SOCIAL MEDIA IN LOCAL CULTURE PERSPECTIVE (SNA INSTAGRAM ACCOUNT @SATEREMBIGEIBUSINNASEH)

Wulan Purnama Sari[1], Sinta Paramita[2] & Sisca Aulia[3]

[1]Faculty of Communication Science, Universitas Tarumanagara Jakarta
Email: wulanp@fikom.untar.ac.id
[2]Faculty of Communication Science, Universitas Tarumanagara Jakarta
Email: sintap@fikom.untar.ac.id
[3]Faculty of Communication Science, Universitas Tarumanagara Jakarta
Email: siscaa@fikom.untar.ac.id

ABSTRACT

The emergence of the internet and social media has had an impact on human life, both individually and in society. The impact of this social media presence was also felt by local business people, who initially ran conventional businesses, and had to start to be able to keep up with developing trends due to the demands of the times and the conditions of the Covid-19 pandemic which forced the adaptation process to be carried out quickly. This can be seen in the case of the local sate Rembige business, which is a local culinary food typical of Lombok which runs a conventional and simple business, then due to the conditions of the Covid-19 pandemic, the number of turnovers has decreased, so they have started to use social media to help their business. This research was conducted with the aim of analyzing and describing the use of social media from the perspective of local culture, especially in the business sphere. The research method used was social network analysis and then additional interviews were conducted to strengthen the findings. The results of the study show that the engagement rate of social media Instagram @SATEREMBIGEIBUSINNASEH.

Keywords: *local culture, social media, SNA*

1. PREFACE

Currently, which is also called the digital era, the use of the internet continues to increase, and this applies in many sectors, starting from the economic, social, political, educational, and so on. Based on research data in mid-2021 yesterday, Indonesia was in third place as the country with the greatest number of internet users. Other research data also shows that as of 2021 yesterday the number of internet users in Indonesia totaled 202.6 million people, this number increased by 15.5% compared to 2020 yesterday. (Ganbold, 2021; Riyanto, 2021)

This increase in the number of internet users was also followed by an increase in the number of social media users. Data from WeAreSocial in January 2021 shows that of a total of nearly 275 million Indonesians, 73.7% are internet users and 61.8% are active users of social media, with an average time of using social media for 3 hours per day (*Digital 2021 : Indonesia*, n.d.). The latest data for January 2022 also shows that the number of internet users in Indonesia is still 73.7% of the total population, analysis also indicates an increase of approximately 1% due to the increasing population in Indonesia. The most used social media platforms are Whatsapp, Instagram, Facebook, and YouTube (Kemp, 2022). The following is an image showing the most used social media platforms in Indonesia as of February 2022.

Figure 1
The Most Used Social Media In 2022
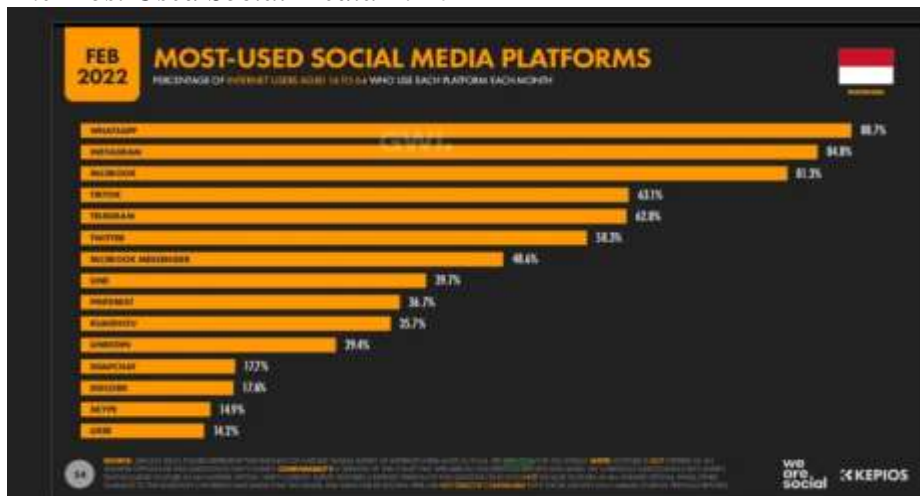
This social media trend has had many impacts in various areas of social life. For example, the use of social media in the political realm as a means of connecting political communication and also as a tool for forming public opinion and propaganda, a tool for creating political revolutions, and also used as a political vehicle to bring down other political actors. (Juned et al., 2015; Saleh, 2018; B. D. A. C. Sari, 2017; Susanto, 2017). The use of social media can also be seen in the economic and business domains, where social media is used as a promotional or marketing tool and helps to increase brand awareness. (Chen et al., 2018; Hutter et al., 2013; Octavia & Sari, 2019; Schivinski & Dabrowski, 2013).

