



Social Media Analysis On Malang Specialty Food Msmes

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Abstract. It will be seen throughout social media that the potential of MSMEs in Indonesia is very large to develop. However, MSME players unfortunately are still not responsive to change toward digitalization or online. The development of MSMEs has experienced several problems, one of which is marketing problems, especially related to branding through social media, particularly Instagram. This study aims to obtain a mapping picture of the problems faced by MSMEs when developing branding faced in the use of Instagram social media. The target MSMEs in this study are MSMEs of superior products, namely specialty foods located in Malang and its surroundings, which have Instagram social media accounts and high followers. The analysis was carried out using qualitative and quantitative descriptive approach.

Keywords: social media; Instagram; SME; customer behavior ; AIDA.

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INTRODUCTION

As known, MSMEs have an important role in maintaining the Nations' economy. Besides, MSMEs absorb 96.9% of the total employment and contribute 60.34% to Indonesia Gross Domestic Product (GDP). According to Putri Tanjung, President's Special Staff and Chief of CXO CT Corp, 48% of MSMEs can only survive for maximum of three months. They are also not be able to continue their business because of capital difficulties and decreasing of sales. (Putri Tanjung Discloses the Impact of the Pandemic on Indonesia MSMEs, n.d.). In the middle of various problems and several predictions regarding the sustainability of MSMEs in Indonesia, there is a fresh breeze that offers several conveniences and greater benefits, namely digital marketing. The rapid development of technology, especially digital marketing, is one of the reasons for MSMEs to respond to change. Digital marketing allows MSMEs to reach a wider range of consumers. MSMEs can market their product both via social media (Youtube, Instagram, Tiktok, Whats up, Twitter, or Facebook) and e-commerce.

Social media is one of the platforms favored by Indonesians. Through survey held by we are social in 2020 (Wijoyo et al.,2021) found that as many as 59% of Indonesians prefer to be active on social media. Throughout social media, it will be seen that the potential for MSMEs in Indonesia is very large to develop. However, MSMEs players unfortunately are still not responsive to changes towards digitalization or online. Based on data disclosed by Ministry of Cooperative and Small and Medium Enterprises (MSMEs), in 2020 it is known that MSMEs connected to digital platforms have only reached 10.25 million out of total 64.1 million MSMEs (Arianto, 2020). From this data, it can be summarized up that MSMEs are still

minimally utilizing social media and other online media to develop their businesses. Even though, it should not be noted that during the 2015-2019 period, MSMEs contributed an average of 57.32 percent to the Gross Domestic Product (GDP) (DPR, 2021). It is a very large number, considering that 99 percent of business actors in Indonesia are MSMEs.

The MSME sector in Malang Raya and its surrounding has the widest possible opportunities, protection and business despite the pandemic. The City Government of Malang continues to boost the creative industry sector, tourism, ease of investment through strengthening human resources, simplifying bureaucracy and equalizing infrastructure. The City Government helps enter MSME products into market place. The special team continues to work; they are tasked with analyzing the market. "Positive economic growth is contributed by MSMEs. The indicator is from credit growth. Economic growth has touched 3.75%, now almost 4%," (MSMEs have role in overcoming potential crisis in the middle of Pandemic, n.d.) Sutiaji explained that growth was contributed by the online trade or e-commerce sector and fresh food product which experienced a 123% increase in transactions. Regarding the Malang City Government's policy on online trade, it is in line with the smart city whose infrastructure has been built through free internet in urban villages. The result is now that regional performance is maintained positively.

The Covid-19 pandemic is changing the face of the business sector, including Indonesian small and medium enterprises (MSMEs). The Sea Insight survey shows that 54% of MSME entrepreneur respondents are increasingly adaptive in using social media to increase sales (Alika, Rizky: 2020 Katadata) to support the important role and potential of MSMEs, the government has moved quickly by issuing various stimulus and relief packages and programs. However, a more in depth evaluation of their effectiveness is needed. To achieve good efficiency and effectiveness, special studies are needed that study that the MSMEs need during and after the pandemic. Many MSME entrepreneurs have not maximized in promoting their product through electronic and non-electronic media. This condition has caused many MSMEs to lose competition in reaching their consumers. Malang MSMEs already have websites and social media such as Instagram to advance their marketing activities, but unfortunately they have not maximized their brand and branding well. Marketing activities are an effective strategy to deal with competitors, especially now that there are many MSMEs that have unique and different product, so the competition between them in getting sharper.

The result of Bank Indonesia Malang's research at the end of 2018, there were 10 commodities, products, types of businesses (KPJU) (BI Record the Potential of MSME Leading KPJU-Memontum.Com, n.d.) leading cross-sectored MSMEs in Malang Raya. The leading KPJUs include tempe industry, snack industry, gadget and accessories stores, fruit chips industry, pastries, electronics stores, clothing stores, racket making, grilled fish stall, café and restaurants (Good News for MSME Players in Malang- Regional Liputan6.Com, n.d.). The case study that will be raised in this research is MSMEs in specialty Malang food products, due to several considerations, one of them is based on (The Potential of Malang City MSMEs is Large, GoFood Festival Can Get Positive Response – Surya Malang, n.d.) the potential of the culinary business in Malang is very promising. Since 2010 Tugu Shopping Tourism in Malang City is a tourist attraction that is able to contribute to Regional Original Revenue (PAD), according to (Hutabarat, 2015) the problems faced by culinary business owners in this cluster are quite diverse, including the lack of promotion of culinary businesses both locally in Malang and outside Malang, lack of product Research and Development (R&D), the rising fuel price problem causes consumer behavior to be more observant in choosing culinary products.

The increasing number of internet users such as social media for examples Instagram, especially in Indonesia, has been utilized by various business people to promote their products on social media and at the same time to conduct trade transactions (Rifandia & Sastika, 2018; Lisawati, 2016). The existence of this social networking site is a good business opportunity to market or communicate the product to be sold. According to (Morissan, 2010), the communicative objectives that company can achieve through the use of internet are disseminating information, creating awareness, research purposes, creating perceptions, product trials, improving services and increasing distribution. This is in line with the Indonesian Law Number 11 year 2008 concerning Information and Electronic Transactions which states that the utilization

of information technology and electronic transactions is one of them implemented with the aim of developing trade and the national economy in order to improve people's welfare (Khairani et al., 2018).

In order to maximize the potential of MSME products in Malang City, the City Government (Pemkot) of Malang officially collaborates with the Sepuluh Nopember Institute of Technology (ITS) Surabaya and Brawijaya University Malang. Brawijaya University has received an A accreditation and obtained recently a World Class University tagline and has just ranked 2nd in Indonesia by 4ICU and 6th by Webometrics. Brawijaya University as University of Business, World Class Entrepreneurial University. In accordance with the Vision and Mission to become a superior university with international standards and able to play an active role in national development through the education process, research and community service, it means that there are two goals to be achieved, namely becoming a world-class university and being useful for development (entrepreneur).

To survive in this difficult situation, MSME players must make various business innovations, one of which is by strengthening sales and marketing channels through the use of digital media such as: websites, social media, digital images and videos, and digital audio. Currently, one of the most widely used digital media by MSME players for their business activities is social media. (Syahidin & Veranita, 2014) apart from being easy to operate, the use of social media for business and marketing activities is cheaper because MSME players do not have to bother to build and develop it themselves. In addition, social media has become a trend in marketing communication. These social media users can easily communicate, participate, and create media content online.

MSMEs that can access online and engage in social media, such as Instagram, Facebook, Twitter, Whatsapp, Youtube, and Telegram, are able to develop their e-commerce capabilities have better business benefits than those who do not. (Patme et al., 2021).

There are many business benefits that can be obtained by MSME actors by utilizing digital marketing through social media. Besides introducing brands, establishing communication and interaction with potential customers, suppliers and even competitors efficiently, MSMEs players will ultimately increase marketing so as to increase the competitive advantage for the MSME itself (Nel & Julita, 2016) (Winarti, 2021) (Azmi Fadhilah & Pratiwi, 2021).

Therefore, this research aims to find out more about the utilization and mapping of marketing using social media MSMEs to survive in the Covid-19 pandemic era and to find out how consumers view MSME product marketed on social media using AIDA model. In this study, the MSME actors who were respondents in this study were Malang specialty food MSMEs and their consumers.

