

## Social Media Activities at Ulam Tawa Restaurant

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### ABSTRACT

One company that plays a role in the growth of category I (Accommodation and Drinking Food Providers) is Ulam Restaurant. There are many seafood restaurants on the island of Bali, but Ulam Bali has become a legendary icon because the food served is a representation of the seafood that is widely known today. research dissects in depth related to the social media marketing strategies and activities carried out by Ulam Tawa Bali restaurant. The limitation of this research is that no measurement of the success of the strategy has been carried out.

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## INTRODUCTION

The island of Bali is known as the "Island of a Thousand Temples" or "Island of the Gods" (Ranggasari, 2023). The tourism sector is one of the pillars of the economy, this makes many tourists come to visit Bali (Alvin, 2018, 2022; Antara & Sumarniasih, 2017). In order for the economy to keep running, there are other supporting elements that influence each other, such as recreation areas, hotels, transportation, and restaurants (Sutawa, 2012). Restaurants are one of the important factors in supporting tourism and everything related to tourism activities. Active restaurants provide food and drink accommodation for tourists. Restaurant is a place related to the implementation of a food and beverage service (Suarthana et al., 2020).

The Central Bureau of Statistics of Bali Province recorded growth in the first quarter of 2022 to the third quarter of 2022 grew by 4.19 percent from January to September 2022. The economic structure of Bali Province in terms of production in the third quarter 2022 was dominated by category I (Accommodation and Drinking Food Providers) with a value added of Rp. 11.53 trillion or 18.43 percent (BPS, 2022).

One company that plays a role in the growth of category I (Accommodation and Drinking Food Providers) is Ulam Restaurant. There are many seafood restaurants on the island of Bali, but Ulam Bali has become a legendary icon because the food served is a representation of the seafood that is widely known today. This representation includes the way the food is served using banana leaves and plates made from woven rattan. With the same presentation from 1986, many customers come back to recall the same taste and quality.



Image 1. Serving Food using Banana Leaves

Ulam Restaurant has an advantage when viewed from a strategic location, which is located near the ITDC (Indonesia Tourism Development Corporation) area. The ITDC area is widely used as a place for important

conferences held in Bali. This is one of the factors driving the number of important figures who visit Ulam Restaurant while in Bali.

For 36 years, PT Ulam Tawa has consistently supported the growth of the local economy by purchasing raw materials directly from local fishermen. This is done by Ulam Restaurant to support the sustainability of the marine ecosystem by buying fish directly from fishermen who still catch fish using traditional methods such as fishing and netting their catch. Fish is one of the marine products that acts as a source of protein, according to the United Nations Development Program (UNDP) as much as 54% of national protein needs are met from fish and other marine products (UNDP, 2020). In this case, the sea becomes very important, one of which is in the fisheries business. One of the parties involved in the fisheries business is fishermen.

Fishermen are a group of people whose livelihood depends on marine products, through fishing or cultivation. Generally, fishermen live on the coast, which is a residential environment adjacent to the location of their activities (Dimas & Sutrisna, 2018). One of the locations where fishermen live is Kedonganan Village. Geographically, Kedonganan Village has a beach length of 1020 m with the northern boundary of Kelan Traditional Village, the eastern boundary with the sea (Mangrove), the southern boundary with Jimbaran Traditional Village, and the western boundary with the Bali Strait (Dimas & Sutrisna, 2018).

The people of Kedonganan Village mostly work as fishermen and some work as farmers and traders. The village is known for its marine products in the form of fishermen's fish catch (Sihombing & Nugroho, 2018). This makes it referred to as a fishing village. Marine fish is also one of the natural resources utilized by the surrounding community as a livelihood by applying it to tourism activities. Kedonganan Village also sells various marine products at the Kedonganan Fish Market and also provides processing services.

