Komodifikasi pada Konten dan Audiens *Foodgram* @Jogjafoodhunter sebagai Media Informasi Kuliner Populer di Yogyakarta

Santi Parianti[1], Ade Putranto Prasetyo Wijiharto Tunggali[2*], Erwin Rasyid[3]

[1,2,3] Program Studi Komunikasi, Universitas 'Aisyiyah Yogyakarta, Indonesia

*email: ade.putra.tunggali@unisayogya.ac.id

Abstrak

Pertumbuhan pesat pengguna media sosial menyebabkan munculnya akun *buzzer*. Diantara dampaknya adalah hadirnya para penggiat akun instagram, terkhusus tentang kuliner. Adanya informasi kuliner bercampur dengan praktik bisnis dalam konten iklan di akun instagram @Jogjafoodhunter seakan membuat komoditas baru yang layak dijual. Hal tersebut menimbulkan konsekuensi baru dengan adanya pergeseran esensi informasi kuliner untuk menggeser perannya sebagai wadah bisnis bagi pemilik akun. Penelitian ini bertujuan untuk mengetahui komodifikasi konten dan *audience* pada akun @Jogjafoodhunter sebagai media informasi kuliner populer. Metode yang digunakan adalah kualitatif dengan pendekatan analisis isi. Di akhir penelitian ditemukan bahwa unggahan di akun @Jogjafoodhunter telah dimodifikasi sedemikian rupa sehingga menjadi bagian dari konten untuk menarik pengikut membeli produk sekaligus menjadi orang yang konsumtif. Hal tersebut mengakibatkan terjadinya proses komodifikasi konten. Selain itu terdapat komodifikasi audiens pada akun ini, yakni sebagai penambah rating akun bagi pengiklan.

Kata-Kata Kunci: Akun Buzzer; Komodifikasi Konten; Media sosial

Content and Audience Commodification of Foodgram @Jogjafoodhunter as Information Media for Popular Culinary in Yogyakarta

Abstract

The rapid growth of social media users led to the emergence of buzzer accounts. Instagram has had a new impact, namely the presence of Instagram account activists. specifically about culinary. The existence of mixed culinary information and influenced by business practices in advertising content on the Instagram account @Jogjafoodhunter seems to make a new commodity worthy of sale. This has led to new consequences with a shift in the essence of culinary information to shift its role as a business container for account owners. The research aims to determine the commodification of content and audiences on the @Jogjafoodhunter account as a popular culinary information medium. The method used is qualitative with a content analysis approach. At the end

of the research, it was found that the upload in the @Jogjafoodhunter account was modified in such a way that it was part of the content to attract followers to buy the product and at the same time become a consumptive person. This resulted in a content commodification process that occurred. Audience commodification on this account, namely, as an addition to the account's rating to advertiser.

1. Introduction

Yogyakarta is one of the tourism cities which has many interesting places to visit. Today's culinary business in Yogyakarta is growing. Data for 2015 according to the Head of the Domestic Trade Division of the Office of Industry, Trade, Cooperatives and MSMEs stated that 83,000 small and medium enterprises (UKM) 50% of which are dominated by the culinary industry. Even Yogyakarta is 1 of 10 cities in Indonesia that has become a culinary tourism destination, this makes KEMENPAR continue to support and compile plans and culinary development strategies in the future.

Communication is easier with the presence of technology, especially information. This technology was created to make it easier for us to communicate and get information quickly. One of the current communication technologies is the Internet (Ayutiani & Satria Putri, 2018). Instagram has had a new impact, namely the presence of Instagram account activists specifically about culinary. Information about culinary tourism is packaged more attractively by utilizing Instagram, which is known to the public as Foodgram or Food Blogger. Instagram makes it easier for people to read information from food bloggers and can influence readers to follow their recommendations.Foodgram is the name for photographers who take portraits of food, usually a group or individual Foodgram, if a group of about 4-6 people. Foodgram consists of food, drink, package. One of the culinary accounts in Yogyakarta with the most followers is @Jogjafoodhunter, this account has more than 560,000 followers, with 9,050 photo posts. This account is a special attraction for research. This account provides information about a place to eat with interesting words, from information about the address, favorite food, to the average price at the restaurant.

Commercialization practices exist through the information needed by the community. This results in topics related to culinary information that lead to a search for profits from the media industry concerned. The advertising content contained in the @Jogjafoodhunter account is content created by the admin in the form of culinary information in image posts and captions on the @Jogjafoodhunter account by mentioning the name of the place. This raises a view of the existence of commodification practices carried out by Instagram accounts in posting images and captions that are made.