RESEARCH METHOD

3.1 Research Design

This research is designed using quantitative and qualitative methods with a case study approach that will be able to explore in depth the problem in MSMEs and also allow it to describe and utilize the problems that will be carried out in the research. According to (Stake, 2010), Case Study is a research strategy in which researchers carefully investigate a program, event, activity, process, or group of individuals. Cases are limited by time and activity; and researchers collect complete information using various data collection procedures based on a predetermined time (Creswell, 2018).

Case studies according to (Yin, 2014) provide more technical limitation with an emphasis on their characteristics. He further explains that in case studies researcher should try to examine units or individuals in depth. Researchers try to find all the variables that are important in research. Based on these limitations, it can be understood that the limitation of case studies include; (1) the research targets can be people, events, settings, and documents; (2) these targets are examined in depth as a totality in accordance with their respective setting or contexts with the intention of understanding the various links that exist between their variables. Case Studies can add value to our knowledge uniquely about individual, organizational, social, and political phenomena (Yin, 2014).

In the research design of developing creative campaign strategies and brand communication for MSMEs in the covid-19 pandemic era, it is a case that meets the requirements of a case study because it is

chosen by the researcher through making object a person, environment, program, process, and society or social unit. The size and complexity of the case study object must be reasonable, so that it can be completed with the time limit and resource available. According to (Yin, 2014) in this study the time from data collection to analysis was completed in approximately 8 months, this time is considered rational and can cover the data needed in the study.

The type of research used is qualitative and quantitative conclusive descriptive research. The population used is consumers of specialty food product in Malang Raya. While the respondent who filled out the questionnaire were selected using convenience sampling, where researcher can choose any available respondent as a participant (Cooper and Schindler, 2006, p.222). And as informants of the superior food products typical of Malang Raya are the owners of MSMEs in Malang Raya.

Tabel 2. Variable Operational Definitions

Variable Research	Operational Definition	Indicator
AIDA Attention	Attention is a form of attention and awareness of the existence of an account. Attention can be seen through the frequency of Instagram followers accessing social media and the total time of accessing Instagram social media so be aware of the product.	1. Attention to product photos in Timeline
		2. Attention to profile picture
		3. Attention to Location shop
		4. Attention to Information Be Shown
Interest	Interest is an interest that appears in Instagram on a product that has been realized and exposed to the promotion delivered through Instagram.	1. Interest in looking for more information about content
		2. Consider to purchase
		3. Desire to know Content
		4. Interest to purchase
Desire	Desire is a desire that arises because of an exchange process that appeals to followers. Desire can be seen from the desire to buy that grows after seeing Instagram	1. The desire to buy the product arises
		2. There is consumer confidence in purchasing products
		3. The content displayed is quality product information
Action	Action is an action to buy by doing a purchase decision. Actions can be seen from the visit of Instagram followers marked by real action followers product attractions after viewing the account content.	1. Visit the shop spot
		2. Decide to purchase product
		3. Invite others to purchase product

Source: (Researcher processed result, 2024)

3.2 Data Collection Techniques

One of the important stages in the research process is data collection activities, in the book Practical Communication Research Techniques (Kriyantono, 2012). In this study, researchers used in-depth interviews, observation and literature review.

- a. Questionnaire, distributed to consumers of Malang food products. The questionnaire consists of 20 sections of questions, questions using AIDA model. The number of respondents is targeted at around 1000 respondents, with consideration of 100 consumers or respondents for each MSME.
- b. Documentation Study

To support research data, researchers conducted a documentary study, by collecting and analyzing written data from books, journals related to the conditions of MSMEs, campaigns, branding and other related matters. This stage is carried out to strengthen the analysis and formulate the right strategy.

Table 3. Data of Special Food in Malang

Data of Malang Specialty Food MSMEs			
No	Product Name	Social Media	Number of Follower
1.	Seblak	Instagram:seblakpreangerinstan.sawojajar	Instagram: 69
2.	- Kue cubit - Hampers - Pudding - Snack - Brownies	Instagram: kue_cubit_yummie	Instagram: 921
3.	Pisang Keju	Instagram: pisangkejusri	Instagram: 1.275
4.	Croffle dan lumpia beef	Instagram:crofflelumpiamami	Instagram: 1.472
5.	Ketan Duren	Instagram: ketandurenviral.malang	Instagram: 1.654
6.	Seblak	Istagram: seblak.kang.aroy	Instagram: 1.752
7.	Bakso Aci	Instagram: nengegeulis.malang TikTok: nenggeulis.malang	Instagram: 1.971 TikTok: 226
8.	- Bubur - Ronde - Makaroni	Instagram: depotbubur88	Instagram: 2.034
9.	Pasta dan chicken lava	Instagram: doubletwo.mlg	Instagram: 2.192
10.	Bakmie	Instagram: bakmiehokki	Instagram: 3.925
11.	Pempek	Instagram: pempekmamak	Instagram: 4.635
12.	Martabak	Instagram: pawonqiadza	Instagram: 10.3k
13.	Es setrup slamet	Instagram: esstrup.slamet TikTok: esstrup.slamet	Instagram: 11.1k TikTok: 81
14.	Bakso President Malang	Instagram: baksopresidentofficial	Instagram: 12.3k
15.	Mi Bakar Celaket	Instagram: miebakarcelaket	Instagram: 14.7k
16.	Roti	Instagram: citrakendedesbakery	Instagram: 21.6k
17.	Bolu Malang Singosari	Instagram: singosaribolumalang TikTok: singosaribolumalang Facebook:	Instagram: 32.3k TikTok: 449 Facebook: 34.059
18.	Kue lapis	Instagram: lapistugumalang TikTok: lapistugumalang Facebook: Lapis Tugu Malang	Instagram: 33.4k TikTok: 1324 Facebook: 4.963
19.	Roti	Instagram: kampoengroti	Instagram: 72k
20.	Mie Setan Bromo	Instagram: miesetanbromo	instagram: 112k

Source: (Researcher processed result, 2024)

3.3 Research of Data Analysis

According to Patton in Lexi J. Moleong, in a book entitled *Qualitative Research Methodology* (2017), “Data analysis technique is a process of categorizing data sequence, organizing them into a pattern, category and basic description unit, he distinguishes it from interpretation, namely giving significant meaning to analysis, explaining description patterns and looking for relationships between descriptive dimensions.” Researchers conduct data analysis in a process, the process means that its implementation has begun since data collection and is carried out intensively, namely after leaving the field, the work of analyzing data requires focusing efforts and directing the physical and mental energy of researchers, and in addition to analyzing data researchers also need to explore the literature to confirm new theories that may be found.

Researcher made data reduction which was obtained from result of observations and in-depth interviews with informants. The existing data is summarized, and only the main things are selected, focused on important things and according to research needs. After that, the data that has been reduced is compared, grouped according to the research objectives and findings in the field. To deepen the study in this case, researchers use theoretical references and look for supporting references so that it make it easier for researcher to see patterns of relationship between one data to another. Conclusion drawing temporarily is then verified using data source triangulation techniques.

3.4 Data Validity Test

Drawing conclusion is done by conducting comprehensive review of data reduction process and continuous data presentation in accordance with the dynamics. Data that has gone through the data reduction process, data presentation is carried out interpretative analysis. To test the validity of the data, triangulation was carried out by researchers. Triangulation of data source, which is done by comparing the results obtained between one informant and another, then cross checking with the data in the literature that has been collected. Comparing data systematically obtained from various sources and literature to get data consistency or complementary data. (Meolong, 2017)

RESULT

Arranging Questionnaires for target respondents are consumers and followers of food MSME account are used as project objects in the Integrated Marketing Communication class of the D-III Business Administration Study Program as many as 125 respondents. The result of questionnaire distribution can be seen in the Figure below:

4.1 Respondent Data

Description of respondents' gender, consisting of two criteria, they are male and female. Figure 1 shows a description of the gender of respondents.

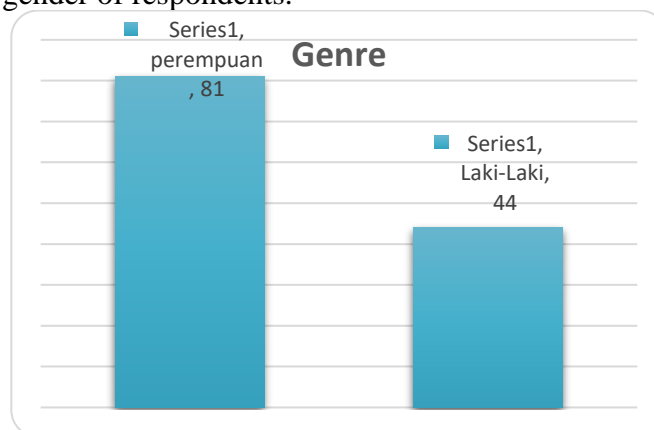


Figure 1. Gender

Source: (Researcher processed result, 2024)

Figure 1 show that respondents consist of men and women. The result of the respondents' description show that the majority of respondents are women as many as 81 people or 64.8% while men are 44 people or 35.2%. This shows that most of the respondents in this study were women.

