

Sundanese Digital Gastronomy Literacy in Social Media

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Abstract

Social media able to attract digital netizen attention with various features. Social media can also be used as a way to attract user attention and to be able to dig deeper knowledge about Sundanese gastronomy. This study aims to analyze social media accounts containing Sundanese Gastronomy Literacy on Instagram and Youtube. This study wants to analyze and comparing what content is uploaded and how digital literation happen in the process in each social media platform. This study result social media used for promoting and educating about Sundanese Gastronomy. The more interesting the content uploaded, more engaging to follower will result in action whether it is buying, recommending, or coming to the site.

Keywords: Social media, Sundanese gastronomy, Instagram, digital literation

A. INTRODUCTION

Currently, social media has a very important role in the digital world, especially in tourism. This is evidenced by the many positive results provided by social media to tourists which can be seen through various previous studies regarding the influence of social media on tourists visiting decisions and so on. Social media plays an important role in many aspects of tourism, especially in information seeking and decision making, tourism promotion and in knowing how best to interact with consumers. Leveraging social media to market tourism products has proven to be an excellent strategy. (Zeng & Gerritsen, 2014).

Gancho (2017) states that there are several types of social media, namely: 1) Social news sites, sites that allow access to news, articles, blog entries, videos, and community photos, for example: Digg, Reddit and News Vine, 2) Social networking, namely social media that allows community members to upload photos, create groups, add fans, invite friends to events, post comments on photos, videos, and tag friends such as Facebook and Instagram, 3) Social bookmarking is a site that allows tagging and sharing websites favorites with the whole community, for example: Delicious and Magnolia, 4) Social sharing is a common feature among social media sites; social events; blog; micro blog; wiki; forums and message boards.

Based on the results of a survey conducted by the Indonesian Internet Service Providers Association in 2018, social media ranks second for the reason people use the internet, which is 18.9% after the first reason, namely, Communication via Message, which is 24.7%. The survey results also show that the social media most used by internet users in Indonesia are Facebook at 50.7%, Instagram 17.8%, and Youtube at 15.1%. (Indonesian Internet Service Providers Association, 2018).

Social media changes the pattern of the tourism industry from a traditional nature to a pattern with more intense information. When tourists receive various forms of content, whether written, videos, photos, reviews, and others made by someone such as a consumer, customer, follower or other tourist related to a tourist destination, they will create expectations for that destination by placing their trust in the content that has been received. Therefore, it is very important to maintain the quality of content spread

on social media to give tourists confidence and ensure that what has been expected is in accordance with reality. (Narangajavana et al., 2017).

Gastronomy or cooking is the art, or science of good eating. The shorter explanation mentions gastronomy as anything that has to do with the enjoyment of eating and drinking. Based on this theory, gastronomy can be explained as a study of the relationship between culture and food, where gastronomy studies various components of culture with food as the center (culinary arts). The scope of gastronomy does not only look at food in terms of meeting physiological needs but the study of food as an aspect of culture and an asset for the region. It is also argued that gastronomy is the art and science of good eating. As for the notion of gastronome, namely people who are experienced in gastronomy.

Gastronomist is a person who combines theory and practice in the study of gastronomy. Actually, gastronomy basically involves finding, feeling, experiencing, researching, understanding and writing about food preparation and the sensory quality of human nutrition as a whole. AntónClave and Knafou (2012: 4) Characteristics of gastronomic tourism: 1) Gastronomy as an element and indicator of globalization; in particular, the affirmation of regional competition around the world 2) Tourists play a role in the evolution of gastronomic tourism 3) Tourism as a revealer of regional or local gastronomic potential and as a contributor to developing or renewing national and subnational identities 4) Gastronomic tourism as a means of introducing culinary products as cultural products 5) The evolution of gastronomic tourism gives direction to tourism development 6) Gastronomy as a constructive element in shaping the image of a tourist destination 7) Gastronomy as a travel destination 8) Gastronomy as an element of heritage with a tourist dimension.

Differences in natural resources and local expertise in making food will produce a unique identity for a community group through food. In a broader range, food can also be the identity of a country. Gastronomy is basically a thorough knowledge of food and beverages from many countries in the world. Through gastronomy, we can get an overview of the similarities and differences in people's behavior towards food and drink in different countries and different cultures. It is the same as crafts, architecture, arts, languages, folklore, traditions, and literature which have differences between one region and another. All of these have a role in shaping the distinctive character of a region, including through food and drink.

