
ANALYSIS OF THE USE OF SOCIAL MEDIA AS A HOTEL CULINARY TREND PROMOTION MEDIA FOR GEN Z

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ABSTRACT

One type of trend that is experiencing rapid development is culinary tourism. Culinary trends make food like a subject and a medium. The high demand for culinary makes this trend have good market prospects, especially for Generation Z. It is necessary to carry out studies related to hotel culinary trends to find out the characteristics and behavioral characteristics of Generation Z so that they can provide references regarding appropriate marketing strategies. An understanding of the nature and characteristics is needed to design messages or content for hotel culinary promotions more effectively.

This research was conducted using a quantitative method where the data obtained was obtained from a survey method using online questionnaires through the Google form application. The questions given contain characteristics, sources of information variables, and gen Z behavior variables towards hotel culinary. The target for distributing the questionnaires was Generation Z who came from the island of Java. The distribution of questionnaires is used to measure responses from respondents and facilitate researchers in measuring data.

Gen Z respondents in Java are dominated by women, aged 19-21 years, and students. Most of the Gen Z respondents had stayed at a hotel with a frequency of more than 2 times and stayed for 1 to 2 nights. Hotel culinary information is easily obtained through social media and is a consideration for staying at the hotel. Location and price are factors that Gen Z considers when choosing a hotel. The content and aspects that most influence culinary purchases are promos, tastes, and reviews from previous guests. The package menu that is popular with Gen Z is a buffet with a payment method that is often used, namely cash. The promos that are most in demand and affect the purchase of hotel culinary delights for Gen Z are discount vouchers and buy 1 get 1 promo. The hotel's culinary delights for Gen Z are food from Indonesia, coffee or tea drinks, and salty or sweet snacks. Gen Z prefers to make culinary as a basic need to survive and meet the energy needs to be used in daily activities.

KEYWORDS

Computer-Mediated Communication, Hotel, Culinary, Gen Z

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INTRODUCTION

One type of trend that is experiencing rapid development is culinary tourism. Culinary is the activity of preparing, processing and presenting food and beverage products that make elements of creativity, aesthetics, tradition, and/or local wisdom the most important elements in enhancing the taste and value of these products to attract purchasing power and provide an experience for consumers. Culinary trends make food like a subject and The introductory section mainly contains the reasons for conducting the research which is supported by a literature review (theoretical). The introductory section is expected to contain as many quotes from scientific journals (preferably from national and international journals). To make it easier for the author, technically the author can use this template in full. Authors can customize the entire contents of this template (overwritten) section by section. So, overall it is hoped that the articles submitted are by the expected guidelines. We recommend deleting as needed to avoid mistakes in other parts.

Food is also a tourist destination and an instrument for tourism promotion. Culinary tourism requires the cooperation of all five senses such as the tongue, nose, senses of touch, and eyes (Mandra & Mochamad, 2015). According (Wardani et al., 2022) culinary tourism aims to go on a food-tasting adventure. This trend refers to visitors who come to an area to look for or hunt for traditional food typical of the area visited or food that is currently viral to be enjoyed. Changes in people's lifestyles have also occurred, they consume food not only to fill their stomachs, but they also look for an atmosphere and excellent service as part of the ordered food offerings. One of the industrial facilities and infrastructure that provides culinary tourism options is a hotel. The hotel is one of the places where tourists really need to rest, equipped with all the facilities for lodging for these guests. A hotel is a type of accommodation that uses a part for lodging services, food and beverage providers, and other services for the general public which are managed commercially (Widanaputra, 2009). One department that has an important role in improving the hospitality business is the department that provides culinary selection options for guests. The assessment of hotel entrepreneurs is much different from before which only relied on their accommodation facilities (rooms) as the only source of hotel income, but hotel entrepreneurs now see the high potential of culinary trends as another alternative source of hotel income.

The food and beverage industry is ingrained in people's lives. The basic principle of the food and beverage industry is fast-changing, competitive, and trend-based consumer trends (Malini 2021). Hotel culinary tourism is currently developing supported by advances and technological sophistication. This causes easy access through websites or social media that can reach various groups of people, especially in Generation Z. This opportunity is well read to further promote culinary tourism to consumers, especially the younger generation or Generation Z who are more sensitive to current technological advances. Trends in popular food are often loved by generation Z. This cannot be separated from the impact of cultural exchange which is a real feature of globalization.

