

## Boosting Toean Watiman Visitor Interest in 2023 through Instagram Promotion by @toean\_watiman

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### Abstract

This research aims to explore the use of Instagram social media by the Toean Watiman restaurant in increasing visitor interest. The restaurant uses the Instagram account @toean\_watiman as a promotional tool to attract consumer attention. With the rapid growth of social media use in Indonesia, this research is relevant for understanding digital marketing strategies in the culinary industry. This research uses a qualitative description method with AISAS Attention model analysis. Consumers first see the product, followed by Interest, namely interest in the product, consumers look for information which is called Search, consumers make a purchase which is called Action, the information is shared with other people which is called Sharing. Data collection techniques use interview techniques, documentation techniques. The data analysis techniques used are data reduction, data presentation, and drawing conclusions. The results of this research show that the Toean Watiman restaurant uses Instagram as the main social media as a place to provide information, invite target consumers to buy products, and also provide warnings about holidays and new menus. This research is expected to provide deeper insight and insight into how the use of Instagram social media influences target consumers to buy products from Toean Watiman. This makes it possible to encourage the desire of target consumers to buy products from Toean Watiman, and is expected to persuade the local community as well. This research is expected to provide deeper insight and insight into how the use of Instagram social media influences the intended consumer target. By applying the concept of AISAS theory, it is hoped that it can increase the number of visitors that exceed the predetermined target each year. It is also hoped that this research can be a reference in utilizing promotions via Instagram social media.

**Keywords:** Marketing Content, Promotion, Social Media.

### Introduction Section

Social media, an online platform, facilitates interaction and exchange of information between individuals or groups through various forms of digital communication. In it, users can create personal or group profiles, share text, images, videos and other multimedia content. The development of social media has changed the way companies interact with customers regarding products. Now, the role of social media is not only limited to promotion, but also building and maintaining closer relationships with customers.

Social media has been proven to be a very effective strategic promotional tool in increasing public interest. For example, Instagram is ranked third as the most popular platform in Indonesia, after YouTube and WhatsApp. Instagram's advantage lies in the ease of sharing images, videos and stories online, providing easy access for other users. The social system on this platform allows users to follow other accounts or have their own followers.

The use of social media as a promotional tool is not only limited to business aspects, but also includes personal needs and various other purposes. Interactions between users, such as liking and commenting on content, are becoming an integral part of the social media experience. With easy internet access, the development of social media is increasingly rapid. Instagram, apart from being a photo and video sharing platform, also has an important role as a potential advertising tool.

In this context, Instagram has great potential as a promotional and marketing tool for services, products, or building a company image(Wolfe et al., 2017).

Young children, especially customers, are attracted to Instagram because of its innovative and creative features. Instagram, an image-focused social media platform, allows users to share photos or videos online. Post-pandemic, the use of Instagram is very relevant to raise tourist confidence and stimulate interest in visiting certain destinations. Through social media, promotion and marketing can be done without the need for physical travel or in-person meetings. Marketing via social media has the capacity to reach a large tourist audience(Wijayanti, 2020).

Social media is popular in Indonesia, with more than one billion monthly active users on Instagram. Instagram's advantage lies in its attractive photo and video upload features, making it not only a communication tool but also a promotional tool. The Instagram account manager @toean\_watiman uses this platform for promotions and attracting visitors. With the increase in culinary business in Yogyakarta, an effective marketing strategy via social media has become an urgent need to attract a wide market segment.

The food and beverage industry has continued to grow rapidly in the last 10 years in Indonesia. According to Non-Oil and Gas Processing Industry GDP data, this sector contributes more than a third (38.35%) of the total non-oil and gas processing industry GDP worth IDR 3.23 quadrillion. Sales of food and beverage products are predicted to grow 5-7% during Ramadan 2023, with growth anticipated until the end of the year. The food and beverage economic sector has become a strategic industry and has experienced rapid growth in the last few decades. In the midst of the era of globalization and increasingly fierce competition, companies in this sector are faced with demands to continue to innovate in order to gain competitive advantage, so that they can survive and develop in a market full of competition.(Syafi'i et al., 2023).

