

Digital Marketing Literature Model in The Development of Creative Home Industry Culinary in Makassar City

Muh. Rizal S^{1*}, Muhammad Luthfi Siraj², Maya Kasmita³

¹²³ Business Administration Science, Universitas Negeri Makassar

Abstract. This study aims to analyze and find a digital marketing literacy model in the development of the culinary creative home industry in the city of Makassar. This research is designed to produce an innovative and effective digital marketing literacy model with a descriptive qualitative approach. The types of data sources are primary data and secondary data using data collection techniques through observation and interviews with data analysis techniques carried out through interactive techniques, namely data collection, data condensation, data presentation, and verification/conclusion. The results showed that the results showed that; Digital literacy by creative culinary industry players in Makassar City is less effective, this is considered by culinary business actors to lack understanding of the functions of various social media and in creating product content whose quality is still low, and less interactive according to market needs. The findings of this study also formulated a digital marketing literacy model into two very important stages for culinary industry players in implementing effective digital marketing, namely the Persuasion stage by strengthening knowledge about Social Networking, Maintaining Privacy, and Transliteration. The second is the Decision-Making stage to create a Digital Identity, Create Content, and Self Broadcasting.

Keywords: Digital Marketing, Culinary Creative Industry

1 Introduction

Technological progress is something that cannot be avoided in today's life, because technological progress will run in accordance with scientific advances. Every innovation is created to provide positive benefits, provide many conveniences, and as a new way of doing activities for human life. One of the economic forces that has been supporting the Indonesian economy and regional economic strength is the presence of business actors, micro, small and medium enterprises (MSMEs). At a time when the world economy and the Indonesian economy were in recession, MSME actors were not even the least bit affected by the negative impact of the economic recession, even most MSME actors were still able to develop their business in supporting the country's economy. MSME actors can maintain and increase the contribution of regional economic growth and increase revenue in the state tax sector, in addition to being supported by large-scale industries, it is also significantly supported by small-scale industrial groups. The development of the amount of digital data in this century is so amazing. (Priyanto, 2013) said that everyone now has more extraordinary data than our society before switching to the digital world.

Today, instead of conventional marketing subtypes, digital marketing has become a new phenomenon that unites customization and mass distribution to achieve

marketing goals. The convergence of technology and the multiplication of devices has led to the opening of ways of thinking about marketing on the Internet and has pushed the boundaries towards new concepts of user-centric, more scalable, ubiquitous and interactive digital marketing. With digital marketing there is a huge opportunity for companies to reach consumers who were previously unreachable due to differences in geography, language and culture. By sharing unique content, companies can build a new community of customers loyal to the brand they have now chosen to follow. Companies give them a reason to invest time in newcomer brands. British research institute, Merchant Machine, released a list of the ten countries with the fastest growing digital marketing in the world. Indonesia leads the ranks of these countries with 78% growth in 2018. The number of internet users in Indonesia, which is more than 100 million users, is one of the forces driving the growth of digital marketing. The average amount of money spent by Indonesians on online shopping sites is US\$ 228 per person or around Rp 3.19 million per person.

The development of the culinary industry that is increasing without realizing it also gives an increase in public interest in choosing the desired culinary products, both in choosing the types of flavors, prices and ranges. So, the company has its own strategy in attracting potential consumers to be loyal to the products they

* Corresponding author : rizalsuyuti@unm.ac.id

offer. This requires companies to always design more creative and innovative (culinary) culinary products so as not to drown in business competition. The culinary industry in Indonesia is currently advanced and continues to grow. Quoting Darmawan's statement (2018: 79) "In the context of the digital economy, the increasing number of internet users will not only bring promising opportunities, but also great challenges for businesses. On the one hand, the digital economy community will be able to create a large market. It can be seen that more and more business sectors are using digital media, especially in marketing strategies. In the business world, the integration of technology and understanding of its use can be a weapon for business actors to be one step ahead of their competitors or also known as competitive advantage. According to Kotler and Armstrong (2008: 269) competitive advantage is an advantage over competitors that is obtained by offering consumers greater value than competitors' offers. Madique and Patch (Anatan and Ellitan, 2018: 28) argue that the presence of technology is a critical force in a competitive environment.

