

Angkringan Boy's Strategies of Using Instagram as a Communication and Business Platform

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ABSTRACT: Instagram as a form of social interaction is now used by business accounts for communication and business platform, one of them is Angkringan Boy, which uses Instagram differently from other business accounts. The purpose of this study was to analyze changes in actions in the strategy of using Instagram by Angkringan Boy for communication and business platform and to identify the importance of Instagram's social media as Angkringan Boy's communication and business platform. The theory used is Media Ecology by McLuhan with qualitative descriptive research types and constructivist paradigms. The research primary data are obtained through interviews with Angkringan Boy as a key informant and three followers of Angkringan Boy Instagram account. The conclusion of the study states that Angkringan Boy changed his actions by creating an informal business account as a strategies of using Instagram as a communication and business platform so that a friend-like interaction is formed between Angkringan Boy and followers, hence instagram is important for fast response interaction, platform to sell informal atmosphere that is owned by Angkringan to its followers and customers, and Instagram helps Angkringan Boy's business in the midst of COVID-19 pandemic because information related to receiving delivery orders can be shared via Instagram to followers and customers.

Keywords: Instagram, Angkringan Boy, Media Ecology, Communication, Business

I. INTRODUCTION

Social media is one of the media that is specifically designed to facilitate an interactive communication process based on internet technology (Doni, 2017). Social media could offer a variety of interesting features so that users could easily use social media, one of the social media that has advantages in the ease of sharing information through photos and videos is Instagram (Giantika, 2019). The uses of Instagram also allows businesses to market their products through content uploaded via Instagram, this communication could enable business accounts to reach customers more broadly, such as Angkringan businesses that also use Instagram. Angkringan was originally a traditional food stall which was introduced in Yogyakarta by Mbah Pairo in 1950 by presenting simple foods such as "Sego Kucing", anchovies, tempeh, tofu, bakwan, banana, satay, and various special drinks such as ginger, iced tea, orange squash, ice ginger milk, coffee ("Sejarah angkringan dan pengertiannya", 2012). As time goes by, the phenomenon of digital media cannot be avoided in society including the realm of Angkringan. This phenomenon occurs in several Angkringan businesses located in various regions. For examples Angkringan Oink-Oink which is located in Bandung and Angkringan Cak Jo Klithik which is located in Ponorogo. Angkringan Oink-Oink has used Instagram to reach customers more broadly and already has 2,347 followers (Angkringan.oink2, n.d.). Angkringan Cak Jo Klithik is a modern Angkringan which is located in Ponorogo, they also use Instagram to reach customers widely and has followers of 1,944 (Angkringan.cakjoklithik, n.d.).

The phenomenon of using social media Instagram also occurs in Angkringan located in Jakarta, named Angkringan Boy. Angkringan Boy is a unique Angkringan because it serves non-halal and noodle dishes. Although, there is a special menu called "nasi kucing", various satay, and fried. The food served by Angkringan Boy mostly has an inexpensive price, even though Angkringan Boy is classified as modern Angkringan but the classic pushcart is still used, although they replaced the original wooden chair with several tables and chairs for visitors. Another difference that is seen is that Angkringan Boy employees wear uniforms bearing the name @Angkringanboy Instagram account (Tracy, 2016).

Angkringan Boy has 4,195 followers and 377 uploads on instagram (Angkringan boy, n.d.). Angkringan Boy actively uses Instagram as a platform to communicate with customers through comments and likes on content uploaded in their account @Angkringanboy. There are a few interesting things related to the use

of Instagram by Angkringan Boy as a communication and business platform because their account has unique Instagram contents unlike other food and beverage business account feeds. The interaction through their feeds and story has become the customers' appeal and using Instagram as a communication platform could help their business to survive in this current situation. The COVID-19 pandemic in Indonesia has forced people to stay at home to avoid a virus that could spread from one person to another (Mashabi, 2020). So it is impossible for customers to come directly and having a dine-in Angkringan Boy stall, therefore by using Instagram Angkringan Boy would be able to communicate with the followers and customers and run their business. During this pandemic, Angkringan Boy also tried hard to support the government's efforts to break the chain of COVID-19 by providing hand sanitizers as well as spraying disinfectants. In addition, through content uploaded on their Instagram account, it can be seen that although Angkringan Boy is one of the industrial sectors that are not temporarily closed by the government, Angkringan Boy only serves takeaway or delivery through go-food / go-send.

