

# WEDANGAN OMAH LAWAS SRAGEN CONSUMER DECISION ANALYSIS IN TERMS OF INSTAGRAMMABLE PLACES, PRODUCT INNOVATION AND ONLINE PROMOTION THROUGH SOCIAL MEDIA

**Rizya Anditya<sup>1</sup>, Joko Suwandi<sup>2</sup>**

<sup>1,2</sup>Department of Accounting Education, Faculty of Teacher Training and Education, University of Muhammadiyah Surakarta  
[a210190090@student.ums.ac.id](mailto:a210190090@student.ums.ac.id)

## **Keyword**

*Instagram-Able Places, Product Innovation, Online Promotion, Consumer Decisions*

## **Abstract**

*This study aims to describe the analysis of consumer decisions Wedangan Omah Lawas in terms of instagrammable place, product innovation and online promotion through social media. The research method used is qualitative with case study design. Research Data were collected from four consumers who visited Wedangan Omah Lawas. Data collection techniques used in the form of observation, interviews and documentation. Data analysis techniques using interactive models according to Milles & Huberman with the steps of data reduction, data display, conclusion drawing/ verification. While the validity of the data using triangulation techniques. The results of this study are; the decision of consumers to visit Wedangan Omah Lawas is based on instagrammable places that present different photo spots from other places and focus on ancient themes, product innovation by developing food menus and Wedangan Omah Lawas provides several special menus such as Monday and Tuesday offers sego bancaire menus, on Wednesday offers sego jangan lodeh menus, on Thursday offers lontong sayur menus and on, Sunday offers Segu sambel cumi menu and online promotion through social media by uploading photos or videos accompanied by interesting and informative captions*

## **INTRODUCTION**

Business in this 21st era has grown rapidly and experienced very dynamic changes. Every business actor in each business category is required to have sensitivity to any changes that occur and put the orientation to consumer satisfaction as the main goal (Kotler & Keller, 2005). Consumer decision is a description of consumer behavior in deciding on a particular product purchase (Handayani, 2021). Consumer decisions will occur when consumers really establish their intention to make a purchase after going through various considerations and product evaluation processes (Puspitarini & Nuraeni, 2019). According to Kotler & Keller (2012) consumer decision as a process by which consumers recognize the problem, seek information about a particular product and evaluate how well each of these alternatives can solve the problem which then leads to consumer decisions. Consumer decisions are decisions that involve the perception of product innovation, instagrammable places, and online promotion through social media of the many factors that influence a person to make a product purchase decision is to keep up with the Times.

In the culinary industry, rapid development has led to the emergence of some deeper problems (Fahlevy & Saputri, 2019). Currently, food and drink are basic needs that must be met by humans. The current situation makes business people in the food and beverage sector are

required to be able to understand the behavior of their target market by offering a unique nuance instagrammable place with the aim of attracting consumers. In addition, various product innovations are also carried out so that consumers do not feel bored and bored with existing products. Furthermore, in order for the product to be sold, an online promotion is carried out through instagram social media by showcasing content by utilizing the feed, stories, reels, highlights, and bio features. All this is aimed at attracting consumer interest and making consumers curious.

One of the things that is considered quite crowded in today's business competition is a business in the culinary field. In modern times like now, many places have emerged that are aesthetic, unique and viral places that characterize restaurants. Instagrammable comes from the words "Instagram" and "Able" which means something that is feasible or can be shared on social media (Prasetyo, 2019). Instagrammable places have been maximally encouraged to create places that adapt to the times, in addition to meeting the needs of people in increasingly complex places (Anom & Kusuma, 2019).

Changes in lifestyle, habits, and trends in consuming and enjoying food among teenagers and adults have encouraged food business people to be more creative in creating new restaurant ideas. If the atmosphere of the restaurant is made very comfortable, consumers will be more happy and interested in returning to the restaurant. In the age of information technology, millennials are more willing to spend money to gain experience than to buy something. Consumers not only want to pamper their stomach (or tongue) for food, but also their five senses (eyes, ears nose, skin, and feelings) (Yupardhi & Noorwatha, 2019). The object of consumption is not only goods, but much more. For an object to be consumable, it must contain a sign of meaning or a symbol that can support self-identification. Adolescents today consume goods not based on the need or use value of a good, but to satisfy desires and achieve social equality in the eyes of others. For example, when people buy food, if eating is a basic need that needs to be met, the person chooses to eat in a clean and comfortable place, as well as the appearance and presentation of the food itself. The style of eating and the atmosphere of a supportive meal take precedence over the main function of the food itself.