The condition of the Covid-19 pandemic that hit the world for 2020 yesterday, has made the impact and power of social media even greater. Physical movement restrictions force everyone to change their habits and move into the digital realm, giving rise to new terms such as work from home (WFH), social distancing, new normal, etc. (Muhyiddin, 2020; Pragholapati, 2020; Rab et al., 2020).

In the economic realm, the condition of Covid-19 has also forced business people to enter the digital realm, all business activities that were initially carried out conventionally and face-to-face, must turn digital by utilizing social media and other digital platforms. (Awali, 2020; Handini & Choiriyati, 2021; Pakpahan, 2020). This change certainly brings its own challenges, especially for local businesses who lack an understanding of the functions and ways of using digital technology.

One of the business people facing this challenge is a local business engaged in the culinary field, namely Sate Rembige Ibu Sinnaseh. Sate rembige is a local culinary specialty of Lombok, beef satay cooked with spices and has a spicy taste. The satay trademark Rembige Mrs. Sinnaseh is already popular among local and foreign tourists. The condition of the Covid-19 pandemic caused a decrease in the number of visitors which also had an impact on the turnover obtained, which then began to innovate by utilizing social media and taking orders online. The social media owned by Sate Rembige Mrs. Sinnaseh is Instagram, this Instagram account has been owned since 2015, with the number of followers as of August 2022 totaling 1,365 and the number of uploads being 52. Uploads on this Instagram account initially only contained testimonials or re-posts from members visitors who come, which mostly contain testimonials or photos of public figures, such as actresses, singers, etc.

Figure 2
Instagram profile @saterembigeibuSinnaseh
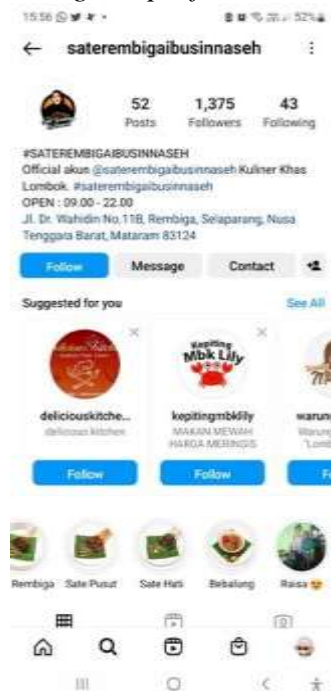
This research itself was conducted by focusing on the use of social media by local businesses, one of which is Sate Rembige, Ibu Sinnaseh. Sate Rembige Mrs. Sinnaseh, was chosen because this business is very closely related to local culture, starting from its products which are typical Lombok culinary, to how to do business which is simple and traditional. This study intends to examine social media from a local cultural perspective, especially in the business realm, because local culture is a form of culture that must be preserved and becomes one of the nation's cultural identities, of course. The purpose of this research is to analyze and describe social media from a local cultural perspective and to describe how local businesses use social media as a form of cultural preservation.

Several previous studies related to local culture and conservation efforts can be seen through various scopes, for example in the scope of tourism, conflict management, politics, Public Relations. Local wisdom can be utilized for the development of tourist destinations, especially in Indonesia which has a variety of local cultures, so that it has the potential to develop tourist destinations that are unique in local wisdom. Study of local culture and local wisdom can also be used as a way or solution in terms of conflict management and maintaining harmony between groups. Local culture is even used in the political realm, to influence public opinion. A study also shows that there is a Public Relations behavior contained in the local wisdom of the Jakhu tribe. (Cempena et al., 2019; Fatmawati & Prasetya, 2021; Hidayat et al., 2018; Lestari et al., 2009)

2. RESEARCH METHOD

This study uses a quantitative approach with the Social Media Analyst (SNA) method. Quantitative research is a research method based on the philosophy of positivism, this research method is used to examine certain populations or samples. This quantitative method is said to be a scientific or scientific method because it fulfills scientific principles such as concrete or empirical, objective,

measurable, systematic, and rational.(Bajari, 2017; Rakhmat & Ibrahim, 2017; Suyanto & Sutinah, 2013)

The researcher decided to use this quantitative approach because this quantitative approach is considered the most suitable for the research objectives that have been written in the introductory chapter. This approach was also chosen to be able to clearly describe the mapping of the way social media is used by local business people, then an analysis is carried out from the perspective of local culture and cultural preservation.