In this research, the researcher chooses Media Ecology Theory to become the main theory and focus of this research because Angkringan Boy changes actions by using Instagram as a communication and business to customers. Media Ecology is a theory by McLuhan, this theory argues that society cannot avoid the media and very dependent on technology therefore the media can instill action in society (McLuhan in Meisyaroh, 2014). Based on the background above, the research question is how Angkringan Boy's changes their action based on the strategies in using Instagram as a communication and business platform. The purposes are to analyze changes in Angkringan Boy's actions and strategies in using Instagram and be able to identify the importance of social media Instagram as Angkringan Boy's main platform for communication and business.

II. THEORETICAL FRAMEWORK

2.1. LITERATURE REVIEW

There are several scholars that have been researching about Media Ecology theory. The research by Ruotsalainen and Heinonen (2015) discusses the tradition related to Media Ecology theory which is written that the media implements action in society and then the tradition is analyzed into the phenomenon of change in the media precisely the old media into new media such as social media platforms has led to changes in actions in a society that makes social media platforms a social space like direct meetings. The second research by Stephens (2014) discusses related metaphors contained in the Media Ecology theory popularized by Postman where the ecological metaphor in the theory refers to the interaction between humans and the environment which focuses on linguistic human subjects and technology as a parallel rather than integration. This article criticizes the slogan of Media Ecology theory that media is a message, because based on the author "we are media as well as the messages" (Stephens, 2014, p. 2041). The third research by Anton (2016) discuss about the roots of Media Ecology Theory and how is the involvement of technology in human life so that culture is formed in society because the media instills action in society, namely the action of "one thing at a time" which is embedded after the old media has been replaced by the action of everything at one time embedded after new media. And then the research by Awan, Hoskins and O'Loughlin (2011) explains how the media determines the actions within the terrorism group which sees that the younger generation has a dependency on the media so that the terrorist group changes its actions in interacting with internal and external groups, namely by using new media. And the last the research from Meisyaroh (2014) explains the relations between Instant Messaging and media ecology because media ecology talks about the study of the media environment as well as Instant Messaging which was born from the results of studies on media development in society in line with individual development following technological trends.

2.2. Theoretical Framework

McLuhan is a Canadian scientist who demonstrates that media technology shapes human feelings, thoughts, and actions, this is because we have a symbiotic relationship with technology, so media ecology theory is born which argues that society is highly dependent on technology media (West & Turner, 2010). Parameswaran (2008) in West and Turner (2010) states that Media Ecology is the study of how media and communication processes affect human perception, feeling, emotion, and value (p. 429), which means that Media Ecology is the study of how media and communication processes could influence perceptions, feelings, emotions, and values inherent in a person. Media Ecology Theory is centered on the principle that states that people's lives cannot avoid the influence of technology, therefore there is a slogan put forward by McLuhan that is "the media is a message" because the media is able to change how we think about other people, ourselves, and the world around us (West & Turner, 2010).

There are 3 assumptions from McLuhan's Media Ecology Theory written in West and Turner (2010): 1. Media instills action in society, 2. Media improves perception and organizes our experiences, 3. Media unites the world. Media Ecology Theory is used in this research because the researcher will focus on the first assumptions of the theory in order to analyze the changes in actions of Angkringan Boy's strategies using Instagram as a business and communication to customers. The changes in the action of Angkringan Boy are

based on the evolution of digital media in society who adapt to Instagram. Instagram takes action to instill in Angkringan Boy so that there is a transformation of action on Angkringan Boy in conducting communication and business with customers by using Instagram social media. Related to the assumptions in this theory, the researcher sees that Instagram has a role in instilling action in Angkringan Boy so that there is a transformation of changes in action at Angkringan Boy in communicating and business with customers by using Instagram. This research has a research framework that could simply explain that the researcher analyzing Angkringan Boy's strategy of using Instagram with Media Ecology Theory in order to find that Instagram has succeeded in instilling action of Angkringan Boy's whose already using Instagram as a communication and business platform.