Factors that can affect consumer decision-making is product innovation. Product innovation is defined as the process of developing ideas using existing resources in New and controlled ways to generate value for customers (Alkachvi, 2019). When developing a product, innovation is needed to make the product superior to its competitors and make the product much better than other similar products. Businesses need to be more innovative in producing products in order to attract consumers to buy these products (Ernawati, 2019). Through product innovation, consumers can offer more choices according to their tastes.

Online promotion is a promotion that uses internet technology as a channel to convey message content to many people simultaneously and instantly within a certain period of time (Hermawan, 2012). One of the efforts of entrepreneurs to be able to reach consumers is to take advantage of technological developments and information such as the internet. Product promotion will automatically display information about the product both in general and special information. Usually the information displayed in the promotion is a description of the product such as advantages and disadvantages of the product. In addition to providing information about products, the information presented in the promotion is also made as attractive as possible to influence consumers, especially target markets that aim to attract the attention of consumers in purchasing products offered or promoted (Lestari & Saifuddin, 2020). Wedangan Omah Lawas online promotion using Instagram social media with all its advantages and features has been proven to be able to provide benefits that are no less attractive to other media that require high costs in their use (Siswanto, 2018). Through social media, consumers can provide testimonials by uploading instagrammable photos that show the beauty to consumers so that they can attract other people to visit the place.

Wedangan Omah Lawas is one of the local restaurants in the culinary field that comes from the city of Sragen. With an interior design that is taken from the concept of ancient houses, Omah Lawas offers something different for the community, especially consumers.

Researchers chose Wedangan Omah Lawas because Wedangan Omah Lawas has a rating on google 4.8, has positive testimonials from consumers such as in the Instagram comments column which are widely commented by visitors that they are very satisfied with the service, food and banquet Wedangan Omah Lawas and has an interior design that carries the theme of antiquity with a unique touch creates a charming, caping made of bamboo and so forth. This creates a different and interesting atmosphere. The purpose of this study to determine how consumer decisions Wedangan Omah Lawas Sragen viewed from instagrammable place, product innovation and online promotion through social media.

## **METHOD**

In this study using qualitative research case study method. Qualitative descriptive research, because the researcher will explain about the influence of instagrammable places, product innovation and online promotion that are connected with consumer decisions that are qualitatively.

This research was conducted in Wedangan Omah Lawas Sragen located at Jalan Kebayan No. 5, Sragen Kulon, Sragen District, Sragen Regency, Central Java 57212. The object of this study is the decision of culinary consumers in the city of Sragen as the main informant. While the subjects of this study were consumers Wedangan Omah Lawas. This research was carried out in December 2022 to July 2023.

This study used observational data collection, interviews and documentation. Instagram social media, interviews conducted to explore the opportunities of consumer attraction to visit Wedangan Omah Lawas which has the characteristics of an instagrammable place, varied product innovations advertised through instagram social media online promotions and documentation used related to the instagrammable place offered by Wedangan Omah Lawas, and various product innovations advertised through instagram social media online promotions, as well as documentation used related to the instagrammable place offered by Wedangan Omah Lawas, the development of food menu products offered by Wedangan Omah Lawas and online promotional content through instagram social media. Data collection techniques are processes and ways used to obtain the required data. Any research, both qualitative research and quantitative research, will certainly use techniques to collect the necessary data. The purpose of this is to help researchers get authentic data.

Validity of the data using triangulation techniques used by researchers after obtaining the results of interviews which are then checked with the results of observation and documentation. While the process of data analysis in this qualitative research using interactive model Miles & Huberman (2014) contains three stages, namely data reduction, data display and conclusion drawing.