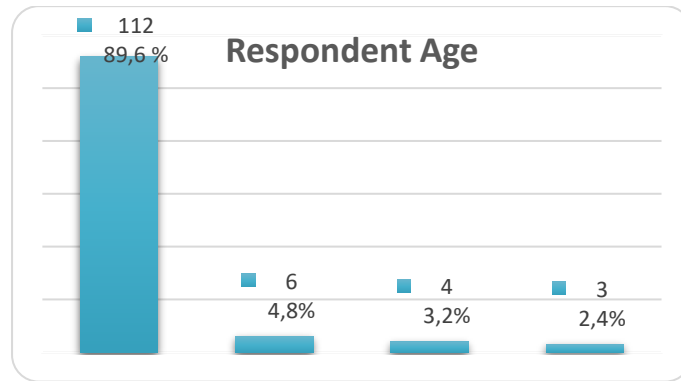


Figure 2. Age of Respondents

Source: (Researcher processed result, 2024)

From Figure 2, it can be seen that respondents aged 17-25 years totaled 112 people or 89.6%, respondents aged 26-35 years totaled 6 people or 4.8%, respondents aged 36-45 years totaled 4 or 3.2% and respondents aged 36-45 years totaled 4 people or 3.2% and respondents aged 12-16 years totaled 3 people or 2.4%. So it can be concluded that the majority of respondents' age is 17-25 years.

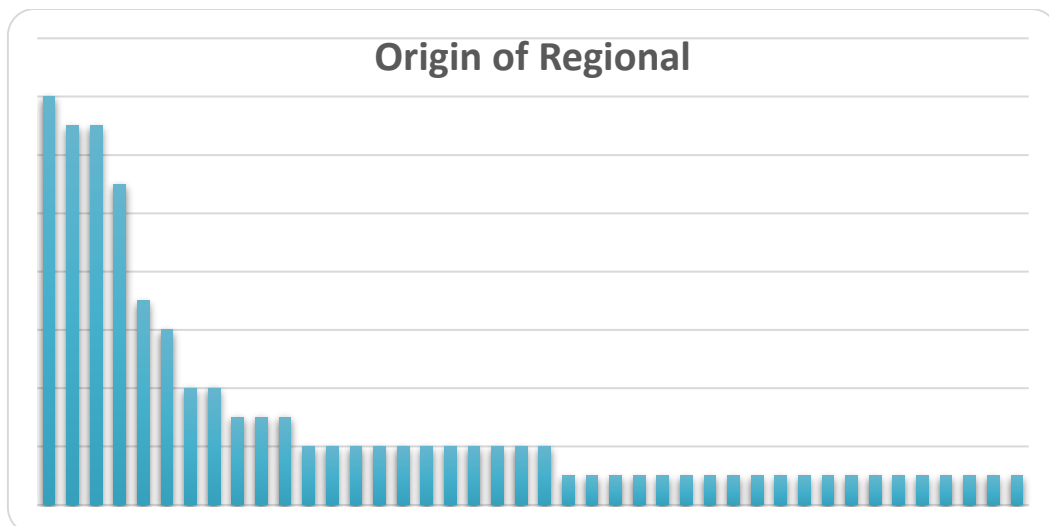


Figure 3. Origin of Regional

Source: (Researcher processed result, 2024)

Based on the Figure above, from a total of 125 respondents, it can be seen that the majority of respondents in this study came from Indramayu area, for about 14 people, then Malang and Tuban areas were 13 people each, then 11 people came from Jakarta, and came from cities on the island of Java as many as 80 people, besides that those from outside the island of Java were less than 5 people.

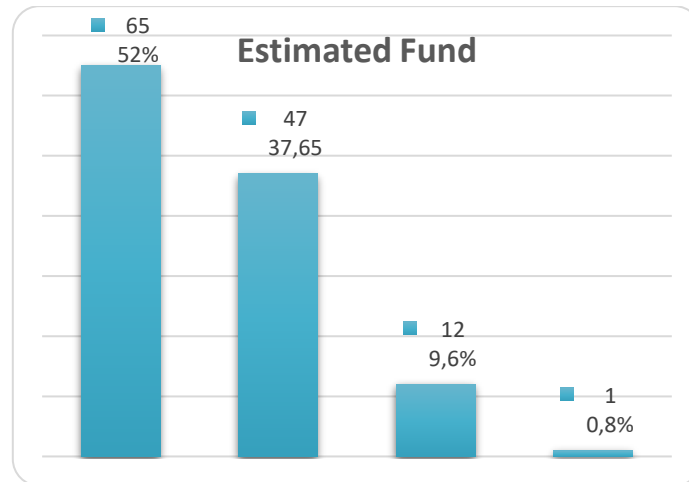


Figure 4. Estimated Funds

Source: (Researcher processed result, 2024)

Figure 4 shows the results of respondents in estimating the funds provided to buy Malang specialty food. Based on Figure 4, it can be seen that respondents are divided into 5 categories. , they are <IDR 100.000, IDR 100.000 until IDR 500.000, IDR 500.000 until IDR 1.000.000, > IDR 1.000.000 and other options which are open fields. The data collection that has been carried out results in the majority of respondents are respondents who choose < IDR 100.000 amounting to 65 respondents or 52%. While in second place choose IDR 100.000 to IDR 500.000 amounting to 47 respondents or 37.6%. Then in third place as many as 12 respondents or 9.6% who chose IDR 500.000 to IDR 1.000.000 and the last only 1 respondent who chose > IDR 1.000.000. From the information above, it shows that most respondents chose to provide estimated funds to buy Malang Specialty Food < IDR 100.000 for the question, "How much estimated funds are provided to buy Malang Specialty Food?"

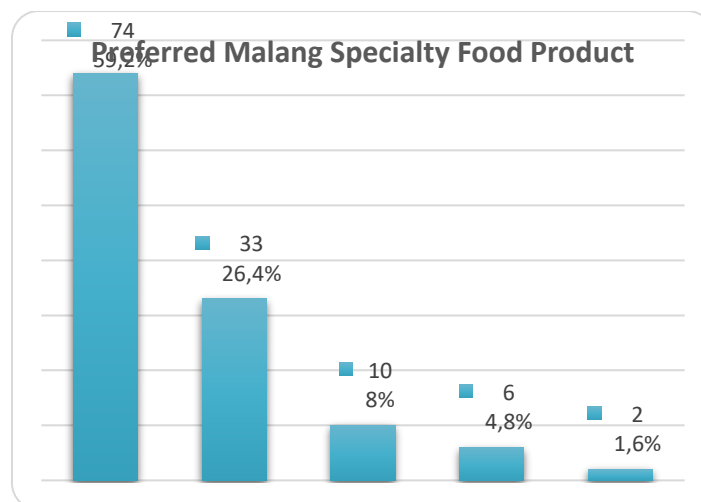


Figure 5. Preferred Products.

Source: (Researcher processed result, 2024)

Data regarding preferred Malang Specialty Food Product, researchers grouped into 5 categories, they are Cake Snacks, Meatball, Seblak, Ice Drinks, and Noodle. Figure 5 shows that respondents chose meatballs as their preferred Malang Specialty Food Product, 74 people or 59.2%. While respondents who chose cake snacks were 33 people or 26.4%. Then as many as 10 people or 8% chose noodle products, besides that there were 6 people or 4.8% choosing ice drinks, and seblak was the last place chosen by 2 people or 1.6%. This shows that the majority of respondents chose the answer to meatball as many as 74 people or 59.2% as the preferred Malang specialty food product.