III. METHODOLOGY

The research paradigm used to explore Angkringan Boy's strategies of using Instagram as a communication and business platform is a constructivist paradigm because the researchers will interpret the reality that has been constructed by existence or reality. Basically, the constructivist paradigm is an anti-thesis paradigm that sets observation and objectivity in discovering a reality or science because this paradigm views social science as a systematic and detailed analysis of the social actors concerned and maintains their social world (Neuman, 2017). The research paradigm is used to provide an explanation of what is to be done and what is included in the research or outside the boundaries of the research, the paradigm itself is a collection of basic beliefs or metaphysics that deal with top or first principles based on ontological assumptions, epistemological, and methodological (Denzin & Lincoln, 2009). Then this research uses a qualitative research method. Based on the philosophy of qualitative research, this method does not have a distance between the researchers and the one being studied. Supported by the definition that qualitative research is multimedia in focus, including interpretive and naturalistic approaches to the subject matter, which means that the naturalist interpretation of the researcher based on what is analyzed will also be outlined and can influence the results of the research (Denzin & Lincoln in Ahmadi, 2014).

In conducting qualitative research, researchers will be faced with a search for the meaning of a person's behavior, how they interpret something and someone's perspective regarding an issue or phenomenon (Woods, 2005, p.3). In this study, we use informants as someone who can provide information about the problem being researched and can act as a resource during the research process (Ardianto, 2011, p.62). The focus of the research as the reference for this research is one of the assumptions of media ecology theory, namely the media to instill action, then from this focus the researcher will analyze this assumption on the object of research that uses Instagram as a communication and business platforms. Based on Ghony and Almanshur (2012) qualitative data collection techniques can be done using natural conditions techniques, primary data sources are in-depth interviews and observations as well as secondary. Kriyantono (2010) states that primary data can be obtained from respondents or research subjects through the results of filling out questionnaires, interviews, and observations. Meanwhile, secondary data is data that is already available through various publications (Ruslan, 2004). Therefore, data is carried out through primary data by interviewing the owner of Angkringan Boy and three followers of Angkringan Boy Instagram account and secondary data by searching through printed and electronic media, such as journal articles, news, and books. This study also uses analytical techniques. The data is divided into three processes, namely data reduction, data presentation, and conclusion (Miles, Huberman, & Saldana, 2014, pp. 31-32).

IV. RESULTS AND DISCUSSION

4.1.1. The use of Instagram by Angkringan Boy

This element is based on the theory of Media Ecology by McLuhan which stating that people's lives cannot be spared from the media because the media encircles every action in the Life of society (West & Turner, 2010). According to what McLuhan has expressed, now as time goes by the society cannot be spared from social media like Instagram. Then it is known that Instagram is currently not only for uploading personal photos and videos but businesses like Angkringan Boy are using Instagram as well.

Rendy as the owner of Angkringan Boy admitted that he has been using Instagram since 2016 (Rendy, primary data interview, 18 May 2020). According to the 3 followers of Angkringan Boy, 2 of them have been aware of Angkringan Boy's Instagram since a few years ago. While 1 follower stated that she had only known Angkringan Boy in early 2020.

Using social media does make it easy for businesses to market their products because the target of their first buyer is someone known so it is easy to communicate but there are some people who have difficulty adapting to the use of social media. Hence, we ask Angkringan Boy about the difficulties in using social media Instagram. Rendy replied that Angkringan Boy did not have any difficulties in using social media Instagram (Rendy, primary data interview, 18 May 2020). Through an interview with Rendy it is also known that he and his friend are the ones responsible for using Angkringan Boy's Instagram account. From the above statement, it

appears that Angkringan Boy has an active ability to adapt to technological developments so that the use of Instagram by Angkringan Boy continues to run until now.

4.1.2. Instagram instills action on Angkringan Boy

This element is based on the assumption of the Media Ecology theory by McLuhan which stating that the media can instill action within the society because media is seen as an environment (West & Turner, 2010). Instagram which is a media seen as an environment in the society, that's why Instagram can embed action on Angkringan Boy. Instagram's instilled action on Angkringan Boy is actually implied from using Instagram as their platform to communicate and moreover, the owner of Angkringan Boy also realized that in the present period instagram becomes an important platform for those who owned a food and beverage business. Based on Rendy's statement the range of current buyers are mostly young people that tend to find information through social media first before buying something, so, it is important and appropriate if communication is done through instagram (Rendy, primary data interview, 18 May 2020).