The political economy of communication talks about the commodity process, the main point of which is the content of the media by converting use values into exchange values. The codification of content is related to the content of a media that is very suitable for sale in the market because it is in accordance with market interest. (Mosco, 2009). Media content becomes a market for sale because it contains symbols, meanings, images, information, and others that are in accordance with market

interests. The commodification of media content or content and media formats must still be measured and monitored so that it always becomes a complete package for trading. (Subandi & Sadono, 2018).
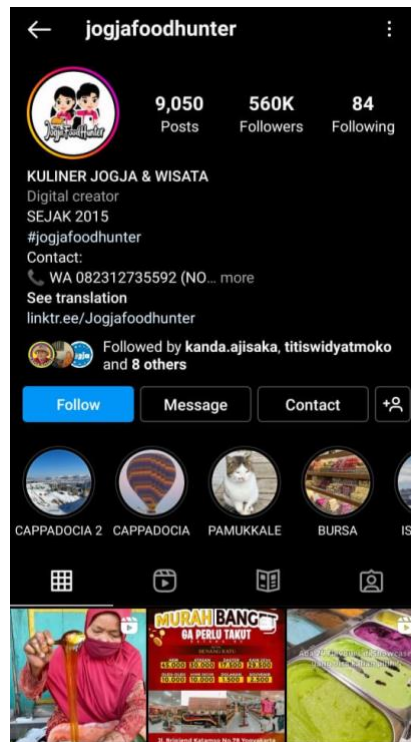

Figure 1. Display Profile of @Jogjafoodhunter Account

Vincent Mosco said that the commodification of content is related to the content of a communication medium. In this case, the researcher sees that the content made in such a way in every @Jogjafoodhunter account post is related to the needs of followers. Therefore, it's no wonder the admin on this account makes his posts attract followers' interest. This is done so that followers can be carried away with each post and have an interest in trying culinary in each of these posts. According to researchers, this is a very good strategy, because followers seem to be made to always follow and always try every culinary information posted.

Based on the description above, it can be seen that the practice of commodifying content is very easy to display on social media, especially Instagram. Commodification is usually defined as the activity of media managers in treating messages as commodities that can please the public, invite advertisers, and extend the media business.The existence of mixed culinary information and influenced by business practices in advertising content on the @Jogjafoodhunter Instagram account seems to make a new commodity worthy of sale. This has led to new consequences with a shift in the essence of culinary information, which was originally presented to inform culinary delights, which has shifted its role as a business platform for the @Jogjafoodhunter account owner. This is also supported by audiences who are increasingly accessing culinary information through the @Jogjafoodhunter account. Based on the growth of followers or followers and likes you get on each post.

Dallas Smythe said that audience or audience is the main commodity for media. The emergence of new media strengthens Smythe's argument. Digital systems strengthen and expand the

commodification process so that it can be communicated to audiences more efficiently and effectively. The digital system makes it easy to measure and monitor precisely every information transaction used today to filter the process of sending audiences, listeners, readers, film fans, telephone and computer audiences to advertisers.

Imaginary commodification deals with ratings or followers received from media content, and those ratings are sold to advertisers using imaginary as a benchmark. The @Jogjafoodhunter account converts the usable value of ratings or followers into the advertiser's exchange rate, so that advertisers want to fill in and use the @Jogjafoodhunter account for advertising. That is, when a content is distributed through communication media to the audience, and the content is in demand by the audience, then the higher the amount of consumption and rating value of the media. This is very useful for media politics because one of the revenue is from advertisers.

Imaginary commodification relates to ratings or followers received from media content, and these ratings are sold to advertisers using imagery as the benchmark. The @Jogjafoodhunter account changes the use value from rating or followers to advertiser exchange rates, so that advertisers want to fill in and use the @Jogjafoodhunter account for advertising. That is, when content is disseminated through the media of communication to the audience, and the content is in demand by the audience, the higher the amount of consumption and the rating value of the media will be. This is very useful for media politics because one of the revenue comes from advertisers.

This further shows the existence of the practice of commodification carried out by the account owner to make the account an account that is used as a container for advertisers through culinary content and also the number of followers the @Jogjafoodhunter account has. In addition, the account owner has also prepared a contact that can be contacted either by number or line and the email listed in the bio of the @Jogjafoodhunter account. This contact will make it easier for advertisers to contact the account owner for cooperation. This study will examine the practices of commodification in the content of foodgram @jogjafoodhunter as a culinary information center. This study aims to see the dynamics of content commodification practices and the dynamics of communication that occur in virtual spaces.

