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## The Food Instagrammer Effect in the Study of Advertising Literature



**Abstract:** - Food Instagrammer became a new trend of society. Proven by many food photo posts by users of Instagram social media accounts. Food is no longer an object of hunger busting, but it has become a worthy object to exploit in order to gain existence on social media. Food Instagrammer become the determining trend of food photo trends on Instagram, because the food is presented with the technique of food. The more full Instagram timeline with food photos is the real evidence of a new phase in the advertising world, advertising is no longer a corporate communication tool created by the advertising agency, the presence of social media makes everyone able to Produce advertising content. In this study, tried to reveal the world of advertising that is entering a new phase due to the presence of social media by Food Instagrammer. Based on the analysis results of 80 respondents, it was obtained that almost 80% more interested in food advertising by Food Instagrammer primarily on Instagram, rather than conventional advertising by companies that appear on social media. After thorough analysis, researchers get surprising data. For respondents, the advertising of companies on social media is considered to be disturbing, and is often avoided. Unlike the advertising by Food Instagrammer, more often sought as a reference source, because more natural in the presentation of persuasive information.

**Keywords:** Food Instagrammer, media digital, advertising, food porn, social media studeis

### I. INTRODUCTION

*Food Instagrammers* are here as a new lifestyle for digital society (Nambisan, 2019). Every Instagram account owner must have posted photos of food. A *food Instagrammer* is a netizen who prioritizes photos of food or culinary delights as the main material (O’Hea, 2021). Instagram accounts that specifically provide culinary information have become very popular in Indonesia. Although it's not like developed countries, where food Instagrammers get special attention (Geuens & De Pelsmacker, 2019). Food Instagrammers' content cannot be seen as simple, because its impact on netizens is extraordinary. Each post is able to present culinary propaganda on social media (Crites et al., 2022). Facts show that many consumers are interested in buying because they see posts on social media. This potential is what culinary entrepreneurs try to capture to promote their products (Duff & Segijn, 2019). This is not without reason, *Food Instagrammers* are able to attract a fantastic number of buyers. Through attractive food photos coupled with intriguing promotional content is the biggest reason netizens become interested (Qutteina et al., 2019). In big cities, many *food Instagrammers have been implemented* as a promotional step that is considered effective (Tan, L., Ng et al., 2018). Surabaya is one of the *food warehouses for Instagrammers* after Bandung.

Surabaya, as the second metropolitan city after Jakarta, is one of the cities known as a business city (Sutisna, 2021). Various businesses, especially culinary ones, have mushroomed in various corners of the city. Some interesting facts found by pre-research researchers are that many culinary entrepreneurs are starting to reduce the use of mass media advertising (Chirumalla et al., 2023), and choose to use the services of *Food Instagrammers* as their main promotional strategy. This fact is proven by the decline in the number of advertisers from the culinary

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business sector in several mass media (Chirumalla et al., 2023), for example in the Jawa Post newspaper there was a decline of around 48%, even in electronic-based mass media from local television SBO showed a decline of 22% since 2018 (Supriyanto, 2019). This fact emphasizes that culinary entrepreneurs' interest in promoting their business is no longer what it used to be. The impact which is considered less than optimal is the main reason (Hollebeek et al., 2019). After further investigation, culinary business people currently rely more on their culinary promotions using the services of *Food Instagrammers* (Kenney, 2019). Through one post, the number of visitors can increase by 45% from before.

Based on this reality, it makes the potential of *Instagrammer* food a responsive promotional medium (Juniano, 2020). Able to compete with advertisements created by advertising agencies. even the existence of conventional advertising has decreased due to *Food Instagrammers*. The presence of *Food Instagrammers* is one of the impacts of the very rapid development of social media (Kingsnorth, 2019). Instagram is one of the social media most widely used for culinary promotions. Instagram social media is equipped with various photo editing features (O'Hea, 2021) which are the main weapon for *Food Instagrammers* in creating promotional materials. The features presented are also constantly evolving, which increasingly pampers its users. One of the photo editing features is like a special application, various tools are provided to support the photo results so they are more attractive (Wiktor Jan et al., 2021). This is what makes *Food Instagrammers* experience a significant increase in quality and quantity (Tredinnick, 2018).

