

Assessing the role of Instagram as a creative strategy of promoting a new restaurant Analysis of Yolk Espresso & Eats Cafe = Menilai peran instagram sebagai Strategi Kreatif Mempromosikan Restoran Baru Analisis Yolk Espresso & Eats Cafe

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Abstrak

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Penelitian kualitatif ini meneliti strategi kreatif yang digunakan oleh Yolk Espresso & Eats selama fase prapeluncurannya menggunakan Instagram. Yolk Espresso & Eats adalah sebuah kafe di Brisbane, Australia yang menyajikan kopi khas serta Bacon and Egg Rolls. Penelitian kualitatif ini mengulas literatur tentang konsep dasar memanfaatkan media sosial sebagai cara mempromosikan restoran tetapi juga mengikuti strategi kreatif yang dibahas oleh Ashley & Tuten pada tahun 2015. Penelitian ini telah melakukan penelitian studi pustaka yang menganalisis posting Instagram oleh Yolk Espresso & Eats sebelum diluncurkan pada 6 September 2019.

Hasilnya menunjukkan bahwa mereka telah menggunakan strategi kreatif untuk menunjukkan unique selling point, fungsionalitas, animasi, interaktivitas, dan user generated content. Penelitian ini juga menunjukkan bahwa penggunaan Instagram telah menciptakan brand personality Yolk Espresso & Eats dengan melihat bagaimana mereka tulus, jujur, kompeten, dan memiliki informasi terkini dan trendi. Keterbatasan penelitian ini adalah kurangnya sumber utama karena menganalisis isi posting tanpa perspektif pencipta, sehingga hanya menganalisis dampak pembaca dan bukan indikator kinerja utama sebenarnya dari kampanye.

ABSTRACT

This qualitative research looks into the creative strategies that are used by Yolk Espresso & Eats during its prelaunch phase utilising Instagram. Yolk Espresso & Eats is a cafe in Brisbane, Australia that serves specialty coffee and the iconic and staple bacon and egg rolls. This qualitative research reviews literature on the basic concepts of utilising social media as a way of promoting restaurants but also adheres to the creative strategies discussed by Ashley & Tuten in 2015. This research has done a desk study research that analyses the Instagram posts by Yolk Espresso & Eats before their launch on 6th September 2019. The results indicated that they have used the creative strategies of showcasing their unique selling point, functionality, animation, interactivity and the integration of user generated content. Furthermore this research has also indicated that the usage of Instagram has created a brand personality of Yolk Espresso & Eats looking at how they are sincere, honest,

competent and have are up to date and trendy. The limitation of this research is the lack of primary source as it analyses the contents of the posts without the perspective of the creator, thus only analyses the impact of the readers and not the actual key performance indicator of the campaign.