

ADVERTISEMENT EFFECTIVITY ANALYSIS ON *FOODGRAM* TOWARDS FOOD SELLING VOLUME (SURVEY ON ACCOUNT PROMOTION SERVICE USERS @DUNIAKULINERBDG)

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ABSTRACT

The aim of this research is to analyze the dominant factors that affect advertising efficiency and to set up strategies to optimize those factors in order to increase sales volume. The research method used is the quantitative method with correlation studies and SWOT analysis. Researcher disseminate cohesion using simple random sampling techniques to 100 users of the foodgram @duniakulinerbdg account promotion service. The result shows that advertising efficiency on foodgram simultaneously affects sales volume with a ratio of 0.752, which means that it has a strong correlation level. Furthermore, the result of t-test partial proved that empathy and communication as sub variable of independent variabel partially effect sales volume. Thus, those two aspects need to be optimized when promoting their product through foodgram.

Keywords: Culinary Tourism; Social Media Marketing; Endorsement; Foodgram; Selling Volume

ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor dominan yang mempengaruhi efisiensi periklanan dan menyusun strategi untuk mengoptimalkan faktor-faktor tersebut guna meningkatkan volume penjualan. Metode penelitian yang digunakan adalah metode kuantitatif dengan studi korelasi dan analisis SWOT. Peneliti mensosialisasikan kohesi dengan menggunakan teknik simple random sampling kepada 100 pengguna jasa promosi akun foodgram @duniakulinerbdg. Hasil penelitian menunjukkan efisiensi iklan pada foodgram secara simultan berpengaruh terhadap volume penjualan dengan rasio 0,752 yang berarti memiliki tingkat korelasi yang kuat. Selanjutnya hasil uji t secara parsial membuktikan bahwa empati dan komunikasi sebagai sub variabel independen berpengaruh secara parsial terhadap volume penjualan. Oleh karena itu, kedua aspek tersebut perlu dioptimalkan dalam mempromosikan produk mereka melalui foodgram.

Kata kunci: Wisata Kuliner; Social Media Marketing; Endorsement; Foodgram; Volume Penjualan

INTRODUCTION

Development in tourism has stimulate the emergence of various type of special interest tourism, including culinary tourism (Kruja, Drita; Gjyrez, 2011). As a country with many diverse cultures, it also has many different culinary with their own uniqueness in all over the country. Since 2018, Bandung is nominated as one of culinary destination city from the Ministry of Tourism. That label increase the growth of F&B business and intrigue the entrepreneurs to be more innovative in order to survive among many competitors (Komaladewi, 2017). The key to be a market leader is having an outstanding product and being recognized by many people. Thus, marketing strategy is the thing to be concern about when building a business (Westbrook, 1987).

Along the competitive environment has increase its level, COVID-19 pandemic has changed the whole human life including F&B businesses. Although F&B is one of essential sector that still allowed to be operated during social restriction, but reduction of human mobility in public space absolutely affect their income. This moment is used by some people who has put a lot of concern about culinary trends and share their experience through their own Instagram account. Recently that kind of account is often used by tourist to become a reference to choose which food they want to craving in. (Venkata Subbiah & Sathish, 2020). That popularity inspires the owner of the account to transform their personal account to be a commercial account they offered to food entrepreneur in order to promote their product.

A survey from Marketing Lyfe (2020) showed that pandemic make people use social media more often rather than usual. Thus, the offer meet the needs of food entrepreneur to increase their brand awareness. (Mangold & Faulds, 2009). Comparing to another promotion channel, social media marketing still be the cheapest one to do promotion. The thing that attracts the researcher attention is the rate card of each account is various with no exact parameter. Some product gained a lot of viewers and like while the others only reach a few of attention. Thus, there must be a lot of factors affect advertisement effectiveness when promoting a product in this kind of account.

Therefore, based on the fact that researcher mentioned above, there are four aspects will be explained:

- a. What is *foodgram* account @duniakulinerbdg?
- b. What are dominant factors affect advertisement effectivity on foodgram @duniakulinerbdg towards selling volume?
- c. What are strategies should entrepreneurs imply to optimize advertisement effectivity on foodgram @dunikulinerbdg in order to increase selling volume?

Tourism

According to Kruja and Gjyrez (2011) tourism has evolved to many various type called special interest tourism. Special interest tourism is determined as a specific activity in a certain place that attract a lot of tourists to come. Thus, a phrase called culinary tourism, halal tourism, religious tourism, dark tourism, tolkie tourism, drug tourism, ghetto tourism etc. is known by a lot of people.