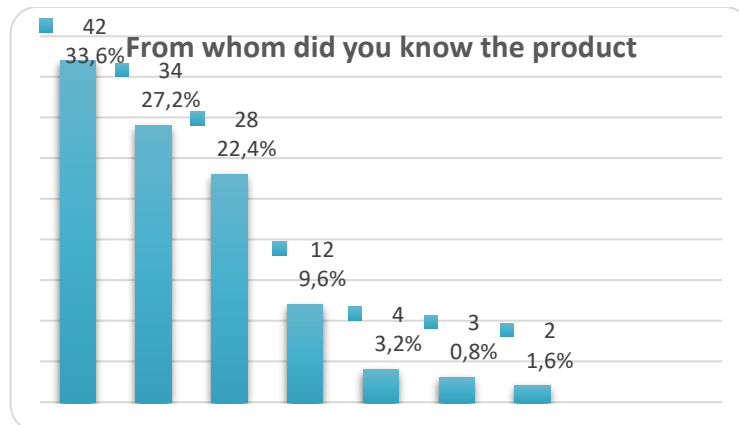


Figure 6. From Where Did You Know the Product
Source: (Researcher processed result, 2024)

Figure 6 shows that respondents know about Malang specialty food products from friends as many as 42 people or 33.6%. Then as many as 34 people or 27.2% chose TikTok, in third place there were 28 people or 22.4% choosing the Instagram application, then family as the fourth choice chosen by 12 people or 9.6%, besides that there were 4 people or 3.2% who chose advertisements, then those who chose others were 3 people or 0.8%, and billboards were the last to be chosen by 2 people or 1.6%, while no one chose Facebook and Twitter. So it can be concluded that some respondents as many as 42 people or 33.6% know that Malang Specialty Food Product come from friends.

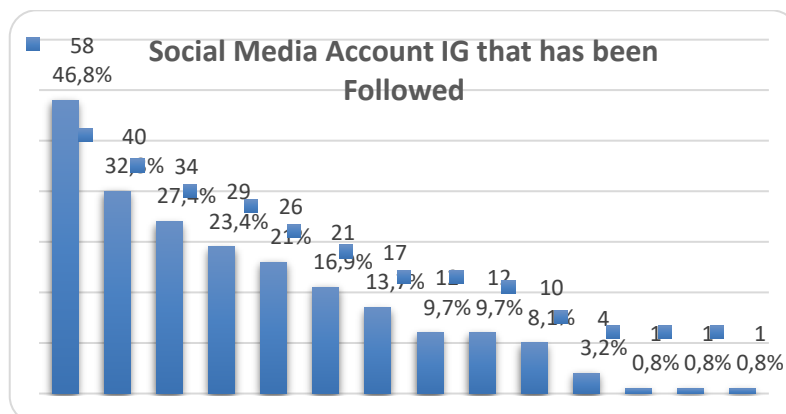


Figure 7. Social Media Account that Has Been Followed
Source: (Researcher processed result, 2024)

Based on Figure 7 shows that the most followed Instagram social media account is @baksopresidentofficial as many as 58 people or 46.8%, secondly is the @lapistugumalang account as many as 40 people or 32.3%, while in the third place as many as 34 people or 27.4% follow the @seblak account. Kang.aroy, @nenggeulis.malang account as many as 26 people or 21%, @miesetanbromo there were 21 or 16.9% people who chose, @kampoenngroti account as many as 17 people or 13.7%, while @esettrup.slamet and @citrakendedesbakery accounts were each chosen by 12 people or 9.7%. Furthermore, @pawonqiadz as many as 10 people or 8.1%, and there were 4 people or 3.2% who did not choose, besides that respondents filled in open choices such as choosing the @pentolpedesaleshaaccount, @merries.dt, @kanenakan, @piacapmangkok each 1 person or 0.8% chose. From the Figure above, it shows that the Instagram social media account mostly followed by respondents is the @baksopresidentofficial Instagram account as many as 58 people or 46.5%.

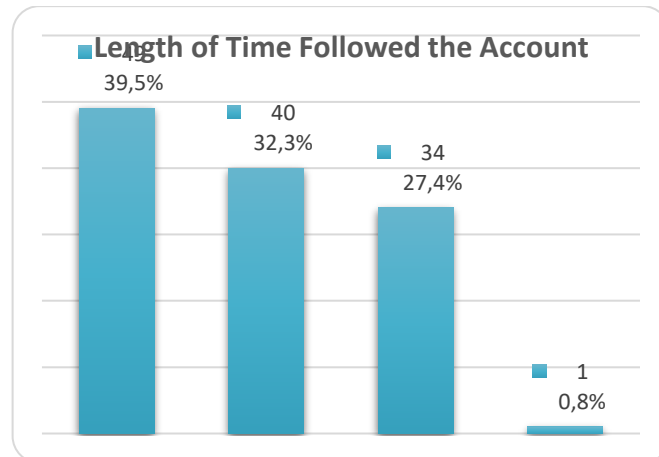


Figure 8. Length of Time Following an Account
Source: (Researcher processed result, 2024)

Data regarding the length of time following the Instagram account Malang Specialty Food, researchers grouped into 4 categories, they are, less than 1 month, 2-3 months, more than 3 months, >1 year. Based on the information in Figure 8 above, it can be seen that 49 respondents or 39.5% chose less than 1 month, while in second place 40 respondents or 32.3% chose more than 3 months, then 34 people or 27.4% chose 2-3 months, and the choice > 1 year was the lowest with 1 person or 0.8% who chose it. Meanwhile, 2 other people did not choose. It can be concluded that the majority of respondents chose the answer less than 1 month as many as 49 people or 39.5%.

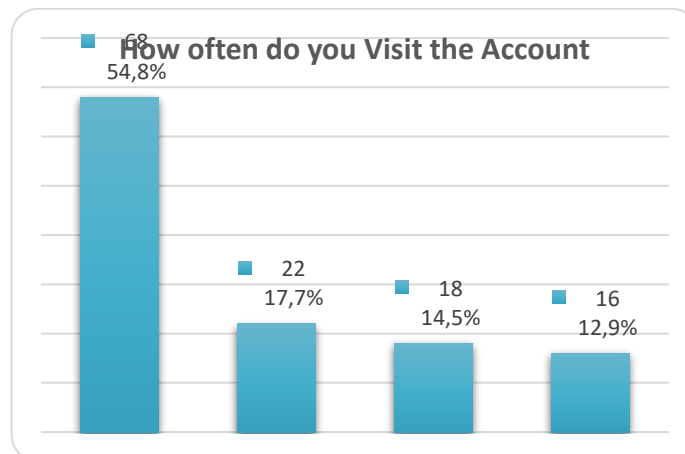


Figure 9. How Often Visiting the Account
Source: (Researcher processed result, 2024)

Data on how often you visit the account, researchers grouped into 4 categories, they are 1-2 times a week, 1-2 times in 2 weeks, every month, less than once a month. Based on the result of Figure 9 above, it can be seen that the first order as many as 68 people or 54.8% chose less than once a month to visit the Instagram media account of Specialty Food that were followed, in second place as many as 22 people or 17.7% chose 1-2 times in 2 weeks, then there were 18 people or 14.5% chose 1-2 times a week, and the lowest order was as many as 16 people or 12.9% chose every month to visit the Instagram media social account in Malang specialty food that were followed. Meanwhile 1 other person did not choose. So it can be summarized up that more respondents chose the answer less than once a month as many as 68 people or 54.8%.

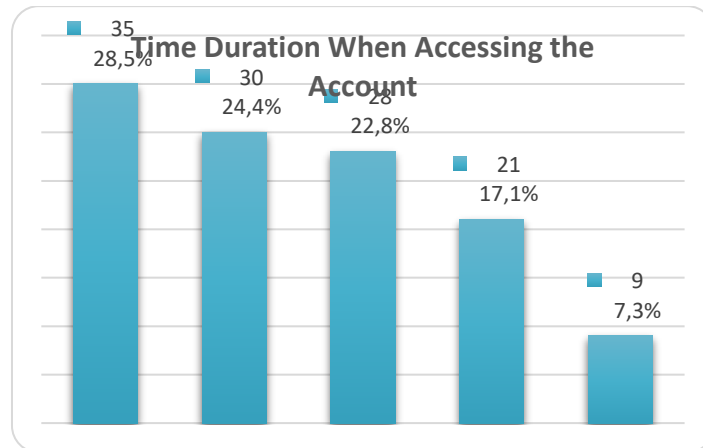


Figure 10. Time Duration When Accessing the Account
Source: (Researcher processed result, 2024)

Data on the duration of time when accessing the account, researchers grouped into 5 categories, they are less than 30 seconds per day, 30-40 seconds per day, 45-60 seconds per day, 1-2 minutes per day, 5-10 minutes per day. The results in diagram 10 show that 35 people or 28.5% chose less than 30 seconds per day as the duration of time when accessing the account, then 30-40 seconds per day came second with 30 people or 24.4% who chose, and 28 people or 22.8% chose 1-2 minutes per day, in fourth place as many as 9 people or 7.3% chose 45-60 seconds per day as the last order. From the information above, it shows that respondents accessing the account require duration of less than 30 minutes per day as many as people or 28.5%.