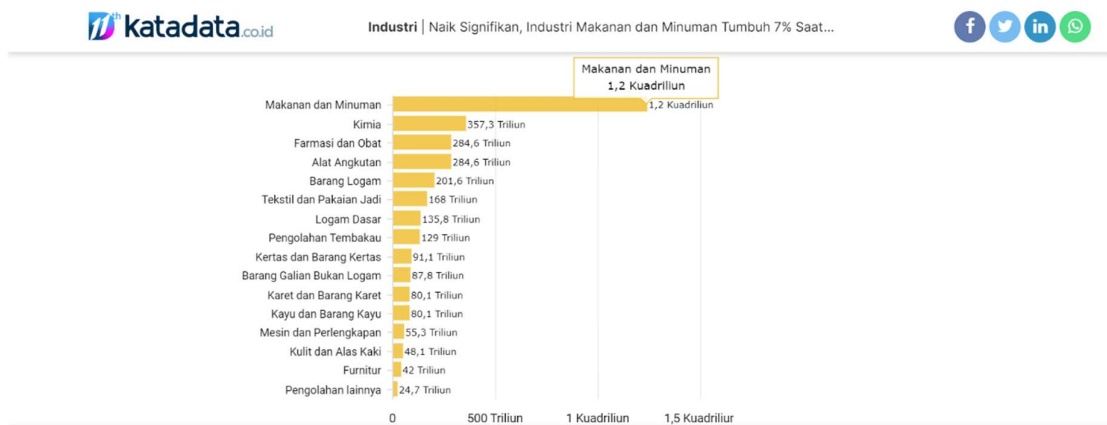


Figure 1. Data presentation growth of the food and beverage industry.

Source: Katadata.co.id

Culinary business sales are always successful in big cities, including the city of Yogyakarta, which has four titles as a student city, cultural city, struggle city and tourism city.(Wijayanti, 2020). The number of tourist visits to the city of Yogyakarta continues to increase, driven by the diversity of culinary offerings. Culinary is the main magnet for visitors because it offers unique charm and characteristics. Culinary tourism in the city of Yogyakarta includes various concepts, from street stalls, bistros, cafes, to restaurants. Toean Watiman Restaurant, which has been around for a long time, remains a favorite among the many culinary fans in this city.

The tourism industry is currently experiencing rapid progress, especially in the culinary sector which is part of tourism which focuses on providing food and drinks. Modern tourist trends show a tendency to visit tourist destinations with the aim of tasting and exploring typical regional dishes, and are even willing to pay high prices to enjoy unique culinary experiences. Changes in people's lifestyles are also visible, where food is not only considered as a means to fill the stomach, but also as an experience involving the atmosphere and service that accompanies the dishes ordered. As a result, many new restaurants and eating places have emerged with their own unique qualifications and characteristics(Rismiyanto & Danangdjojo, 2015).

The culinary tourism that is present and mushrooming in the city of Yogyakarta is increasingly diverse in terms of selling concepts, starting from culinary concepts such as street stalls, bistros, cafes and restaurants. Restaurant fans in the city of Yogyakarta are no less crowded than cafe fans. One restaurant that has been around for quite a long time and still has many fans is the Toean Watiman restaurant.

Toean Watiman is an industry in the culinary sector that maintains heritage recipes passed down from generation to generation, and that's where Toean Watiman chose the tagline "waroeng three eras". Even though it has been in the culinary industry for quite a long time, this restaurant has managed to maintain its existence and compete successfully with other culinary establishments. The interesting thing about Toean Watiman is that this restaurant uses traditional raw materials that are prepared independently. So it is hoped that the seasonings that are prepared independently can create a different taste from other competitors in the culinary industry.

To be able to maintain a good existence, the concept of good marketing utilization is very necessary. The rapid development of information and communication technology as it is today has made the Toean Watiman culinary company implement digital marketing strategies to maintain target consumers on good terms with Toean Watiman. One form of digital marketing strategy is to promote and introduce Toean Watiman through the Instagram account @toean\_watiman.

Different from previous research, this research wants to find out how Toean Watiman uses Instagram social media on the @toean\_watiman account as a promotional medium to increase visitor interest in 2023.