Tourist expectations of a destination not only affect satisfaction, but also become the most important element in the decision-making process. The emergence of the internet, particularly social media in the tourism industry, has changed the rules of the system in this industry. Currently, tourists' expectations do not only depend on promotions carried out traditionally such as word of mouth promotions carried out by relatives, acquaintances, travel agents or tourist destinations. Social media allows tourists to share experiences with each other through various media so that what is shared later has an influence on the expectations of potential tourists. (Narangajavana et al., 2017).

Social media has become a habit in daily communication. The level of trust of tourists in a destination is now determined by positive eWOM which is disseminated on social media. The more positive they see and read, the higher the level of tourist trust. (Luo & Zhong, 2015). Using social media to market tourism products has proven to be an excellent strategy. Some countries even consider social media as the most important tool to market their tourism industry. (Zeng & Gerritsen, 2014). Before taking a tour, social media is used as a tool for making travel plans, and after a tour is carried out, social media still has an important role, namely as a tool to share experiences when traveling on a tour. (Leung et al., 2013).

Many factors influence the branding of a company on social media, one of which is the content distributed by the company. The more creative the content that is shared, the branding and the number of followers on social media will also increase. Sharma et al (2012) and Hellberg (2015) state that visual content on social media has a significant effect on consumer purchasing decisions. Meanwhile, Rambe and

Jafeta (2017) revealed that apart from being influenced by price, brand preference, especially for young consumers, is influenced by the existence of a community or online brand fan page that allows them to be directly involved with the brand. Interesting content in this case has a significant influence on their preferences. (Hanifawati et al., 2019).

Naturally, humans also prefer information that can evoke their emotional response. Emotional reactions caused by content can be in the form of positive emotions such as romantic, energetic, happy, relaxed, childish, or even negative emotions such as anger or annoyance. (Long, 2014). The ability to create and sell creative content is the main strategy in building branding on social media. Sharing interesting visual content, especially videos, is very effective in increasing the number of likes, shares, comments, views and of course followers.

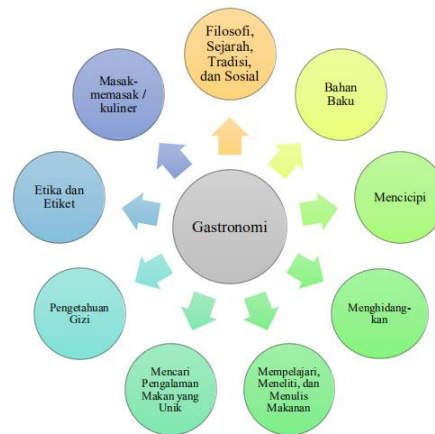


Figure 1 Gastronomy Tourism Elements

Source: Turgarini (2018)

Digital literacy is the ability to use information and communication technology to find, evaluate, utilize, create, and communicate content or information with cognitive and technical skills. Understanding of content about Sundanese gastronomy which consists of 9 gastronomic elements, namely philosophy, history, tradition, social culture, raw materials, cooking activities, serving activities, tasting activities, learning activities, researching and writing food, activities seeking unique dining experiences, knowledge content and nutrition, as well as related to ethics and etiquette (Turgarini, 2018). Sundanese Digital Gastronomy Literacy is all information related to Sundanese gastronomy that appears on a digital platform. Some of the digital platforms include social media, websites, digital tv, movies, digital radio and applications. This study aims to analyze and compare digital content about Sundanese gastronomy on social media platforms Instagram and Youtube only. By analyzing the digital content of Sundanese gastronomy, it is hoped that they can better understand how knowledge about Sundanese gastronomy is presented on social media.

B. RESEARCH METHOD

B.1 Data Collecting Technique

Data collecting technique used in this study begins with collecting information and data related to Sundanese gastronomy on social media. This study observes Instagram and Youtube. Data collection results show there are 70 data used for this study. The data consists of 30 Sundanese Gastronomy accounts on Youtube and 40 Sundanese Gastronomy accounts on Instagram. This study took 6 samples from each of the social

media, namely 3 accounts from Youtube and 3 accounts from Instagram to analyze their Sundanese gastronomic content.