The importance of instagram for communication has been approved by followers of Angkringan Boy who have been interviewed. One of our informants argues that nowadays instagram has become like an e-mail in our lives where the need for interaction is done through social media. She also argues that unwittingly we have relied on instagram because there is a tendency to look at instagram every day just to see the timeline and now when looking at places to eat or some products we will search their instagram account first before deciding to buy (Khaefa, primary data interview, 22 June 2020).

Our other informant also had a similar opinion because she realized that it is important for Angkringan Boy to communicate via instagram because it is considered practical and efficient (W.Oktaviani, primary data interview, 24 June 2020) then the presence of their instagram account makes the public aware of the existence of their product and the next important role is their strategy (F.Mesach, primary data interview, 23 June 2020).

It is said by Khaefa that Instagram is like an e-mail that becomes a necessity for the community. It can be said as true because based on an article in the year 2019 there are 61 million Instagram users in Indonesia which means that almost a quarter of Indonesians use Instagram (Pertiwi, 2019). Angkringan Boy is one of the 61 million users, so the embedded action is the use of Instagram in the food and beverage industry is inevitable because it can reach customers broadly. The action that embedded in Angkringan Boy is the importance of Instagram as a platform to communicate with their followers and customers through uploaded content on feeds and Instagram story account @Angkringanboy.

Instagram media belongs to the cool media category when it is categorized in the Media ecology theory by McLuhan. Because based on the classification of cool media by McLuhan, the cool media requires audiences to create meaning through high involvement (West & Turner, 2010). This means that Instagram demands its users like Angkringan Boy and their followers to play an active role in communicating through the uploaded photos and videos so that Instagram is seen as an environment that instills action on Angkringan Boy as well as followers of Angkringan Boy.

4.1.3. The transformation of Angkringan Boy's actions in Instagram's utilization strategy as a communication and business platform.

This element is crucial in the theory of Media ecology because the assumptions contained in the media instilling action is the occurrence of the transformation of action in the society with the presence of the media (West & Turner, 2010). The transformation of Angkringan Boy's actions is that there is an Instagram utilization strategy for communication and business platforms through Instagram account uploads because in the previous analysis Angkringan Boy realized the importance of Instagram in the digital era as it is today. The Instagram utilization strategy for communication and business platforms is carried out by Angkringan Boy in an informal way because Rendy wants to convey to followers and customers that their business account is not rigid that only shows their products or promotions. He wants to make Angkringan Boy account like a friend for followers and customers (Rendy, primary data interview, 18 May 2020).

Through interviews with Rendy we realized that Angkringan Boy does not follow the actions of other business accounts that use instagram as a formal business medium that only uploads products or promotions. The transformation owned by Angkringan Boy is to make this business account as a friendly business account through uploaded content so that followers feel like friends and other interactions occur through the upload. The following was also approved by Rendy because from the beginning they wanted to make an interaction with followers or customers that are not just related to their business. He realized that instagram is an important communication and business platforms so Angkringan Boy does not want to be an official store that has to think about concepts and captions when uploading something on instagram (Rendy, primary data interview, May 18, 2020)

Because Angkringan Boy's Instagram utilization strategy for communication and business platforms is to make their business account as friendly as a friend to followers, therefore we ask the opinions of their followers. All of our Informants agree that they feel Angkringan Boy business account is friendly like a friend. One of the informants also argued that this utilizing strategy is appropriate for angkringan business because she acknowledges that Angkringan is a medium to make strangers become acquainted and through their uploads such as funny memes have successfully made the followers interact (Khaefa, primary data interview, 22 June 2020). Other informants also acknowledge that Angkringan Boy did not reply to his followers with a reply template (F.Mesach, primary data interview, June 23, 2020).

Based on the response from Angkringan Boy's followers, it can be said that their utilization strategy by making their business account as a friendly account to both customers and followers has been successful. However, what needs to be explained is what kind of content is uploaded by Angkringan Boy so that the utilization strategy is successfully felt by their followers. Rendy mentioned that he used to upload information that went viral, news, and anything even criticism or feedback from customers (Rendy, primary data interview, 18 May 2020).

