

## PROMOTION STRATEGY OF @HOBIMAKAN\_GARUT INSTAGRAM ACCOUNT TO INCREASE SALES

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### ABSTRACT

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This research is motivated by the large amount of competition in the culinary business, this competition makes business people compete to carry out promotions in various ways, one of which is using the social media Instagram. There are still many culinary business actors who have not used or utilized social media properly and correctly. The aim of this research is to explain the promotional strategy carried out by @hobimakan\_garut in promoting culinary delights using the Marketing Mix 4C Context, Communication, Collaboration and Connection approach. The research method used in this research is a descriptive method with a qualitative approach. Data collection techniques use in-depth interviews, literature study, documentation and observation. The subjects in this research were business actors who had promoted the Instagram account @hobimakan\_garut, totaling 2 business actors and 3 managers @hobimakan\_garut. The research results show that aspects of the Context approach always pay attention to managing language structure, conveying information, characteristics and clarity in every content posted through a photo or video. In Communication @hobimakan\_garut utilizes various features to communicate with followers, such as feeds, reels, comments columns, direct messages, insta stories, Instagram live and question boxes. Collaboration applies the tagline "guys guys guys". @hobimakan\_garut connection by regularly uploading content every day. The conclusion is that business actors who have carried out promotions on the Instagram account @hobimakan\_garut have experienced an increase in sales.

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### 1. Introduction

The birth of developments and changes in information technology have brought about enormous changes in society. Information technology has changed people's behavior significantly. This change occurs both in human behavior and thought patterns. These changes also occur in several aspects of people's lives, such as cultural aspects, ethics and other norms (Liedfray et al., 2022). Social media is a type of information technology that is experiencing quite rapid development. Social media is an online platform that aims to communicate and interact remotely without the limitations of space and time. One of the social media most widely used by people today is Instagram. Instagram is a social media aimed at sharing photos and videos, and Instagram currently has many features such as Instagram stories, direct messages, IGTV and reels. Instagram's social system is to follow

Instagram accounts between other users. In this way, communication between fellow Instagram users can be established by giving likes or posting photos or videos uploaded to the user's Instagram (Agianto et al., 2020).

Instagram is one of the most popular social media in the world, with users reaching 1.35 billion in 2023. This places Instagram as the social media platform with the 4th most users after Facebook, YouTube and WhatsApp. Instagram users in West Java in 2023 will be dominated by teenagers and young adults. 30.8% of Instagram users fall into the 18-24 years age group. The 25-34 year age group follows in 2nd position with a value of 30.3% and the 35-44 year age group is in 3rd position with 15.7% (Antasari & Pratiwi, 2022). There are many ways to carry out promotions, one of which is advertising or marketing that supports promotions. Social media endorsements that are currently trending are a form of collaboration between both parties that is mutually beneficial. This usually happens between online stores and artists or Instagram celebrities (celebrities) because they have many fans and followers which are useful for increasing sales and providing good feedback for online stores and certain products and services (Hardilawati et al., 2019).

The culinary industry is a business that is currently developing rapidly, especially in Garut City. Many food bloggers, food vloggers and foodies in Garut currently have Instagram accounts, for example @hobimakan\_garut, @jajanangarut, @kulinerGarut, @foodgallerygarut and @waregajian. Various types of businesses are promoted via Instagram, one form of business that is widely promoted via Instagram is the culinary business. In this regard, promotions carried out via Instagram have been utilized by a content marketer Hobi Makan Garut who operates in the culinary content sector to promote culinary businesses in Garut via Instagram. The @hobimakan\_garut account was created on June 8 2018. The content marketer's Instagram social media account is Abay Cigeh (Cireng Gehu) with followers reaching 136 thousand as of November 2023 with a total of 2,809 posts. The content offered to the public is culinary delights dominated by various business actors in Garut.

Currently, business owners are required to introduce the products they sell to the general public by promoting them using endorsements on Instagram and placing advertisements on other social networks, otherwise their businesses will remain invisible and the increase in sales will be very low, as well as increasing numbers other businesses that sell the same product, so business actors are required to compete with other business actors. Because nowadays most people tend to see a product or item through social media.

Based on the results of the researcher's observations, it illustrates that the real condition regarding the problem phenomenon in the research related to the promotional strategy for the Instagram account @hobimakan\_garut in increasing sales is that there is a lot of competition in the culinary business at the moment, especially in Garut City, this competition makes business people compete to carry out promotions. However, there are still many culinary entrepreneurs who have not used or utilized social media properly and correctly. Many culinary entrepreneurs do not use social media to market their products. The problem is that product marketing is not yet widespread enough. There are still many culinary entrepreneurs who do not use social media (Charistia & Yenny, 2020). The reason is, they don't understand the use of social media and decide to market it themselves by giving it to nearby kiosks for resale and selling it directly through their own homes using the page without using social media (Sasangka & Rusmayad, 2018).