B.2 Data Processing Technique

The approach used by researchers in this research is observation and documentation study. According to Creswell (2010), literature reviews contain reviews, summaries, and author's thoughts based on several library sources such as articles, books, slides, images or graphics, information from the internet and so on which are closely related to the research being carried out. The purpose of this literature study is to find out what information content is contained in the Sundanese Gastronomy account on Youtube and Instagram social media.

This study uses several social media platforms to view and study gastronomic content in social media. There are 3 accounts analyzed from YouTube social media, namely; Kokiku TV, Cook the TV, Indoculinaire Hunter. For Instagram account of the Sundanese Digital Gastronomy Literacy that observed under this study are; Bandung Foodie. Bandung culinary, and Indogastro Tourism.

The content analyzed on each account are; components of information in gastronomy tourism, number of followers on social media, the average number of views for videos of Sundanese gastronomic cooking show on youtube, average number of likes on Sundanese Gastronomy photos / videos, and number of posts in one week. Comparison technique used to analyze variables used in observation of social media accounts.

C. RESULTS AND ANALYSIS

C.1 Sundanese Digital Gastronomy Literacy in Youtube

C.1.1 Kokiku TV

Kokiku TV is an online culinary portal for food lovers who joined Youtube on June 23, 2012. From home cooking recipes to professional chef stories, street food uniqueness to the beauty of fine-dining cuisine, it's all on Kokiku TV - your ultimate cooking channel! Kokiku TV provides real and practical cooking information and solutions. Kokiku TV shares cooking tutorial videos, super delicious easy recipes, to food decorating tricks for those of you who like to have parties. Currently, Kokiku TV has uploaded 1,431 videos on Youtube with views of more than 143,365,555 times.

C.1.2 Masak TV

Masak TV is a Podcast that disseminates knowledge and procedures for making food menus, from the most basic cooking methods to main dishes both domestic and foreign which joined Youtube on December 28, 2010. This channel has been watched by 74,904,799. times with a total of 1,671 videos uploaded.

C.1.3 Indoculinaire Hunter

Indoculinaire Hunter joined on June 16, 2017 on Youtube. This channel has uploaded 274 videos which have been watched 38,599,733 times. Indoculinaire Hunter is a culinary channel that serves a variety of Indonesian recipes, both traditional and modern. In addition to Indonesian culinary recipes, there are also international culinary recipes such as Korean food, Chinese food, Japanese food and others. This channel is intended for beginners who want to learn to cook or to increase cooking inspiration for

those who are used to cooking. This channel is also equipped with culinary walks, culinary reviews at restaurants or other food stalls.

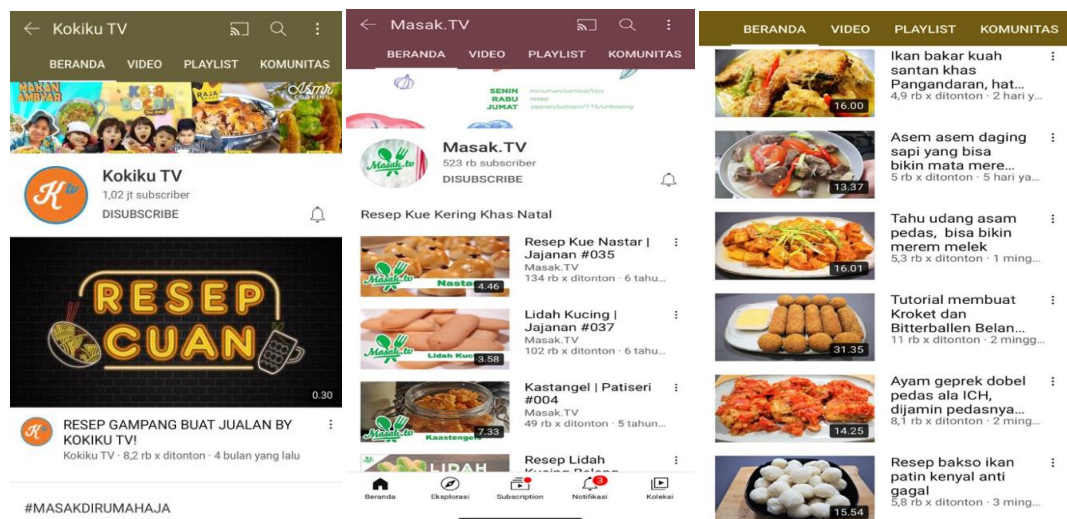


Figure 1 (a) Youtube Kokiku TV; (b) Youtube Masak TV; (c) Youtube Indoculinaire Hunter