The increase in the number of *Food Instagrammers* on Instagram increasingly proves that social media is the most popular media today. There is no urban community that does not have an Instagram social media account (Chianasta & Wijaya, 2018). Almost all city residents, regardless of age, occupation and education, all use social media as a medium of interaction (Drucker, Peter, 2019). This happens because many people do not want to be left behind by the digital flow as smartphone users. The development of digital flows has made social media a popular medium (Antonides, Gerrit, 2019). *Food Instagrammers* are here as clear proof that food is not only interesting to enjoy, but has also become a trend to be perpetuated as a tool to maintain fertility on social media. The addiction to using social media has become a magnet for people (Zaffou, 2019) to rely on various interests via smartphone. Social media has become one of the mandatory media that must be owned in the current era. Not only used as a communication tool (Crites et al., 2022), social media has transformed into promotional media.

*Food Instagrammers* use social media as the main medium for promotion. The various features provided by social media make *Food Instagrammers* more creative in creating promotional content (Belch, George E., 2019), especially presenting images. Utilizing image quality as one of the main elements in promotions, *Food Instagrammers* have a big task of attracting lots of consumers or people's buying interest from seeing a photo (Marijke et al., 2019). Basically, *Food Instagrammers* only use Instagram as a *photo sharing platform*. So it's just a matter of sharing culinary experiences through attractive quality photos (Liu, 2019) and informative text content (Vassallo et al., 2018). However, netizens think differently, many netizens are caught up in the content so they want to enjoy the same culinary sensation.

Instagram is actually a social media created on a mobile basis (Ario Prakoso, 2016). When we trace its history, Instagram is an application that can only be accessed via smartphone (L. A Braatz, 2020). This is different from other social media such as Facebook, YouTube and Twitter which are not mobile based (Arendt et al., 2022). Because initially it could only be accessed via computer. Instagram has a special feature that can only be accessed freely via smartphone. The increasingly volatile growth of the smartphone business has made the smartphone industry compete to provide quality products at low prices (Chirumalla et al., 2023). This is what further strengthens the increase in the number of smartphone users. As reported in the APJII (Association of Indonesian Internet Network Providers) survey, the number of internet users reached 97 million (A Prakoso, 2019). And brought Indonesia to the list of the 4th most consumptive internet users in the world.

The number of internet users is fantastic, but it is very unfortunate that 95.1% of users only browse social media (A Prakoso, 2019). Instagram social media takes up a share of 62.8%, followed by Facebook with 20.1%, and the rest is other social media such as Twitter, YouTube, and so on (Tan, L., Ng et al., 2018). The potential of *Food Instagrammers* is becoming stronger, meaning that the more Instagram users there are (Wati & Fitrie, 2018), the more responses they will get from the content shared by *Food Instagrammers*. Culinary discussion content is still

the most interesting topic on Instagram (Downs et al., 2020). Based on surveys, it shows that the number of *Food Instagrammer* followers can reach tens of thousands. So that leads them to enter the list of culinary *influencers* (Kim et al., 2018). One of the most prominent *food Instagrammers* in Surabaya is the account @kokobuncit. This account is included in the list of top 10 Instagram culinary accounts that you must *follow*. The @kokobuncit account uses culinary as the main material. The culinary delights that are distributed are not only restaurants, hotels, food stalls, depots, even street vendors (Juniano, 2020). The number of followers reached 436,000. Initially this account only presented eating experiences, but the great potential in attracting consumers was captured by culinary entrepreneurs to make it an endorser (Sunil, J., & Lingam, 2019). This research will try to reveal how much influence online advertisements made by *food Instagrammers* have on interest in using culinary products to fulfill culinary information needs by netizens (Zethaml et al., 2018). Various interesting facts have been revealed, the presence of *Food Instagrammers* is able to attract a fantastic number of visitors. Therefore, this research promises to find out how much influence *food Instagrammers* have in presenting culinary promotional content to netizens. Because currently many netizens are trapped by the advertising content of social media users.