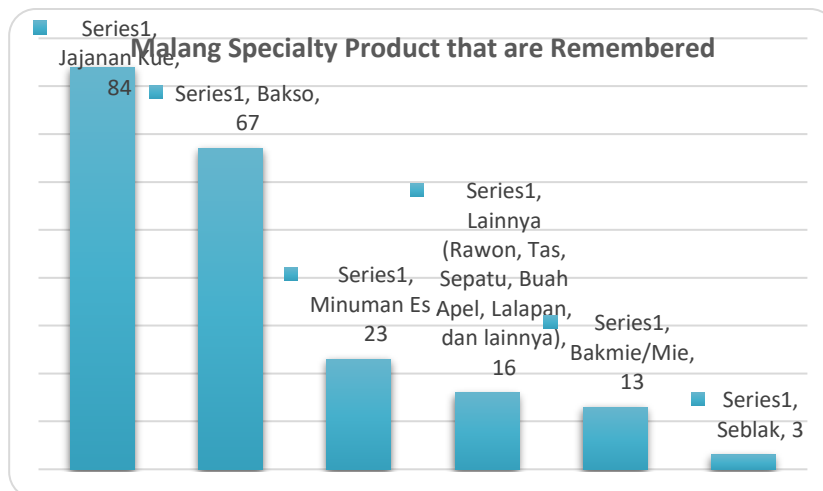


Figure 11. Malang Specialty Product
Source: (Researcher processed result, 2024)

From the table above, it can be seen that respondents who choose cake snacks totaled 84 people, respondents who choose meatballs totaled 67 people, respondents who choose ice drinks totaled 23 people, respondents who choose others (rawon, bags, shoes, apples, fresh vegetables, and others) totaled 16 people, respondents who chose bakmie/ noodles totaled 13 people and respondents who choose seblak totaled 3 people. So it can be concluded that the majority of respondents choose cake snacks as Malang specialty product that they remember.

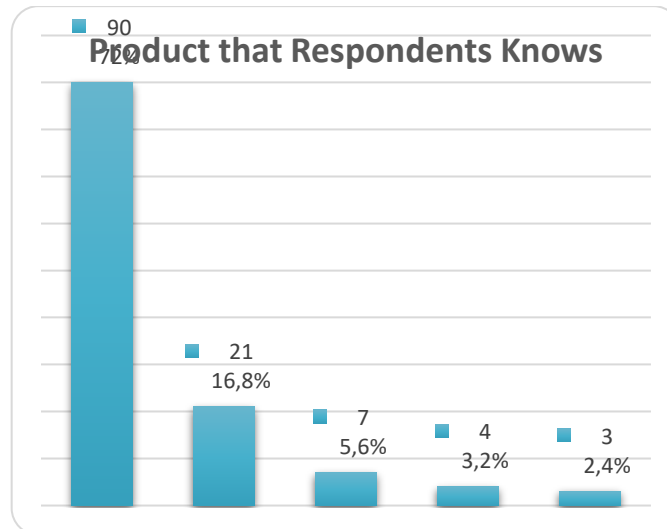


Figure 12. Product That Respondents Know.
Source: (Researcher processed result, 2024)

From the Figure above, it can be seen that respondents who choose meatballs totaled 90 people or 72%, respondents who choose cake snacks totaled 21 people or 16.8%, respondents who choose noodles totaled 7 people or 5.6%, respondents who choose seblak totaled 4 people or 3.2%, and respondents who choose ice drinks totaled 3 people or 2.4%. Thus, it can be summarized up that the majority respondents choose meatball as a known product

4.2 Attention; Digital Visibility and Engagement with Product Content

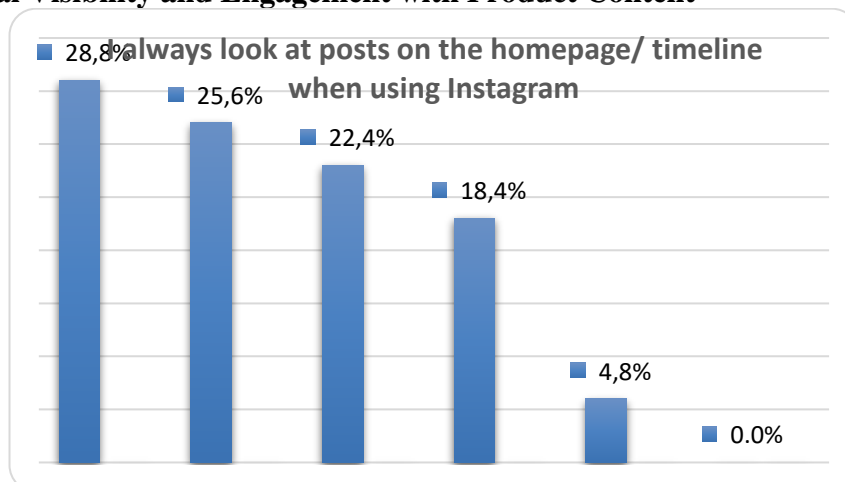


Figure 13. Respondents Always Look at Home Post When Opening Instagram
Source: (Researcher processed result, 2024)

Based on chart 13, the researchers grouped into 6 scale options, where the scale provides a range of answer options, namely score 1 for the lowest and score 6 for the highest answer options for respondents to rank from disagree to strongly agree. The result of the diagram above can be seen if as many as 36 people or 28.8% choose the answer number 4 as the highest choice, second place was 32 or 25.6% people choose the answer number 5, and 28 people or 22.4% choose number 3 as the answer, then 23 people or 18.4% choose number 6, then as many as 6 people or 4.8% choose number 2 as the lowest choice, while the answer choice number 1 no one choose. It can be concluded that the majority of respondents choose number 4 as the answer to statement, 'I always see posts on the homepage/ timeline when using Instagram'.

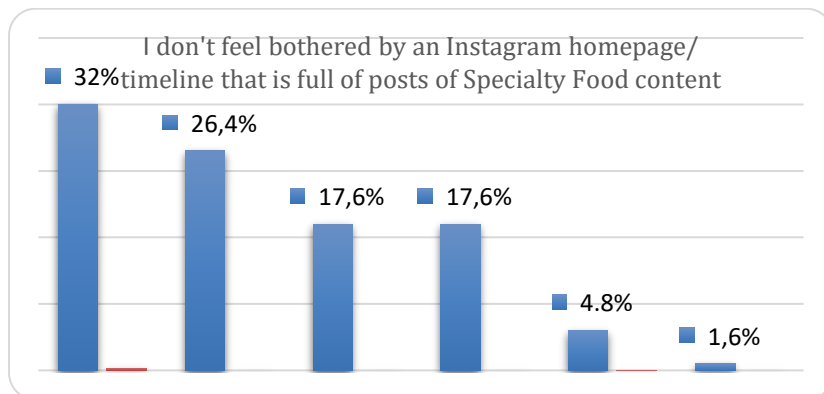


Figure 14. Respondents statements do not feel distracted by posts on instagram
Source: (Researcher processed result, 2024)

Figure 14 data from the question I am not bothered by Instagram homepage/ timeline which is full of food product content posts, it can be seen that the highest choice is number 5 as many as 40 people or 32%, as many as 33 people or 26.4% choose number 4 as the second choice, and 22 people or 17.6% each choose the answer numbers 3 and 6, in the next sequence as many as 6 people or 4.8% choose number 2, and as many as 2 people or 1.6% choose number 1 as the lowest answer. From the information above, it can be concluded that the majority choose number 5 as the answer to the statement, “I am not bothered by the Instagram homepage/ timeline which is full of food product content posts”, as many as 40 people or 32%.