## Literature review

Based on previous research, namely research from Chandra, T., Rakhmanto, A., Syamsudin, B., Marsongko, EP, & Suhendar, T. In their research, analysis of culinary tourism marketing in Yogyakarta City. His research shows that the Special Region of Yogyakarta has many tourist attractions, especially its very diverse culinary tourism. The marketing efforts carried out are with a marketing mix. Marketing here must continue to be carried out intensively so that promotions can be right at the target market and can increase marketing for culinary tourism, especially the city of Yogyakarta. (Chandra et al., 2023).

Second, research conducted by Nurian Lestiana. In his research, culinary promotion activities were carried out via social media Instagram @kulinerdisolo. His research shows that the activities carried out by @kulinerdisolo include how to influence the audience by introducing what is being offered, making the audience like and then making purchases on what has been offered by the @kulinerdisolo Instagram account. The impact for culinary entrepreneurs is that their culinary establishments become busy with visitors after being promoted by the Instagram account @kulinerdisolo (Triastuti, Endah, Dimas Adrianto, 2017).

Third, research conducted by Fedianty Augustinah and Widayati. In his research, the use of social media as a means of promoting cassava chip snacks in Sampang Regency. The result is that promotional facilities through social media are developing very rapidly in Indonesia, namely WhatsApp, Facebook and Instagram. Using appropriate and effective promotional tools through social media can increase sales volume. So if consumers really understand about our products which they find interesting, then customers will immediately tell their friends or people around them, which is expected to influence them to make a decision to purchase Tette chips in Sampang Regency. (Augustinah, 2019).

Different from the three studies above, this research aims to find out how Toean Watiman uses Instagram social media as a promotional medium for the @toean\_watiman account to increase visitor interest in 2023.

## Methods

This research adopts a post-positivistic paradigm, which rejects the view that humans are always correct in understanding reality. Using the triangulation method, this research collects data and information from various sources (Salim, 2001). Post-positivists believe that the objects of social research are complex and cannot be completely measured or explained objectively, so this paradigm is flexible and recognizes that social reality can be interpreted from various points of view.

This research uses a qualitative descriptive approach to detail the phenomenon based on the data collected and investigates all aspects related to the problem being studied. This approach was strengthened by interviews with the Social Media Team, the Toean Watiman restaurant manager, and a Toean Watiman Instagram follower. The aim of this approach is to dig up detailed information based on their experience in managing Instagram social media accounts, so that the author can carry out in-depth analysis and obtain comprehensive information about the account management strategy.

Qualitative research provides insights that cannot be obtained through statistical analysis or quantitative approaches. Aiming to detail and explain conditions, situations, or phenomena that are the center of attention, qualitative research reveals this information as attributes, characteristics, characteristics, patterns, signs, or images of these conditions in society. The choice of this method was based on the aim of exploring the use of the Instagram social media account @toean\_watiman as a promotional tool that has a positive impact. By applying descriptive research methods, researchers try to provide a comprehensive picture of the events and topics that are the focus of attention.

The data collection techniques used are interviews and documentation, interviews are the main technique in surveys, allowing researchers to obtain information directly from respondents, which is the backbone of research (Eni, 2019). Furthermore, documentation is a technique of obtaining informative data from official research subject documents, including notes, activity calendars, digital data, and archives. In Sukmadinata, 2007:221, documentation study is a data collection technique by collecting and analyzing documents, both written, image and electronic documents.(Iii et al., 1985).

The informant selection technique in this research used a purposive sampling technique. Purposive sampling is a non-random sampling method where researchers ensure the citation of illustrations through a method of determining special identities that suit the research objectives so that they are expected to be able to respond to research cases.(Lenaini, 2021). The researcher chose to use purposive sampling because not all samples met the criteria determined by the researcher. Therefore, the selected sample was determined based on certain criteria that the researcher had set to obtain a representative sample. In this research, informants were identified using a purposive sampling technique, who were selected with special consideration according to the research objectives and their contribution to the research subject.

The criteria for informants that have been determined are as follows: First, people who have authority and also carry out managerial functions at the Toean Watiman restaurant. Second, the person responsible for managing social media, in this case Instagram with the account @toean\_watiman which is an online promotional media for the Toean Watiman restaurant. Third, people who have become followers of the Instagram account @toean\_watiman and who have already purchased the product.