With digital marketing there is a huge opportunity for companies to reach consumers who were previously unreachable due to differences in geography, language and culture. By sharing unique content, companies can build a new community of customers loyal to the brand they have now chosen to follow. Companies give them a reason to invest time in newcomer brands. Advances in technology provide convenience to the industrial world and other business people in various business activities such as communicating, creating products, marketing products to buying and selling transactions using only cell phones, Google application features, and so on. This convenience cannot be separated from the use of integrated technology and how people begin to learn and adapt to the digital era.

Given the high level of online spending by people in Makassar City, of course digital literacy and the selection of digital marketing strategies must include an integrative plan on how businesses will use social media, search engines, email, and content to promote their products. In the current digital era, creative industry players in the culinary sub-sector will need the right information technology to be able to grow and compete in the current digital era. Therefore, actors. In the current digital era, creative industry players in the culinary sub-sector will need the right information technology to be able to grow and compete in the current digital era, requiring guidance in choosing the right information technology according to the type of business and their needs.

2 Research Methods

This research is a descriptive qualitative type where this research will describe in depth by exploring all the problems that occur related to the research focus. The research approach used is a phenomenological approach to describe all phenomena of how the Digital Literacy model in the development of the culinary creative home industry in Makassar City.

The aspects that are the focus of this research are social networking, Transliteracy, maintaining privacy, managing identity, Creating content. Types of data to be collected through primary data in the form of interviews with key informants and secondary data obtained through documents and pictures and recordings collected by researchers. Data collection techniques in research using observation and interviews, while the data analysis technique is through reviewing all available data from various sources, presenting data, and verification (drawing conclusions).

3 Results and Discussion

To find out digital literacy and digital marketing strategies in business development in the culinary creative industry in Makassar City. In this all-digital era, the development of digital media and information technology poses challenges for users in accessing, selecting, and utilizing information and the ability to search for such information requires the accuracy and quality of the information obtained by its users.

This ability is currently known as literacy which is understood more than the ability to read and write. The same is true of digital information and communication technologies (ICTs), which are increasingly becoming a necessary tool for full introduction into the information society ("a society in which information is cheap and ICTs are widely used") or a "knowledge society"—in which "knowledge" emphasizes "the fact that the most valuable assets are investments in intangible, human and social capital and that the key factors are knowledge and creativity" (Rivoltella, 2008). The results of the research and discussion will be described as follows is digital marketing literacy model in the development of the culinary creative home industry in the city of Makassar.

3.1 Social Networking

Social media is a place that makes it easy for someone to communicate remotely online and a place to find and obtain information around the world. The Internet supports communication and collaboration between employees, consumers, sellers, and other business partners. The Internet allows people from different organizations or locations to work together as a virtual team to develop, produce, market, and maintain a product or service. The results of the interview with MY (interview on 5 July 2022) stated: "Not all culinary industry players in Makassar fully understand all the functions of social media and myself as the founder of this business also do not fully understand the entire function and how to use social media such as using Instagram".

Social media is also used as an important component in the marketing strategy of every business transaction from small organizations to large-scale business organizations. From research conducted by (Kurniawan & Fauziah, 2014; Putra, 2015; and Sulisty, 2010) it is found that the inhibiting factor in marketing the products of business organizations is the lack of utilization of information technology and infrastructure.

Based on all the results of interviews with research informants as well as the results of secondary data processing and observations by researchers, it was found that digital literacy used by the Creative Industry in marketing culinary products in Makassar City viewed from the aspect of Social Networking was considered less effective this was due to limited ability and knowledge. owned by the culinary industry players in Makassar so that the use of social media is also still monotonous, which is more to the use of WhatsApp, Facebook and Instagram only as a medium in providing brand, product and marketing information for the products sold. The many benefits of using social media in developing business, especially in the culinary sector in Makassar City is one of the strong driving factors for culinary industry players to continue to use social media in order to develop their business, increase product sales, communicate with consumers, and develop a market network that is more wider. This is in line with previous research (Alam & Noor, 2009) which showed that the perception of the benefits of using information technology is one of the driving factors for the culinary creative industry to use information technology media.