Kedonganan is famous as a fishing village, making many people who have a need for marine fish supplies come to this place, ranging from fish traders to restaurant owners. One of the restaurants that buys seafood in Kedonganan is Ulam Restaurant. In this case, Ulam Restaurant chooses to buy fish directly from the hands of fishermen, without going through middlemen or fishermen's bosses. When fishermen sell their catch to the middlemen, they will certainly be given a very cheap price and the middlemen will sell it at a high price. By directly buying fishermen's catches, it is hoped that it can contribute to increasing the income of the fishermen themselves.

To maintain its existence, Ulam Bali must keep up with the times by utilizing internet technology as a marketing medium. Instagram was chosen as a social media platform to connect the company with customers. Social Media Strategist plays an important role in content creation. The main task of the Social Media Strategist is to design what content will be uploaded to Instagram, the resulting content must be enjoyed by Instagram users (Atherton, 2019).

Technological developments certainly provide many benefits and conveniences for the community. Changes in the field of marketing occur, one

of which is influenced by technological developments. Marketing that was originally conventional is now turning into digital marketing (Dole, 2020; Durmaz & Efendioglu, 2016). This change aims to widen the market reach so as to increase the profit potential of a business. Digital marketing can be defined as marketing activities in which the use of the internet and technology is used to improve conventional marketing functions.

Instagram is the most influential social media. This social media has become one of the most widely used applications for sharing moments in the form of photos and videos (Businesswire, 2012; Hajli, 2014). Instagram is an application that is easily accessible from various circles of society. This is a strong reason why Instagram can provide benefits for business owners. Digital marketing can be the best solution to reach the target market without any distance and time limitations.

Instagram has several benefits including the following, having an advantage in building personal branding through social media is a pseudo popularity, because the audience will be the determinant. Social media can be used as a medium for communication and discussion to gain popularity on social media. Instagram social media provides an opportunity to interact more closely with consumers (Rust et al., 2021). Social media can provide a form of communication that is felt to be more individualized between its users. Through social media, marketers can have personalized interactions so that they can find out the habits of their consumers.

Thus, this research was conducted with the aim of knowing and examining the social media marketing practices of Ulam Tawa restaurant in Bali. This research is important because it can contribute to the academic world, especially to increase understanding of how important social media marketing is.

## **THEORETICAL REVIEW**

### **Social Media Marketing**

Social media marketing allows businesses to reach a larger audience, increase brand awareness, and build relationships with customers (Atherton, 2019). It involves creating social media strategies that align with business goals, creating and curating content that resonates with the target audience, engaging with followers, and measuring the success of social media campaigns.

The first social media marketing can be traced back to the early 2000s when social media platforms such as MySpace, Friendster, and LinkedIn emerged (Korenich et al., 2013). At that time, social media was primarily used for personal communication and networking, but businesses quickly saw the potential of social media as a marketing tool.

One of the earliest examples of social media marketing was the 2006 campaign by Ford, called "The Ford Fiesta Movement" (Tegler, 2009). The campaign involved selecting 100 social media influencers and providing them with a Ford Fiesta car to drive for six months. The influencers were asked to create content, including photos and videos, about their experiences with the car

and share it on their social media platforms. The campaign was a huge success and generated a lot of buzz for the Ford Fiesta, leading to increased sales and brand awareness. This campaign set the stage for future social media marketing campaigns that would leverage the power of influencers to reach a wider audience.

Since then, social media has become an essential part of most businesses' marketing strategies, with companies using platforms like Facebook, Twitter, Instagram, and LinkedIn to engage with their target audience and build their brand (Johnson, 2019; Papakonstantinidis, 2018; Verenia & Alvin, 2022).

## **METHODOLOGY**

Qualitative research methods are used to gain an in-depth understanding of the experiences, opinions, and beliefs of individuals or groups. Unlike quantitative research methods, which are focused on statistical analysis, qualitative research methods seek to explore and understand complex phenomena (Patton, 2014). Qualitative research can provide rich, detailed insights into the experiences and perspectives of individuals or groups, and can be used to generate theories or hypotheses for further study.