Based on the informant criteria that had been determined by the researcher, several informants were selected to be informants who really understood the research object, namely: First, the manager of Toean Watiman because he is someone who has authority and also carries out managerial functions at the Toean Watiman restaurant. Second, choose Instagram admin @toean\_watiman because he is the person responsible for managing all Instagram content. Third, Instagram followers @toean\_watiman because they are consumers who follow the Instagram account @toean\_watiman as well as people who have bought the product.

In this research, the data source triangulation method was used. Data triangulation is carried out to increase the accuracy and correctness of data in research so as to obtain accurate results and prevent subjectivity in research(Windasari et al., 2017). Triangulation in credibility testing can be interpreted as checking data from various sources in different ways and at different times.

Sugiyono stated that source triangulation means testing data from various sources of informants whose data will be taken. Source triangulation can sharpen the trustworthiness of data if it is done by checking data obtained during research through several sources or informants (Alfansyur & Mariyani, 2020). In order to obtain relevant data, researchers will compare the information obtained through the interview process with existing documents. This step aims to verify the accuracy of the data reflecting the situation at the Toean Watiman restaurant.

Carrying out data analysis is a crucial step in research that is carried out after the required data has been completely collected, with the aim of solving the problem being researched. The quality and accuracy in using analytical tools has a significant impact on the accuracy of the conclusions produced. Therefore, the data analysis stage is a crucial aspect of the

research process that should not be ignored. Failure to properly select analytical tools can have serious consequences for the overall results, as well as potentially negatively impacting the value and use of the research.

Miles and Huberman explained that there are three paths to qualitative data analysis, namely data reduction, data presentation, and drawing conclusions. Data reduction is an important step in research, involving selecting, simplifying, abstracting, and transforming raw data derived from field notes. This process takes place continuously during the research, even before the data is actually collected, as can be seen from the conceptual framework of the research, research problems, and the data collection approach chosen by the researcher.

Data presentation is the step in which a collection of information is organized with the aim of enabling conclusions and necessary actions to be taken. This process involves communicating information or data analysis results to audiences or readers through various methods, such as graphs, tables, narratives, to make the data easier to understand and relevant in decision making. The focus is to describe patterns, trends, or relationships in data so that individuals can understand the information and take appropriate steps.

Drawing conclusions by researchers continues as long as the research is carried out in the field. From the beginning of the data collection process, qualitative researchers actively search for meaning in information, note visible patterns (within a theoretical framework), explain concepts, identify possible configurations, explore cause-effect relationships, and develop propositions. These conclusions are applied flexibly, always maintained within an open and skeptical framework, even when preliminary conclusions have been made. At first, it may not be very clear, but as time goes by, these conclusions will become deeper and stronger.

## **Results and Discussion**

Toean Watiman is a business in the culinary sector that was founded in the Taman Siswa area, Mergangsan District, Yogyakarta City, Yogyakarta Special Region. Toean Watiman Restaurant has been operating since November 15 2016 and was founded by Mrs. Diana Novi and her family. This culinary business has maintained heritage recipes that have been passed down from generation to generation, and that's where Toean Watiman chose the tagline "waroeng three eras". This means that the Toean Watiman restaurant has various menu variants on offer and covers three generations, namely from children, adults and also the elderly.

The Instagram account belonging to the Toean Watiman restaurant with the name @toean\_watiman currently has more than 9,124 followers with 131 accounts being followed. Toean Watiman's Instagram has posted more than 617 times. This post is a combination of Instagram feeds and reels. Apart from having a number of followers that has almost reached 10,000, there is still a need for concepts related to utilization to promote products well. The rapid development of information and communication technology like today is what makes the Toean Watiman culinary company implement digital marketing strategies to maintain consumers' good relationships with Toean Watiman.