**Table 1. Number of Micro and Small Businesses by City Regency**

Kabupaten/Kota dan Bentuk Badan Usaha/Badan Hukum/Perijinan (Unit)										
Koperasi		Yayasan			Tidak Berbadan Hukum/Usaha			Jumlah		
2020 <sup>1)</sup>	2021 <sup>1)</sup>	2019 <sup>1)</sup>	2020 <sup>1)</sup>	2021 <sup>1)</sup>	2019 <sup>1)</sup>	2020 <sup>1)</sup>	2021 <sup>1)</sup>	2019 <sup>1)</sup>	2020 <sup>1)</sup>	2021 <sup>1)</sup>
0	0	-	170	0	42 591	42 004	39 741	43 498	42 385	-
0	0	-	0	0	12 115	11 985	22 196	12 119	12 005	-
21	0	-	77	0	18 127	19 657	20 238	18 796	20 315	-
0	0	-	685	0	52 362	51 707	44 204	52 640	52 852	-
0	0	-	0	0	27 729	28 127	29 593	27 736	28 161	-
9	0	24	777	0	37 355	37 000	44 072	37 442	37 807	-
0	0	-	41	0	21 314	19 358	18 035	21 315	19 455	-
0	0	-	471	347	53 492	53 673	62 404	54 701	54 630	-
0	21	-	372	0	15 758	14 673	16 221	15 758	15 052	-
0	0	-	0	0	14 938	15 227	14 122	15 146	15 257	-
0	0	-	0	16	18 598	17 713	21 718	19 294	18 336	-

Kabupaten/Kota	Jumlah Usaha Mikro dan Kecil menurut K									
	PT			CV			Firma			
	2019 <sup>1)</sup>	2020 <sup>1)</sup>	2021 <sup>1)</sup>	2019 <sup>1)</sup>	2020 <sup>1)</sup>	2021 <sup>1)</sup>	2019 <sup>1)</sup>	2020 <sup>1)</sup>	2021 <sup>1)</sup>	2021 <sup>1)</sup>
Bandung	83	77	0	824	134	395	-	0	0	
Bandung Barat	-	6	0	-	10	0	4	4	170	
Bekasi	290	134	211	379	426	161	-	0	0	
Bogor	65	49	0	213	411	809	-	0	0	
Ciamis	-	0	0	7	34	35	-	0	0	
Cianjur	63	0	0	-	21	17	-	0	0	
Cirebon	-	0	0	1	56	18	-	0	0	
Garut	-	0	0	1 039	486	4	170	0	87	
Indramayu	-	0	0	-	7	239	-	0	0	
Karawang	-	0	0	39	30	117	-	0	0	

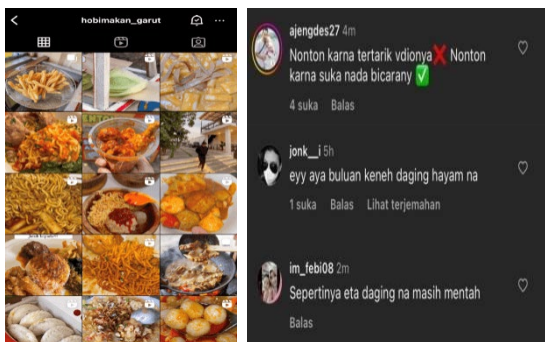
Source: Central Statistics Agency

**Table 2. Garut Culinary Instagram Account  
Several Garut City Food Blogger Accounts on Instagram**

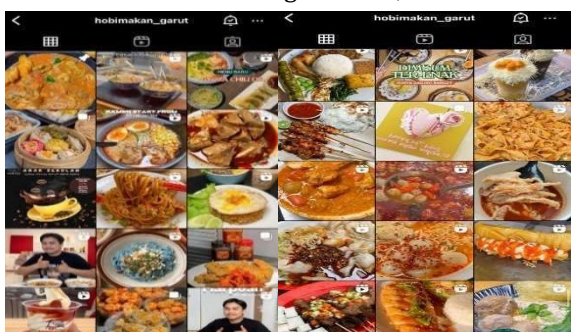
Account Name	Followers	Post
Garut snacks	335.000	19.300
Hobby of eating arrowroot	136.000	2.809
Garut Culinary	24.100	461
Food Galery Garut	23.700	808

Source: www.instagram.com, 2023

The data in table 2 shows that the Hobi Makan Garut account is second only to the Jajanan Garut Instagram account which has a higher number of follower positions. This shows that there are things that Hobi Makan Garut doesn't have, because the more followers it has, the more likely it is to big. it will be seen by many people who will then be interested and even interested in buying what is being promoted, so that there will be an increase in sales and SME business actors can develop their business. Based on the results of observations via Instagram, the Hobby of Eating Garut can be seen from several business actors, the conditions before carrying out promotions on the Instagram Hobi Makan Garut account had a small number of followers, but after carrying out the promotion it increased much more and the number of sales increased.