Through interviews and Instagram feeds @Angkringanboy it appears that Angkringan Boy's utilization strategy is not only to upload product promotion content and information related to Angkringan boy but also interactive content such as funny memes, viral news, national disaster news such as the Corona pandemic in Indonesia, uploads that help other businesses with promotional difficulties, discourse life and there are uploads related to positive and negative reviews from their customers.

Angkringan Boy's utilization strategy in fact was positively assessed by the three followers that we interviewed, the three informant states that the content uploaded on the Instagram account of Angkringan Boy appeals to them. It is certainly understandable because Angkringan Boy gives a new feel to the business account that is on Instagram. Not only appealing to customers, but the utilization strategy by Angkringan Boy has also managed to create @Angkringanboy Instagram account followers to interact with them because followers have done direct messages or comments on their feeds which of course will be reciprocated by Angkringan Boy so their business account has a quick response when the followers or customers ask for something or conveys criticism (Rendy, primary data interview, 18 May 2020).

The three informants that we interviewed also felt that the interesting content uploaded in Angkringan Boy's account makes the followers and customers interact. Khaefa felt that Angkringan Boy's uploads made her want to interact like commenting or just liking their uploads (Khaefa, primary data interview, 22 June 2020). Wulan also argues that with friendly content uploaded by Angkringan Boy has made customers easier to interact (W.Oktaviani, primary data interview, 24 June 2020). Although Fernando never tried to interact via Instagram he learned that the comments on Angkringan Boy's account would usually be replied (F.Mesach, primary data interview, 23 June 2020).

Not only managed to get interaction with the followers and customers, but these interesting content has also made an advantage for Angkringan Boy because the strategy makes the followers do not feel bored with what is uploaded by Angkringan Boy. However, while not only uploading their products it turns out that the products sold by Angkringan Boy still appeal to followers. 1 out of 3 followers that we interviewed claimed that Angkringan Boy was one of his favorite foods and a gathering place with friends and family (F. Mesach, primary data interview, 23 June 2020). As for Khaefa, she cannot be categorized as a fan of Angkringan boy but she has tried Angkringan Boy's products 2 times and likes the dishes sold by Angkringan Boy (Khaefa, primary data interview, 22 June 2020). More interestingly we found that there is a follower named Wulan Oktaviani who liked the content of Angkringan Boy account, she also has the interest to try the product but because she is a Muslim then she can not try the product because their main dish is non-halal (W. Oktaviani, primary data interview, 24 June 2020).

Angkringan Boy also stated that their business could be regarded as the uniqueness of Kelapa Gading. Through an interview, Rendy as Co-Founder explained the reasons for his statement:

"Because based on my experience whether its holiday or even normal seasons, people from out of town come to our place to try our food. Therefore, our place is like a "field trip" or a culinary tour for people from outside the city who visit Gading." (Rendy, primary data interview, 18 May 2020).

This is understandable because when we asked if followers had ever recommended Angkringan Boy to their relatives or friends. Khaefa confirmed that she was recommended by her friend who lived in Jakarta. Although she has never recommended Angkringan Boy but if anyone asks about Angkringan's recommendation in Jakarta, she will recommend Angkringan Boy (Khaefa, primary data interview, 22 June 2020). While Wulan was unable to try Angkringan Boy, she once recommended Angkringan Boy to someone she knew (W.Oktaviani, primary data interview, 24 June 2020). Fernando confessed that his family and friends had followed Angkringan Boy because they loved Angkringan Boy's food so he did not needed to recommend them (F.Mesach, primary data interview, 23 June 2020).

From Khaefa's statement it is apparent that she as a visitor from outside the city has been invited to culinary tour in Angkringan Boy and because she has tried then she did not hesitate to recommend Angkringan Boy, therefore the statement from Angkringan Boy regarding the uniqueness of Gading can be proven through the answer from Khaefa. An Instagram utilization strategy by Angkringan Boy for communication and business platform gives an advantages in the time of pandemic corona, because Angkringan Boy can upload information related to the acceptance of delivery order through Go-Food and Go-Send delivery service when their place is closed because this pandemic. Through their Instagram account Angkringan Boy also gave information through some humorous content that they support health protocols from the government by eliminating the sit-in dining service temporarily for buyers who come, as well as providing hand sanitizer for the buyers and spraying disinfectant. But although delivery service helped Angkringan Boy, there are still many followers who asked about the return of the Warung Angkringan Boy as usual (Rendy, primary data interview, 18 May 2020). Now by entering the PSBB transition then Angkringan Boy has reopened as usual, through his Instagram story on 26 June 2020 found that they opened his business at 18.30 and have sold out at 21.03 (Angkringan Boy, n.d.).