Culinary Tourism

Along with the diversity of human needs and activities, travel activities continue to evolve to be very diverse such as religious tourism, education tourism, culinary tourism, and so on. As for Long (2013), the culinary trip is about the activity of investigating and recognizing

a group of people and their history through food. As the Ontario Culinary Tourism Alliance (OCTA) mentioned, the culinary tour includes travel experience where one learns, appreciates, consumes and eats food and drink that reflects local food, heritage or culture from somewhere.

Bandung as Culinary Tourism Destination

The growth of culinary business in Bandung continues while the accessibility between cities is easier and the Cipularang toll is built. Along with the increase number of travelers insist entrepreneur's creativity to create innovation on their product. That's why Bandung was nominated as one of the destinations of an excellent culinary trip in Indonesia by the Tourism Ministry in the National Gastronomic Dialogue at the Grand Mahakam Hotel, Jakarta on 23 November 2015 (Widianto, 2015).

Culinary Business in Pandemic COVID -19

Although F&B sector is one of the essential sector that still allowed to operate during pandemic, (Sudaryono dkk., 2020), the social restriction give a significant effect to the entrepreneurs. A lot of employees should be fired due to unstable condition of this pandemic. Along with this, the increased intensity of social media use during the self-quarantine period is an opportunity that is used to place advertisements through accounts that already have a high engagement rate.

Social Media Marketing

Social media marketing is an effort to create content (posting images, videos and writings) that attracts the attention of the audience and encourages them to share that content through their social networks. Simply put, social media marketing is an effort made by the company's marketing division or public relations agency to create text, images, graphics or videos on a company's social media accounts to promote the company's products/services. (Piñeiro-Otero & Martínez-Rolán, 2016).

Product Placement on Social Medium

Product placement or product placement is defined by Chen & Haley (2014) as the intentional and paid placement of products, services or brands on mass media content such as films and television. Now the concept of product placement has been adapted on social media in line with the shift in people's preferences in seeking information. A person or a business entity can benefit from the opportunities offered by social media within its reach that is able to gain access to a specific target market (Meldrum, 2014). Looking at the phenomenon of endorsement by public figures and influencers, Meldrum (2014) further explains that even though this product placement is commercial in nature, service providers always package the delivery as smooth as possible so that it looks like an honest review and enjoyment of the product. This concept is also applied to the foodgram account as one of the promotional channels that are being loved by business people.

Foodgram

Foodgram is an account that managed by a person or a group that consist of culinary information. (Cornelia & Nuryanto, 2019). The foodgram can be called an influencer because it has similar characteristics and is often used to endorse a product. Promotion trends through foodgram or influencer emerge because they gain popularity by successfully portraying himself as an expert on social media platforms. An interview was conducted with several Instagram users portraying themself as an expert on social media platforms. An interview was conducted

with several Instagram users (Djafarova & Rushworth, 2017) suggest that influencer considered that influencer is more credible and to general people. Moreover, the previous research shows that the product review they post have a significant effect to purchase intention of their followers (Hidayah, 2019)

Selling Volume

Sales volume is the total amount produced from the sale of a product or service for a certain period. The bigger the sales volume, the more likely the spiders are made by a company. The greater the sales volume, the greater the possibility of profit generated by a company. So that sales volume is a very crucial thing to evaluate so that the company does not lose money (Rangkuti, 2009).

EPIC Model

This study was conducted by a theory about advertising efficiency called the EPIC Model as a grand theory. This theory uses a communication approach developed by AC Nielsen. This theory uses a communication approach developed by AC Nielsen. The dimensions contained in the EPIC model are:

- a. Empathy, which is the mental state of someone to identify that they are in the same position or condition as others.
- b. Persuasion is changes in perception, attitude, and behavior caused by a communication called promotion
- c. Impact is what is desired from the advertising results which is to increase the product knowledge of consumers through the level of consumer involvement with a brand.
- d. *Communication*, interpreted as obtaining information about the ability of consumers to remember the main message conveyed through a series of promotions of a brand.

RESEARCH METHOD

The researcher uses correlation studi to identify the connection between independent variable (X) about a promotion on foodgram @duniakulinerbdg and its impact to selling volume as dependent variable (Y). (Rachmat Kriyantono et al., 2010). The participant of this research is food entrepreneurs who used a promotion service by account @duniakulinerbdg. This subject has a total population 7.318 person on 10 January 2021. The researcher uses simple random sampling technique with Slovin formula and margin of error 10%.

The questionnaire as a research instrument I distributed after the validity and reliability test. There are 34 statements and it divides into 19 instruments of X variables which contain four sub variables (empathy, persuasion, impact and communication) and 15 instruments of Y variables that also contains four sub variables (product, price, place and promotion). The collected data is being calculated using software IBM SPSS 26.0 with a series of test, these are classic assumption test and hypothesis test.