**Figure 1. Sales Data @hobimakan\_garut**  
 Source: www.instagram.com, 2023



**Figure 2. Garut Eating Hobby Instagram Feed Activities**  
 Source: Garut Eating Hobby Instagram, 2023

In the posts made by Hobi Makan Garut, there is some culinary promotional content which contains oblique comments, this has a big impact on the trust of followers or even the level of trust of potential business people who previously wanted to collaborate with Hobi Makan Garut, so they are less confident about comments like that. This also causes a decrease in the quality and results of the content created, so that what Hobi Makan does when promoting is not being careful about the dishes presented for the shoot (Arlena, 2021). But now, with the existence of culinary accounts that promote a culinary business, business people feel helped by the promotions carried out by @hobimakan\_garut, just by paying according to the options offered, business people can market their products, especially with Instagram followers @hobimakan\_garut who already reaching 136 thousand, the majority of whose followers are residents of Garut City, but there are also those from other cities such as Bandung and Tasikmalaya. There are several things that distinguish the Instagram account @hobimakan\_garut from other culinary accounts, namely how to promote it. Abay Cigeh always gives a characteristic to every post he uploads on his Instagram, most videos or reels on Instagram @hobimakan\_garut always open with "Guys Guys Guys" or "Markibel (Let's belewekeun)" now this is very interesting and has its own charm so that people will always remember it. Not only that, when taking photos and videos, they are always detailed and clear, starting from the product, price and location, don't forget to always use interesting captions in the Instagram caption section. Abay Cigeh always uses short, but effective and interesting words so that consumers can easily understand the message he wants to convey. Because a promotion aims to provide product-related information so that consumers become more familiar with the product (LMH et al., 2021).

There is a promotion via the Instagram account @hobimakan\_garut because there are still many business actors who are lacking in spreading promotions so that many people don't know about this culinary delight. The reason behind the researcher choosing a topic related to the promotional strategy for the Instagram account @hobimakan\_garut to increase sales is because these business actors do not use or utilize social media to market their products. Based

on the phenomenon related to the promotional strategy for the Instagram account @hobimakan\_garut in increasing sales, the researchers used the 4C Marketing Mix theory (Amara & Putri, 2020). Context is how to shape a message on social media. Communication is about sharing stories or news and hearing and responding to what makes users feel comfortable on social media. Collaboration is about how to make things better Connection through collaboration between companies and their users on social media. It is a way to maintain and maintain good relationships that have been built on social media (Kuspriyono & Ramadhayanti, 2021).

Research conducted by researchers regarding promotional strategies for the Instagram account @hobimakan\_garut to increase sales is relevant to previous research entitled The Role of Instagram Accounts as Promotional Media in Increasing Sales of Culinary Businesses in the Puri Taman Sari Complex, Manggala District, Makassar City. The focus of this previous research problem is that there are still many business actors who still do not understand the use of social media to market their business, they still implement traditional marketing, namely marketing products directly to consumers who only have a small area coverage. Generally, business people among older people don't know anything about online marketing. The results of previous research show that using Instagram as a promotional tool is very important to increase sales of culinary business products in online marketing, especially for culinary businesses that are still relatively small. Increase in product sales after a survey of 10 culinary business actors in the Puri Taman Sari Complex, Manggala District, Makassar City, found an average increase in product sales of 83%. Interacting with consumers is faster and easier if you use Instagram as a sales promotion tool. Expansion of the marketing network by using Instagram as a promotional medium with a very wide and unlimited reach, so that the number of consumers in the area and surrounding areas can be increased (Arvanitha, 2019).

The second previous research entitled The Use of Mental Health Promotion Strategies by Nurses to Reduce Anxiety, Stress and Depression brought into focus the problem that the impact of the Covid-19 outbreak was disrupting the mental health of nurses. Most nurses experience mental health problems which are mostly the result of burnout, anxiety, depression and fear. The results of the study showed that symptoms of anxiety and stress decreased significantly over time. Physical activity increased and decreased with long-distance social contact after six months. Anxiety and depression were significantly lower in nurses who frequently or always used all strategies compared to participants who never or rarely used all but one strategy (Pinho et al., 2021).

## 2. Method

The method used is descriptive with a qualitative approach. This research is more about researchers digging in-depth information related to what the Instagram@hobimakan\_garut manager does regarding promotions as an effort to increase sales. Data collection techniques were obtained through in-depth interviews, observation, library research and literature study. Determining informants in this study used a purposive sampling technique. Criteria for informants include: culinary business actors who have endorsed the Instagram account @hobimakan\_garut, culinary business actors who have been visited, reviewed and posted on Instagram @hobimakan\_garut, business actors located in the Garut Regency area, not limited to food business actors five, restaurants and cafes. The following are several informants and sources presented in table 3.