The generation that is in the spotlight is Generation Z. Generation Z is often referred to as the generation or the internet generation. The internet generation grows and develops along with digitalization in various aspects. They are experts in operating various technology media (digital natives) and have unique multi-tasking characteristics that differentiate them from previous generations. The growth of Generation Z coupled with the

digitalization era has made them very fast in accessing information as well as quick in reacting to the wave of information that surrounds them (Christiani dan Ikasari 2020). Generation Z has unique characteristics compared to previous generations. Generation Z grows smart, skilled in using technology, creative, and critical. Generation Z has strong emotional involvement, so they are very selective in deciding whether to buy a product or not (Sawitri 2022).

This research begins with examining hotel culinary trends with the aim of knowing the nature and characteristics of Generation Z's behavior towards ongoing hotel culinary trends. Furthermore, this research analyzes and provides informational data related to the behavior, characteristics, and influence of Generation Z in responding to hotel culinary trends and then used as a reference related to marketing strategies through appropriate social media.

RESEARCH METHOD

This research was conducted using a quantitative approach, namely an approach based on the philosophy of positivism used to examine certain populations. Quantitative is a method where the data obtained can later be in the form of numbers (scores or grades) or statements that are assessed, and analyzed statistically. Furthermore, the researcher's method for obtaining data is by survey method using online questionnaire distribution through Google form. Questionnaires are data collection techniques that are carried out by giving a set of written questions to respondents to answer. The questions given contain the characteristics of the respondents, variables based on sources of information, and behavioral variables towards culinary. The distribution of questionnaires was carried out as a tool to measure responses from respondents and facilitate researchers in measuring data. The selection of the Google Form application is useful for distributing questionnaires quickly and widely through links that are distributed to research subjects. The use of the Google form also has several advantages, namely it can shorten time, save costs, and minimize the distance limitations of researchers. The time of this research took place from March - to July 2023 with the target of distributing the questionnaire, namely Generation Z in the age range of 16 - 25 years who live on the island of Java with a total of 138 people. The data obtained is then processed using statistical analysis to make it easier for researchers to draw conclusions.

RESULT AND DISCUSSION

The term Computer Mediated Communication surfaced in the field of communication as a form of communication used by humans and supported by the role of media technology. The role of mediated communication has also developed with the presence of Social Network Sites, which have finally narrowed down to today into something known as social media or the author terms it as new social media, a medium for carrying out social activities based on new media intermediaries (internet-based and gadgets).

The pattern of information dissemination has finally changed, where the presence of influencers to influence purchasing decisions, not only must be present face to face, or physically, but also be able to be present in textual content - virtual, and in non-physical or virtual contexts. Marketing communication can be interpreted simply as an effort to promote a brand or brands through the media. Marketing communications usually include communication strategy, communication planning, marketing and promotion mix, and the concept of integration in the utilization of marketing communication elements.

The definition of marketing communications according to Fill (2009:16) contains three important points. First, engage or "engagement" by recognizing the differences in transactions and audience needs. Marketing communications can be used to involve and/or invite various audiences either through one-way, two-way, interactive or dialogue communications. The second point is audiences or "audiences". In the past marketing communications were used to bring information to consumer audiences. But now the stakeholders also have a connection and relationship with it. The third point is response.

The culinary phenomenon in Central Java presents a new culture for the experience of enjoying food, where appearance is a factor that begins to compete with taste. The term culinary is closely related to something that we consume every day, be it food or drink. Currently, culinary is not only something we consume, but has turned into a lifestyle. Lifestyle owned by a person contributes to determining what type of food will be consumed. For example, differences in a person's lifestyle will influence when determining preferences for places to eat or culinary locations to be consumed. People have specific criteria when they will enjoy culinary offerings. This also has an impact on preferences for culinary trends that will be consumed by generation Z (Kurniawati, 2020). The selfie culture and the presence of Instagram present a new phenomenon. Digital marketing is important because uploading or checking in or updating status is the same as carrying out a process that is often difficult and expensive when done conventionally. That is the recommendation process or known as share.

Generation Z respondents who filled out a questionnaire on the island of Java totaled 138 people who were dominated by women, aged 19-21 years, and were currently students. Most of the respondents had stayed at the hotel with a frequency of more than 2 times with a time span of 1 - 2 nights. Information on culinary availability may be one of the respondents' considerations for choosing to stay at a hotel. Most of the information they get comes from the hotel's social media. The easy use of internet access via cell phones in the era of globalization in Gen Z produces a generation that is dependent on the internet.

The impact of the ease of accessing the internet creates social media as the main reference source for generation Z in searching for information. Social media networks among generation Z are part of their culture, making it easier to access information (Firamadhina and Krisnani 2021). Generation Z, which has grown up with rapid advances in technology and the internet, makes it easy to access social media so that content related to hotel culinary information can be reached easily.