2. Research Methods

This study uses a qualitative method. This method is a method used to examine a person in a natural way, as opposed to an experiment, where the researcher is the key instrument, the data collection technique is done by triangulation (combined), inductive data analysis, and the results of qualitative research will lead to more activities that are natural or natural setting. This research will examine the photo and text elements found on Instagram. The research approach model used is content analysis. Analysis was carried out on Instagram content as the main data source (Moleong, 2004).

Before the content analysis was carried out, the researcher first conducted a grouping of Instagram accounts which would be used as research observation units. The account that is the focus of analysis is the @Jogjafoodgram account which contains information on popular culinary in

Yogyakarta. The number of followers (followers) is also a consideration for the account to be analyzed. As a target, researchers collected and analyzed the last 10 photos uploaded from the account. From the uploaded photos, there are several content elements that will be used as factors that determine the image type breakdown. The first factor is 1) animate - subject in frame, namely photo images containing pictures of people 2) animate - people in frame, namely photo images of people doing activities or activities in the context of the photo; 3) Food, Package, and drink, which is an image containing a photo of the food without the person or individual in the photo.

In addition, other aspects that will be added to the analysis are the use of filters and point of view. Another analysis is the caption component or the title or label given to the photo. The researcher will classify the analysis of three elements. The first element is a caption that contains a sentence of invitation or persuasion (persuasion) to visit a culinary location or take certain consumption actions. The second element is a descriptive caption that contains only the content of the image. The third element is a caption that provides information such as historical background or culinary-related facts (informative). Based on the analysis component, the researcher will look at the types of photos uploaded, the captions given, and the number of likes or comments that the image receives.

3. Results and Discussion

3.1 Media Content in @Jogjafoodhunter

Media content is mass media content that can never be free of value because the media always has interests. Media content is commodified to reflect a constructed social reality. Media content is also influenced by socialization and attitudes of media workers, influenced by media routines, social institutions, and pressure from others. Commodification in Marx's view is rooted in a materialist orientation that focuses on the productive activities of actors which are at the heart of capitalism. Their interaction with the environment and other actors is what Marx calls commodity value.

When economists think of commodities in communication, they have a desire to start with media content. Primarily from this perspective, it is the process of commodification in communication that changes the form of messages, ranging from binary codes to systems of meaning to trading products. This brief description shows that the process of creating exchange value in communication content is the whole complex of commodity social relations, including workers, consumers and owners of capital. This commodity focuses on identifying the relationship between commodity content and its meaning (Mosco, 2009). Researchers have collected ten components of the post title, of which most of the uploads are Table 1. is the basis for researchers to analyze the contents of the download results on the account. In accordance with the previous unit of analysis, the researcher will look at the title of the downloaded post whether it contains elements of people or only pure culinary image content. In addition, the researcher will also see if there is a specific theme context found in the uploaded images or photos.

The first findings can be seen on the @Jogjafoodhunter account which has one of the highest likes. The majority of images or photos uploaded are related to hangout places and people in the

frame. The remaining 4 photos. Another finding was the presence of an element of the person in the photo. This person element is found on the @Jogjafoodhunter account but also on other accounts. Initially, the researcher wanted to share the analysis on the poses or activities carried out by the person in the uploaded photo. The results of the analysis then converged on an interesting finding that the people in the photo mostly showed poses that were not facing the camera (candid).

Table 1. Classification and Description of Post Content which is the Focus of the Analysis

No	Title Post	Post Count	Like	Comment
1.	Baru lagi di Jogja	9 post	9.046 like	509 Comment
2.	Tidak ada judul	1 post	72.303 like	114 Comment
3.	Segerr Segerr	7 post	2.696 like	69 Comment
4.	Nongki Asik di Rooftop Hotel	10 post	3.448 like	62 Comment
5.	Okiru Diskon 17%	10 post	4.966 like	111 Comment
6.	Diskon 50% All menu	4 post	3.795 like	123 Comment
7.	Piknik Asik di Jakal	10 post	3.202 like	133 Comment
8.	Omjola Resto	9 post	3.574 like	50 Comment
9.	Supercake Cakekekinian	3 pos	2.009 like	13 Comment
10.	Tebus Murah Salad Nyoo Cuma 1000an	4 post	2.212 like	199 Comment