**Table 3. Informant and Source Data**

Name	Informant	Information
Ali Akbar	Informant	Instagram Account Manager @hobimakan_garut
Burhan	Informant	Instagram Account Manager @hobimakan_garut
Ditya Putra	Informant	Instagram Account Manager @hobimakan_garut

Shafira Nazara	Informant	Owner Mokress
Dena Fatmawati	Informant	Admin
Gemi Wiraditya	Source person	Garut Communication and Information Service
Rosanti Utami Dewi	Source person	Lecture
Taupik	Source person	Garut Industry, Trade, Energy and Mineral Resources Service

Source: Researcher Interview Results, 2023

### 3. Results and Discussion

#### a. Research Results Regarding the Promotion Strategy for the Instagram Account @hobimakan\_garut on Increasing Sales Using a Context Approach

The stages carried out will be detailed to describe culinary promotional activities on Instagram accounts. In the current era, the promotional strategy for the Instagram account @Hobimakan\_garut is to increase sales to find out problems and obstacles in promoting and managing Instagram. This is accompanied by policies in promotional activities to improve efficient promotional strategies with four indicators including context, communication, collaboration and connection. Data and facts can be obtained through opinion surveys, both internal and external through several approaches and problems that occur when carrying out the activities carried out.

Initial activities are usually called promotional activities, because in principle the opening element in promotional activities is part of the first indicator, namely context. An Instagram culinary account promotion is said to be interesting if the social media management is good and follows the trends and characteristics of the brand. The statement expressed regarding the context by Informant 1 (Ali Akbar), stated that:

*"Yes, in my opinion, as a reviewer, the Hobimakan Garut account is appropriate, because actually our goal is not just to promote culinary delights, but to make followers like our account first, because if someone already likes something, things will If you do it, you will definitely like it. Moreover, the information conveyed by us is very light but remains to the point so that it reaches the public" (Informant 1).*

Ali Akbar revealed that according to him the aim of Hobimakan Garut is not just to promote culinary delights but to make the audience or followers like the content created. This promotion is carried out on Instagram which can be seen by all ages, so Hobimakan tries to make content as interesting as possible by conveying information that is concise, easy to digest but still reaches the target audience, this can be done from the use of words, captions, displaying characteristics. typical and visual displays. This is a form of managing the Garut Hobimakan Instagram because it can provide information about culinary delights. As stated by informant 2 (Burhan):

*"Yes, the first thing you have to pay attention to is the identity of the product or culinary delight, so the price, place and so on are number one, especially if the place is a bit out of the way. As much as possible, we shoot it from the main road and we also let you know the benchmarks. . And make the captions as detailed as possible" (Informant 2).*

According to the second informant, apart from disclosures that can be understood by followers, there are also things that need to be paid attention to such as product identity or culinary information itself, for example starting from the place, product packaging, product description, price and product quality, and don't forget to always add clearer information to the post caption to make it more detailed.

*"It's very, very important, we have to pay attention to how clear it is when taking the photo or video. If we're not satisfied, we keep repeating it until the product photo can be seen clearly and looks tempting, especially in this Gen Z era, we always create words that "Actually, it wasn't on purpose, but it's been used up to this moment like "Guys Guys Guys", Marpuah "Let's review ahh", Markibel "Let's belewekeun" well, little things like that can make people interested and will always be remembered" 9 (Informant 2).*

According to the informant, the 3 ways to Hobimakan Garut are to always prioritize the quality of uploads by taking clear photos or videos and adding characteristics or attractiveness such as the words Guys Guys Guys, Markibel, Marpuah and others.

*"It's already appropriate, it's appropriate, for example, we have to do this and this according to what we requested from Hobimakan Garut, we want the post to be like this and like this, but it would be good if there was communication for the planning. If you want to ride it, for example, go straight here. He actually conveys tea differently from the others, for example, if he is reviewing, he likes to have his own characteristics, like Guys, Guys, Guys, whatever we are, the main thing is that he is uniquely creative, if you say he is superior to the others, the others are just uploading photos, if he is, right? "How do you make it like that? It's different, basically there's a joke in it too" (Informant 3).*

According to informant 5, Dena Fatmawati, the delivery of information is in accordance with what is desired, especially since the content created is always interesting because that is the main thing that followers will pay attention to as a form of conveying information. Apart from that, the management of Hobimakan Garut's Instagram not only always focuses on reviews but always highlights its unique and creative characteristics.