## **RESULTS**

Wedangan Omah Lawas is one of the local restaurants in the culinary field that comes from the city of Sragen. Consumer decision refers to the action or decision taken by an individual in purchasing a product. Supported in today's digital era, online promotion using social media has become very important because it can reach a wide audience and connect with consumers. The process of instant exchange of information is changing consumer behavior today, making consumers increasingly dependent on social media situations to get the information they want. Using social media, you can give testimonials by uploading instagrammable content that shows the beauty and uniqueness of the place as well as various variants of products offered by Wedangan Omah Lawas that create interest in consumers.

## DISCUSSION

Based on the results of research that has been carried out in Wedangan Omah Lawas about instagrammable places, product innovation and online promotion of Wedangan Omah Lawas consumer decisions, can be explained as follows:

### 1) Instagrammable Place on Consumer Decisions

Consumers choose to visit a place that is instagrammable with ancient interior design aesthetics, unique and suitable for relaxing. Wedangan Omah Lawas itself has an anti-stream photo spot, this is a destination for consumers with a reason to post on social media and show off to others. The results of interviews and observations showed that consumers can be categorized as culinary objects instagrammable. so it is in accordance with these preferences and trends. Interior design that carries the theme of antiquity with a unique touch and attractive aesthetics will create a unique atmosphere and captivate teenagers. An anti-stream photo Spot in Wedangan Omah Lawas will be the main attraction for teenagers who are looking for new and interesting experiences in taking pictures. Such places include corners with vintage decor, interesting art murals, retro furniture, or other elements that create a nostalgic impression and are interesting to capture in photos. The existence of this anti-stream photo spot will provide a unique and different experience from other places.

The average consumer loves instagrammable places, they are more willing to spend money to gain experience than to buy an item. Only Wedangan Omah Lawas offers an anti-mainstream place with the concept of ancient Java but contemporary, aesthetic, peaceful atmosphere, comfortable and suitable for relaxing with friends. In addition, Wedangan Omah Lawas provides spots or interior designs that are arranged as interesting and unique as possible for taking pictures or capturing moments with friends.

From the point of view of the designer must certainly understand the factors of Product Characteristics, especially the aesthetic aspects of design that can affect consumer perception. Consumer opinion can be obtained by recognizing consumer preferences in general by conducting consumer surveys, resulting in a model of consumer tastes that are used as the basis of design. Instagram, can also be formulated from the aesthetic aspect of instagram that is most liked, in this case it can be defined as an instagrammable place (Yupardhi & Noorwatha, 2019). Various kinds of uniqueness of each restaurant offered, one of which is Wedangan Omah Lawas Sragen which prioritizes the scenery inside which has a vintage nuance with a thick ancient interior design aesthetic, unique interior design produces visual beauty. This place looks so instagrammable. Wedangan Omah Lawas Sragen makes its own interest to consumers with a classic solo interior design concept, feels peaceful, comfortable and suitable for relaxing with friends. In addition, Wedangan Omah Lawas Sragen also has several spots that are suitable for taking pictures so that consumers can express themselves and recognition on instagram social media. See how many visitors like instagrammable places that combine colors, shapes, patterns and textures on furniture and accessories in the room in one color theme that combines dominant colors with prominent furniture. So impressed hits, unique, latest, luxury, contemporary, they are more willing to spend money to gain experience than to buy an item. Only Wedangan Omah Lawas offers an anti-mainstream place with the concept of antiquity but contemporary, aesthetic, peaceful atmosphere, comfortable and suitable for relaxing with friends. In addition, Wedangan Omah Lawas is designed to follow the latest trends and provide some contemporary spots that are suitable for consumers to take pictures, this is able to attract consumers who have the motivation to express themselves and recognition on social media, especially Instagram. Taking selfies at instagrammable places is also often more popular, unique, interesting and is considered to represent the personality of the owner of the social media account (Liu & Li, 2021). On the other hand, this study proves that selfi consumers are very considering the availability of unique and contemporary places, the goal is that they can document and share their experiences through photos or videos on instagram accounts and create hype (Agustina et al., 2021). In addition, Wedangan Omah Lawas can increase the

attractiveness of their photo spots by presenting creative and interactive elements, such as changeable backgrounds, interesting art installations, or props that can be used by visitors. This will provoke creativity and interaction on social media, where teens will share their photos at Wedangan Omah Lawas, increasing brand exposure organically.

