Social Media Opportunities as a Culinary Business

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Abstract. Social media is now straightforward to use and accessible for anyone including in the business world as a market opportunity. The purpose of this scientific work is to explore the use of social media in attracting consumer’s attention to the culinary business as a promotional medium. In this scientific work the author used descriptive methods that provided a detailed description of the matter in writing. The results of the writing made to see the scope of social media influence the selling power of the culinary business. The discussion in this study refers to social media studies that foster business opportunities which focus on the culinary world. In conclusion, social media has a massive chance in the culinary business to fascinate consumers. Also, promoting in social media lessen the promotional costs than promoting conventionally, it is making the entrepreneurs easier in order to offer their products to public.

1. Introduction

According to P.N. Howard and MR Parks, Social media is a media consisting of three parts, namely: Information infrastructure and tools used to produce and distribute media content. Media content can be in the form of personal messages, news, ideas, and products. A digital form of culture, then those that produce and consume media content in digital form are individuals, organisations and industries [1]. According to Michael Cross, social media is a term that describes various technologies that are used to tie people into a collaboration, exchange information, and interact through web-based message content. Because the internet is always developing, the various technologies and features available to users are always changing. This makes social media more hypernymic than a specific reference to various uses or designs [2].

According to Chris Brogan, social media is a new set of communication and collaboration tools that allow many types of interactions that were not previously available to ordinary people [3]. According to Caleb T. Carr and Rebecca A. Hayes, social media is an Internet-based media that allows users the opportunity to interact and present themselves, both instantly and delayed, with a broad audience or not that drives the value of user-generated content and perception of interaction with others [4]. From the understanding of social media according to the experts above, it can be concluded that social media itself brings us to a world without borders that can explore various things in it [5]. Social media is the same as sharp objects that can peel everything inside without any limits [6]. As long as we are still connected to the internet, anything we can do can be a tool to control what we want, including in the business world itself. Previous studies show that the Internet positively influences firms’ export activities from developed markets.

However, the literature is vague as to whether the Internet has an impact on the export performance of firms from emerging markets [7]. Design is a potent strategic tool that companies can use to gain a
sustainable competitive advantage. Most companies neglect design as a strategy tool. What they do not realise is that good design can enhance products, environment, communications, and corporate identity [8]. One hundred ways to tap into social media for a more profitable business In Social Media 101, social media expert and blogger Chris Brogan presents the best practices for growing the value of your social media and social networking marketing efforts [9]. Traditionally, consumers used the Internet to expend content: they read it, they watched it, and they used it to buy products and services. Increasingly, however, consumers are utilising platforms such as content sharing sites, blogs, social networking, and wikis to create, modify, share, and discuss Internet content [10]. The purpose of this study is to explore the use of social media in attracting consumer attention to the culinary business as a promotional medium. The method used the descriptive method that provide the detailed description.

2. Method
The method used by the authors in this study was a descriptive method that provided a detailed description of the opportunities obtained from social media in the culinary business so that it got a reference to the extent to which opportunities were obtained for consumers in this culinary business.

3. Results and Discussion
In this case, the use of social media is the most accessible media for users. Also, social media have many users nowadays, even among young people and the elderly [1]. Seeing from the scope of social media is possible the great opportunities offered to business people to offer food or culinary products. Culinary entrepreneurs can place their products by displaying various products they have on social media because display is significant in promoting food. Obviously, with the existing images that should make people interested, in the social media culinary business as seen in Figure 1.

![Figure 1](https://www.instagram.com)

In the appearance of the products in the social media posts that entrepreneurs use, it looks exciting to see. By using the appropriate image layout and striking colours, the followers are interested in seeing what they post in it. Not forgetting about each post there is a way to post food messages as seen in Figure 2.
Figure 2. Product Description. This figure was adopted from www.instagram.com on August 24, 2018.

Here, each product post is giving a description where followers can find out the procedure for ordering the food product. In addition to displaying photos of food entrepreneurs, rendang, also uses a model to increase the attractiveness of the products offered, as shown in Figure 3.

Figure 3. Product Model. This figure was adopted from www.instagram.com on August 24, 2018.

After using the model as a lure of consumer appeal to the products offered by the rendang entrepreneurs, the social media used is also equipped with an online biography of rendang. The aim is to tell the origin of the product they made, as shown in Figure 4.
In the biography at the form of the writing, visitors can go directly to where the food processing place is made by the company and can also buy directly to the place. Also, the seller attaches a link that directs to the chat page to make it easier for consumers to order the product.

4. Conclusion
Social media has a significant influence on the opportunities in the culinary business to attract consumers; nowadays online social media has developed into land to offer a variety of food products. With the technology era, consumers are now more interested in social media as a means of their online shopping because it is more efficient and easy to get complete information. Social media also saves on promotional costs compared to current promotions, which makes entrepreneurs also more comfortable to offer their products.

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