## II. LITERATURE REVIEW

The study of *food Instagrammers* has been studied by many previous researchers. However, from the review conducted by researchers, several weaknesses were found (Bowden, 2019), including that most previous researchers only focused on *food Instagrammers* as influencers who were able to influence the opinions of the virtual world. Researchers only focus on the impact on the number of purchases, buyer interest, and changes in opinions spread by influencers via social media. So previous researchers missed an important study of how an influencer in the culinary field was able to shift the glory of advertising (Schumann, David W., 2019) as a reference medium and shaper of public opinion. Through this research, it clearly presents the impact of *food Instagrammers* in the world of advertising. because the presence of *food Instagrammers* can replace the role of advertising in presenting promotional content (Vivek et al., 2019).

The majority of previous research discussed social media used by influencers as the most responsive promotional media compared to other media. However, it discusses much more about promotions in the fields of tourism, fashion and services (Crites et al., 2022). Studies on culinary matters are still difficult to find, especially in relation to the presence of the *food Instagrammer phenomenon*. Even though influencers and *food Instagrammers*, foodies, are very different. *Food Instagrammers* focus more on promotional content that prioritizes photo quality as the main weapon (Vassallo et al., 2018). Almost the same as foodies, but if foodies share promotional content on various social media platforms (Schumann, David W., 2019). This is different from *food Instagrammers* who focus on sharing promotional content via Instagram. This difference is what makes researchers interested in studying further how today's digital society responds to the *food Instagrammer phenomenon* in presenting promotional content (Hoeck & Spann, 2020), especially advertisements.

Based on the review that has been carried out (Kim et al., 2018), they are classified based on the use of social media for promotional media (Boyland et al., 2022). Social media is used as a promotional medium for various businesses, from manufacturing, transportation, accommodation, tourism, fashion, to culinary businesses (Wati & Fitri, 2018). In Lennart A's research, he tried to reveal that social media can be utilized optimally to replace the role of conventional advertising, *because people in cyberspace are much more easily influenced by their opinions through figures who describe products through their social media* (Lennart A. Braatz, 2017). Lennart's findings explain that advertising will be effective if it is distributed through mass media such as television, radio, internet and other electronic media (Lennart A. Braatz, 2017). However, the effectiveness achieved is not optimal. To maximize the effectiveness of an advertisement, it must be supported by advertising on social media (Kingsnorth, 2019). For Lennart, social media is one of the media with the most users compared (Lennart A. Braatz, 2017) to other electronic mass media.

Chryssoula tries to reveal the communication models used by influencers to promote a business more optimally (Chatzigeorgiou, 2017). The advertisements presented are far from deceptive and manipulated information. Social media is considered a new solution for promotional media in society at large (Dewi, 2018), where social media is considered media that has a wide reach and can be accessed by various groups (Liu, 2019). The presence of a strong internet network means that companies use it to promote products widely, and there is no broadcast time

limit. What is more important is that promotion via an internet network does not have much difference in cost (Wiesner et al., 2019), very different from television advertisements which at certain broadcast times have a higher viewing rate (EGTA, 2018). Fantastic!.

Studies on social media influencers have also been studied by Ryan Stoldt (Stoldt et al., 2019), trying to reveal that social media has become Quality Control for the tourism industry in the Netherlands. Through social media, people share experiences and documentation via social media, this is what makes tourism go viral, so the research results show that social media has become a quality control tool to determine the reputation and existence of the tourism industry (Stoldt et al., 2019). Marijke De Veirman (Marijke et al., 2019) also studied social media which focuses on followers. Through her research, she tried to reveal that a company's social media can be used as a reference for measuring and assessing the existence of a brand in society (Marijke et al., 2019). So companies must utilize social media to find out whether the product is still in demand by the public or not (Hoec & Spann, 2020), which can be measured by the number of followers on the social media accounts created by the company.

Indonesia, as the most consumerist country in terms of internet usage (A Prakoso, 2019), makes social media studies an interesting study to use as discussion material. Studies on social media in Indonesia have been widely studied, based on the results of reviews (Juniano, 2020), most researchers focus on social media as a promotional medium for business. The presence of social media has been captured by entrepreneurs as a new medium for promotion because it is considered more effective in conveying messages and efficient in financing (Boerman et al., 2020).