The method used in this study is the Social Network Analysis (SNA) method, which can be interpreted as a process that examines social structure using Network Science. Network Science is a new field of academic study that studies complex networks such as telecommunication networks, computer networks, biological networks, and social networks. The SNA method can read the dynamics of interaction between users of social networks because their relative position with other actors can be recognized by their scale and perspective for later analysis (Bhattacharya et al., 2019; Yusainy et al., 2017).

The data in this study were obtained through the SNA application, namely Analisa.io. This application collects data in the form of network analysis from the use of hashtags, viewers, comments from social media content which is the subject of research. After the data is collected, then the application also provides data analysis in the form of pictures or diagrams for the results of engagement on predetermined social media. The researcher then conducted a data analysis of the data obtained through the application.

The subject of this research is the social media Instagram account @saterembigeibusinnaseh. The object of this research is social media from a local cultural perspective, as well as engagement results from social media content. The researcher plans to also conduct interviews with account owners or research subjects as a form of verification and to check the validity of the data obtained through the SNA results.

3. RESULT AND DISCUSSION

Data collection using the SNA method was carried out starting from the period 15 October 2019 – 9 February 2020, this period corresponds to the time when the first and last content was uploaded by the @saterembigaibusinnaseh account. The process of withdrawing the data itself was carried out in October 2022. Withdrawing SNA data using the Analisa.io website-based application. The following will explain the results of withdrawing SNA data.

In figure 3 below is the result of a summary of the Instagram account @saterembigaibusinnaseh. Based on the image below, it can be concluded that the average level of engagement, as well as likes & comments, is still quite low. This can also be seen from the number of followers and uploads. The total uploads during the data collection period spanned 13, with the last upload taking place on February 9, 2022. This low level of engagement also indicates a lack of understanding from business people on how to properly utilize social media, especially for the benefit of business development.

Figure 3
*Summary of the Instagram account @saterembigaibusinnaseh*

Figure 4 below can be seen that the highest total views occurred in January 2020 with an average view of 506 and a cumulative total view of 6575. Based on the figure below it can be seen that audience engagement was still quite low throughout 2019 – 2020 the highest level of engagement was happened in January 2020, while the others were just under 500 views. The image below also shows that the use of tags and mentions is small, with the highest number being 3 tags for the account @ipop.netnews.

Figure 4
Total Video View, Tags & Mentions

Data from the SNA results also shows that the most time for uploading activity and audience involvement occurs on Saturdays and Sundays at 11.00 – 15.00. Audience involvement can be seen from the number of likes and comments given to uploads, as shown in Figure 5 below.