This proves that although Angkringan Boy once closed temporarily because Corona pandemic and does not accept on-site dining services, Angkringan Boy remains unforgetten by the followers and customers. Based on our analysis, the interaction done through Instagram media with interesting content uploaded as a communication and business platform has been successfully used as the key of Angkringan Boy's strategy.

4.2. Discussion

Instagram as an interaction platform through photos and videos has been a necessity for 61 million Indonesians. Some of these users have used Instagram as a medium to do business, one of which is Angkringan Boy. One of them is Angkringan Boy. Angkringan Boy has an Instagram account because basically all aspects of life including business can not be spared from the media because the media encircles the action in the community as stated by McLuhan (West & Turner, 2010). This use of Instagram became a fundamental element of the theory of Media ecology because the basis required before the media instilling action is the adaptation of society with the Media.

Therefore, through an interview with Rendy as the owner of Angkringan Boy, it was found that Angkringan Boy has an active ability to adapt to the development of technology because through analysis it is known that Angkringan Boy has been using Instagram since 2016 and have no difficulty in the use of such social media. In addition, the 2 followers that we interviewed claimed that already know Angkringan Boy's account from years ago. Through analysis, it was found that Instagram was categorized into the cool media classification posed by McLuhan because Instagram demanded high involvement from its users such as uploading video and photo content. Because Instagram is a cool medium and requires high engagement to create meaning. So after using Instagram since 2016, Angkringan Boy realized that Instagram's use cannot be avoided from the food and beverage industry. Because it is important to communicate to your followers and customers through content feeds and Instagram stories, therefore, the second element on the assumption of Media Ecology theory stating the media instills action has occurred to Angkringan Boy because the media was seen as the environment (West & Turner, 2010).

After an embedded action on Angkringan Boy that Instagram is an important medium for communication and business containers, the next analysis lays out the transformation of action on Angkringan Boy's post-embedded action that Instagram is important to them. Through analysis, it is found that Angkringan Boy does not want to be a formal business account that always uploads products so that communication with the followers and customers is merely talking about the product. For Angkringan Boy two-way communication without involving buying and selling products is important to form interactions with followers and customers, so that they can feel that Angkringan Boy is a friend who uploads random photos and videos such as the latest news related to the pandemic and even funny memes. With the transformation of action in Instagram utilization strategy, it is found that the followers and customers are pleased with the content uploaded by Angkringan Boy. They consider the content to be interesting, friendly, and different from other business accounts. In addition, by creating a friendly business account Angkringan Boy can maintain the atmosphere of Angkringan which is informal and very kinship. Not only success in interacting with the followers and customers, but it is also found that Angkringan Boy has become an icon of Kelapa Gading because visitors from outside the city have visited Angkringan Boy for the purpose of culinary tourism

V. CONCLUSION

The use of Instagram social media by Angkringan Boy has changed the action of Angkringan Boy in the use of Instagram strategy for communication and business platform. Angkringan Boy has created an informal and non-rigid business account through uploading interesting and interactive contents such as viral news or funny memes between product uploads and information related to Angkringan Boy's business. The changes in this act is done by Angkringan Boy to get friendly interaction from followers and customers so the

communication and business between angkringan boy and the customers through Instagram could go as well as they expected until now.

Thus, it could be concluded that the use of Instagram social media is important as a communication and business platform for Angkringan Boy because through the Instagram account Angkringan Boy could attract the attention and awareness of followers and customers to interact like friends, through this Instagram also Angkringan Boy can form an informal atmosphere that is indeed owned by Angkringan to its followers and customers, besides that Angkringan Boy through Instagram could interact in fast response to followers and customers without face to face interaction, and of course, Instagram helps Angkringan Boy's business in the midst of a COVID-19 pandemic because information related to receiving delivery orders could be shared via Instagram to followers and customers.

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