RESULT AND DISCUSSION

Variable State of Advertising Effectiveness on Foodgram

Researcher has conducted several tests to ensure that all research instruments are valid and reliable. Through the test, it was found that one of the 21 items was invalid. Furthermore,

an analysis was carried out based on the answers obtained from the respondents. The results of the analysis are presented in the following table:

Table 1. Average Score, Deviation Standard and Estimated Interval of Advertising Effectiveness Score on Foodgram @duniakulinerbdg

Description	Statistic
Average	85,75
Average score estimation interval at 95% confidence level	Upper limit
	74,5
	Lower limit
	92,5
Minimum	40
Maximum	105
Deviation standard	13,098
Variance	171,563

Based on the data above, the average score of advertisement effectivity is 85,75, with upper limit 74,5 and lower limit at 92,5 Based on the categorization used by the researcher, it can be concluded that the advertising effectiveness variable on foodgram @duniakulinerbdg is in the high category.

Variable State of Selling Volume

The validity and reliability test has also been conducted to dependent variable's instruments and it has found that there are two invalid instruments. The results of the analysis are presented in the following table:

Table 2. Average Score, Deviation Standard and Estimated Interval of Selling Volume

Description	Statistic
Average	45,23
Average score estimation interval at 95% confidence level	Upper limit
	35,75
	Lower limit
	45,65
Minimum	16
Maximum	65
Deviation standard	9,661
Variance	93,33

Based on the data above, the average score of advertisement effectivity is 31,72, with upper limit 30,65 and lower limit at 35,55 Based on the categorization used by the researcher, it can be concluded that the increasing of food selling volume is in the high category.

Advertisement Effectivity Analysis on Foodgram Towards Food Selling Volume

To analyze the correlation between these two variables, IBM SPSS 26.0 is used to conducted a series of test. The results of the analysis are presented in the following table.

Table 3. Correlation Coefficient Test Results on Partial Test

	Empathy	Persuasion	Impact	Communication	Food Selling Volume
Empathy	1				
Persuasion	0,790	1			
Impact	0,747	0,643	1		
Communication	0,743	0,802	0,591	1	
Food Selling Volume	0,711	0,607	0,619	0,668	1
Average	31,72	12,54	16,82	24,67	45,23
Deviation Standard	5,189	1,992	3,186	4,290	9,661

Based on the data above, coefficient correlation score from each variables is 0,711 for X1, 0,607 for X2, 0,619 for X3 and 0,668 for X4. After that, the researcher conducted multiple linear regression analysis on the data with the following results.

Table 4. Summary of Hypothesis Test Results Using Multiple Linear Regression Method

Model	R	R ² (Adjusted R ²)	B	SE	Beta	(F) T	p
Model 1	0,752 ^a	0,566 (0,547)					
Constant			-0.594	4.386		-0.135	
Empathy			0.743	0.246	0.399	3.018	
Persuasion			-0.514	0.631	-0.106	-0.814	
Impact			0.553	0.311	0.182	1.778	
Communication			0.787	0.267	0.349	2.943	

Coefficient determination test is conducted by observing adjusted R^2 score or R^{square} . This score is determined as a percentage of another factor's contribution beyond the aspect that researchers examined. Based on the table, *adjusted* R^2 score is 0,547 or 54,7%. This means that the effect of empathy (X1), persuasion (X2), impact (X3) and communication (X4) on increasing sales volume is 54.7%. While 45.3% is the contribution of other factors outside of X1, X2, X3 and X4. Multiple correlation test was carried out by observing the R value from table 4 as a number that has meaning about how the variables of empathy (X1), persuasion (X2), impact (X3) and communication (X4) simultaneously have a linear relationship with the variable of increasing sales volume. The R value listed from the test results is 0.752 which is in the strong category.

T-test was conducted with the aim of knowing the effect of each independent variable partially or individually on the dependent variable. In this test, the researcher took a confidence level of 95% or 0.05. To find out the amount of t_{table} that will be used as a comparison with the value of t_{count} , the formula is used:

$$\begin{aligned}T_{\text{table}} &= t(\alpha/2; n-k-1) \\ &= t(0,05/2; 100-4-1) \\ &= t(0,025; 95) \\ &= 1,985\end{aligned}$$

From the result of this t-test, it can be concluded that:

1. The significance value of empathy (X1) is 0.003 less than 0.005 and the t-value is 3.018, which is 1.985. So, the empathy dimension is stated to have a partial effect on increasing sales volume.
2. The significance value of persuasion (X2) is 0.418 greater than 0.005 and the t-value is -0.814 less than 1.985. So, the dimension of persuasion is stated to have no partial effect on increasing sales volume.
3. The significance value of impact (X3) is 0.079 greater than 0.005 and the t-value is 1.778 smaller than 1.985. So, the impact dimension is stated to have no partial effect on increasing sales volume.
4. The significance value of communication (X4) is 0.004 smaller than 0.005 and the t_{count} value is 2.943 greater than 1.985. So, the communication dimension is stated to have a partial effect on increasing sales volume.