Qualitative research can be a useful approach for studying social media marketing, as it can provide rich insights into the experiences and perspectives of social media users and how they engage with marketing content.

This research employs case study design. Case studies could be used to examine the strategies and tactics used by businesses to market their products or services on social media platforms, as well as the effectiveness of these strategies (Yin, 2018).

## **RESULTS**

### **Ulam Tawa Restaurant**

Ulam Bali was established 36 years ago in 1986. Ulam Restaurant was first established on the coast of Nusa Dua and had expanded to various cities in Indonesia such as; Jakarta, Surabaya, and Medan. But because the management wants Ulam Restaurant to become a seafood icon on the island of Bali. So now this restaurant is only established on the island of Bali.

Ulam Bali is a subsidiary under PT Ulam Tawa, engaged in food and beverage. Ulam Restaurant managed to become a legendary icon so that it became the choice of important figures when visiting the Nusa Dua area.

Ulam Bali has the following vision and mission. Vision: "Tomorrow is Better than Today" and Mission: Realizing the company's target goals, where there is development in the business and career of employees, improving the company's image so that it can go to the gateway to the global market era.

Seeing the age of this restaurant which is quite old and its existence is still there today, it cannot be separated from the utilization of social media marketing.

## The Importance of Content Planning

Before producing content that will be seen by many people, it is important to find out about the validity of the information. Therefore, field research is a very important component. In writing and creating content, research is needed to collect data and information that will be included in the writing must be accountable. The field research process is carried out by searching for competitor information through the competitor's Instagram social media account. One of main competitor of Ulam Tawa is Laguna Garden Restaurant. The main reason to choose Laguna Garden Restaurant is because this restaurant is a competitor by area. Located 5 meters on Jalan Pantai Mengiat, on the same road as Ulam Restaurant.