Companies are able to minimize financing related to social media as promotion. A study by Rismi and Edvi (Juliadi & Ardani, 2019) found that social media is considered to be the most effective promotional media for influencing young people. Because young people are considered to be the age that fills the digital space the most and spend a long time exploring cyberspace (Juliadi & Ardani, 2019), so the source of reference and the direction of their lifestyle is influenced by various things on social media, especially those conveyed by social media users who have a large number of followers (Kim et al., 2018). A similar thing was found in Siti Zuhro's study which found that social media is the most effective medium in influencing the opinions of millennials because they are considered to believe more in what is found on social media than in reality (Zuhroh, 2017).

The study of social media was also carried out by Novi Tri Hariyanti who explained that social media was used to measure satisfaction with a consumer product. Through social media, consumer satisfaction can be measured by how often they give away via social media (Crites et al., 2022). For researchers, this activity is a promotional and advertising medium to increase consumer buying interest. Purchases can be made online or offline. Apart from increasing the number of sales (Bowden, 2019), it also measures satisfaction with the service provided by the company to consumers after purchase. A study from Endang Hariningsih revealed almost the same thing that social media is the most effective marketing medium in promoting a product (Supraksono, 2022), however, Endang's research focuses more on the psychological side. For Endang, an influencer not only promotes a product but also shows his identity and *personality* to society at large through social media (Supraksono, 2022).

The results of reviews of previous studies have revealed that social media is one of the media that is considered the most effective and efficient in marketing products (Zethaml et al., 2018), but previous researchers have mostly studied products produced by large companies. There has never been a study of social media being used to market small industrial products or even street vendors. Small industries are studied more in terms of their ability to innovate, the ability to penetrate the market (Kumar et al., 2022), and the ability to manage the business, even though what is really needed by small industries or "street" traders is marketing (Kaplan, 2010), many "street" traders have the same or even more qualities than Products produced by restaurants or large entrepreneurs (Tucker, 2019), but do not have the ability to promote and do not understand the use of social media as a promotional media are included in the most effective promotional media category.

This research focuses on measuring the impact of the presence of *food Instagrammers* as a new phenomenon in social media. This is related to street vendors, where currently many posts are found on Instagram accounts that provide promotional content for street vendors. Even the content of "street" vendors becomes very interesting and produces advertising propaganda on social media. This phenomenon has brought *food Instagrammers* into a new phase in the world of advertising

### III. METHODOLOGY

This research will focus on *food Instagrammers* in presenting online advertisements in relation to the needs of netizens' reference sources. Researchers determine the use of quantitative methods. The choice of this method is considered very appropriate by researchers because it is hoped that it will be able to reveal (Downs et al., 2020) how much influence online advertising has on *food Instagrammers*. Quantitative method is a research method that prioritizes measurement of a particular context. Using quantitative methods will produce calculations that are numerical or quantity in nature, in the form of calculations of percentages, averages, and other forms (Creswell, 2018). Apart from that, quantitative research is considered more objective than qualitative research which contains elements of subjectivity. Through quantitative methods, researchers will obtain maximum and objective data (Krippendorff, 2019). Research will be designed using numbers, statistical processing, structure and controlled experiments.

Based on the problems discussed by the researcher, a quantitative approach is very appropriate to apply in this research. Because it will reveal cause and effect which is illustrated in the form of a cause and effect relationship, if X then Y (Creswell, 2018). In general, it will reveal the possibility of a cause and effect relationship between certain factors that are the cause of a phenomenon. This research will deepen the relationship between online advertising by *food Instagrammers* (X) on interest in using culinary products to fulfill culinary information needs (Y) by netizens. The following is the quantitative analysis formulation:

$$Y = a + b_1 X_1 + e_t$$

Note:

Y = Interest in using it as a source of information

X = online advertising by *food instagrammers*

a = Constant

b = Regression Coefficient

$e_t$  = error term

Apart from applying simple regression analysis, researchers first carried out validity and reliability tests to determine the validity of the variables used as measurement instruments (Creswell, 2018). And reliability testing to get reliable data. The reliability test will apply *Alpha Chronbach*. Regarding data collection techniques, researchers determine the population and research sample. The population in this study was all 436,000 followers of the @kokobuncit account. so the sampling technique used *probability sampling* with an error rate of 5%. Applying the Slovin formula, researchers obtained a research sample of 98 followers (Kusuma, Jati, 2019).