(Source): Valentina (2020)

C.2 Sundanese Digital Gastronomy Literacy in Instagram

C.2.1 Bandung Foodie

Bandung Foodies has 100,000 Instagram followers. This account contains information about the food traveler in Bandung. Apart from Sundanese specialties, Bandung Foodies also promotes other Indonesian food and restaurants as well as places to eat that are currently popular in the city of Bandung. Besides being active on Instagram, Bandung Foodie also has a website to share their stories about culinary in Indonesia. The display of the Instagram feeds on this account is very interesting, using warm tones for every uploaded photo. In addition to reviewing various culinary delights in the city of Bandung, this account also opens promotional services for businesses in the Food and Beverage sector.

C.2.2 Kuliner Bandung

Kuliner Bandung has 774,000 followers on Instagram. In addition to displaying interesting information and photos related to Sundanese specialties, Instagram also promotes various other culinary delights that can only be found in the city of Bandung. This account also opens product promotion services and culinary spots in the city of Bandung.

C.2.3 Indogastrotourism

Indogastrotourism or also known as Gastronomy Heritage Tourism is an Instagram account managed by Dr. Dewi Turgarini, head of the Catering Industry Management study program, Universitas Pendidikan Indonesia. This account discusses Sundanese food and drinks in full. Besides discussing 9 Sundanese gastronomic concepts, Dr. Dewi Turgarini also often provides education in the field of education and the preservation of Sundanese food and drinks to her followers.

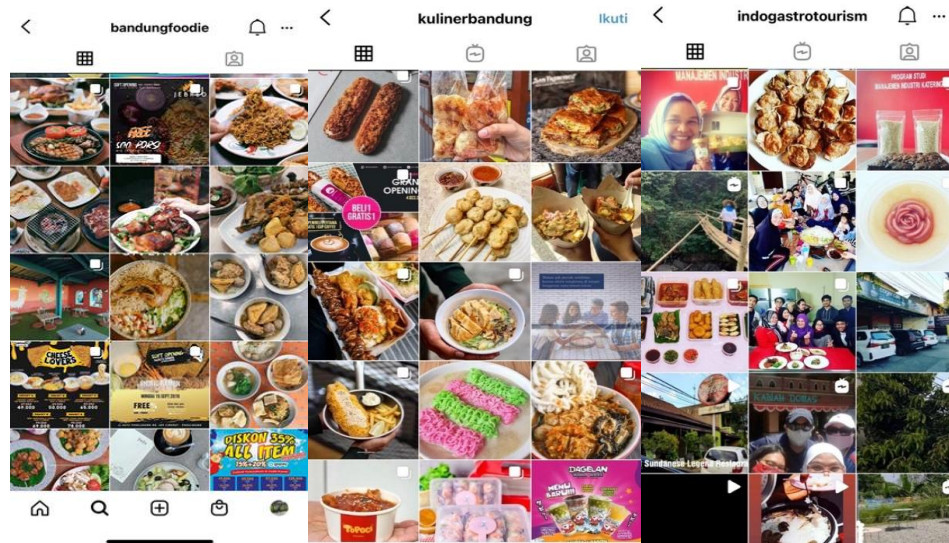


Figure 2 (a) First Illustration Bandung Foodie Instagram; (b) Second Illustration Kuliner Bandung Instagram; (c) Third Illustration Indogastrotourism Instagram

(Source): Valentina (2020)

C.3 Result of Analysis Sundanese Gastronomy Digital Literacy on Youtube

We can see from table 1 about Sundanese Digital Literacy in Youtube. Sundanese Digital Literacy component in Kokiku TV, Masak TV, and Indoculinaire Hunter is about Sundanese gastronomy ingredients, Sundanese gastronomy destination and how to serve Sundanese Foods. Kokiku TV an Masak TV have tasting in the program, and only Kokiku TV that brings Sundanese Food Nutrition on the show. For Component in Research, Unique Experience, Culture and History they don't have those information in their Youtube show.

