

ABSTRAK

Universitas Muhammadiyah Yogyakarta

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Fenomena Komunikasi eWOM di Instagram: Studi Etnografi virtual pada *food Instagrammer Yogyakarta* (akun @jogjafood, @streetfoodstories, dan @gilamakanjogja) dalam promosi kuliner di Instagram

Tahun Skripsi : 2017, 270 Lembar + 2 Tabel + 38 Gambar + 6 Lampiran

Daftar Pustaka : 47 Buku + 21 Jurnal Penelitian + 5 Skripsi + 1 Proceeding + 6 Dokumen Online + 22 Artikel Online + 4 Sumber Website

Penelitian ini bertujuan untuk mengeksplorasi fenomena komunikasi eWOM di Instagram dalam promosi produk kuliner yang dilakukan oleh *food Instagrammer professional* yang terjadi karena munculnya paradigma baru komunikasi pemasaran di *cybermedia* yang membentuk banyak fenomena baru di *cyberculture*. Objek penelitian ini adalah *food Instagrammer professional* yang telah melakukan *food Instagramming* lebih dari 2 tahun, telah memiliki >20.000 pengikut di Instagram dan berdomisili di Daerah Istimewa Yogyakarta.

Data penelitian dikumpulkan melalui sebelas teknik pengambilan data yakni observasi, *interview online*, *capturing screenshot*, *capturing chatlogs*, video, audio, *data collection in other context*, *historical and archival research*, artefak virtual, hasil *interview offline* dan terakhir menggunakan data kuantitatif. Metode yang digunakan dalam penelitian yaitu metode penelitian kualitatif dengan pendekatan etnografi virtual. Partisipan dalam penelitian ini adalah akun @jogjafood, @streetfoodstories, dan @gilamakanjogja dengan *followers* masing-masing akun sebanyak 1 orang yang diambil secara acak. Kemudian penelitian ini menggunakan empat tahap analisis sebelum melakukan interpretasi yakni analisis ruang media, dokumen media, objek media, dan pengalaman.

Hasil penelitian ini menunjukkan bahwa penggunaan Instagram dalam promosi kuliner selain membentuk sebuah identitas baru, mampu menjadi alat promosi yang lebih efektif daripada penggunaan media lainnya, aspek visual memiliki pengaruh yang lebih dominan pada pembentukan fenomena komunikasi eWOM dalam promosi kuliner, audio visual pada promosi kuliner memberikan efek yang signifikan untuk meningkatkan *impression* pengguna Instagram, aspek bahasa berpengaruh pada pembentukan fenomena komunikasi eWOM dalam promosi kuliner, fenomena komunikasi eWOM dalam promosi kuliner membentuk sebuah gaya hidup yang terkenal dengan istilah bahasa ‘*hitz dan kekinian*’ dan berlangsung secara *online* dan *offline*. Dan terakhir fenomena komunikasi eWOM dalam promosi kuliner oleh *food Instagrammer professional* di Instagram telah membentuk budaya konsumtif.

Kata kunci : *electronic word of Mouth (eWOM), cyberculture, food Instagramming, food Instagrammer, etnografi virtual, budaya konsumtif*

ABSTRACT

University of Muhammadiyah Yogyakarta

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Phenomenon of electronic Word of Mouth in Instagram : Virtual Ethnography research on Food Instagrammer Yogyakarta (@jogjafood, @streetfoodstories, and @gilamakanjogja account) through culinary promotion in Instagram

Thesis Year : 2017, 270 Pages + 2 Tables + 38 Figures + 6 Attachments

Bibliography : 47 Books + 21 Research Journals + 5 Thesis + 1 Proceeding

+ 6 Online Documents + 22 Online Articles +4 Website sources

This research aims to explore the phenomenon of eWOM communication in Instagram in the promotion of culinary products performed by professional food Instagrammer that occurs due to the emergence of a new paradigm of marketing communications in cybermedia that formed many new phenomena in cyberculture. The object of this study is food Instagrammer professionals who have been doing food Instagramming more than 2 years, and had > 20.000 followers on Instagram and domiciled in Special Region of Yogyakarta.

Research data collected through eleven data retrieval techniques that is observation, online interview, capturing screenshot, capturing chat logs, video, audio, data collection in other contexts, historical and archival research, virtual artifacts, offline interview finding and last is using quantitative data. This study used qualitative research methods with virtual ethnography approach, while the data used are primary and secondary data. Participants of this study is @jogjafood, @streetfoodstories, and @gilamakanjogja account with the one followers of each account has been taken randomly. Then this study involves four steps of analysis before making an interpretation, such as media space, media documents, media objects, and experiences.

This study reveals that the use of Instagram in culinary promotion does not only create a new identity but also provides a more effective promotion tools than another media. Then the visual aspect has a more dominant in creating Word of Mouth Communication phenomenon with in culinary promotion world. In addition the use of audio-visual in culinary promotions create a significant effect to improve the impression of Instagram users. Furthermore, this study find that the language aspect is influential towards the formation of eWOM communication phenomenon in culinary promotions. Then this study also find that the phenomenon of eWOM communication in culinary promotions forms a new life style which is better known as “hitz and kekinian” it’s conducted in both offline and online. And lastly the study find that the phenomenon of eWOM communication in culinary promotion by food Instagrammer professionals in Instagram has formed a consumptive culture

Keywords: electronic word of mouth (eWOM), cyber culture, food Instagramming, food Instagrammer, virtual ethnography, consumptive culture