Generation Z is a generation known as the future consumer, which will form new shopping trends and which will influence how people eat in the future (Siaputra et al. 2022). Generation Z are consumers with years of birth ranging from 1995 to 2010. Based on the Central Statistics Agency (BPS), the Indonesian population census in 2020 is dominated by Generation Z with a total of 27.94% of the total population of Indonesia (Junida 2021).

The content that most influenced the respondent's culinary purchases was the existence of promotion and reviews from previous guests. Culinary products that are offered and framed with attractive promos provide a favorable view for generation Z because they can get the desired product below the normal price (Dirgantara 2019). Promos are important and influential because the lower prices compared to normal prices are a triggering factor to attract respondents who are dominated by students. Another factor is the guest review content which is as influential as culinary promos. This strategy provides review and rating services that are highly considered by customers and can generate trust and decide to make purchases on the next consumer. This can be because content created by publishing and giving reviews on culinary delights that have been eaten with tantalizing comments can attract interest and a sense of wanting to try generation Z respondents (Mufidah and Istiqomah 2021).

It is known that in carrying out all activities in social media, namely social media maintenance, social media endorsement and social media activation (Joseph, 2013). Where social media maintenance is related to intensity and consistency in building a continuous message. It's like a conversation when the talks are one-way, the flow of communication tends to falter. In the context of feature utilization, social media managers optimize each feature on each platform. Understanding the characteristics of the platform is key in managing effective messages. It's hard to imagine a Youtube platform that's primarily a visually filled content in the form of a black screen containing audio of people reading song lyrics. Or use Instagram as a means of exchanging text messages, while Instagram also prioritizes image content as a means of delivering messages.

Another aspect that influences the purchase of hotel culinary is the type or taste of culinary food and also the price of the food. Taste and price are aspects that have a correlation in hotel culinary selection. Taste is the most important thing in culinary products that will have a significant effect on consumer interest in buying products (Wuntu 2013). In addition, the availability of various types of food is one of the attractions for generation Z. With a variety of hotel culinary variations, the choices for generation Z to choose the type and taste they want are more numerous. The characteristics of a food that is quality and liked by consumers can be seen from the presentation of the food, taste, the variety of food served and the variety of healthy food, as well as the freshness of the food (Siaputra et al. 2022).

Another consideration for consumers who are dominated by generation Z to buy culinary products is the price. Price is one of the important attributes evaluated by Gen Z in Java, where the majority are students. The price variable offered greatly influences culinary purchasing decisions (Lestari et al. 2019). States that price will affect purchasing decisions if the price of a product is affordable, has competitiveness, in accordance with the quality offered. Respondent characteristics and respondent variables based on hotel culinary information can be seen in Table 1 and Table 2.

Table 1. Characteristics of Gen Z Respondents in Java

Sample Characteristic	Frequency	Percentage
Gender		
Man	43	31,2
Woman	95	68,8
Age		
16 – 18	22	15,9
19 – 21	61	44,2
22 – 25	55	39,9
Activity		
Worker	45	32,6
Student	93	67,4

Table 2. Culinary Information Variables for Gen Z Hotels in Java Island

Sample Characteristic	Frequency	Percentage
Stay at the hotel		
Never	20	14,5
Once 1 X	26	18,8
More than 2 X	92	66,7
Length od stay		
Never	20	14,5
1 - 2 day of night	106	76,8
More than 2 night	12	8,7
Stay because of the culinary hotel		
Of Course	33	23,9
Maybe	60	43,5

No	45	32,6
Find out the availability of hotel culinary		
Roadside hotel information board	8	5,8
Social media from the hotel	103	74,6
Hotel websites	19	13,8
Guest reviews on the internet	8	5,8
Content influences hotel culinary		
purchases		
Previous guest	46	33,3
Review	48	34,8
Promo	23	16,7
Coverage / Vlog influencers	21	15,2
Aspects influencing hotel culinary purchases		
Promo /Prices	43	31,2
Varians/ Taste for the culinary hotel	47	34,1
Recommendation from friend	18	13
Viral / trend at social media	30	21,7

The behavioral variable of Gen Z in terms of culinary expectations shows the most popular menu package, namely the buffet menu package. The buffet mechanism is the presentation of hotel culinary delights by placing food on the table and visitors choosing and taking the desired menu themselves. This is considered a type of service that is practical and fast. The promos that were most interesting and liked by respondents were buy 1 get 1 and discount vouchers. Marketing promotions through buy 1 get 1 and discounts will trigger consumer purchases (Pramesty and Simanjuntak 2020). The buy 1 get 1 promo is intended for consumers to try other culinary types besides the main menu they have chosen. Meanwhile, discount promos that are given by manipulating prices can attract the interest of Gen Z who think they will get a price advantage with these discounts. This strategy is one that is often found and is considered suitable for Gen Z, who have a range of characteristics and tend to be ambitious about current promotion.