If we see the visual content Kokiku TV relatively has the most complete content, no wonder they have the most subscriber and high like average. But we can see that Indoculinaire Hunter, their subscriber is not yet reach half million but the view average is higher than Kokiku TV. But we can see that Masak TV which statistically in lower level than the others, have more posts about Sundanese Gastronomy.

Sundanese Digital Literacy Component											
No	Social Media Account	Platform	Ingr edie nts	Destin ation	Tastin g	Serving	Research	Unique Experien ce	Nutrition	Culture	History
1	Kokiku TV	Youtube	✓	✓	✓	✓			✓		
2	Masak TV	Youtube	✓	✓	✓	✓					
3	Indoculinaire Hunter	Youtube	✓	✓		✓					

Visual Content														
No	Social Media Account	Platform	Pictu res	Vid eo	Info grap hic	St or ie s	C o n t e n t	Inf lu e n c e r	User Genera ted Conten t	Post Freque ncy per week	Subscri ber	Like Avera ge	View Average	Number of Post About Sundanese Gastronom y
1	Kokiku TV	Youtube	✓	✓		✓	✓	✓	✓	3	1,02 million	>2000	>3700	19
2	Masak TV	Youtube		✓		✓			✓	3	523rb	>50	>900	28
3	Indoculinaire Hunter	Youtube	✓	✓		✓	✓	✓	✓	3	437rb	>245	>4900	16

C.4 Result of Analysis Sundanese Gastronomy Digital Literacy on Instagram

From table 2 we can see that the most complete content in Instagram is Indogastrotourism, which has all component in Sundanese Digital Literacy. The other two Instagram accounts don't have serving, research, nutrition, culture and history component. Bandung Foodie only bring information about gastronomy tourism destination, tasting and unique experience.

For visual content, most Instagram accounts not using infographic, contest and influencer in their content. They focus on pictures, videos and Instagram stories. Bandung Foodie doesn't have video in their feed. Kuliner Bandung has the most follower and live average.

Sundanese Digital Literacy Component											
No	Social Media Account	Platform	Ingredients	Destination	Tasting	Serving	Research	Unique Experience	Nutrition	Culture	History
1	Bandung Foodie	Instagram		✓	✓			✓			
2	Kuliner Bandung	Instagram	✓	✓	✓			✓			
3	Indogastro Tourism	Instagram	✓	✓	✓	✓	✓	✓	✓	✓	✓

Visual Content													
No	Social Media Account	Platform	Pictures	Video	Infographic	Stories	Contest	Influencer	User Generated Content	Post Frequency per week	Follower	Like Average	Instagram Post
1	Bandung Foodie	Instagram	✓			✓			✓	7	100K	>90	2.505
2	Kuliner Bandung	Instagram	✓	✓		✓			✓	7	774K	>2000	2.284
3	Indogastro Tourism	Instagram	✓	✓		✓			✓	7	1,122	>50	1.084

D. CONCLUSION

There have been many studies that show that social media is able to have a big influence on the tourism industry, one of which is as a promotional media. From this study, here are some conclusions that can be drawn:

1. Currently, social media is used as one of the main promotional media for travel. Social media provides various features that can attract tourists to visit a tourist destination.
2. Social media can be used as educational media for tourists related to Sundanese gastronomy. Accounts on Instagram and Youtube indirectly play a role in providing education to social media users through posted information and content.
3. The more interesting the content uploaded on Sundanese gastronomic accounts on social media, the higher the chance to attract tourists' attention to Sundanese gastronomy, so it is hoped that through these accounts' tourists can be interested in visiting Sundanese gastronomic destinations.

4. Digital literacy on social media, especially for Sundanese Gastronomy has becoming source for young people and digital native in Indonesia. But most of the platform using Indonesian language, so people that engaged only Indonesian people.

Knowing that social media hold important role in Sundanese Digital Gastronomy Literacy, some important actors should become more aware of this. Such as government and academician, should have manage Sundanese Digital Gastronomy in purpose of preserving Sundanese Gastronomy knowledge not only for Indonesian people but also to the world. Managing social media in foreign language such as English or Chinese would reach more audience. There are should be some trainings, workshop or programs that aims people, business or organization that manage social media that give information about Sundanese Digital Gastronomy Literacy. Strategic partnership between foreign governments such as sister cities or students summer camp will be good also for highlighting Sundanese Digital Gastronomy Literacy in Social Media.

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