In the f-test, the researcher also took a 95% confidence level ($\alpha = 0.05$) as a comparison from the test results listed in table 4.26. The table shows the F value of 30.936. This F value will be compared with the f_{table} value obtained by the following calculations:

$$\begin{aligned}F_{\text{table}} &= f(k; n-k) \\ &= f(4; 96) \\ &= 2,47\end{aligned}$$

Because the significance value in the f-test is smaller than 0.05, namely 0.00 and the f value is greater than f_{table} , namely 80.936, it can be stated that the advertising effectiveness variable on foodgram has a simultaneous effect on increasing food sales volume.

Discussion

After various calculations and statistical tests were carried out, it was found that most of the respondents were business actors in the culinary field on a micro scale. Although the questionnaires were distributed randomly to various layers of users of the @duniakulinerbdg foodgram promotion service user, large-scale business actors tended not to respond to their willingness to fill out the questionnaire. This is because based on the research findings, social media admins often have difficulty when handing out questionnaires to the parties concerned due to the complex managerial structure in large companies. In addition, big brand promotion channels are not oriented to the use of foodgram alone, but lead to promotions that are directly made on food delivery service platforms such as Go Food and Grab Food.

Another finding on the characteristics of respondents is that service users tend to prefer promotional packages in the form of uploading photos on Instagram feeds and Instagram stories at different times than promotional packages in the form of videos. Apart from the wide price gap, this is in line with research conducted by Wahyu (2010) which argues that an advertisement is declared effective if it has been aired three times. Therefore, the strategy of placing advertisements at different times is one of the tactics for some service users.

Next, the researcher processed the respondent's response data to find out the categorization. After processing, it is known that respondents gave positive responses to all independent variables because the four variables were in the high category. The dependent variable received sufficient responses from respondents with answers on a scale of four dominating all statements on the dependent variable. The researcher assumes that although all indicators on the advertising effectiveness variable on the @duniakulinerbdg foodgram are considered good by users of promotional services, it does not necessarily have a good impact on increasing the sales volume of advertised products considering that advertising effectiveness only contributes 54.7% as a factor influencing increase in sales volume. While the remaining 45.3% came from factors that were outside the scope of this study.

54.7% is a fairly large percentage that needs to be optimised given the highly active promotion strategy to expand the market. Through promotion, entrepreneurs can raise brand awareness of consumers which will then affect purchasing decisions. As Kotler and Armstrong (2018, hlm. 115) stated that to reach the level of purchasing decisions, a consumer needs to go through the level of brand awareness.

Next, the researcher examines the results of the partial t-test and simultaneous f-test which show that there are two dominant aspects of advertising effectiveness that affect the increase in sales volume, namely aspects of empathy and communication. These two aspects are so dominant because the foodgram account that this researcher studied has won trustworthiness from its followers and service users. Due to the intense communication, it fosters empathy from the audience. The @duniakulinerbdg account which is a commercial account has also grown into a humane account with content that is not only about promotions, but also other forms of interaction such as QnA, re-uploading Instagram stories that mark them and various other forms of interaction. So therefore So from that, the followers of the accounts are not tempted to like the assumption or even comment on any assumption which increases the credibility of the @duniakulinerbdg account as a promotional tool.

Next, the two dominant factors can be optimized by users of promotional services to support the effectiveness of the advertisements installed To analyze the strategy to be applied, researchers use SWOT matrix. As for the strategic analysis that has been announced is as follows.