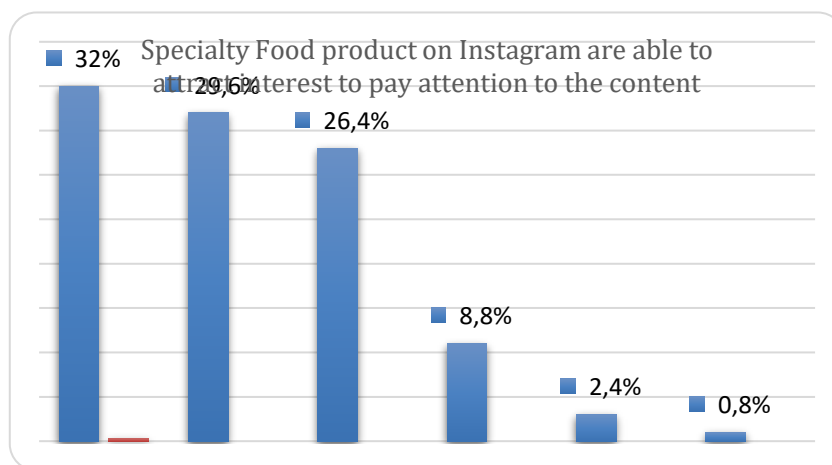


Figure 15. Respondents' Statement Regarding Food Product Posts on Instagram that can Attract Interest
Source: (Researcher processed result, 2024)

The data regarding the Figure above, the researchers categorized into 6 scale options, where the scale provides a range of answer options, they are score 1 for the lowest and score 6 for the highest answer options for respondents to rank from impossible to very possible. Based on the Figure 15, 40 people or 32% choose number 5, 37 people or 29.6% choose number 4, 33 people or 26.4% choose number 6, 11 people or 8.8% choose number 3, 3 people or 2.4% choose number 2, and 1 person or 0.8% choose number 1. Thus, it can be concluded that the majority of respondents choose number 5 as the answer to the statement “Specialty Food Product on Instagram are able to Attract Interest in Paying Attention to the Content”.

4.3 Interest; Consumer Perception and Message Clarity

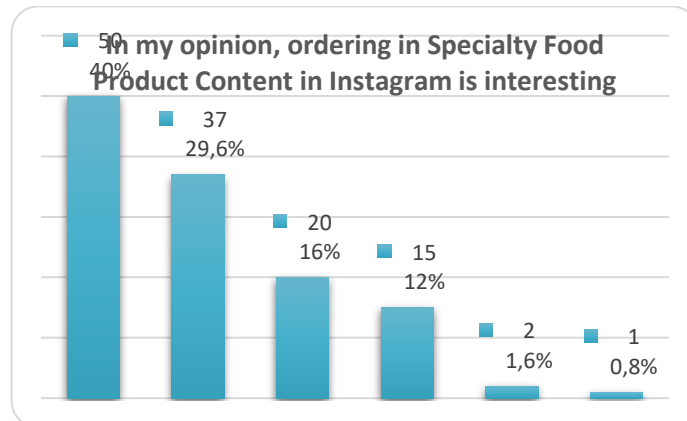


Figure 16. Respondents' Statement Regarding Messages on Interesting Instagram Content
Source: (Researcher processed result, 2024)

Based on the Figure above, 50 people or 40% choose number 4, 37 people or 29.6% choose number 5, 20 people or 16% choose number 6, 15 people or 12% choose number 3, 2 people or 1.6% choose number 1, and 1 person or 0.8% choose number 2. So it can be concluded that the majority of respondents choose number 4 as the answer to the statement “I think the message on the content of specialty food products on Instagram is interesting”.

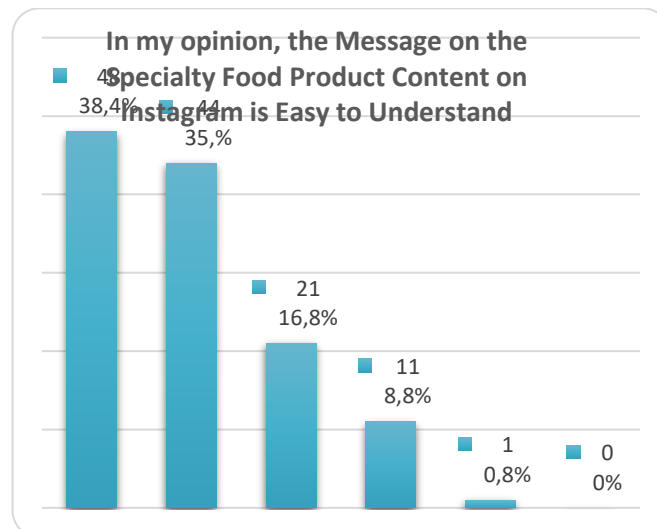


Figure 17. Respondents' Statement on Content Messages on Instagram are Easy to Understand
Source: (Researcher processed result, 2024)

Based on the Figure above, 48 people or 38.4% choose number 4, 44 people or 35.5% choose number 5, 21 people or 16.8% choose number 6, 11 people or 8.8% choose number 3, 1 person or 0.8% choose number 1, while no one choose number 2. SO it can be concluded that the majority of respondents choose number 4 as the answer to the statement “I think the message on Specialty Food Product on Instagram is easy to understand”.

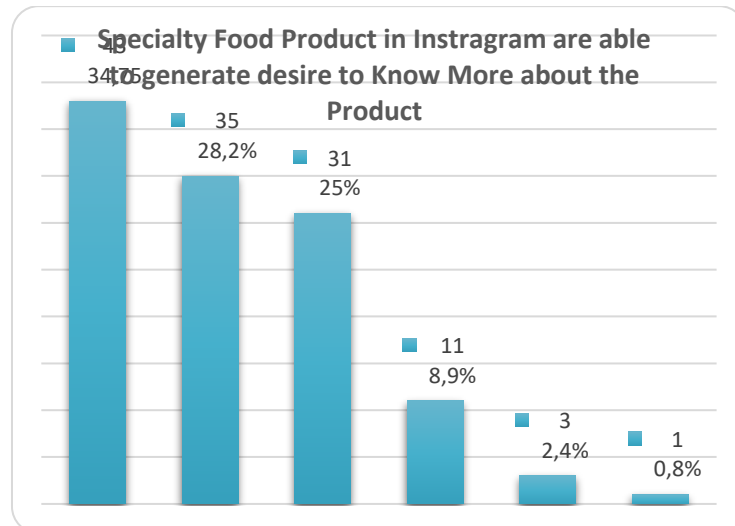


Figure 18. Respondents' statement regarding content on instagram able to generate desire to know product

Source: (Researcher processed result, 2024)

Based on the Figure above, 43 people or 34.75% choose number 5, 35 people or 28.2% choose number 6, 31 people or 25% choose number 4, 11 people or 8.9% choose number 3, 3 people or 2.4% choose number 2, and 1 person or 0.8% choose number 1. So it can be concluded that the majority of respondents choose number 5 as the answer to the statement “Specialty Food Products on Instagram are able to arouse the desire to know more about these products”.

4.4 Desire; Intent to Buy and Perceived Product Value

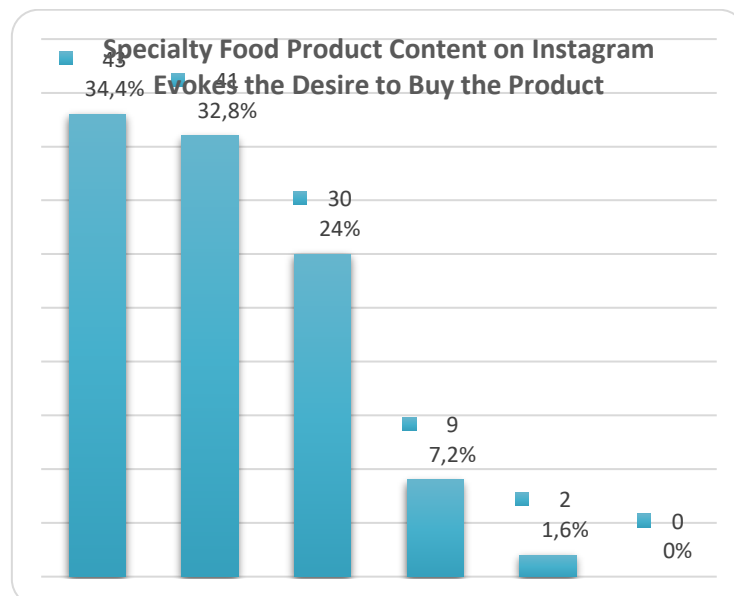


Figure 19. Respondents' statement regarding content on instagram able to generate the desire to buy

Source: (Researcher processed result, 2024)

Based on Figure 34 above, 43 people or 34.4% choose number 6, 41 people or 32.8%, choose number 5, 30 people or 24% choose number 4, 9 people or 7.2% choose number 3, 2 people or 1.6% choose number 2, and no one choose number 1. So, it can be concluded that the majority of respondents choose number 6 as the answer to the statement “the content of specialty food products on Instagram arouses the desire to buy these products”.