Figure 5
Audience Activity and Engagement
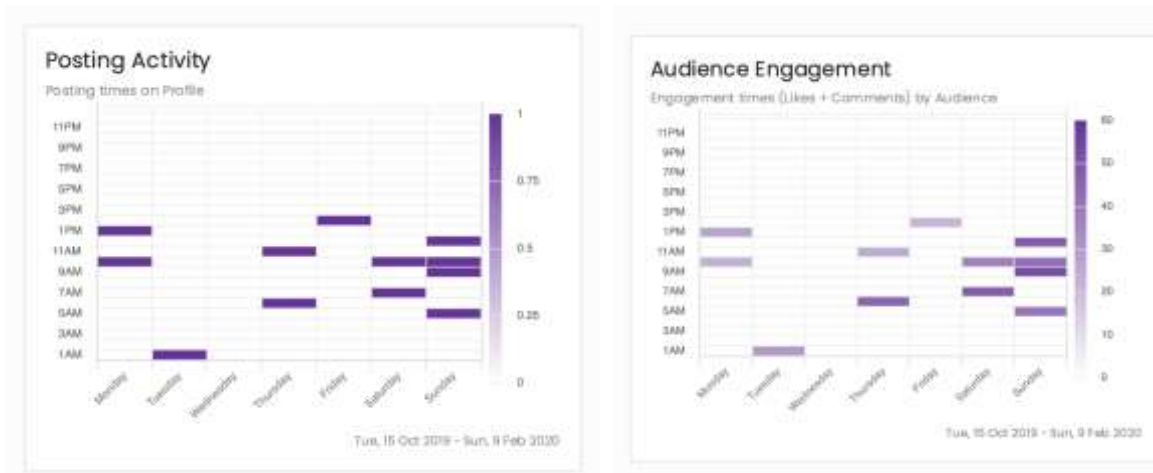
Based on the processed results of the SNA data described above, it can be seen that business actors, in this case, Sate Rembige, Mrs. Sinnaseh, have started to utilize technology in running their business, and this started in 2019 when the conditions of the Covid-19 pandemic were. The theory of technological determinism talks about technology changing the way humans behave and communicate (Meisyaroh, 2013; Surahman, 2016). In line with this theory, social media exists as a form of new technology that brings many changes to people's lives. In order to adapt, every social creature must be able to adjust to the changes that exist (Alves et al., 2017; W. P. Sari et al., 2021). This also applies to local business people, who still adhere to conventional principles in doing business (Awali, 2020).

On the other hand, local business people who still adhere to these conventional principles also need to be preserved, because local business people apply their local cultural values and therefore are also a form of cultural preservation. (Karmadi, 2017; Mubah, 2011). The application of local culture in this study itself can be seen from the selection of products marketed which are typical food of the Lombok region. Lombok's special food which is the product is also the main attraction for consumers, especially tourists who come to Lombok. This shows that local business actors are one aspect of regional tourism development, which had a big impact due to the Covid-19 pandemic.

Analisa.io data results also show that there are two uploads that fall into the category of most views, highest engagement (comments + likes), as shown in figure 6 below. Image (a) is an upload in the most view category, with a total of 1669 views, while image (b) is an upload that gets the most likes and comments or in other words the highest engagement.

Figure 6
Two Post *Most View* dan *Highest Engagement*

a   b

Uploads that get the most views and the highest engagement were uploaded in 2019 and 2020 and have been 2 years since now. This shows that business people have not uploaded content for a long time and pay less attention to the use of captions and continuity in using Instagram. It is necessary to find a balance point where technology and local culture meet, where the use of technology is also a manifestation of preserving local culture.

Based on this research, it can be seen that the research object already has an awareness that in such a digital era it is necessary to use social media as a form of business development. But this has a problem, where the object of research does not yet have knowledge about how to make the most of social media. For example related to the use of captions, hashtags, upload time and system tags. The object of research is still focused on running a conventional business. The results of field observations also show that research subjects rely on tourists coming to Lombok as the main buyers. The business is managed in a family manner, in the sense that all employees who work are family members of the business owner. What's new is that now the payment system can be done using digital methods, namely using QRIS or a debit card. But in terms of service, menu variations, and restaurant conditions there is no change.

The research subjects also stated that they did not have special staff in charge of managing social media. So far, social media has been handled by one of the owner's children who also manages other administration.

4. CONCLUSION AND SUGGESTION

The conclusions obtained based on this research are that local business people or research subjects have not made maximum use of social media, especially as a promotional medium. This can be seen through the number of uploads and activity from audience involvement in uploads on Instagram social media. During 2019 – 2020 the uploads with the highest number of views were since 1669. The research subjects also did not use the caption, hashtag and tags features.

Lack of understanding and adequate human resources is the main obstacle for research subjects in utilizing social media. Therefore preserving local culture through social media is also not implemented.

Based on the results of the research, the recommendations given are that special assistance is needed for local business actors in the form of community service activities. These activities must still pay attention to the preservation of local culture in the use of social media. Community service activities can also be focused on the ability to produce adequate visual products for uploading on social media.