Wedangan Omah Lawas can continue to develop anti-stream photo spots because it is very traditional as if we are in a village and back to ancient times, both from objects used to serve food, furniture and the atmosphere of the room that distinguishes it from other restaurants so it is very in demand among the public because it is very rare to find restaurants with ancient Javanese interiors so it is very interesting to visit. By understanding consumer preferences, especially teenagers who are looking for an instagrammable place with a unique antiquity interior design. This will increase their appeal as a culinary destination that offers photogenic experiences and is suitable for relaxing. There are some interesting things about Wedangan Omah Lawas that make it an Instagrammable place:

First, the unique interior design, Wedangan Omah Lawas has an interior design that carries the theme of ancient times and is rarely found so it seems very unique because it is different from restaurants in general. This is very visible with a chandelier that still uses kerosene and is outdated, a bicycle that is made into a display, a caping made of woven bamboo and a bridal umbrella with a Javanese kebaya dress. The presence of vintage furniture, interesting decor and aesthetic details create a different atmosphere and attract attention. This gives visitors many interesting photo spots to capture and Share on social media.

Second, the antimainstream photo spot, Wedangan Omah Lawas presents an unusual photo spot and is different from other places because it is very traditional as if we are in a village and go back to ancient times, be it from objects used to serve food, furniture and the atmosphere of the room that distinguishes it from other restaurants. By presenting creative corners, art murals, or unique decorations, visitors can explore and take pictures in unique and different places. This is an attraction for teenagers who want to find unusual photogenic experiences. For example, a corner that displays photos of the president and his deputy as well as the garuda emblem and ancient objects such as ancient umbrella chairs that present a mystical atmosphere.

Third, visual beauty, Wedangan Omah Lawas gives detailed attention to visual aesthetics. The use of proper lighting, an interesting composition and a gorgeous arrangement of decor create a visually captivating atmosphere. This adds to the attraction of the place and allows visitors to produce beautiful and eye-catching photographs. Like the wooden walls decorated with plants and dim lights, it looks very aesthetic when viewed from outside the room so that it adds to the interest of visitors to capture the moment and share it to social media especially instagram.

Fourth, the relaxing experience, in addition to being an instagrammable place, Wedangan Omah Lawas also offers a pleasant and unique relaxing experience in terms of interior design that features traditional themes, such as a couple of wedding statues with traditional Javanese clothes, wooden walls carved with shiny brown batik designs. With a comfortable and quiet atmosphere, visitors can enjoy their time while taking interesting photos. This place is a suitable destination to relax while exploring interesting interior designs to get inspired.

Fifth, recommendations and word-of-mouth, Wedangan Omah Lawas has received positive recommendations and assessments from previous visitors such as in the instagram comment column which was widely commented by visitors that they were very satisfied with the service, food and banquet venue Wedangan Omah Lawas Sragen. This gives confidence to the end of both visitors from the local area and from outside the region to visit the place and share their experiences on social media. Recommendations from friends, family, and the growing number of positive reviews on online platforms like Facebook and Google also

reinforce the attraction of this place as an Instagrammable place. Thus attracting the attention of both local and prospective consumers from outside the region.

Sixth, the uniqueness of local culture, Wedangan Omah Lawas also has an appeal as an Instagrammable place because it is able to describe the uniqueness of local culture. By carrying the theme of ancient times and showing traditional or local elements, such as solo batik carnival, saka ati (modern keroncong), traditional dance (sanggar bromasta), on the anniversary of Wedangan Omah Lawas. So that this place becomes a container that promotes and appreciates the cultural heritage of the region. This attracts the attention of visitors who are interested in learning and perpetuating the uniqueness of the local culture in their photographs.

Lastly, there is cleanliness and preservation of the place, Wedangan Omah Lawas maintains cleanliness to remain environmentally friendly and preservation of the place well so as to avoid destruction and environmental damage. Maintained cleanliness provides a comfortable and aesthetic atmosphere, so visitors can freely take interesting photos without interference. The preservation of the place also creates a diverse and calming environment, such as an open-air dining place surrounded by trees and oxygen-supplying plants, namely the mother-in-law's tongue flower and a roof that is still made of tile. thus allowing visitors to spend time leisurely while exploring and taking pictures in this place.