#### **b. Research Results Regarding the Promotion Strategy for the Instagram Account @hobimakan\_garut on Increasing Sales Using a Communication Approach**

At this stage, Communication is the second stage where communication or information begins with followers and one's communication is communication between Hobimakan and Followers and Hobimakan and business actors who have worked together so that they continue to maintain good relationships, and also in conveying information whether it has been communicated well or not. Based on the results of interviews with informant 4 (Shafira) said that:

*"If it's a matter of being honest or not, it really depends on him, it depends on his taste, maybe to be honest, we don't know, hehe, because none of us have ever had to say it's delicious, we've never been rich like that, so it's mostly us. "The brief is that yes, you have to look at the location, the product has to be clear like that, it doesn't matter what you have to say is delicious, it has to be like this, it has to be like this or not, so the rest is probably just an Abay creation to be honest" (Informant 4).*

Shafira revealed that the promotion carried out by Hobimakan Garut was honest, but it came back to individual tastes, but in short communication, Shafira never had to say it was good to increase her business, so during the communication it was more focused on the quality of the product. The statement from informant 1 Ali Akbar regarding communication and coordination is as follows:

*"That's it, because as much as possible before uploading it, we first coordinate with the business actor what they want it to be like and also in conveying the information not only in the photo or video itself but in the caption we also provide information on the business actor's Instagram name, location. or location, as well as other information. "So followers don't need to ask any more questions and can directly access related Instagram or business actors for more complete information" (Informant 1).*

In the explanation given by Abay Cigeh, as much as possible, before uploading content on Instagram, coordinate communication between the Hobimakan team and business actors who are collaborating with Hobimakan so that the content produced is in accordance with what the business actor wants and with previous communication it can also reduce misunderstanding. The statement from informant 3 regarding corrections before uploading:

*"That's because we looked at it again before we uploaded it, whether it was appropriate or not, there were no missing words, after that, we first checked with the business actors to see if there was anything missing or needed to be added, or should it be clarified so that the communication or disclosure was correct? appropriate" (Informant 3).*

According to Ditya, to better match our desires with the desires of business actors, communication needs to be carried out and we can see whether there is something missing or not. To anticipate misunderstandings, if the results are not suitable, they can be communicated again and revised so as to produce content that is desired by both parties. Apart from

communicating it in advance, the way to convey the information must also be communicated honestly and not exaggerate. The statement made by informant 5 (Dena) regarding truth and exaggeration is as follows:

*"No, to be honest, as I said earlier, it's always according to what he eats, if it's not spicy enough, then say it's not spicy enough, if the food is messy, then it's messy, it's not delicious, so it's according to what he eats, that means if "He said it's delicious, it's definitely delicious" (Informant 5).*

#### **c. Research Results Regarding the Promotion Strategy for the Instagram Account @hobimakan\_garut on Increasing Sales Using a Collaborative Approach**

At this stage the Hobimakan Garut team is trying to build cooperation with business actors or targets. Collaboration can take various forms, from informal collaboration to formal partnerships. Because a promotion aims to achieve something that cannot be achieved by one person or an organization alone and provides mutual benefits for the parties involved to mutually produce something good and achieve a common goal. Based on the results of interviews with Informant 1 Ali Akbar said that:

*"It is very necessary, especially if you have used our services many times, we try to always build communication first so that the collaborative relationship we establish can also produce feedback for both parties. "The main thing is to make our clients comfortable with what we make. We also always accept the client's request for something like this so that in the future we can continue to work together" (Informant 1).*

According to Ali Akbar, in carrying out cooperation efforts are made to always continuously build cooperation and communication between the two parties so that it produces the desired goals. Thus, we must also respect someone's opinion and accept input with mutual trust and produce good input. In line with informant 5 (Dena) that maintaining good relationships is necessary for mutual needs and interests.

*"Yes, in the past, because I was still rich and close, the relationship was also good, so I often reviewed here. Nowadays, there are a lot of endorsements, so if you really want to increase it, come here. In the past, I often came here for content. Sometimes there are other things here too. "Sometimes he also needs things like filling feeds or creating content here, so sometimes bartering is the term for helping each other, he also needs to post, for example" (Informant 5).*

According to Dena, maintaining a good relationship is usually when one of them needs help. Usually, if Abay Cigeh wants to create content or needs content, he comes directly to Pentol Ceker Dower. Likewise, if Pentol Ceker Dower wants to be promoted, the Hobimakan Garut team will come to create content so there is mutual dependence and good cooperation. Apart from that, it also builds collaboration not only with the perpetrators but also with all Hobimakan Garut followers on social media as stated by informant 4 (Shafira) that:

*"It's interactive, so it makes the followers feel like friends, so it's good for communication between account users and their followers. What's more, the quality of the video really attracts attention, it has a unique characteristic, that's good, yes, yes, he also has a lot of followers, he has a TikTok too, his TikTok is also busy, that's the interaction with his customers too, and his communication with his followers is good" (Informant 4).*