REFERENCE
Alves, A. C. de J., Matsukura, T. S., & Scherer, M. J. (2017). Cross-cultural adaptation of the assistive technology device–Predisposition assessment (ATD PA) for use in Brazil (ATD PA Br). *Disability and Rehabilitation: Assistive Technology*, *12*(2), 160–164. https://doi.org/10.1080/17483107.2016.1233294

Awali, H. (2020). Urgensi Pemanfaatan E-Marketing Pada Keberlangsungan UMKM Di Kota Pekalongan Di Tengah Dampak Covid-19. *BALANCA : Jurnal Ekonomi Dan Bisnis Islam*, *2*(1), 1–14. https://doi.org/10.35905/balanca.v2i1.1342

Bajari, A. (2017). *Metode Penelitian Komunikasi Prosedur, Tren, dan Etika* (N. S. Nurbaya, Ed.). Simbiosa Rekatama Media.

Bhattacharya, S., Gaurav, K., & Ghosh, S. (2019). Viral marketing on social networks: An epidemiological perspective. *Physica A: Statistical Mechanics and Its Applications*, *525*, 478–490. https://doi.org/10.1016/J.PHYSA.2019.03.008

Cempena, I. B., Brahmasari, I. A., & Suryani, T. (2019). The Effects Of Local Culture On Tourism Products And Domestic Tourist Satisfaction In Tourism Destinations. *Archives of Business Research*, *7*(12), 233–243. https://doi.org/10.14738/ABR.712.7560

Chen, C. C., Hsiao, K. L., & Wu, S. J. (2018). Purchase intention in social commerce: An empirical examination of perceived value and social awareness. *Library Hi Tech*, *36*(4), 583–604. https://doi.org/10.1108/LHT-01-2018-0007

Digital 2021 : Indonesia. (n.d.). Hootsuite WeAreSocial. Retrieved February 11, 2022, from https://datareportal.com/reports/digital-2021-indonesia

Fatmawati, N., & Prasetya, A. I. (2021). Tourism Destination Based on Local Values in Wonosoco Village, Kudus Regency, Indonesia. *Local Wisdom : Jurnal Ilmiah Kajian Kearifan Lokal*, *13*(1), 13–22. https://doi.org/10.26905/lw.v13i1.4723

Ganbold, S. (2021, July). *Asia: distribution of internet users by country 2021* . Statista. https://www.statista.com/statistics/272358/distribution-of-internet-users-in-asia-pacific-by-country/

Handini, V. A., & Choiriyati, W. (2021). Digitalisasi UMKM Sebagai Hasil Inovasi Dalam Komunikasi Pemasaran Sahabat Umkm Selama Pandemi Covid-19. *JRK (Jurnal Riset Komunikasi)*, *11*(2), 150–167. https://doi.org/10.31506/jrk.v11i2.9682

Hidayat, D., Kuswarno, E., Zubair, F., & Hafiar, H. (2018). Public Relations Communication Behavior Through a Local-Wisdom Approach: The Findings of Public Relations Components Via Ethnography as Methodology. *Jurnal Komunikasi: Malaysian Journal of Communication*, *34*(3), 56–72. http://ejournal.ukm.my/mjc/article/view/19092

Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product and Brand Management*, *22*(5), 342–351. https://doi.org/10.1108/JPBM-05-2013-0299

Juned, M., Maliki, M., & Asrudin, M. (2015). Kekuatan Politik Media Sosial: Uji Kasus pada Revolusi Mesir 2011. *Global: Jurnal Politik Internasional*, *15*(1). https://doi.org/10.7454/global.v15i1.20

Karmadi, A. D. (2017). *Budaya lokal sebagai warisan budaya dan upaya pelestariannya*. Direktorak Jenderal Kebudayaan: BPNB D.I. Yogyakarta. http://repositori.kemdikbud.go.id/1063/

Kemp, S. (2022, February 15). *Digital 2022: Indonesia* . WeAreSocial. https://datareportal.com/reports/digital-2022-indonesia

Lestari, P., DN, Rr. S., & Hendariningrum. Retno. (2009). Manajemen Konflik berbasis Budaya Lokal sebagai upaya meningkatkan Jati diri Bangsa Indonesia. *Jurnal Ikatan Sarjana Komunikasi Indonesia*, *1*(1), 73–96. http://eprints.upnyk.ac.id/14663/

Meisyaroh, S. (2013). Determinisme Teknologi Masyarakat Dalam Media Sosial. *Jurnal Komunikasi Dan Bisnis*, *1*(1). http://jurnal.kwikkiangie.ac.id/index.php/JKB/article/view/59