Based on consideration of maximum research results, researchers did not only carry out quantitative analysis. After obtaining data from the quantitative test, the researcher then continued to interview several followers of the @kokobuncit account, with the aim of obtaining more accurate data. The research continued by applying descriptive qualitative research methods (Smith, 2009). Descriptive qualitative research presents findings based on facts obtained from trusted sources of information called key informants (Mulyana, 2016). Those designated as key informants were followers of the @kokobuncit account who had followed him for more than a year and very often followed his various posts. Through information from key informants, researchers used it as discussion material to deepen the study of how important information shared via Instagram, especially culinary content, is as a reference source of information. Through the application of two methods, findings will be very objective and reliable to be used as a reference for further research

### IV. RESULTS AND DISCUSSION

Advertisements are increasingly appearing on social media (G. Tuchman & Ostertag, 2018), what is interesting is that the advertisements that fill social media are not advertisements from agencies. But rather ads produced by Instagram users themselves. In fact, currently Instagram has become the main media for culinary promotion or food business (Jaichuen et al., 2020). Not without reason, Instagram is one of the media that can support this. The

many photo editing features, filters, and ease of creating captions are the main capital in creating advertisements independently (Boerman et al., 2020). Through quantitative methods, researchers measure how much influence online advertisements made by *food Instagrammers* have on fulfilling the information needs of netizens in the culinary reference field. Using a quantitative approach, researchers determined online advertising by *food Instagrammers* as the independent variable (X) and interest in using it to fulfill culinary information needs as the dependent variable (Y).

Based on simple linear regression analysis, it was found that the R Square was 0.899, which means that variable According to researchers, these results are very consistent with the phenomena that occur (Sugiyono, 2019). Where netizens currently use Instagram as a reference source before purchasing food products or not engaging in culinary activities. Based on a simple regression test, correlation data of 1.789 was also obtained, which is in the high category. This means that it can be interpreted that the relationship that occurs between online advertising by food Instagrammers has a strong influence on interest in using it to fulfill information needs. To clarify, the following are the results of a simple linear regression test carried out by researchers.

Table 1 : Correlation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1,789	,899	,741	10.18

Source: processed by researchers, 2023

The quantitative method applied by the researchers did not only apply simple regression (Creswell, 2018), but previously carried out validity and reliability tests to measure the accuracy of the test equipment. To determine the validity of the test equipment, the product moment correlation formula is used. The minimum requirement to be considered valid is the value of  $r_{\text{Calculated}} > r_{\text{Table}}$ . With a confidence level of 95% ( $\alpha = 0.05$ ). The validity test results on variable Mean while, variable Y is 0.762 and the results are also valid. Regarding the reliability test, the size used to measure reliability is if  $r_{\text{Alpha}} \geq 0.6$  then the item or variable is reliable. Based on quantitative tests, the independent variable shows a reliability value of 0.747 and the dependent variable is 0.866 with a critical value of 0.60. So the results of the instrument test are said to be reliable (Sugiyono, 2019) because the reliable value  $>$  Cronbach value.

To sharpen the quantitative method, the researcher carried out a simple regression test to deepen the causal relationship of the variables X and Y (Creswell, 2018). The formulation  $Y = 0.429 + 0.563 X$  was obtained. With a cost figure of 0.429, without advertising posts by *food Instagrammers*, interest in finding reference sources via Instagram is 0.429. So whether or not there are posts by *food Instagrammers*, people's interest in searching for sources of information on Instagram remains. However, if there is advertising content created by *food Instagrammers*, people's interest will increase. In total, the effect is known to be 0.563. In description form, when *food Instagrammers* post people's interest in making them a reference source will increase by 0.563. So it can explain the phenomenon raised by researchers that currently there is a lot of online advertising content by *food Instagrammers* (Harisiningih, 2018), making netizens addicted to various culinary information on Instagram. To clarify the results of the regression test, the researcher describes the following:

Table 2 : Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.429	.021		2.988	.004
Online advertising by <i>food Instagrammers</i>	.563	.041	.013	1.732	.008

a. Dependent Variable: interest in using information

Source: *Questionnaire results processed by the author, 2023*

Based on a series of quantitative test processes carried out by researchers. So the researcher can describe that the research hypothesis can be proven to be true, meaning that the alternative hypothesis is accepted (Creswell, 2018). There is a strong relationship between online advertising by *food Instagrammers* and interest in using it to fulfill culinary information needs by netizens regarding culinary products (Schumann, David W., 2019). The magnitude of the influence was 89.9%, while the remaining 10.1% was influenced by factors other than online advertising variables. Of the various online advertising variables, the items that contribute the most influence are photo quality and product description content (Kumar et al., 2022). So people will be interested in using it as a reference source when online advertisements are presented by *food Instagrammers* with eye-catching quality food photos.

This means that visually it must have good and sharp image quality (Young, 2019). Apart from that, explanations of promotional content or stories about product experiences also play a big role, the more informative they are, the more trustworthy netizens think the information is (Ban, 2018). Meanwhile, other factors in the research amounting to 10.1% could come from factors outside the research study, for example ease of access to meet sellers, price factors, and internet access (Goic' et al., 2022).

Quantitative methods apart from revealing the magnitude of the causal influence (Sugiyono, 2019), also obtain data related to the correlation between research variables (Creswell, 2018). The correlation results show that the more online advertising content there is, the greater the interest of netizens in using it as a reference source. This study will be very interesting in the development of the internet world in the future (Kingsnorth, 2019). In the future, advertisements will no longer be works produced by advertising agencies, but will become products produced by netizens. The increasing number of social media users, especially Instagram, will make netizens more productive and creative in presenting online advertisements (Schumann, David W., 2019). Not only that, researchers predict that in the future online advertising by *food Instagrammers* will be much more trustworthy than food advertising by companies through advertising agencies (Sasser, Sheila L., 2018). This is because online advertising by *food Instagrammers* is considered to be advertising that is delivered in a more natural way, not using elements of drama in its delivery. Quantitative test results really help researchers to deepen the study, the results are used as capital to dig deeper into the data using interview techniques (Creswell, 2018).

The interview method was used by researchers to deepen the study of the topic. By using this method, researchers get data on how important the information shared via Instagram is, especially culinary content as a reference source of information (Wati & Fitrie, 2018). Data was obtained from key informants who have been followers (Tam et al., 2020) of the @kokobuncit account for more than one year with the frequency of following their posts. Based on the results of interviews, netizens consider Instagram culinary content to be very important as an information reference. The various advantages of Instagram social media make information easy to receive and very interesting (Kox et al., 2022). Some of the advantages of culinary advertising content by *food Instagrammers* on Instagram:

1. Presentation of food photos with a *food porn appearance* .

The @kokobuncit account has consistently presented culinary content using the *food porn method since the beginning*, with the appearance of food served in a *food porn manner* , netizens will be stunned and interested in terms of photo quality. Food is used as an object that is exploited by taking pictures openly, transparently (Ziegler et al., 2021), so that the detailed appearance is very visible. This method is considered by netizens to be effective in reducing the desire to eat (Vivek et al., 2019). Even though in reality the appearance is not always the same as what is served, for netizens *ffod porn* is enough to increase curiosity and try the culinary delights in @kokobuncit's post, in figure 1.



Figure 1 : @kokobuncit's post  
 Source: <https://www.instagram.com/kokobuncit/>

2. Informative informational content

Apart from presenting interesting photos, the @kokobuncit account also accompanies each post with very complete information (Zethaml et al., 2018). Consists of a description of Kokobuncit's culinary experience, price information, merchant opening hours, merchant telephone numbers, and currently available promos. It is presented in full so it is very informative. By presenting informative information, netizens think that @kokobuncit's culinary posts are the first reference for looking for references before going on a culinary tour.

3. Friendly delivery method

The post is accompanied by content that is very worthy of being a reference source (Försch & de Haan, 2022), but netizens not only think that, netizens think the caption used by the @kokobuncit account is very friendly. Captions are delivered simply, using everyday language, and cultural elements that are close to the followers (Kingsnorth, 2019). This has become a magnet for the @kokobuncit account to be included in the list of recommended culinary references.