3.2 Trans literacy

Trans literacy is the ability to use a platform that aims to help business people in the culinary sector in the city of Makassar to take advantage of all existing platforms to communicate products through various social media. There are several large platforms that are often used by the public in conducting the online shopping process, such as the results of interviews with RI: "It's very true now that the existence of social media has not only changed my insight when looking for information but has also changed my appearance with the many references provided by various existing applications such as Instagram or Tiktok. For shopping places that I often use, namely the Shopee application because of the many discounts offered and the prices listed in it are very cheap, (interview on June 4, 2021).

Based on the results of interviews with SU regarding the factors that influence the decline in shopping interest in an online store. As follows: "I often find several stores that do not change the data on the stock of goods being sold, so that when I want to buy, I often feel dependent as a consumer. Because there is no clarity, plus the seller or shop is slow to respond to buyers" (Interview on July 28, 2022).

This is evident in the interview above which states that the lack of up-to-date of some creative culinary industries in Makassar in revising the existing inventory data so that providing information to consumers through social media platforms, many customers still feel they do not understand and are even ignored by the actions taken. By sellers who are less responsive to questions from consumers. It is necessary to pay attention to and collect significant data when using the platform in conducting sales methods. Don't let this make the brand's performance decline and it's not impossible that sales numbers will also decline rapidly. Number of internet users around the world. The development of the amount of digital formatted data in this century is so

amazing. According to (Priyanto, 2013), everyone now has more data than the previous community. As a result of the amount of information created in the form of numeric, text, audio or video and images that are not controlled, it causes information overload.

3.3 Maintaining Privacy

Protection of privacy and personal data greatly influences developments, especially in the digital economy and the online world in a country. This protection is a determining factor for trust in the online world, which is important in digital transactions or shopping for online products. The rise of fraud using e-commerce sites (electronic trading) is a common thing. This results in a reduced level of public trust in online trading transaction sites. Based on the results of HM's interview regarding what modes are often used by criminals in the online world, it was conveyed:"

The mode of data theft via the internet, one of which is currently happening is the phishing technique. That is a method of deceiving internet users by sending fake e-mails that seem to come from reliable sources. The contents of these e-mails are usually trying to steal the user's identity with the motive of updating data or something. (Interview on 7 July 2021).

In the online world there is such a thing as Privacy, this privacy is a very important thing to deal with and interact with other individuals. Incorrectly conveying information that has the possibility of being confidential, classified and confidential will inevitably cause material and non-material losses. Moreover, if the nature of the information is confidential, it contains a strategy that will be designed to face competition with competing products, especially if the secret is related to the organization. If it is related to personal information that is not shared and known by the public, but has already been spread and known to a wide audience, this incident will be very crucial and may jeopardize the position and credibility of the person concerned.

The rather new phenomenon of social media and its consequences for willingness to share personal information must be taken into account (L. W. Hiselius et al., 2015). Privacy is perhaps the most discussed issue in ICT-ethics. Privacy allows people to express themselves individually or collectively without worrying too much about their expressive consequences (Schachter, 2003). This explains why anonymity is allowed as a right of free speech. So this is what makes cyber actors break into business accounts. Therefore, culinary business people must be able to understand well about how to set privacy on each business account that is used to avoid data theft and fraud against consumers.

3.4 Managing Digital Identity

Digital identity management is an organizational process for identifying, authenticating, and authorizing individuals or groups of people to have access to an application, system or network by associating user rights and defined identity restrictions. The identity of the business person/organization and the business strategy

have a very close relationship. Strategy itself is one of the dimensions that shape organizational identity (Melewar & Karaosmanoglu, 2006). So that culinary business actors, especially in Makassar City, can survive, even be able to develop in the current digital era, then inevitably culinary business actors must learn to know and practice themselves in the digital ecosystem.