**Figure 2.** Profile view of the Instagram account @toean\_watiman.

*Source: Instagram @toean\_watiman*

Social media is a platform that provides the possibility for its users to collaborate effectively, strengthen social relationships, and create interactions between users without being limited by distance, place or time (Siregar, 2022). The increasing number of individuals using smartphones provides an opportunity for manufacturers to utilize them as a product promotion tool. Digital marketing is a promotional effort that relies on electronic media (Dewa & Safitri, 2021). The research regarding the use of social media that will be carried out is Instagram social media. Instagram is a social networking application that is used to share posts, photos and videos (Rizky & Dewi Setiawati, 2020). As time goes by, the use of Instagram social media has become more flexible, one example is the @toean\_watiman account which not only uses Instagram to upload photos and videos but is also used as a means to promote and provide any information about the Toean Watiman restaurant.

Marketing strategy is a series of directed activities to achieve goals with innovative and creative thinking patterns, facing changes inside and outside the company that can affect the interests and future of the company itself. One of the marketing strategies commonly used by companies is to carry out marketing distribution, which is better known as the marketing mix. The marketing mix can be explained as a company strategy that includes primary planning and producing satisfactory products in certain market segments. This market segment is the target for the product being launched, with the aim of attracting consumers and encouraging purchases (DuFault et al., 1980). Instagram, which is an image sharing application, has now developed into one of the most effective marketing tools in selling products such as food. This effectiveness cannot be separated from the images shared via the Instagram account. The power of visuals is considered to have more appeal in bringing consumers to convert compared to other methods.

The results of the researcher's interview with one of the informants who is the manager of Toean Watiman stated that Instagram is a social media that really prioritizes visuals. This can be interpreted as meaning that Instagram is more focused on displaying photos and videos very well, able to disseminate information with a very wide reach, extensive, and there are also many features that can be used and can make consumers interested. This is also related to conveying messages to Toean Watiman consumers regarding the products offered, this informant also said that the Toean Watiman restaurant really prioritizes videos related to the food and drink products it sells, so to convey the message it will be conveyed through visual designs of the deliciousness of the products that will later be attractive to consumers. The informant also added that the marketing strategy was also carried out directly in front of consumers, namely by placing a mini standing brochure which stated that every purchase of a minimum price of 50,000 would get a free gift in the form of a certain menu.

Promotions that have an interesting concept are one of the business marketing communication strategies and are easy to increase the interest of potential buyers(Judge, 2020).

The Instagram account @toean\_watiman often shares microblogs containing informative and entertaining messages for its consumers. In posting feeds, the Instagram account also often uploads content packaged in the form of graphic designs containing product knowledge from the Toean Watiman restaurant itself. In this case, the content produced from Instagram @toean\_watiman is not based on monotonous things.

The results of interviews obtained from selected informants stated that the concept of social media content designed by Toean Watiman to promote its products was flexible and more in line with existing trends. Toean Watiman's Instagram has changed its concept several times, for example, it used an aesthetic design concept, which focused more on increasing value and highlighting the ambience of the restaurant. Meanwhile, currently the Instagram concept is still trying to continue to innovate and be more varied while following current trends. Toean Watiman's Instagram content still has its own uniqueness, the uniqueness in question is that the content produced always displays the deliciousness of the products being sold and emphasizes the value of the product because this product from Toean Watiman often produces new products.

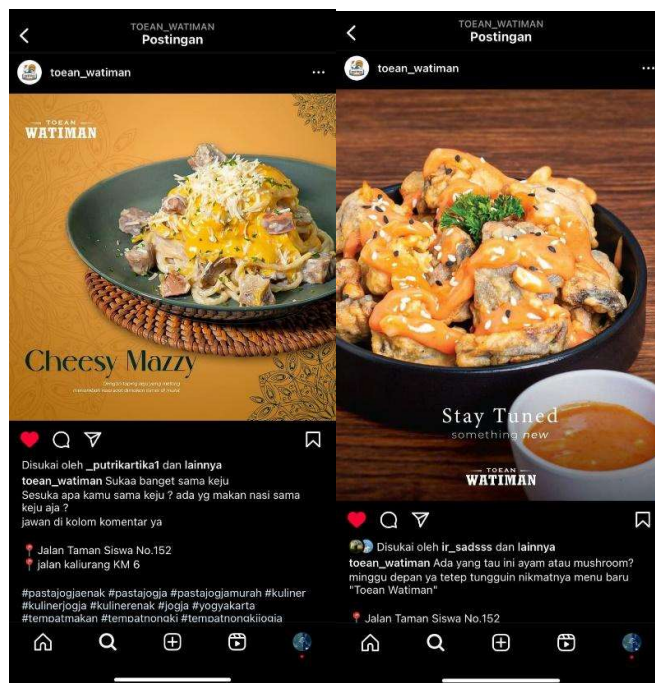


Figure 3. Feed content from the Instagram account @toean\_watiman shows the deliciousness of the product.