The payment method that is often used by respondents in carrying out culinary transactions is using cash. Using cash may be easier, simpler to use and there are no additional fees. Besides that, the advantages of using cash are that there are no usage limits, cannot be hijacked, and can be used anytime and in any hotel.

The selection of respondents to hotels that provide culinary mostly depends on the location and vibes of the hotel. In addition to price, location and vibes are the highest factors in choosing a hotel for respondents. Location is usually the main element, because location will determine the market concept to be addressed, and will be taken into consideration when choosing a hotel. Strategic location is very influential for visitor accessibility. Therefore, service providers must really consider, select and select locations that are responsive to possible future economic, demographic, cultural, competitive and regulatory changes (Baiti et al. 2018). Culinary that is often purchased at the hotel is food from Indonesia. This is in accordance (Erdiana,2019) which revealed that the millennial generation is actually very interested in and still consumes Indonesian culinary specialties in the era of the onslaught of special foods from other countries.

Drinks that are often purchased at the hotel are coffee or tea. Coffee is becoming a trend as it develops and the opening of coffee shops and coffee shop trends is rife (Malini,2021). On the other hand, tea is also much loved by consumers because it is relatively cheap, delicious, and easy to obtain in various places (Nisa and Kusuma ,2023). Snacks that are often purchased at hotels are sour or sweet snacks such as french fries, dumplings, and cakes. The feeling for Gen Z when consuming culinary while at the hotel is dominated by making culinary a primary daily need. This cannot be separated from

culinary which is used as a basic need for living things to survive and live. Behavioral variables in culinary for gen Z in Java can be seen in Table 3

Table 3. Culinary Behavior Variables for Gen Z in Java

Sample Characteristic	Frequency	Percentage
Preferred menu package		
Savings/promo menu	31	22,5
Ala carte	41	29,7
Buffet Menu	55	39,9
Package Menu for 1 person	11	8
Favorite Promotion		
Discount Vouchers	60	43,5
Buy 1 get 1	61	44,2
Strike Price Discount	11	8
Certain Nominal Cashback	6	4,3
Payment method used		
Credit card	9	6,5
Debit online	39	28,3
E Wallet	15	10,9
Cash Money	74	53,6
Consideration of choosing a hotel that provides culinary		
Price	40	29
Location and Vibes of hotel	77	55,8
Menu	12	8,7
Various of culinary	9	6,5
Culinary that is often purchased at the hotel		
Traditional Food from indonesia	79	57,2
Culinary from foreign country	23	16,7
Healty food	10	7,2
Other	26	18,8
Drinks that are often purchased at the hotel		
Non Alcohol drink	28	20,3
Coffee / tea	61	44,2
Healty drink (juice ,jamu)	45	32,6
Alcohol drink	4	2,9
Snack that is often bought at the hotel		
Snack for ready to eat (wafer, potatoes etc)	35	25,4
Healthy Snack (Fruit/yoghurt,etc)	25	18,1
Snack sweet/salty (siomay/cake ,etc)	76	55,1
Snack Nuts	2	1,4
The feeling when consuming culinary		
Food / drink as a primary need	80	58
Moment expression	36	26,1
Moment celebration	14	10,1
As a lifestyle	8	5,8

CONCLUSION

Generation Z respondents in Java are dominated by women, aged 19-21 years, and are students. The majority of respondents have stayed at hotels with a frequency of more than 2 times and stayed for 1-to 2 nights. Hotel culinary information is easily obtained through social media and is a consideration for staying at the hotel. Location is a factor that Gen Z really considers when choosing a hotel. Gen Z in Java Island has more interest in social media content with attractive images, promo content, and aspects of taste in determining culinary purchases. The package menu that is popular with Gen Z is a buffet with a payment method that is often used, namely cash. The promos that are most in demand and have an influence on hotel culinary purchases for Gen Z are discount vouchers

and buy 1 get 1 promo. Gen Z has the character and tendency to like to get promos that are currently in effect. Hotel culinary delights for Gen Z are food from Indonesia, coffee or tea drinks, and salty or sweet snacks. Gen Z prefers to make culinary as a basic need to survive and meet the energy needs to be used in daily activities.

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