UNDERSTANDING DIGITAL INDUSTRY
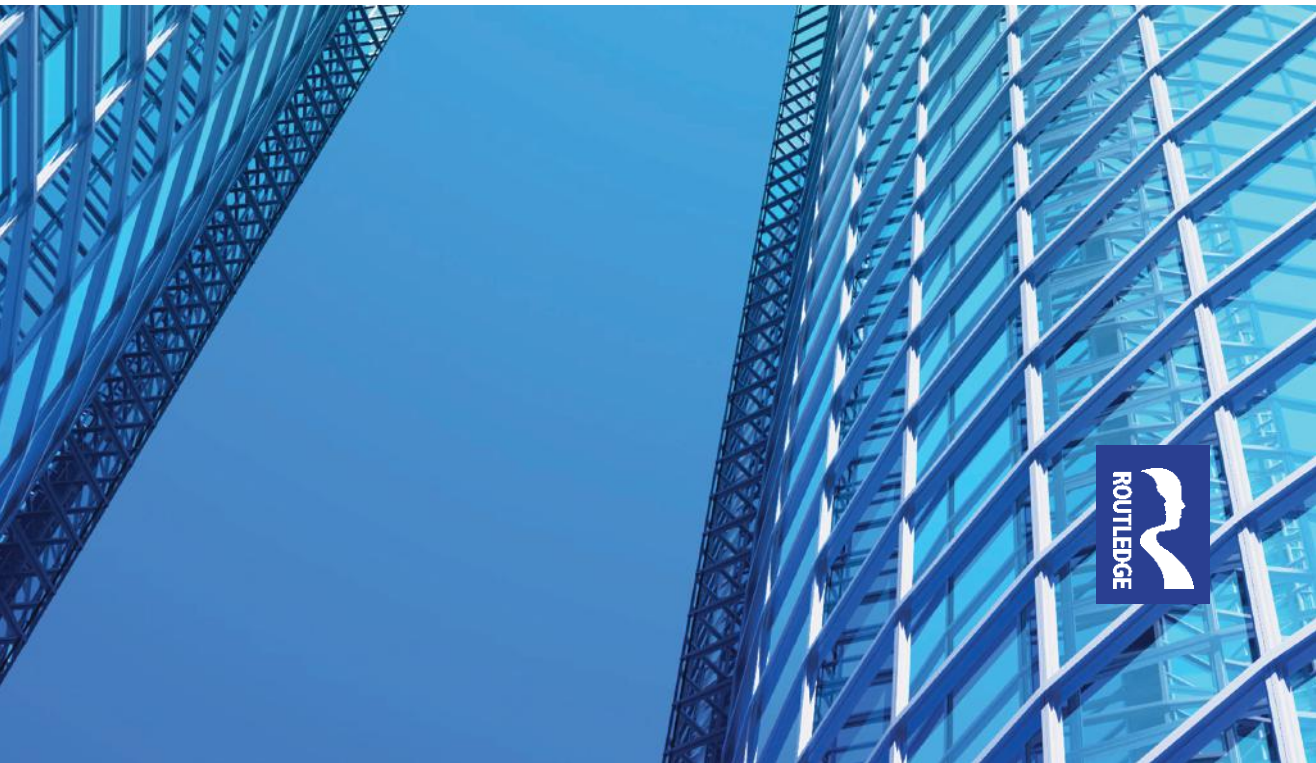
Edited by
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UNDERSTANDING DIGITAL INDUSTRY

Understanding Digital Industry

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Preface

As a World-Class University, Telkom University is prepared to contribute to knowledge development by conducting a conference with all papers published in the proceedings. This proceedings compiles papers from presenters at the Conference on Managing Digital Industry, Technology and Entrepreneurship 2019 (CoMDITE 2019) which was held on July 10-11, 2019.

This conference had two main sessions, i.e. a plenary session and a parallel session with 142 presenters. The plenary session consisted of a keynote speaker that was delivered by Ridwan Kamil, Governor of West Java Province, and a panel discussion which featured some experts as the invited speakers, i.e. Associate Professor Indrawati, Ph.D., from Telkom University Indonesia; Professor Dr. Saravanan from Multimedia University, Malaysia; Dr. Vichaya Mukdamanee from Silpakorn University, Thailand; Dr. Rina D Pasaribu, M.Sc., CPM, Senior General Manager Telkom Corporate University from Telkom Indonesia; Fauzan Feisal, MIB, as CEO Digital Amoeba Program from Telkom Indonesia; Dr. Ratri Wahyuningtyas, Vice Dean School of Economic and Business Telkom University as the moderator of the panel discussion session 1; and Dr. Maya Ariyanti, Lecturer Master of Management Program as the moderator of the panel discussion session 2.

The 122 papers are from various universities and higher educational institutions from Indonesia and Malaysia.

CoMDITE 2019 was successfully held in collaboration between Magister of Management Program Telkom University (MM Tel-U) and Multimedia University (MMU). This event is supported by Telkom Corporate University.