Source: Reseracher data from observer in 2020 with 30 account instragram

Table 2. Analysis of the Caption used

No.	Account Name	Caption
1.	@Jogjafoodhunter	- There is a special title "NEW AGAIN IN JOGJA" - Location - Description of the place - Description of some menus - Price list - Information - Sentences of invitation
2.	@Jogjafoodhunter	- Information - Location
3.	@Jogjafoodhunter	- Interesting post title - Attractive with low price info - Emphasize place names - Attractive with promos - Sentences of invitation - Information - Location address - Use of hashtags
4.	@Jogjafoodhunter	- Promotional sentence that changes perspective expensive - Interesting with place description - Menu list details - Discount promo info - Information on procedures that apply to promo discounts - Sentences of invitation - Information - Location address - Use of hashtags

No.	Account Name	Caption
5.	@Jogjafoodhunter	- Seductive caption titles with discounts
		- Confirmation that the discount is starting to apply
		- Description of places that attract followers
		- Quotes that make followers curious
		- Affirms a cheap menu
		- Tempting with lots of discounts
		- Sentences of invitation
		- Information
		- Location address
		- Use of hashtags
6.	@Jogjafoodhunter	- Caption title that attracts followers
		- Sentences that inform there is a new place
		- Description of the place and facilities provided
		- Sentences of recommendation that can convince followers to try
		- Sentences of invitation
		- Information
		- Location address
		- Price range
		- Use of hashtags
7.	@Jogjafoodhunter	- New place info with recommendation sentence
		- Recommendations for various events
		- Tempting with promos
		- Description of interesting places
		- Information on procedures for purchasing to get prizes can attract followers
		- Information
		- Location address
		- Use of hashtags
8.	@Jogjafoodhunter	- Current caption title
		- Confirmation of info there is a new menu variant
		- Sentences of recommendation
		- Menu description
		- Seductive sentence
		- Various interesting promos
		- Info on the terms and conditions of the promo
		- Information
		- Location address
		- Use of hashtags
9.	@Jogjafoodhunter	- Title caption with interesting promos
		- Attractive with flash sale
		- Info on the end of the promo
		- Info terms and conditions of the end of the promo
		- Info on branches that hold interesting promos
		- Detailing the map names of each branch to make it easier for followers
		- Provision of contact person for complaints/criticism/suggestions
		- Use of hashtags

Source: *Reseracher data from observer in 2020 with 9 account instragram*

The presence of people in the post also makes the codification contained in the image a new commodity that is sold by the account owner. Based on Table 2 researchers found the @Jogjafoodhunter account used various types of captions for the images they uploaded. The following is a table of the results of the analysis of the captions written in the 10 (ten) posts of the @Jogjafoodhunter account.

There are those who specifically use certain types of captions, namely different caption title names or image descriptions. There are also consistently uploading images with the same caption. Such as, persuasive sentences, hours of operation of the place, address of the location, and the use of hashtags. Every post in the @Jogjafoodhunter account uses the same caption template. Terms such as indirect persuasion or implicit marketing are commonly found in marketing materials that the form of "sales" which is not openly offering its products has a positive impact on consumer behavior and consumption intensity (McQuarrie & Phillips, 2005; Courbet & Fourquet-Courbet, 2014; Mufidah, 2015). Some of the @Jogjafoodhunter account captions that do not explicitly invite their followers to go to a certain culinary tourism location may be seen as something that is attractive to their followers. The indirect captioning is also commodified by the account owner.

On the @Jogjafoodhunter account, uploading of new information or products is always followed by a caption that makes followers easily influenced and wants to buy products. This upload is modified in such a way that it is part of the content to attract followers to buy the product and at the same time become consumptive people. This resulted in a commodification process that occurred.

3.2 Audience Commodification on @Jogjafoodhunter Account

This view sees that it is actually the audience who performs the function of commodification, because the ranking of the program or distribution is the will of the audience itself. Seeing this, the togetherness of the community as an audience must take part in controlling media content, especially if it turns out that a media is no longer in accordance with the norms in society. (Surahman, Annisarizki, & Rully, 2019). Audience commodification in mass media (in this case Instagram) involves several things, including the existence and condition of the media industry, audience interests and interests in new media, and the interest of advertisers who are starting to look to Instagram as one of the promotional media. The presence of advertisements on Instagram can be a trigger for rapid commodification of audiences and audiences themselves who want it indirectly. (Surahman, Annisarizki, & Rully, 2019).