Mubah, A. S. (2011). Strategi Meningkatkan Daya Tahan Budaya Lokal dalam Menghadapi Arus Globalisasi. *Masyarakat, Kebudayaan Dan Politik*, *24*(4), 302–308. http://journal.unair.ac.id/download-fullpapers-Lepasan%20Naskah%203%20(302-308).pdf

Muhyiddin, M. (2020). Covid-19, New Normal, dan Perencanaan Pembangunan di Indonesia. *Jurnal Perencanaan Pembangunan: The Indonesian Journal of Development Planning*, *4*(2), 240–252. https://doi.org/10.36574/jpp.v4i2.118

Octavia, G., & Sari, W. P. (2019). Bentuk Komunikasi Pemasaran Digital ST22 Consulting. *Prologia*, *2*(2), 339–346. https://doi.org/10.24912/pr.v2i2.3598

Pakpahan, A. K. (2020). COVID-19 dan Implikasi Bagi Usaha Mikro, Kecil, dan Menengah. *Jurnal Ilmiah Hubungan Internasional*, *0*(0), 59–64. https://doi.org/10.26593/jihi.v0i0.3870.59-64

Pragholapati, A. (2020). *New Normal "Indonesia" After Covid-19 Pandemic*. 1–6. https://doi.org/10.31234/osf.io/7snqb

Rab, S., Javaid, M., Haleem, A., & Vaishya, R. (2020). Face masks are new normal after COVID-19 pandemic. In *Diabetes and Metabolic Syndrome: Clinical Research and Reviews* (Vol. 14, Issue 6, pp. 1617–1619). Elsevier Ltd. https://doi.org/10.1016/j.dsx.2020.08.021

Rakhmat, J., & Ibrahim, I. S. (2017). *Metode Penelitian Komunikasi* (R. K. Soenandar, Ed.; Revisi 2). Simbiosa Rekatama Media.

Riyanto, G. P. (2021, February 23). *Jumlah Pengguna Internet Indonesia 2021 Tembus 202 Juta*. Kompas.C0m. https://tekno.kompas.com/read/2021/02/23/16100057/jumlah-pengguna-internet-indonesia-2021-tembus-202-juta

Saleh, G. (2018). Kampanye Hitam Pilgub DKI 2017: Analisis Wacana van Dijk pada Meme di Media Sosial. *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)*, *2*(3), 322–339. https://doi.org/10.25139/jsk.v2i3.827

Sari, B. D. A. C. (2017). Media Literasi dalam Kontra Propaganda Radikalisme dan Terorisme Melalui Media Internet. *Peperangan Asimetrik*, *3*(1), 15–27. http://jurnalprodi.idu.ac.id/index.php/PA/article/view/91/75

Sari, W. P., Bajari, A., Hafiar, H., & Lestari, P. (2021). The Utilization of Social Media and Digital Technology in Kraton Yogyakarta . *Review of International Geographical Education*, *11*(5), 120–129. https://rigeo.org/submit-a-menuscript/index.php/submission/article/view/734

Schivinski, B., & Dabrowski, D. (2013). The impact of brand communication on brand equity through Facebook. In *GUT FME Working Paper Series A*. Emerald Group Publishing Ltd.

Surahman, S. (2016). Determinisme Teknologi Komunikasi dan Globalisasi Media Terhadap Seni Budaya Indonesia. *Rekam: Jurnal Fotografi, Televisi, Animasi*, *12*(1), 31–42. https://journal.isi.ac.id/index.php/rekam/article/view/1385

Susanto, E. H. (2017). Media Sosial Sebagai Pendukung Jaringan Komunikasi Politik. *Jurnal ASPIKOM*, *3*(3). https://doi.org/10.24329/aspikom.v3i3.123

Suyanto, B., & Sutinah, S. (2013). *Metode Penelitian Sosial : Berbagai Pendekatan Alternatif* (3rd ed.). Prenada Media Group.

Yusainy, C., Chawa, A. F., & Kholifah, S. (2017). Social Data Analytics sebagai Metode Alternatif dalam Riset Psikologi. *Buletin Psikologi*, *25*(2), 67–75. https://doi.org/10.22146/BULETINPSIKOLOGI.27751