On behalf of the committee, I would like to express our gratitude to all distinguished speakers, authors, presenters, participants and sponsors for contributing to the successful event of CoMDITE 2019. I hope this proceeding will contribute to the development and improvement of digital industry knowledge & practices.

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We would first like to express our gratitude to the Dean of the Faculty of Economics and Business at Telkom University and the Dean of the Management Faculty, Multimedia University, Malaysia for all their support and advice during the preparation and the successful organisation of CoMDITE 2019. Further, thanks to all authors who have submitted a paper and came to Bandung to present it. In particular, we thank the seminar keynote speakers who shared their valuable knowledge and experiences.

We would like to address a warm appreciation to the members of the scientific committee for their participation and expertise in the preparation of the conference. We also thank all people who agreed to play the role of moderator and session chair.

Finally, thanks also to all organising committee members who already put their best efforts to make CoMDITE 2019 happen.

Bandung, September 2019
CoMDITE 2019 Organising Committee

New culinary trends based on the most popular Instagram accounts

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ABSTRACT: Besides being known for its mountains and beaches, Garut district is known for its culinary diversity. The purpose of this study was to identify Garut's culinary products that receive the attention of citizens while being able to be used as a new icon of Garut's typical culinary business. The @jajanangarut Instagram account, as the center of information and review of Garut culinary types and centers, was chosen as the research subject. This research primarily used qualitative content analysis. By paying attention to 9,400 posts as of June 2018, the data were then filtered into 3,624 posts in the observation period January 2018– June 2019. The results of the study found there are 10 categories of Garut culinary types, where snacks are the most popular, with 1,178 posts, followed bynoodles and meatballs.

1 INTRODUCTION

Garut is one of the districts in Indonesia that has a tremendous culinary business. Those culinary businesses were introduced by several popular Instagram accounts, namely @jajanangarut, @kulinergarut, @kulinerkotagarut, @garutdelicious etc. Instagram is one of the social media platforms that provides photos, videos, and other visual content to share with the public. Instagram also can display advertisements and marketing and other interesting messages online (Hashim, 2017). Also, with Instagram, marketers can easily get feedback from customers and make closer connections with potential customers (Hashim, 2017).

The advantages of Instagram are captured by one of the Instagram accounts, @jajanangarut, which positions itself as an information center for snacks and culinary review in the Garut district. However, the richness of its data is yet to be utilized for a more profitable digital platform. Therefore, this study aimed to describe the culinary information provided by the @jajanangarut account and its impact on the online delivery media available in Garut Regency.

2 LITERATURE REVIEW

Chatzinakos (2016) explored the potential of culinary tourism in an area, concluding that culinary tourism can strengthen the relationship between the food and the places where food is produced, and it triggered the development of brand image and purpose occurs (Sotiriadis, 2012). Almost all businesses have adopted some form of online promotion through social media (Permatasari & Kuswadi, 2017; Ghoshal, 2019); therefore the role of social media is very important for the purchasing decision-makers. Ghoshal (2019) found that social media is one of the most powerful, profitable, and effective platforms for a company to increase its

visibility among its target customers. In line with this, Ghoshal et al. (2018) stated that the promotional activities of e-WOM will increase the brand image of an Instagram account, which could influence consumer purchase intentions. Fahy and Jobber (2012) described marketing communication consisting of 4C's, namely, clarity, credibility, consistency, and competitiveness.

Instagram invites users to be able to see the world in a fun way by sharing photos (Instagram, 2019). In addition to sharing photos, Instagram also utilizes images as a business medium, as well as using sponsored advertisements that in fact create positive feelings from Instagram users (Rochman & Iskandar, 2015). Rizqia and Hudrasyah (2015) further found that Instagram is a text-based technology that is used by businesses as Word-of-Mouth (eWOM) electronic devices to attract customers and then lead to purchase intentions.

The use of Instagram as a promotional medium has been studied by Azwar and Sulthonah (2018) at libraries in Indonesia. Instagram is not only used as a promotional medium but also considered as an effective medium for sharing information and communicating. However, Lestari and Aldianto (2016) stated that promotional efforts through Instagram did not significantly affect the promotion objectives, which occurs if the business actor cannot understand effective promotional tools that can influence potential customers to get to know the brand. The brand of the products will affect buying decisions for a new customer or a potential customer.

Hashim (2017) found that more than 100 nascent entrepreneurs stated that Instagram is a must-have platform to share products and services with potential customers. Specifically, in the culinary business, Stone et al. (2017) mentioned in greater detail that culinary experiences become very memorable because of, among other factors, food/drinks consumed, location, friends, opportunities, and authenticity or novelty. Instagram also helps them as new entrepreneurs to make vital and important business decisions. The connection with this research was shown by Smith and Sanderson (2015), who stated that Instagram is a platform that provides a framework for research using content analysis.