#### **d. Research Results Regarding the Promotion Strategy for the Instagram Account @hobimakan\_garut on Increasing Sales Using a Connection Approach**

Connection is a network that refers to dialogue or communication with the most profitable audience. So it will be easier to understand consumer desires, thereby radiating the nature of consumers who are sensitive to product services. To find out the extent of the connection or connectedness with customers or followers on Instagram, it is necessary to carry out an evaluation, as stated by informant 4 (Shafira):

*"That's good, what's more, we're not only on Instagram, we're also on TikTok, we're also on e-commerce, like Shopee and so on, so those interested in online sales are also very enthusiastic, Alhamdulillah, so yes, the connection is also good, especially with us They also like to go live on TikTok, they are always enthusiastic about getting the promotions. If it's*

*for promotions, of course there are online promotions too. Hobimakan Garut has been with other people too often, but with Hobimakan Garut, it's rare online. For example, if you visit like yesterday, it's slipped in like that. For example, we also have packaging for sending out of town, like that, but "If it's like the others, Safirakus, this Bandung celebrity, he just focuses on online, he just keeps it up," (Informant 4).*

According to Shafira as Informant 4, building connections with followers must be good so that the audience's enthusiasm can become more curious, especially about getting various promos. Therefore, customers are important for the continuity of a large business so that they don't want to lose their customers easily. That's why several large businesses and companies will form and build a community containing their customers. In line with Informant 2 (Burhan) that enthusiastic customers are those of us who are creative and always consistent.

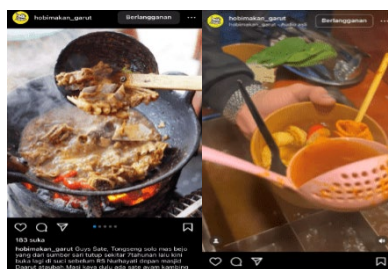
*"Consistent, why be consistent because business actors definitely want to produce the best for their products, so our job is to help expand information, we put this information on social media with a touch of joking voice over that is really clear and nothing is missed" (Informant 4).*

According to Burhan, attracting customer sympathy and enthusiasm must be done consistently so that the content produced can make customers satisfied, especially with jokes added. In fact, in its promotion, Hobimakan\_Garut uses a lot of joke words that are easy to remember. It's not surprising that several culinary promotion services choose unique marketing methods with interesting words. Apart from that, to further perfect promotional methods, honesty must be required in building connections as stated by informant 1 Ali Akbar that:

*"Do promotions as much as possible, be honest, be honest, build communication in response to requests or desires so that there are no misunderstandings and also carry out promotions continuously" (Informant 1).*

In this section, the researcher will explain the discussion analysis of the results of this research using several interviews conducted with the sources. The 4C marketing theory is part of the analysis and explanation in this research, where this theory is a marketing strategy that aims to increase company profits by referring to the 4Cs, namely: Context, Communication, Collaboration and Connection. Context is a description or sentence that supports clarity of meaning or situation related to an event. Communication in question is the practice of how we convey stories or messages by listening, responding and developing good interactions between the story creator and the story listener. Meanwhile, collaboration is a combination of business actors and social media influencers to create something better, efficient and effective. Lastly, Connection, how to build and maintain existing and previously established relationships so that they remain good in the future.

In an interview conducted with resource person 1, Mr. Gemi Wiraditya said that in forming a story or message to convey information that tells an event, it must be detailed and full of clarity, because as we know, the promotion or branding strategy process will be very interesting if it conveys a message that given very clearly and the sensation can be imagined or felt by the audience in the context here is the Instagram account @hobimakan\_garut. by Hobimakan Garut is delicious. Resource person 2, Mrs. Rosanti Utami Dewi, said that basically promotion must be consistent, so a position that has been sold must still be promoted because it is to remind people. So that the wider public knows that this product exists so that it makes them more curious. In line with Resource Person 2, Resource Person 3 Mr. Taupik said that apart from consistently carrying out promotions, especially on Instagram, it is now very helpful for marketing and promoting these culinary delights compared to regular conventional sales. The culinary promotion strategy via Instagram is not just about socializing or only through photos and videos, but on Instagram there are many features that can be used to convey information such as profiles and bios, Instagram Stories, captions, comments, likes, direct message, geotagging. and the other thing is that this is an advantage in itself because it has proven to be more effective in being able to continue communicating and conveying information to the audience and is flexible.



**Figure 3. Hobimakan\_Garut Instagram Account Content Menggunakan Foto dan Video**

Source: Instagram Hobimakan\_Garut, 2023

Based on Figure 3, Garut's hobby Instagram conveys information using photo and video media. Good photography and visual capturing skills can create a sense of curiosity and try so that audiences can come straight to the place. Likewise, interpreting audio-visual words in content will convey a more interesting and informative story so that the audience will better appreciate and capture what is given.