Based on the results of the HA interview regarding the importance of us as business people having a well-known identity in the digital world, it was conveyed: I often see artists' businesses that sell their products very easily, especially culinary businesses that market them through social media. Thanks to the many followers of the artist on his social media when promoting his product, he got a lot of sales. The importance of identity for business people, because with this identity we can easily convince consumers to buy our products, (interview on Juni 22, 2022).

Based on several interviews and observations of researchers, it can be concluded that organizational identity plays an important role for creative culinary industry players for their business companies, and it was found that there are still several local culinary brands in Makassar who do not understand and take advantage of digitalization as a good business identity (Bréda et al. Al., 2008 ; Wallström et al., 2008) and become social capital to connect with other organizations (Johns & Gyimóthy, 2008 ; Runyan et al., 2006). This study also strengthens research which states that identity is not only seen in terms of the company's name and logo (Oliver et al., 2010) and develops the theory of organizational identity presented by (Balmer et al., 2009).

3.5 Creating Content

Content marketing is a major need in marketing and business processes to create and distribute content that is valuable or valuable and attracts interest and involves a clear target audience with the aim of encouraging profitable prospective customer action (Pulizzi, 2012).

From this explanation, it can be concluded that a content creator for the culinary creative industry in Makassar must create valuable content. So that it can attract customers according to the company's target audience. The purpose of content creation itself is to make the target audience buy products or services from the company and increase sales. According to SA (interview on 4 July 2022) that: "A content creator is able to realize strategies in the form of unique and interesting works. For example, in using the right font, color, and tone in accordance with the business's brand image. From there, a content creator plays an important role in creating and maintaining the branding of a business, such as content displayed by one of the local culinary brands, Vibes, which has a variety of interesting product content displayed on the brand's platform".

As a culinary creative industry player in Makassar, it is very important to have knowledge about how to create interesting content, so that products or brands displayed through social networks can attract the

attention of consumers. Other goals can also be in the form of increasing product/service awareness or customer loyalty. According to (Tjiptono, 2012), brand awareness itself is the ability of consumers to recognize or remember that a brand is a member of the product category.

One of the missions of the Culinary Revolution is to unite various parties, both in terms of consumers and producers, so that various culinary products in Makassar can be sourced, produced, and consumed in a better direction. Various initiatives are carried out and implemented with qualified institutions including research, policy makers, activation of online and offline events, to uniting all levels of society ranging from individuals, culinary designers, workers, media, to creating innovative culinary brands. Based on the results of the study it is known that

Digital literacy by culinary creative industry players in Makassar City is less than optimal. From the findings of this study, it is also understood that of the five indicators used in measuring digital marketing literacy in the development of creative culinary industry houses in Makassar City.

4 Conclusion

Based on the results of the research conducted, it can be concluded that digital marketing literacy in the development of the culinary sub-sector creative industry in the city of Makassar from the five research indicators is considered less effective. The findings of this study are considered less effective because the level of knowledge of culinary business people so that the ability to determine and manage marketing systems starting from the functioning of all social media platforms is not appropriate to the conditions of consumer needs. In addition, culinary business people in Makassar are also considered less able to develop a marketing system that has an impact on the development of sales productivity.

Acknowledgments

Thank you to Universitas Negeri Makassar for funding this research through the Institute for Research and Community Service. Thank you to the Dean of the Faculty of Social Sciences and Law and his staff for all their support during the research. Thank you to all parties, especially local culinary brands in the city of Makassar who have helped a lot in this research, so that literacy and digital marketing are to find out models that can be a reference for culinary industry home actors throughout Indonesia, especially in Makassar City.