Overall, Wedangan Omah Lawas is interesting as an Instagrammable place because of its unique interior design, anti-stream photo spots, visual beauty, relaxing experience, and positive reputation and recommendations from previous visitors. This makes Wedangan Omah Lawas an attractive destination for teenagers looking for a unique and different photo experience.

## 2) Product Innovation on Consumer Decisions

One of the most important factors in the success of a company is through products that are created to meet the needs and satisfy the desires of consumers. Wedangan Omah Lawas creates a different menu from eating places that already exist in the market, by offering traditional Javanese cuisine and has a mainstay menu every day such as on Mondays and Tuesdays offering sego bancaan menus, on Wednesdays offering sego jangan lodeh menus, on Thursdays offering lontong sayur menus and on Fridays, Saturdays, Sundays offering Sego sambel cumi menus, this makes consumers not bored with Wedangan Omah Lawas menus. It aims to attract consumers to visit with the concept of products offered with good product quality from the assessment of adolescent consumers and product developments in their time. The results of research interviews and observations show that product innovation is closely related to consumer decisions in Wedangan Omah Lawas. This is because many consumers make purchases of food products on the basis of product innovation considerations food menu.

Product innovation indicates the development and introduction of new products or product development (Alkachvi, 2019). Innovation is done by business people to increase consumer interest in a product. Product innovation greatly influences consumer decisions, with product innovation being one of the most important factors in the success of a business person through products created to meet the needs and satisfy consumer desires (Nirmala & Suranto, 2022). Wedangan Omah Lawas is able to make consumers not easily bored to enjoy some of the menus that have been provided, because some of the menus provided have their own characteristics that are different from the food sold in the market. Wedangan Omah Lawas provides several menus of traditional Javanese dishes that are innovated into contemporary and unique traditional foods that are able to attract consumers, especially young people today. In addition, Wedangan Omah Lawas also provides a mainstay menu on certain days such as on Mondays and Tuesdays offers Sego bancaan menu, on Wednesdays offers sego jangan lodeh menu, on Thursdays offers lontong sayur menu and on Fridays, Saturdays, Sundays offers Sego sambel cumi menu so as to make consumers curious to taste the mainstay menu on certain days and make customers not easily bored tasting menu

provided. The key to the success of a product is that the product is able to adapt to changes that occur in consumers and society.

To continue to meet consumer expectations and maintain its appeal as an Instagrammable place. Some forms of product innovation that can be done by Wedangan Omah Lawas are as follows:

First, the menu is creative and unique, Wedangan Omah Lawas can continue to develop a menu with creative and unique innovations. Wedangan Omah Lawas can create unconventional food combinations, try new flavor variations, or present dishes with an attractive and aesthetic appearance such as *Sego tampah* and *sego tumbu* typical foods from Java, *gemblong cotot* and *sambosa*. With an innovative menu, visitors will feel interested to try and capture their culinary experiences in interesting photos.

Second, the use of local and organic ingredients, Wedangan Omah Lawas can adopt a more sustainable approach by using local and organic ingredients such as the use of local ginger and *kencur* in serving food and drinks. This will provide added value to consumers who care about sustainability and product quality. In addition, the use of local materials will also strengthen the cultural identity of the region and provide an authentic experience to visitors.

Third, the development of special drinks, Wedangan Omah Lawas can develop special drinks that characterize them. For example, they can create drinks with unique traditional recipes such as *wedang/ es temulawak*, and *wedang jancuk* (ginger, *kencur*, Orange) a typical Omah Lawas Sragen drink, or present variations of drinks with an attractive appearance, such as layered or graded drinks such as *es kopi susu gula aren*. The development of this signature drink will add to the attraction of the place and provide a different experience to visitors.

Fourth, offering attractive experience packages, in addition to developing innovations in culinary products, Wedangan Omah Lawas is also a shooting place for couples celebrating wedding anniversaries and *Prawedding* couples. In addition, Wedangan Omah Lawas can also present an interesting experience package for visitors. For example, they can offer a romantic dinner package with a customized consumer orders are also provided several options themed atmosphere of romance, or birthday party packages in all circles, both for children and for adult visitors as well as wedding packages with Entertainment and special decorations in accordance with the event such as flower arrangements and decorations according to custom consumers who hold reservations. Thus, Wedangan Omah Lawas is not only a place to take pictures, but also a destination to celebrate special moments or hold special events.