The communication factor in promotion will also be very determining in promotional strategy activities. At the communication stage, interaction begins to occur and the audience's desire to know and find out the contents of the content that has been uploaded by Hobimakan Garut increases. In increasing followers, it can be said that communication begins. Several informants said that they were always honest in conveying information, because when the results of the review were different in reality, even though the culinary delights depended on taste, the first thing to be assessed was the quality and taste of the culinary delights themselves. This was supported by the harmony of what Hobimakan Garut had tried. Interviewee 1 (Gemi) said that the communication carried out by Hobimakan Garut was two-way interactive, two-way interactive for example through DM (Direct Message) and comments, Hobi Makan responded to DMs not just by replying. In line with (Gemi), resource person 3 (Taupik) said that when communicating, especially with followers, you have to move quickly (quickly) and don't respond slowly. The emergence of follower interest in a promotional activity is of course because it has its own attraction. The uniformity of the layout can also be one of the attractions and assessments of Hobimakan Garut's consistency in creating content on Instagram. This is supported by the harmony of the feed and also the very clear culinary visuals displayed. Apart from that, captions are also used as additional information so that later followers can freely ask questions in the comments column so that there will be continuous communication (Rahmadhani et al., 2021).

Rosanti Utami as Dewi source person 2 said that it must be more interactive so that it involves followers too, for example holding giveaways, vouchers or discounts that will encourage followers to be more active, and perhaps this hobby of eating also needs to hold certain events specifically for followers. These features provide an experience effect for Instagram users because they require each user to use it creatively so that the moments captured and shared are attractive to followers. This can also increase the number of followers. (Pinho et al., 2021). As stated by Resource Person 3 (Taupik) that as a business actor you must maintain good relations with consumers, the first to convey the product, the second to convey the superiority of the product, the third to convey the quality and safety of the actor and it must be detailed, especially information about the first product. halal certification, legality and nutritional composition. So the researcher's analysis related to the discussion about communication shows that Hobimakan Garut in implementing promotions on Instagram @hobimakan\_garut utilizes various features to carry out communication with followers, starting from posting feeds, reels, comment columns, direct messages, insta stories, Instagram live and also questions. box.

The third approach is collaboration (Mamonto et al., 2021). The collaborative activities carried out by Hobimakan Garut at this stage are always trying to create good collaboration, good results, and also always building a good image so that it can attract attention. This

collaboration is carried out in order to provide mutual benefits for both parties. Apart from that, we know that most, even 90% of Hobimakan Garut Instagram accounts always work together or collaborate with culinary businesses in Garut. As recently done, Hobimakan Garut opened non-culinary promotional activities, one of which was collaborating with Garut University's Fkominfo by opening a field visit/study activity where content was uploaded in March by promoting the Garut University Fkominfo campus starting from introducing the departments, existing ones and the facilities available.