3   RESEARCH METHOD

3.1   *Research characteristics*

This study was a type of exploratory descriptive research that aims to access and understand the interaction of all stakeholders relating to the enhancement of typical culinary tourism in Garut through the Instagram account @jajanangarut. The initial stages of this study used a content analysis approach. The content analysis describes or explains a problem whose results can be generalized and do not concern the depth of the data (Ward, 2016). The data analyzed 9,400 @jajanangarut posts. Online content analysis was chosen to prioritize the breadth of data from the Instagram account @jajanangarut so that the data presented would represent the entire population, shown by systematically identifying visible communication.

3.2   *Construction category*

Construction category is a tool used to explore research problems. Its function is to sort the contents of the written message into a picture (in the form of data) that can be analyzed to answer the problems raised. According to Seals et al. (2000) three things that need to be considered in making categories: (1) the categories must be relevant to the objectives of the study, (2) the categories must be functional, and (3) the system of the categories must be applied.

3.3   *Research stages*

The study began by determining the research period based on information from admin @jajanangarut. Crawling using data mining was carried out on a number of posts that comprised the research data population. The next step was to categorize the posts with

consideration of the popularity of culinary stalls and snacks. Therefore, the triangulation process enlisted three experts to validate the category findings. Further posts were grouped by type, price range, and location of culinary stalls and snacks.

4 RESULTS AND DISCUSSION

From 9,400 @jajanangarut photo uploads, data were taken in the period January 2018–June 2019, so that as many as 3,624 uploads were taken as research samples. This period was chosen because according to admin @jajanangarut, several businesses that posted before January 2018 had closed for reasons of seeking other opportunities or bankrupcy. Based on crawling results with data mining, posts are categorized by culinary type, price range, and culinary stall location.

4.1 Culinary type

Based on @jajanangarut posts, there are 10 categories that are considered to represent all posts. The categories were validated by three speakers, where two people are restaurant chefs and one food blogger. The category findings in the study are slightly different from the 21 food categories that exist in the Go-Food application (2019). The 10 categories were snacks, meatballs and noodles, rice meal packages, beverages, fast food, chicken meal packages, Western food, bread and cakes, Indonesian pancakes, and miscellaneous. The difference in categories is because Go-food in the Go-jek application is a car-based application platform whose features are applicable nationally while the @jajanangarut information media comes from snacks and culinary centers that exist only in Garut District. Even though the number of categories in Go-Food is far greater, the number of business actors involved is far more at @jajanangarut, because not all culinary and snacks businesses in Garut District are partnering with Go-Food.

Snacks are the most dominant type, with 1,178 posts (32.5%), followed by meatballs and noodles with 830 posts (22.9%) and rice meal packages with 450 posts (12.4%); the number of posts in the other 7 categories is below 10%. The miscellaneous are the least plentiful types (0.4%), which means they are generally represented by the previous categories.

4.2 Price range

Based on the price range, there are eight categories starting from the price range of 1 K but less than 5 K (category 1) to a price range more than or equal to 50 K (category 8). The price range of 15 K but less than 20 K (category 4) dominates, with 2,768 posts, where the culinary type that is mostly in the price range is meatballs and noodles (1,034 posts). The lowest price range is in category 6 (25 K but less than 30 K) and even more have a price range more than or equal to 50 K, with the dominance of bread and cakes products.

4.3 Culinary center location

Three sub-districts in Garut district became culinary centers with a total of 945, 734, and 876 posts, respectively: Garut Kota, Tarogong Kidul, and Tarogong Kaler. Garut Kota sub-district dominates the type of culinary snacks, namely 620 posts (17%). Meatball and noodle snacks are the most common culinary type from Tarogong Kidul district (245 posts) and Garut Kota sub-district (220 posts). Rice meal packages are most commonly found in posts originating from Tarogong Kaler sub-district (219 posts) and Tarogong Kidul sub-district (177 posts). Tarogong Kidul sub-district dominates the beverage culinary type, with 117 posts or 42% of the total posts regarding beverages.

The online transportation application Jajap Garut is a Go-Food competitor that appeared only in May 2019 and is still continuing to develop applications. The purpose of Garut Jap is to help the small and medium-sized enterprises in Garut Regency to market food products or souvenirs. The Garut Jajap application itself has been

downloaded by more than 1,000 smartphone users, competing with Go-Food, which is the most popular app in Indonesian society. Therefore Garut Jajap has the potential market to develop local-based features of the Garut community by collaborating with other information media such as @jajanangarut.

5 CONCLUSION

This study found a gap between the culinary information provided by the @jajanangarut account and the online delivery media available in Garut District. Deficiencies of @jajanangarut are the inconsistency of information between posts and the availabilityof only three categories in almost all posts, namely the culinary type, price range, and culinary center location. However, the @jajanangarut account has a very significant number of followers and an extraordinary number of posts. The other potential that needs to be encouraged is an enormous amount of business interest to market products at @jajanangarut. On the other hand, there are three food ordering applications, one of which is the Garut Jajap app. The disadvantage of Garut Jajap is that it is still in the development stage so that it still lacks features and minimal data compared to its two more popular competitors. Therefore, the proposed blueprint for the development of the data-driven Jajap Garut application @jajanangarut is a collaboration between mutually beneficial platforms.

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