Finally, there are special service offerings, Wedangan Omah Lawas can expand their services by providing special facilities, such as meeting rooms from offices, social gatherings or coworking areas with an attractive aesthetic that cannot be separated from the classic Javanese atmosphere. This will attract the attention of professionals, business people, or the creative community to visit the place. By providing specialized services relevant to the needs of the target market, Wedangan Omah Lawas can increase their appeal as an Instagrammable place and develop into a multifunctional destination.

Product innovation continues to improve, Wedangan Omah Lawas can maintain its appeal as an Instagrammable place and continue to meet consumer expectations. Product innovation will provide added value to visitors and keep this place relevant in the midst of increasingly fierce market competition. With exciting product innovation and service development, Wedangan Omah Lawas can strengthen its position as an Instagrammable place and provide a unique experience to visitors. This innovation will help Wedangan Omah Lawas to continue to grow, attract the attention of teenagers and other potential consumers, and maintain the loyalty of existing visitors. Product innovation continues, Wedangan Omah Lawas managed to maintain its appeal as a place that is Instagrammable and in demand by consumers, especially among teenagers in Sragen.

### 3) Online Promotion on Costumer Decisions

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Many consumers before looking for a place to eat conduct a survey through social media. Instagram one of the social media aims to provide information and showcase branding in order to attract the attention of consumers through the content on the Instagram account Wedangan Omah Lawas.

Online promotion is one of the current digital marketing strategies where consumers are looking for places to eat to conduct surveys through instagram social media. It aims to provide information and showcase branding in order to attract the attention of consumers through the content on the Wedangan Omah Lawas account. The results of research interviews and observations show that with the online promotion will lead consumers to buy products offered at Wedangan Omah Lawas. Online promotion through social media Instagram, has become one of the most effective digital marketing strategies in the food and beverage industry. Consumers today tend to do surveys or research before visiting a place to eat, and social media Instagram is one of the main sources of information they use. Through Instagram, users can see interesting photos of the food, the atmosphere of the restaurant, and reviews from previous visitors. In the context of online promotions, Wedangan Omah Lawas can use Instagram as a tool to showcase the uniqueness of their place, present interesting photos about their dishes, and provide information about ongoing promos or special events.

Instagram users continue to grow every month, therefore Wedangan Omah Lawas uses instagram social media as one of its marketing media to provide information related to menus or location links. Content uploaded by the @omahlawas\_sragen account in the form of videos and photos of food products offered or the atmosphere at Wedangan Omah Lawas in order to make consumers interested in visiting.

Digital technology has changed humans in communicating, acting and making decisions (Dzulfikar & Jatmika, 2022). In online promotion as a means to introduce products and promote Wedangan Omah Lawas products using instagram social media. Social Media has various advantages in promotional activities, such as being able to convey information to consumers does not require costs and energy, even the time used to convey information to many people is very short (Puspitarini & Nuraeni, 2019). Wedangan Omah Lawas conducts online promotions through social media, namely Instagram. Wedangan Omah Lawas also uses creative features provided by Instagram to strengthen their online promotions. Leveraging creative features on Instagram and collaborating with influencers, Wedangan Omah Lawas can expand their online promotion reach and increase brand awareness on the platform. Through existing features such as feeds, stories, reels, highlights and bio to promote places, food and beauty from every corner of the room. Wedangan Omah Lawas really utilizes all the features provided to present interesting information or content about food products and instagrammable places. Wedangan Omah Lawas designs its catalog photos well and can create interesting captions, hastags, and feed templates (Suranto et al., 2022). The display of photos of food products and captions printed on photos or videos are interestingly made to increase promotional and sales opportunities (Fajarwati, 2021). For example, Wedangan uses the highlight feature with the aim of making content that can be displayed for a long time and easily accessible to all followers who want to visit and taste the existing menu. Wedangan Omah Lawas also uses the bio feature which includes a web location that aims to make it easier for consumers to come to Wedangan Omah Lawas if they are confused about finding a location. This is a major value in providing information and content about products and instagrammable places offered by Wedangan Omah Lawas.