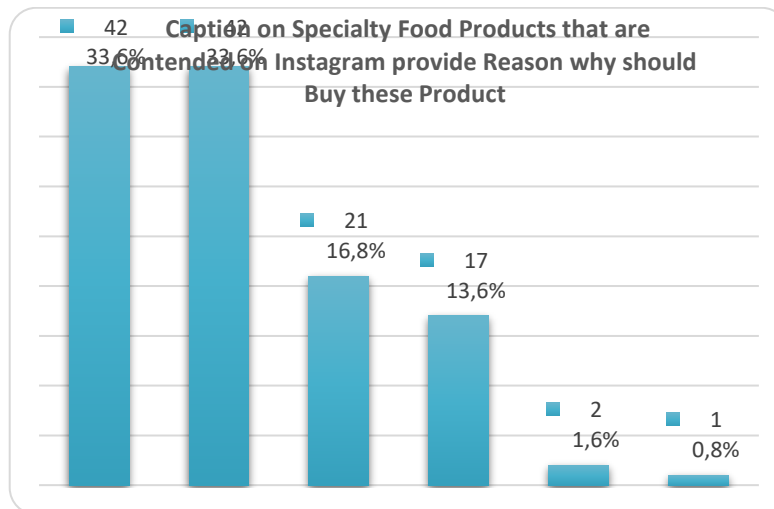


Figure 20. Respondents' Statement Regarding Captions on Instagram can Make Reasons for Purchase
Source: (Researcher processed result, 2024)

Based on the Figure 37 above, choice 5 and 4 each amount to 42 people or 33.6%, as many as 21 people or 16.8% choose number 6, as many as 17 people or 13.6% choose number 3, as many as 2 people or 1.6% choose number 1, and as many as 1 person or 0.8% choose number 2. So it can be concluded that the majority of respondents choose number 5 and 4 as the answer to the statement "Captions on Specialty Food Products that are contended on Instagram provide reasons why you should buy these product".

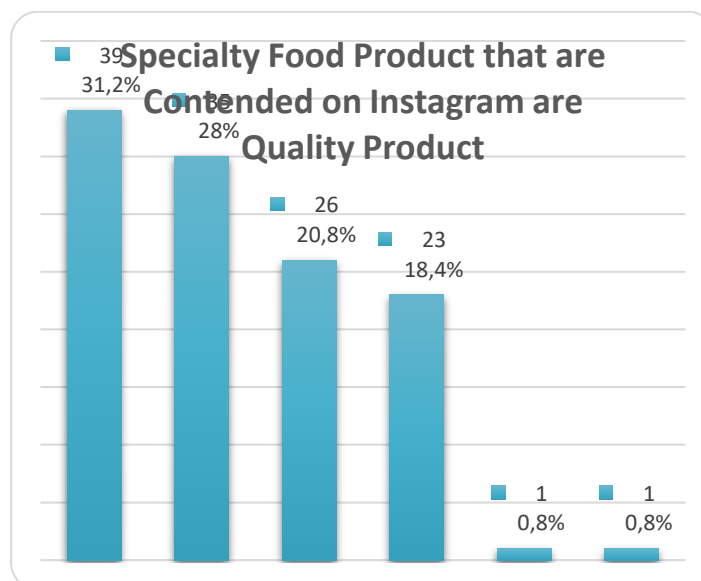


Figure 21. Respondents' statements regarding content on instagram is a quality product
Source: (Researcher processed result, 2024)

Based on the Figure 38 above, 39 people or 31.2% choose number 4, 35 people or 28% choose number 5, 26 people or 20.8% choose number 6, 23 people or 18.4% choose number 3, in choices 2 and 1 each amounted to 1 person to 0.8%. Thus it can be summarized up that the majority of respondents choose number 4 as the answer to the statement "Specialty Food Product that are contemplated on Instagram are quality products".

4.5 Action; Purchase Decisions and Advocacy Behavior

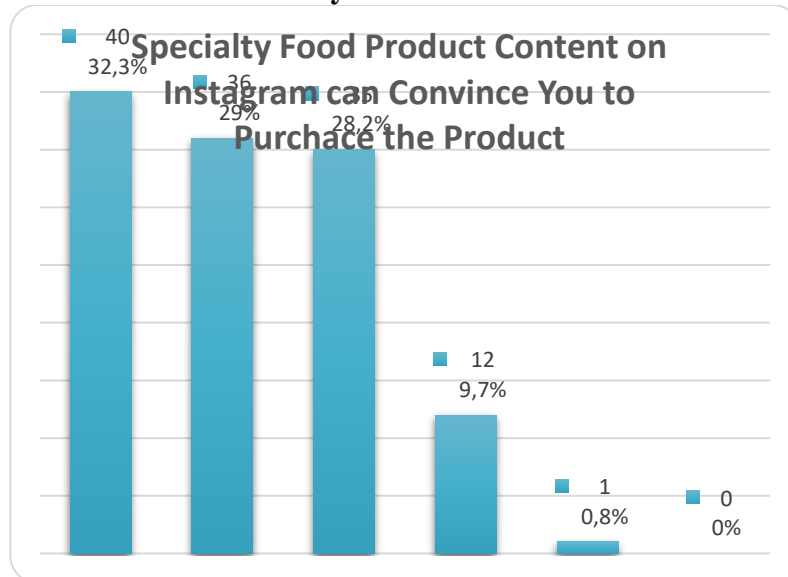


Figure 22. Respondents' Statement Regarding Content on Instagram able to Convince Consumers Making Purchases

Source: (Researcher processed result, 2024)

Regarding on the Figure 22, 40 people or 32.3% choose number 5, 36 people or 29% choose number 4, 35 people or 28.2% choose number 6, 12 people or 9.7% choose number 3, 1 person or 0.8% choose number 1, and no one choose number 2. So, it can be concluded that the majority of respondents choose number 5 as the answer to the statement “Specialty Food Product content on Instagram is able to convince you to make a purchase of the product”.

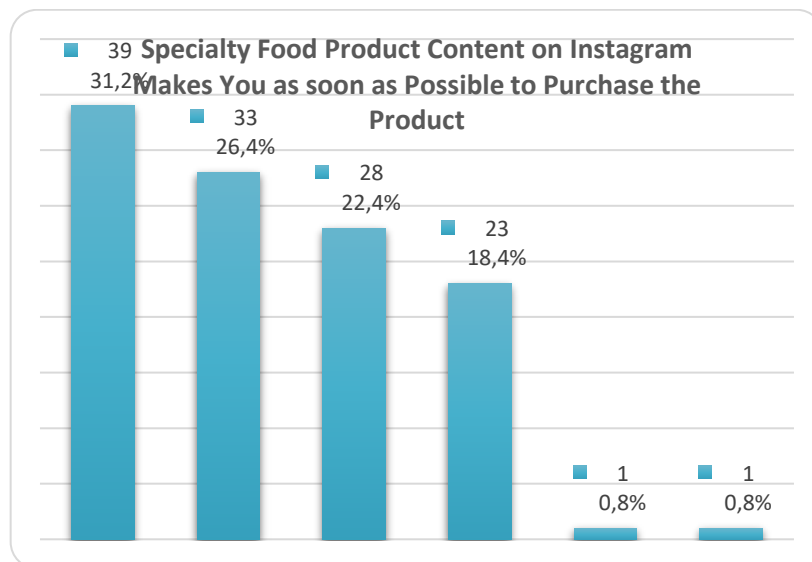


Figure 23. Statement of Respondents Regarding Content on Instagram Makes Consumers Immediately Purchase

Source: (Researcher processed result, 2024)

Based on the Figure 23, 39 people or 31.2% choose number 4, 33 people or 26.4% choose number 5, 28 people or 22.4% choose number 6, 23 people or 18.4% choose number 3, in choice 2 and 1 each amounted to 1 person or 0.8%. So, it can be summarized up that the majority of respondents choose number 4 as the answer to the statement “Specialty Food Product Content on Instagram Makes You as soon as Possible to Make a Purchase of the Product”.