Researchers found followers or followers of the @Jogjafoodhunter account as worthy of commodification. This is important for research by considering the aspects of human relations in it which are one of the valuable factors in this study. Based on Table 3. the researcher found the analysis of comments on the @Jogjafoodhunter account. This can be seen from the increasing number of followers who also indirectly promote culinary information from the @Jogjafoodhunter account. Here are 10 examples of comments from followers of @Jogjafoodhunter:

The existence of comments made by followers can strengthen the influence of other followers to see information on the @Jogjafoodhunter account. The existence of comments in the form of information shared by followers or even invitations made can be judged to be accommodated by the

@Jogjafoodhunter account. Because they can be the rating offered to advertisers who will advertise their products on the @Jogjafoodhunter account.

Table 3. Analysis of Comments on the @Jogjafoodhunter Account

No.	Comment	Information
1	rz_aab @wawanpgr @zaenal.imam habis dari tempat ibadah cuss lokasi — 3j Balas	In addition to followers from the @Jogjafoodhunter account, a commodification process is also seen by followers by tagging their friends' accounts.
2	realokthaviann_ @hoamzz_ jangan lupa ajak tata kesini bang — 6h 2 suka Balas	Followers who try to commodify via reminders to invites to their friends.
3	rinisuphianuryati_ @regitamarliana1 re ayok nnt kulineran 😂😂 — 2h Balas	Followers make direct invitations to their friends for culinary information by the @Jogjafoodhunter account
4	devyy.ns @devamalaya_ MURAH SEKALI NICH — 5h 1 suka Balas	Sharing follower information regarding culinary prices informed by the @Jogjafoodhunter account
5	devisilvidia @septianatita @firstar @mauliananur @magfira.arumm besok nyok.. baru kekmapus habis itu kumpul berkas — 1h Balas	Direct invitations to 4 of his friends mentioned in the comment column of the @Jogjafoodhunter account
6	mahmuda123 @aralvta_ @tutirsvita Ayookkkkkkkkk dongg... deket nih — 2h 1 suka Balas	Information sharing carried out regarding locations that are close by followers to their friends
7	viya_urdiyana Ya ampunn ngiler aku, mbok aku di tukokke iki mbak fiaaakk 😭 @annisaalutfiaa — 4h 1 suka Balas	It can be seen from the comments that followers have been affected by the @Jogjafoodhunter account post
8	yosephineita @lissa_apriliana sebagai penggemar susu kita harus pi sini — 2h Balas	Followers who make direct invitations from culinary information that has been obtained on the @Jogjafoodhunter account
9	nurhannasholikhah @githa.istgtawjy woi gaskeun, extra tetelan — 1h Balas	Followers are interested in what the @Jogjafoodhunter account has posted
10	widyaafrisyah 3k - 28 k ada western n nusantara juga woiii @ellena.chrs @jesicacitra @agustindahh @zaraashafa @fauzandrj @daprae @irsydfauz @ulinnvha — 3h 3 suka Balas	Culinary information is passed on by followers to friends by mentioning them in the comments column

Source: Reseracher data from observer in 2020 with 10 account instragram

The more followers who mention friends' accounts in the comments column, the more viewers from the @Jogjafoodhunter account can increase followers or followers. On the @Jogjafoodhunter

account, audience commodification occurs on how this account forms perspective through commodification so that followers of this account want to use the products displayed.

4. Conclusion

The commodification that occurs on the Instagram account @Jogjafoodhunter represents almost all Instagram accounts or similar media. There are at least two commodities as proposed by Mosco: commodification of content and commodification of audiences. Content commodification can be seen in the @Jogjafoodhunter upload which uses a different title component for each post and contains a complete description in the caption of each post. The researcher also saw three elements of commodification through the posting of the @Jogjafoodhunter account, namely the first finding of a person in the frame, the second finding only showing food, drink, and packages, then the third finding shows the view of the culinary place. It becomes the content that is sold by my owner. In addition, the @Jogjafoodhunter account management indirectly makes followers easily influenced and wants to buy products. This upload is modified in such a way that it is part of the content to attract followers to buy the product and at the same time become consumptive people. This resulted in a content commodification process that occurred.

Audience commodification on this account is conditioned by the account manager as an agent for distributing product advertisements through the comments column by which followers can unconsciously participate in the commodification process through comments shared by followers. Followers can also be a value that makes high ratings for advertisers to choose the @Jogjafoodhunter account in advertising their products. From the research that has been done, suggestions for further research can analyze commodification from a political perspective. To see the role that is simultaneously carried out by the owners of the foodgram account, especially the Yogyakarta area. Analyze how content published on each foodgram account has the same content and can be commodified into tradable things.

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