Through their official Instagram account, Wedangan Omah Lawas can present interesting visual content and arouse the interest of potential visitors. Some of the strategies they apply in online promotion through Instagram include:

First, interesting photos and videos, Wedangan Omah Lawas promotes by uploading photos and videos featuring aesthetic interiors, delicious dishes, unique photo spots with aesthetic ancient themes such as on walls with batik designs and fun moments at their place.



This interesting visual content has a strong appeal and can attract the attention of Instagram users to visit the place.

Second, interesting captions: every post on Wedangan Omah Lawas Instagram is accompanied by an interesting and informative caption. This Caption provides information about special menus, promotions, special events, or unique experiences that visitors can encounter. Caption can also describe the atmosphere presented by Wedangan Omah Lawas, so that users can feel the atmosphere and uniqueness of the place.

Third, interaction with followers, Wedangan Omah Lawas actively interacts with their followers on Instagram. They respond to comments, questions or feedback from users in a friendly and fast manner. These interactions help build a more personal relationship with potential visitors and strengthen their engagement with the Wedangan Omah Lawas brand.

Instagram stories, Wedangan Omah Lawas actively uses the Instagram Stories feature to share more spontaneous and real-time content. They can upload short videos or photos in the form of stories to give a sneak peek of the atmosphere inside Wedangan Omah Lawas, display a special menu, or announce upcoming special events. The Stories feature also allows users to interact with content through polls, Q & A, or sliders.

Fifth, IGTV (Instagram TV): Wedangan Omah Lawas can use the IGTV feature to upload longer video-videos, such as culinary content, tutorials, or vlogs about experiences at Wedangan Omah Lawas. Through IGTV, they can provide more in-depth information about the menu, the process of creating a dish, or share a unique story about their place. This provides an opportunity for potential visitors to get to know Wedangan Omah Lawas in depth.

Finally, there is the use of tagging and location features, Wedangan Omah Lawas actively uses tagging and location features on Instagram to expand the reach of their content. They can tag related users or brands in their posts, so that their content can be found by the people involved in the content. In addition, by marking the location of Wedangan Omah Lawas in each post, they can attract the attention of users who are looking for interesting places around Sragen.

Through effective online promotion through Instagram, Wedangan Omah Lawas can reach their target market more widely and increase awareness about the uniqueness of the place. With interesting content, active interaction, and creative promotional strategies, Wedangan Omah Lawas can invite potential visitors to visit their place and create an unforgettable experience. Wedangan Omah Lawas also uses creative features provided by Instagram to strengthen their online promotions. By leveraging creative features on Instagram and collaborating with influencers, Wedangan Omah Lawas can expand their online promotional reach and increase brand awareness on the platform. With engaging content, active interactions, and the use of appropriate features, Wedangan Omah Lawas can remain relevant and in demand among teenagers in Sragen and benefit from effective online promotions.

The consumer's decision to buy a product is influenced by technology, products, location, physical evidence, promotions and recommendations from friends. Many consumers take selfies and upload them on their social media and mark the @omahlawas\_sragen account or mark the location of Wedangan Omah Lawas. Many consumers are also satisfied with the place offered Wedangan Omah Lawas with a classic concept and comfortable feel and a variety of food products that follow his time without changing the permanent menu.

Consumer purchasing decision making is a purchasing decision process that includes deciding what to buy or not to do and the decision comes from previous activities. In the study of consumer behavior, it includes not only the activities of the consumer at the time of purchase, but all of them. activities of selecting, evaluating, buying and using products. Two factors that influence decision making or consumer choice, namely: (1) individual factors (individual customer); (2) environmental factors (environmental influence).

## CONCLUSION

The culinary world has experienced developments lately, especially in restaurants that have the latest criteria. Instagram-able places are becoming a trend involving interior design as a part that plays an important role to be known in the community. On the other hand, consumers consider a unique and aesthetic place, the aim is for consumers to be able to document and share their experiences through photos or videos on their Instagram accounts. In addition, consumers will choose products based on their wishes. Product innovation is also considered one of the problem solvers faced by consumers. Through online promotions using Instagram social media, consumers find it easier to find information and create interest in consumers to visit *Wedangan Omah Lawas*.

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