Source: Instagram @toean\_watiman

Increased purchases can occur if customers have a positive view of the company. This is in line with the view of Taylor & Cosenza (2002) which states that customers' repurchase decisions are strongly influenced by factors such as product brand and service quality provided by the company.(Tools, 2016). According to the interview results from the informant, he explained that the strategy used to encourage consumers to re-buy at Toean Watiman is to continue to provide good service to consumers and be consistent in maintaining the quality of the products sold. Always monitoring customer satisfaction surveys is also a strategy to continuously improve and improve the services you have.

Of course, there are various methods and strategies for promotion, one of which is endorsement or review from a content creator. Endorsement comes from the word endorsement which refers to the action of supporting or approving something. When a content creator makes an endorsement, this can attract the attention of their followers to buy the product

that the content creator is promoting, whether it comes from an online shop or a physical shop. This is one of the promotional methods used by online stores or physical stores to attract the attention of new consumers(Isroissholikhah, 2022). Its effectiveness is proven when a content creator carries out promotions and easily influences people to buy the advertised product. This is due to a content creator's ability to explain product advantages creatively, interestingly and informatively. So, people who see the content can consider purchasing products based on quality, price and brand that suit their individual needs. The use of the services of a celebrity, both artists and non-artists, is currently popular, as a form of collaboration between the two parties that is mutually beneficial. Companies are willing to dig deep into their pockets to carry out sales strategies(Nasih et al., 2020).

The results of interviews with informants stated that one of the main factors that can help in the process of promoting products from the Toean Watiman restaurant is the presence of influencers or content creators who want to collaborate with the Toean Watiman restaurant. This can happen because an influencer or content creator has many fans. or followers on social media so that if we promote products with their help, the products offered will definitely be more easily recognized by the wider community. Later, an influencer or content creator will carry out reviews or other activities in order to promote products according to their characteristics. Influencers are considered to be an effective marketing strategy because they can build strong trust with their followers. Moreover, those who currently dominate the Instagram market are the millennial generation, namely generations Y and Z(Hanindharputri & Putra, 2019).



**Figure 4.** Reels content from the Instagram account @toean\_watiman with influencers.

*Source: Instagram @toean\_watiman*

The informant also added that another factor that can help in the promotion process is paying attention to the right time to upload content on Instagram (prime time). The informant stated that Toean Watiman's Instagram prime time was before 12 noon, around 10 to 11 noon. This can happen because it is close to the lunch break. Many people spend their lunch break using their cellphones, including browsing Instagram. 11am may be around the time when people start their lunch break, so they are more likely to check Instagram posts while they are on a break.



The digital promotion strategy also plays an important role which lies in the features of Instagram itself, the Instagram account @toean\_watiman has utilized features such as posting feeds, posting stories, posting reels, using trending songs, trending effects, and also captions. Utilizing the available features has the function of ensuring that the personal branding message you want to convey can be conveyed more easily (Efrida & Diniati, 2020). The results of interviews with informants stated that the strategy for writing captions on Toean Watiman posts tended to be simple, because after seeing the interest of the target audience they tended to pay more attention and focus to the videos and photos displayed compared to reading the editorial captions on posts. However, the Instagram account @toean\_watiman also continues to implement the call-to-action strategy which is included in their simple caption, its use is to invite consumers to take certain actions, in this case namely making purchases of Toean Watiman products.