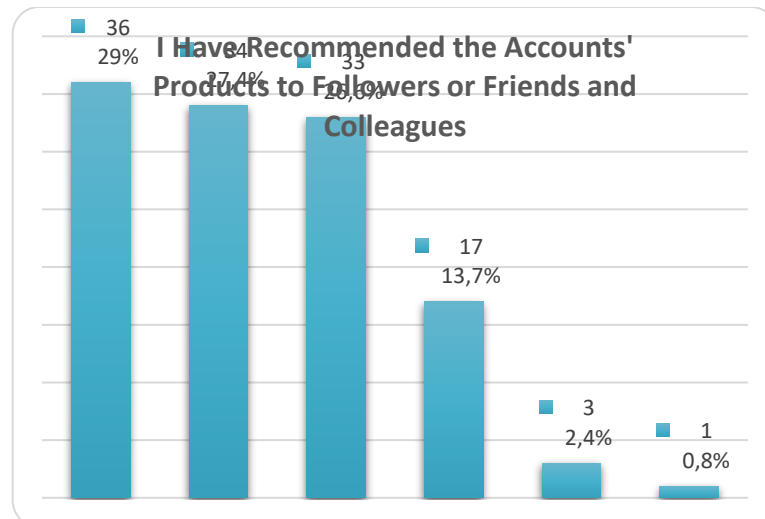


Figure 24. Respondents' Statement on Recommending the Account Product
Source: (Researcher processed result, 2024)

Based on the Figure 24, 36 people or 29% choose number 5, 34 people or 27.4% choose number 6, 33 people or 26.6% choose number 4, 17 people or 13.5% choose number 3, 3 people or 2.4% choose number 2, and 1 person or 0.8% choose number 1. So, it can be summarized up that the majority of respondents choose number 5 as the answer to the statement “I have recommended the account product to followers or friends and colleagues”.

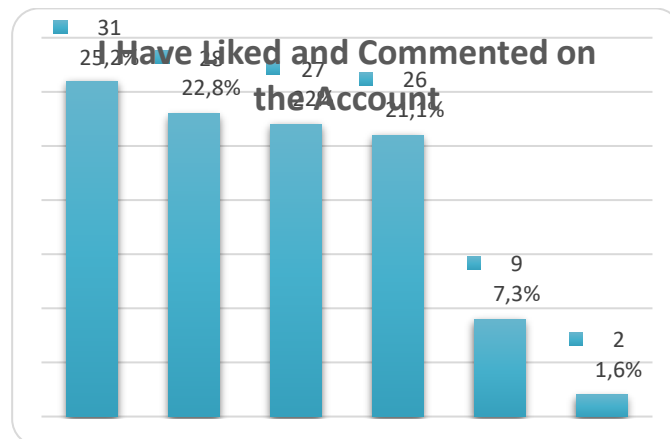


Figure 25. Respondents' Statement on Giving Like and Comment on the Account
Source: (Researcher processed result, 2024)

Based on the Figure 40 above, 31 people or 25.2% choose number 4, 28 people or 22.8% choose number 6, 27 people or 22% choose number 3, 26 people or 21.1% choose number 5, 9 people or 7.3% choose number 2, and 2 people or 1.6% choose number 1. So it can be concluded that the majority of respondents choose number 4 as the answer to the statement “I have given likes and comments on the account”.

DISCUSSION

The analysis of Instagram engagement using the AIDA framework reveals a clear pattern of consumer behavior toward Malang specialty food products. In the Attention stage, the majority of respondents (28.8%) indicated they regularly view posts on their homepage, with 32% stating they are not

distracted by frequent food-related content and are instead drawn to visually engaging and unique posts—highlighting Instagram’s effectiveness in capturing user attention. Moving to Interest, 40% of respondents found the messages on Instagram content appealing, while 38.4% agreed that the content was easy to understand. Additionally, 34.75% stated that Instagram posts aroused their curiosity to learn more about the products, affirming the platform’s role in nurturing consumer interest. At the Desire level, 34.4% of respondents felt a strong desire to purchase after viewing the content, supported by 33.6% who believed captions provided convincing purchase reasons, and 31.2% who perceived the products as high quality. Finally, in the Action phase, 32.3% expressed that Instagram content successfully convinced them to make a purchase, while 29% had recommended the products to others. A notable portion also indicated direct interaction, such as liking or commenting on posts. Collectively, these findings demonstrate the strategic potential of Instagram-based marketing in influencing purchasing decisions through structured attention-building and emotionally resonant content.

The findings demonstrate that among the analyzed products, meatballs stood out as the most favored Malang specialty food on Instagram, especially through the @baksopresiden account, which gained the highest follower engagement. At the attention stage, 46.8% of respondents followed the account, showing high interest in the unique and consistent content. The meatball product also garnered the highest interest rate (59.2%) and familiarity (72%), confirming its dominant visibility among consumers. This visibility was further supported by respondents’ intent to purchase the product within a short period (1–6 months), and 40.7% expressed willingness to buy again in the future, proving strong action potential.

The snack cake category, particularly promoted through the @lapistugumalang and @kampoenngroti accounts, ranked second in terms of digital engagement. With 32.2% of respondents following snack cake content, the product attracted moderate attention. Interest levels were also stable, with 26.4% indicating preference and 30.4% planning a purchase within six months. The desire stage showed significant influence from Instagram captions, with 34.4% of respondents expressing intent to buy based on post content. However, the action rate remained lower than meatballs, with only 24% strongly agreeing to future purchases. Seblak products gained attention via two local Instagram accounts, @seblak.kang.aryo and @nenggeulis.malang, followed by 23.4% and 21% of respondents, respectively.

Although the attention stage showed moderate performance, the interest and purchase intent levels were relatively low, with only 1.6% of respondents selecting seblak as their preferred food and 3.2% recognizing it. Despite this, 34.4% expressed desire due to Instagram captions, and a neutral to modest action response was observed (21.6% agreeing to future purchases). Ice drinks, represented by @esettrup.slamet, had the lowest attention with only 9.7% followers. Although Instagram content influenced respondents’ desire (34.4%) through engaging captions and visual storytelling, the overall interest remained weak (only 4.8% preferred the product). Purchase intent remained minimal across all time frames, though the action indicator suggested that 33.6% of respondents could be persuaded to purchase in the future if content strategies improved. Lastly, noodles through @bakmiehokki had a stronger presence than ice drinks and seblak, with 27.4% of respondents following the account. Noodle products ranked third in consumer preference, where 8% selected them as a favorite and 5.6% had familiarity. The desire stage was positively affected by the Instagram captions, which 34.4% of respondents agreed influenced their motivation. Furthermore, the action stage showed potential, with 37.6% agreeing they would purchase noodle products again.

Across all products, the study finds that attention and desire stages are highly correlated with effective Instagram content—particularly where persuasive captions, visual identity, and emotional branding are evident. However, converting that attention into action remains varied depending on the product’s familiarity and perceived value. The meatball product exemplified a fully integrated AIDA response, while other products like ice drinks and seblak may benefit from targeted content improvements to enhance consumer engagement and conversion.

CONCLUSION

The Instagram platform in micro, small and medium enterprises of Malang specialty food products plays an important and increasing becomes central role in social media, it is important for users, namely MSME owners or consumers, to start seeing that platform is not just an interaction or communication tool. Instagram, from a simple image sharing and social tool, is turning into a new marketing tool in social media marketing. The result of this study indicates that the effectiveness of Instagram as a promotional media is in the third high category. From 125 respondents, the food product chosen, namely choosing cake snacks, totaled 84 people, respondents who choose meatballs totaled 67 people, respondents who choose other (rawon, bags, shoes, apples, fresh vegetables, and others) totaled 16 people, respondents who choose bakmi/ noodles totaled 13 people, and respondents who choose seblak totaled 3 people. So it can be concluded that the majority of respondents choose cake snacks as a typical Malang product that they remember. The result of the AIDA analysis, namely the Attention aspect of around 30% to 40%, Interest, which is around 35% to 40%, Desire around 30% to 40%, and Action around 30%. So, it can be concluded that all respondents, namely consumers of Malang specialty food product who follow the Instagram platform of these food accounts, are still below 50% from the aspects of attention to action. It is possible that other media are still superior, namely Tiktok or without media at all, namely through word of mouth or trust from friends.

Further research is needed that uses the second highest media, such as Tiktok and look for more appropriate promotional and branding media for Malang specialty food products. In the future, it is necessary to choose an online promotional media that is more appropriate and effective in generating decision making activities (actions) from its followers.

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