Content marketing evaluation is critical to observe the performance of content after it is released. There are five categories of metrics that measure whether the content is successfully attracting consumers: engagement, connectedness, search, action, and referral (Salmiah, 2020).
In the evaluation of Jiwa Jawi's content marketing, according to the theory, a small evaluation is done by looking at feedback or comments as the primary evaluation of the service and quality provided to consumers. However, Jiwa Jawi has not yet met the five metrics.

H. Content Marketing Improvements

With the improvement of Jiwa Jawi's content marketing, the final stage will further enhance and improve the content. Efforts to improve content quality lead to wiser content creation. Jiwa Jawi tries to be more careful when using sentences and diction when assembling captions so that those who see Jiwa Jawi's posts are comfortable when reading them or seeing pictures so that they are meaningful and suitable for Jiwa Jawi's targets.

Improving content marketing is done using a performance-tracking process after marketing it. Performance tracking is useful as a basis for analyzing and identifying opportunities for improvement at a more granular level. Companies can use performance tracking to experiment with new content format themes and distribution channels. This is due to the content's dynamic nature, so it is necessary to consistently improve content marketing (Halim, 2020).
In the improvement stage, Jiwa Jawi's content marketing is not in accordance with the theory. In other words, there is no content improvement. However, Jiwa Jawi, for the next content, will further improve the quality of the content and be more careful in using sentences and dictions when compiling captions.

4. Conclusion

In creating content, Jiwa Jawi aims to socialize and introduce the concept of Jiwa Jawi on Instagram. Therefore, before coming to Jiwa Jawi, the consumers would be familiar with the place, menu, and employees.

In content creation, Jiwa Jawi always discusses with the team concerned. It pays attention to consumers' enthusiasm for the existence of Jiwa Jawi content created or published. In fact, every Jiwa Jawi holds activities or events to bring Jiwa Jawi closer to followers.

Then, in distributing the content, Jiwa Jawi uses Instagram. Through Instagram, Jiwa Jawi strengthens its content by paying attention to captions through storytelling, aiming that followers know the history and how to create content.

Finally, evaluation is carried out every time new content is created. Yet, there is no improvement in the content. Instead, Jiwa Jawi chooses to be wiser and more careful when using sentences and dictions when compiling captions.

The results of this study can be used as consideration, input and additional references to conduct further research with better research on how to manage content through Instagram.

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