Table 5. SWOT Analysis Strategy Optimising Dominant Factor in Advertising Efficiency on Foodgram @duniakulinerbdg as an Effort to Increase Sales Volume

	Strength (S)	Weakness (W)
	<ol style="list-style-type: none"> 1. Many options for promotion through social media; 2. The intensity of the interaction and the height of the engagement rate with the account followers make the advertised product able to reach a lot of audiences. 	<ol style="list-style-type: none"> 1. The expensive rate card; 2. Less flexibility in advertising time; 3. so often a product that has wider market potential in other social media is forced to advertise on Instagram.
Opportunities (O)	S-O Strategies	W-O Strategies
<ol style="list-style-type: none"> 1. Digital platforms make marketing costs more affordable; 2. Wider marketing reach 3. Many workshops or seminars that can be attended by MSME business actors to optimize social media marketing. 	<ol style="list-style-type: none"> 1. Provides company Instagram account portfolios with convincing testimony, complete product information, attractive page designs and content; 2. Always do research before placing an ads and performing subsequent evaluation. 	<ol style="list-style-type: none"> 1. Contact the admin early to avoid rushing when the queue at the targeted time is full; 2. Doing research on several foodgrams and not placing ads on different foodgrams at the same time to avoid hearing loss, considering content recommendations in the Instagram explore feature tend to follow account user preferences; 3. Identify the target market first. The products that are made should come from the problems that exist in the community so that the market segment has been directed as well as the promotional media.
Threats	S-T Strategies	W-T Strategies
<ol style="list-style-type: none"> 1. Many competitors so that consumers can easily compare with a product; 2. The rapid development of creative and innovative products threatens the sustainability of 	<ol style="list-style-type: none"> 1. Create a product that has a unique value proposition and is a solution to community problems so that when introduced to a wide audience, the audience who sees the ad will be interested and make a purchase decision. 	<ol style="list-style-type: none"> 1. Planning the budget for promotion carefully; 2. Optimizing the electronic-word-of-mouth method so that when the product has been advertised, potential consumers get validation by looking at testimonials from other buyers;

products that lack unique values.	2. If the product has been made and has its own market share, the quality of the product and service should be maintained and continue to make new breakthroughs.	3. Making products that have added value compared to similar products or making products whose existence cannot be substituted by other products.
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CONCLUSION

1. The @duniakulinerbdg account is one of the foodgram accounts in Bandung which has the highest number of uploads and the second largest number of followers. With the various images attached to this account, this account is credible and deserves to be considered as a means of promotion channel. This is reinforced by the results of research that users of this promotional service have a broad spectrum ranging from micro entrepreneurs with an income of less than Rp. 5,000,000 to business actors with an income of more than Rp. 100,000,000. The number of followers, close interaction, admin responsiveness and consistent content uploads every day are the attributes that convince promotional service users to choose @duniakulinerbdg
2. Empathy sub-variable in advertising effectiveness on foodgram @duniakulinerbdg partially affects the increase in food sales volume with a strong correlation level and has a positive type of relationship. This can be interpreted that the higher the level of empathy obtained by service users from the audience who sees the advertised product upload, the greater the potential for increased sales that will be obtained.
3. The communication sub-variable in the effectiveness of advertising on foodgram @duniakulinerbdg has a partial effect on the increase in food sales volume with a strong correlation level. From this it can be concluded that the communication aspect that contains clarity of information, expertise in delivering messages and values through product visuals and the electability of social media accounts for advertised products are factors that play a dominant role in increasing sales volume.
4. In addition to the partial test results, according to the simultaneous test results, it is proven that the advertising effectiveness variable on foodgram @duniakulinerbdg has an effect on food sales volume by 54.7%. The remaining 45.3% are factors outside the variables that researchers have studied to increase sales volume.

Recommendation

1. For Academics

After explaining all the ideas and data obtained, the author realizes that research on the analysis of the effectiveness of advertising on foodgram @duniakulinerbdg on increasing sales volume still has shortcomings from various sides. Perhaps from the wealth of reference or less sharp analytical knives that have made this research still necessary for development and improvement. Therefore, researchers hope that research around digital marketing like this will be more researched, especially by students and the academic community of the Catering Industry Management Study Program because the urgency of digital marketing knowledge is increasingly needed by global society.

2. For foodgram account managers
In the face of dynamic developments, new breaks should continue to be made to preserve the loyalty of both service users and audiences. The condition that makes a promotion service promotion is on high demand should be optimized wisely in order to give a beneficial impact to any other parties. Although there are still a lot of factors beyond administrator's control such as on increasing selling volume, this promotion service provider takes an important role as a mediator between the seller and the consumer to optimized factors found dominant in determining the level of advertising efficiency.
3. For users of foodgram promotion services
As has been mentioned many times in previous sections, service users certainly have great control over determining the level of sales volume. Therefore, many components are so complex to be planned and executed so that a product can excel and gain a wide market share. However, with the data that the advertising effectiveness variable has an influence of 54.7% in increasing sales volume, the promotion and marketing aspects should be given more attention to maximize opportunities.
4. Business actors should create products that have a unique value proposition and specific target market so that the tactical steps taken when doing marketing can be optimized. The combination of products that have value and an accurate marketing strategy is the key so that a business can experience rapid escalation.

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