**Figure 4. Campus Collaboration Content**

Source: <https://www.instagram.com/reel/CvolV57pZTJ/?igshid=ODk2MDJkZDc2Zg>

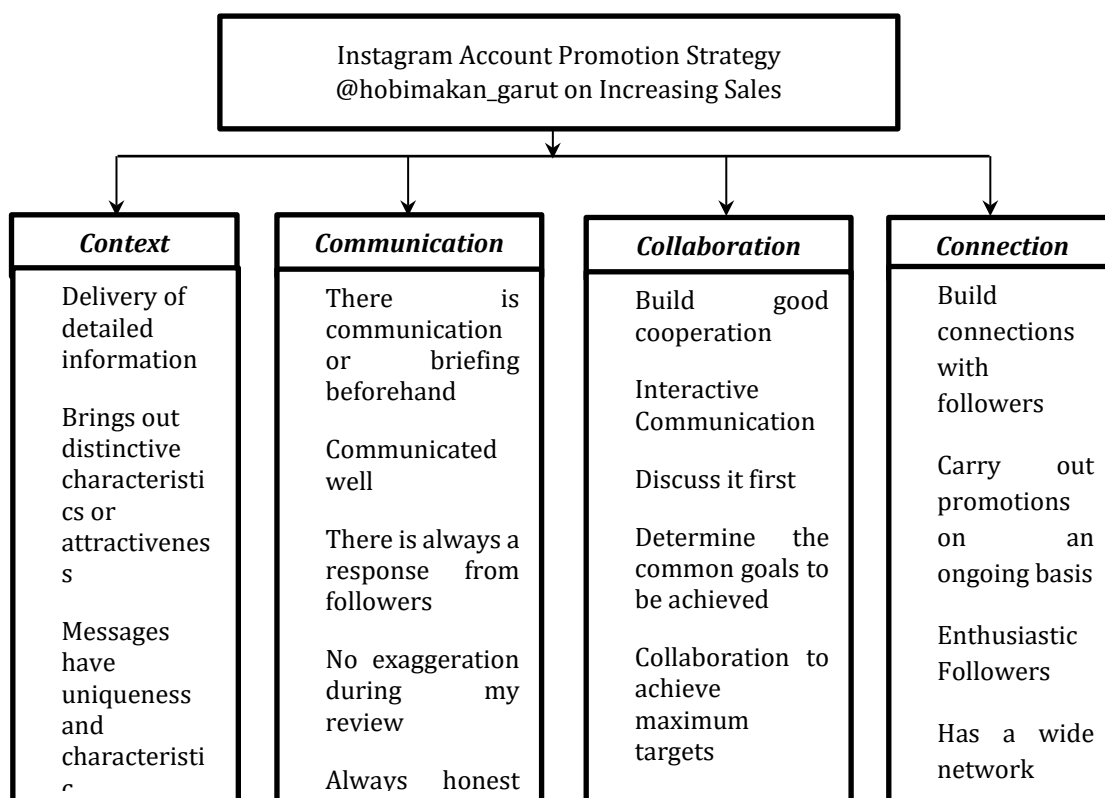
Figure 3 shows the promotional activity for a visit to Fkominfo, Garut University, the visit activity was posted on Instagram Hobimakan Garut and Fkominfo in the form of a Reels feature. This visit activity made the branding activity wider because it could introduce the campus not only to the Garut area but also its surroundings. That way, the target is all groups who intend to enter Fkominfo, Garut University. However, because this is a non-culinary promotion, the content posted is limited to only lasting 2 weeks. Interviewee 1 (Gemi) said that honesty is number 1, both must be honest, meaning that if there is a shortage, for example in the food of the service provider, he is honest with the business actor, if for example the food cannot be broadcast, even though for example but yes with a nice chat like that. Promotional activities carried out by Hobimakan Garut also know the right timings, such as what time people can use Instagram social media.

In line with Speaker 1, Speaker 2 (Rosanti Utami Dewi) said that basically they cannot be passive, so they really have to be active in summary, they have to always build relationships technically they have to have a data base so they have to manage relationships. Apart from that, to be more professional in working together or collaborating, it must be done with full honesty and responsibility and consistency in working together. In this way, the growing sense of trust in Garut Hobimakan will turn into a feeling of desire because you already believe in Garut Hobimakan. And trust is something that is really prioritized, especially now that there are so many Instagram accounts for culinary or other promotions (Mujianto et al., 2021).

Resource person 3 (Taupik) said that as a business actor you must maintain good relations with consumers, one of which is firstly conveying the product, secondly conveying the superiority of the product, thirdly conveying the quality and safety of the actor and must be detailed, especially information about products. firstly halal certification, legality, nutritional composition and others. By keeping up with the times, Instagram management will get better, especially now that it has many supporting features (Kurniawan et al., 2021).

The fourth approach, in the final stage, namely connection, is a connection created by Hobimakan Garut as a culinary Instagram account that is in great demand (Carolina & Nuryana, 2021). The existence of a connection between Hobimakan Garut and followers is relevant to the effectiveness of a plan that has been implemented or the obstacles during promotional activities carried out because at this connection stage there is interaction or assessment regarding the extent of the success of Hobimakan Garut's Instagram promotional activities (Mujianto et al., 2023).

According to sources, the first stage of connection carried out by Hobimakan Garut is two-way interactive, not just responding to comments, but Hobimakan always provokes something that will definitely receive a reply from followers, by posting things that make you curious and that is one of the attractions for Hobimakan followers. Garut. Interviewee 1 (Gemi) said that what Garut likes to eat is because he has a very conceptual concept for making these videos and has high engagement, and those people believe that when their mouths taste delicious, it must be delicious. This is relevant to the results of previous research which states that using the 4C strategy can make the communication strategy carried out easier, practical and economical and keep up with developments in technology and communication (Amara & Putri, 2020).



**Chart 1. Hobimakan\_Garut Instagram Account Promotion Model In Increasing Sales**

#### 4. Conclusion

In this section, the conclusion in the context section is that Hobimakan Garut creates stories by managing language structure, conveying information, characteristics, detail and full clarity in every content posted through a photo or video, which can increase its appeal to consumers. In the communication aspect, Hobimakan Garut carries out promotional applications on Instagram @hobimakan\_garut by utilizing various features for ongoing communication with followers, starting from posting feeds, reels, comment columns, direct messages, insta stories, Instagram live and also question boxes, so that it can increase good communication with customers. In the collaboration, Hobimakan Garut applies the tagline "guys guys guys" and other jokes so that it can attract the attention of customers and try to collaborate with Hobimakan Garut to jointly achieve a common goal. At the connection stage, you are able to maintain the relationships that have been built with your followers by regularly uploading photos or videos every day.

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