References

- [1] Alam, S. S., & Noor, M. K. M. (2009). ICT Adoption in Small and Medium Enterprises: An Empirical Evidence of Service Sectors in Malaysia. *International Journal of Business and Management*, 4(2), 112–125. <https://doi.org/10.5539/ijbm.v4n2p112>.

- [2] Anatan, Lina & Lena Ellitan (2018), Revised Edition SCM (Supply Chain Management), Bandung, ALFABETA.
- [3] Arnott, D. C., & Bridgewater, S. (2002). Internet, interaction and implications for marketing. *Marketing Intelligence & Planning*. <https://doi.org/10.1108/02634500210418509>
- [4] Balmer, J. M. T., Stuart, H., & Greyser, S. A. (2009). Aligning identity and strategy: Corporate branding at British airways in the late 20th century. *California Management Review*, 51(3), 6–23. <https://doi.org/10.2307/41166491>.
- [5] Belshaw, D. (2011). What is digital literacy? A Pragmatic investigation. In EdD Thesis, Durham: University of Durham.
- [6] Bréda, C., Delattre, M., & Ocler, R. (2008). The Story Behind Identities: From Corporate Discourse to Individual Recognition. *TAMARA: Journal of Critical Postmodern Organization Science*, 7(1).
- [7] Chaffey, D. (2009). *E-business and E-commerce Management: Strategy, Implementation and Practice (Fourth Edi)*. Pearson Education Limited.
- [8] Creswell, J. W., & Creswell, D. J. (2017). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (2nd Edition)*. In *Organizational Research Methods*.
- [9] Darmawan, M et al. (2018). *Tips for Accelerating MSME Performance with Capital. Environmentally Based Orientation Strategy*. Yogyakarta: Depublish.
- [10] Fazio, T. De. (2015). *Global citizenship*. Deakin Learning Futures.
- [11] Hiselius, L. W., Rosqvist, L. S., & Adell, E. (2015). Travel behaviour of online shoppers in Sweden. *Transport and Telecommunication*, 16(1), 21–30. <https://doi.org/10.1515/ttj-2015-0003>.
- [12] Kotler, Philip; Armstrong, Garry, (2008). *Principles of Marketing, Vol 1*, Erlangga, Jakarta.
- [13] Jennifer, R. (2002). Synergy and strategy in e-business. *Marketing Intelligence & Planning*.
- [14] Johns, N., & Gyimóthy, S. (2008). Assessing the brand position of Danish kros. *Journal of Vacation Marketing*, 14(3), 267–281. <https://doi.org/10.1177/1356766708090587>.
- [15] Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th Editi)*. Pearson Prentice Hall, Inc.
- [16] Kurniawan, F. D., & Fauziah, L. (2014). Empowerment of Micro, Small and Medium Enterprises (MSMEs) in Poverty Reduction. *JKMP (Journal of Public Policy and Management)*, 2(2).
- [17] Oliver, D., Statler, M., & Roos, J. (2010). A Meta-Ethical Perspective on Organizational Identity. *Journal of Business Ethics*, 94(3), 427–440. <https://doi.org/10.1007/s10551-009-0274-y>.
- [18] Priyanto, I. F. (2013). What and Why Information Science? *Journal of Information and Library Studies*, 1(1), 55–59.
- [19] Pulizzi, J. (2012). The rise of storytelling as the new marketing. *Publishing Research Quarterly*, 28(2), 116–123. <https://doi.org/10.1007/s12109-012-9264-5>.
- [20] Rivoltella, P. C. (2008). *Digital Literacy: Tools and Methodologies for Information Society*. In *Premiere Reference Source*. IGI Publishing.
- [21] Robbins, S. P., & Coulter, M. K. (2007). *Management*. Pearson Prentice Hall, Inc.
- [22] Tjiptono, F. (2012). *Riset Kewirausahaan dan Industri Kreatif di Indonesia*. MODUS - Jurnal Ekonomi Dan Bisnis, 24(1), 1–14.
- [23] Wheeler, S. (2013). *Digital literacies for engagement in emerging online cultures*. ELC Researcj Paper Series.