4. Providing Education

The @kokobuncit account also prioritizes education in its various posts. In several posts, apart from providing captions containing promotional content (Krippendorff, 2019), this account also provides education regarding the many street vendors whose welfare has not been paid attention to. Through his posts, netizens were made aware of the importance of sharing and equalizing (Schicinski, 2023) welfare between large culinary business traders and street vendors. So the @kokobuncit account also shares lots of posts about elderly people who are still selling, small children who are forced to sell food around, we present on figure 2. Even at night there was still nothing to sell (EGTA, 2018), even though I had been walking around since morning.



Figure 2 : @kokobuncit's post



Source: <https://www.instagram.com/reel/COQfNsyhdfp/>

##### 5. Repetition of Posts

Netizens use the @kokobuncit account as their main reference source because information posted in certain periods is presented or reposted with the aim of reminding netizens. This aims to maximize the delivery of the message (Kingsnorth, 2019). And measure whether the post still has a lot of interest or not. For netizens, the more often a post is repeated, the less interesting it is (Boerman et al., 2020). On the @kokobuncit account, only the same post was found twice. Not implementing repeated posts avoids netizens getting bored with the information.

The qualitative data findings show that the @kokobuncit account is the main reference source for culinary information for several reasons. Among others ; consistency in delivering posts in the form of captions (Krippendorff, 2019). Apart from that, what is more interesting to netizens is the ability of the @kokobuncit account to display stunning food photography works. Food is selected at strategic shooting points to get amazing results (Oustric et al., 2020). For *food Instagrammers*, photo quality is the key to success in conveying information. *Food porn* is one of the best methods for providing more vivid food images (Vassallo et al., 2018). This is what led to the @kokobuncit account being included in the list of 10 foodgrams that must be followed. Apart from that, for a *food Instagrammer*, presenting culinary experiences using *friendly language* also determines the success of an influencer. Influencers are required to share natural informational content using language tailored to their followers (Bowden, 2019). So that the interaction that occurs looks natural, as it is, and of course there is closeness between the influencer and the follower. The closeness between the influencer and the followers must be well established, because if trust and closeness are not there, then the power of influencing an influencer will be lost (Ban, 2018). This is what a food influencer also applies (Arendt et al., 2022).

Based on some of the data obtained, researchers tried to combine the findings from quantitative and qualitative methods (Creswell, 2018). The findings of quantitative data show that there is a large influence between posting culinary advertising content and the interests of netizens, and the results are also relevant to the research carried out through interviews. The results of the interview show that there are several things that make netizens more likely to use food Instagrammer accounts as a reference source before going on a culinary trip. This fact is caused by several factors (Antonides, Gerrit, 2019), by searching for references you will reduce the risk of dissatisfaction or errors in making decisions. Searching for references also opens up new knowledge for netizens in the culinary field (Pollack et al., 2021). Apart from that, the online network is increasingly extensive with intensive interaction activities through social media. Most importantly, searching for references is needed to find out the history or reviews of previous buyers' experiences (Bowden, 2019), so that they can carry out purchasing activities with appropriate economic capabilities.

## V. CONCLUSION

The development of online social media networks is increasingly rapid, as evidenced by the level of human dependence on social media. All human activities rely on social media, one of which is marketing (Försch & Haan, 2022). Social media has experienced a penetration of its function from interaction media to promotional media. Instagram is one of the media that experiences this (Crites et al., 2022). Almost all Instagram user accounts have shared promotional content, even though sometimes we don't realize it. This evidence is relevant to the mushrooming number of foodgrams, food Instagrammers are increasing in number and affecting all groups.

The impact is not simple, the large number of food Instagrammers is making the world of conventional advertising shaky. The research findings show changes in the world of advertising and people's tastes in consuming advertising have changed. Advertising agencies no longer exist as before (Harisingasih, 2018), food Instagrammers are the most popular advertising solution. Advertisements by food Instagrammers are increasingly in demand and are becoming the main reference source for netizens due to many factors. Delivery of natural, *friendly messages* (G. Tuchman & Ostertag, 2018), interesting captions, complete information and presentation of images with appetizing food posters are becoming a series of advertising factors that are increasingly sought after by Instagrammers. This is what is causing the world of advertising to experience shocks, in the future the advertising industry will experience a decline in interest along with the development of the internet network and the increasing creativity of netizens.

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