Based on the AISAS model which is the main model in this research, where consumers actively view an advertisement (attention), it will generate interest, resulting in a desire to seek and collect information (search) about the brand from the advertisement. The active action taken is that the audience will provide and have a comprehensive assessment based on the information they have obtained, then make a decision to take action, whether it is a purchase (action). The next thing to do, consumers or partners will become disseminators of information by recommending it to other people or by writing comments or making reviews on the brand's social media page/website so that it can be seen by other audiences (share). (Attention, Interest, Search, Action, Share ), (2023). The AISAS model is not only a linear model, but also a nonlinear one. AISAS realizes that from the attention stage to the search stage it cannot proceed linearly. So this model suggests that you don't have to complete the five stages of AISAS sequentially. This model considers that the attention and interest stages are two stages that cannot be skipped because users must pay attention to the product, service or advertisement first to be able to proceed to the next stage. (Irena, 2023).

**Development of Aisas Model To See The Effect of Touri**

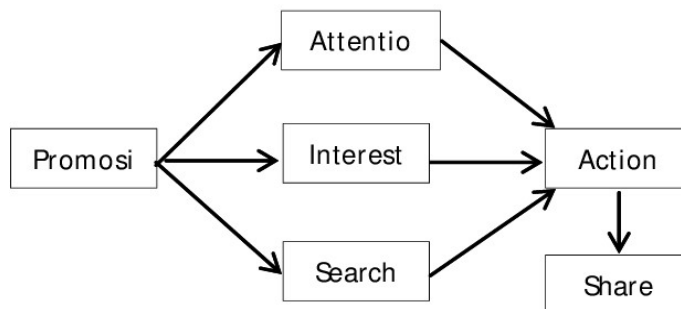


Figure 4. Stages of the AISAS model.

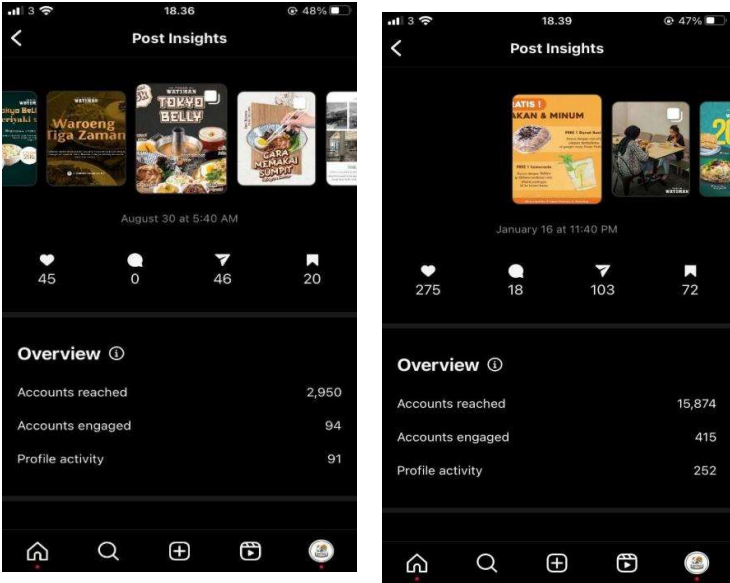
Source: semantic scholar

At the "Attention" stage, the Toean Watiman restaurant, via its Instagram social media account @toean\_watiman, uploads content, especially on feeds, so that their followers can watch the content and always update their content. Then entering the "Interest" stage, @toean\_watiman uses the concept of "Stay Tuned, Something New" so that potential consumers are interested in coming and competing to try their newest product. At the "Search" stage, potential consumers try to find out what the new menus are today, whether the new menus are ready or not, and what menus are currently the best sellers. Toean Watiman also uses Instagram Ads to reach potential consumers more widely and potential consumers find out about this information. This makes potential consumers enter the "Action" stage, namely visiting the Toean Watiman restaurant and buying products from the Toean Watiman restaurant either directly or online. Meanwhile, at the "Share" stage, Toean Watiman tries to maintain and maintain the quality of their menu and service so that consumers who have tried it will recommend it to their closest friends or family and come back to buy products from Toean Watiman.

The informant added that Instagram is not only a medium for communicating with consumers, but also a main source of information for many people who want to know or dig up more information about the Toean Watiman restaurant. It is not uncommon for audiences to immediately save and also "Share" content that they find interesting. Content that is

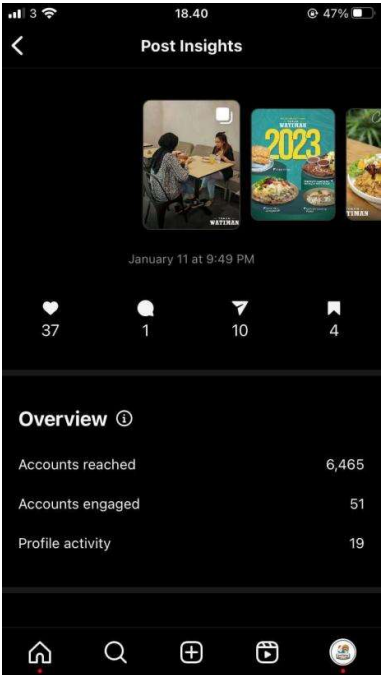
interesting and much in demand by the audience here is content that contains promos or free products that still use the terms and conditions that apply at Toean Watiman. Other content that is in great demand is that which contains food and drink packages which already contain product prices as shown in image code A below. When compared with content containing ambience from the Toean Watiman restaurant plus not collaborating with influencers, the number of people interested will be relatively fewer or even drastically reduced as shown in image code B below. This shows that understanding strategies according to target consumers is very important if you want to carry out digital promotions using social media, especially Instagram.

**Figure A**



**Figure 5.**Insights regarding consumer interest in feed content.

**Figure B**



**Figure 6.**Insights regarding consumer interest in feed content.

*Source: Screenshot of Instagram insight @toean\_watiman*

## **Conclusions and Suggestions**

### **Summary**

Toean Watiman, a culinary restaurant in Yogyakarta, has succeeded in utilizing Instagram social media as the main platform for product promotion. With the tagline "waroeng three eras," Toean Watiman serves various menu variants covering three generations, targeting children, adults and the elderly. The Instagram account @toean\_watiman has succeeded in building a significant number of followers, reaching more than 9,000 followers, and is actively posting to maintain engagement.

This restaurant understands the importance of digital marketing in establishing good relationships with consumers. They adapted a marketing strategy that involved using electronic media, especially Instagram, as a tool to promote products effectively. Toean Watiman's marketing strategy involves deploying a marketing mix that includes product, price, promotion and distribution aspects. Toean Watiman's use of Instagram social media includes various features, such as feeds, reels and stories, with an emphasis on visual content that attracts consumers' attention. They also use collaboration strategies with influencers and content creators to increase product visibility. Choosing the right time to upload content, such as prime time before lunch, is also a strategy that is implemented.

In the marketing context, this research notes that consumer purchasing decisions are influenced by product brand factors, service quality, and positive views of the company. Toean Watiman focuses on providing good service, maintaining product quality, and continuously monitoring consumer satisfaction surveys as a strategy to increase customer satisfaction and encourage repeat purchases. By using the AISAS (Attention, Interest, Search, Action, Share) model, Toean Watiman succeeded in directing consumers from initial attention to its products, attracting interest with the concept of "Stay Tuned, Something New," facilitating information searches through various platforms, encouraging purchasing actions, and finally motivate consumers to share their experiences, either through direct recommendations or via social media.

Overall, Toean Watiman succeeded in combining traditional marketing strategies with digital marketing via Instagram well, creating a strong impression among consumers and building positive engagement using the Instagram social media platform.

### **Advice**

Based on the results of the research that has been carried out, researchers hope that this research can make a meaningful contribution to Toean Watiman or other culinary industries which are increasing the number of consumers visiting by using Instagram social media as a promotional medium. Based on the research results that the researchers obtained, the suggestions that the researchers gave were to further optimize the use of the features that are already available on Instagram, including how to package the use of these features. In addition, as a promotional strategy, it is more possible to increase the number of attractive promotions, because according to the interview that has been explained, consumers are more easily attracted to the promotional concept that is being held. It is hoped that the knowledge gained can be implemented in promoting Toean Watiman on Instagram social media. Don't forget to maintain a good relationship with consumers, even if only through reposting Instagram stories or direct message.

### **Acknowledgement**

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