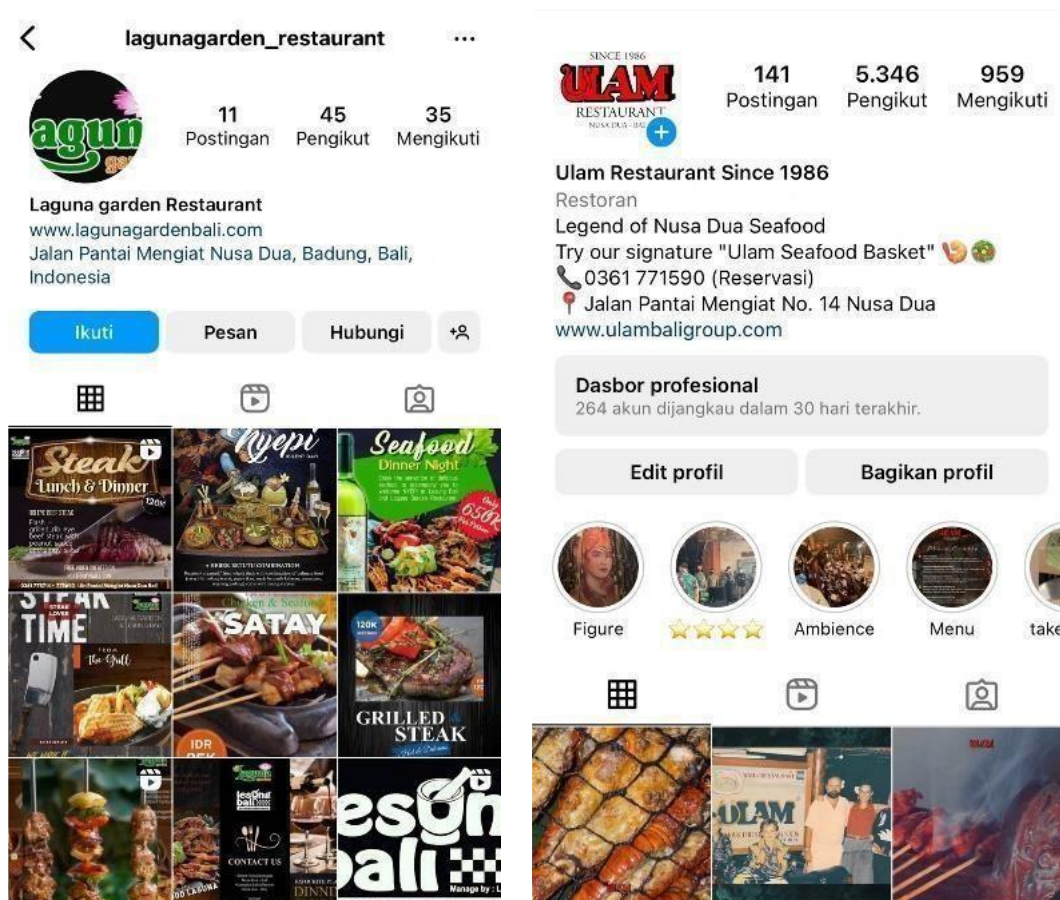


Image 2. Instagram Comparison of Laguna Garden and Ulam Tawa

Laguna Garden Restaurant has an advantage in the number of food variations served besides seafood such as steaks, croissants, and other western foods. while Ulam Bali only has one main variation, namely seafood. The author also found that Ulam Restaurant is more active in using social media than Laguna Garden Restaurant.

This can be proven that Ulam Restaurant has more feeds posts, Laguna Garden Restaurant only 11 posts while Ulam Restaurant 141 posts. When viewed from the neatness aspect of Instagram, Ulam Restaurant tidies up its content using the Instagram highlight feature. This feature allows users to give a title to each similar Instagram story highlight. The author also found that the

content that uploaded by Laguna Garden Restaurant tends to be in the form of hard selling while the content that Ulam Restaurant wants to upload is in the form of soft selling where Ulam Restaurant wants to emphasize that its restaurant not only sells food but also plays a role in the sustainability of the marine ecosystem and the economy of local fishermen.

#### Implementing the AIDA Concept

Ulam Tawa utilizes Instagram, especially the IG Feeds and Story features. In using Instagram social media, Instagram feeds are a very important component. Instagram feeds are used as the main page when sharing video and photo content. Instagram Feeds is the main feature that has existed since Instagram was first launched. In practice, this feature contains posts from Instagram users. The use of Instagram Feeds is done to create a branding (Octora & Alvin, 2022); this can be done by planning what content will be uploaded.

Instagram feeds can be a valuable tool for businesses looking to drive sales and conversions. By incorporating product photos and calls-to-action into the feed, the Ulam Tawa can encourage their followers to make purchases and drive traffic to your website or online store (Kurniawan & Rewindinar, 2021).

A well-curated feed can attract followers and keep them engaged with your content. Instagram feeds also provide an opportunity to showcase your brand or personality through visual content (Jussila et al., 2014). By posting high-quality photos and videos, you can establish your brand's style and aesthetic, making it more recognizable and memorable to your followers. Moreover, Instagram's algorithm prioritizes posts that generate high engagement, so having a strong feed with engaging content can help increase your visibility on the platform and attract more followers (Ukpere et al., 2014).

Meanwhile, Instagram Story are a temporary form of content that disappears after 24 hours, which creates a sense of urgency and exclusivity. It offers a more casual and authentic way to share content with your audience. Unlike a curated feed, stories can be more spontaneous and behind-the-scenes, allowing you to showcase your personality and connect with your followers on a more personal level (Kircova et al., 2020).

Further, Instagram stories offer a variety of creative features and tools, such as stickers, filters, and polls, that allow you to make your content more engaging and interactive. These features can help increase engagement and keep your audience interested in your content (Belanche et al., 2019). On top of that, it can offer a way to reach a wider audience through hashtags and location tags, which can help you reach users who are not already following you.

The Marketing Division at Ulam Tawa is required to create an image design prior to the production process. Below is one example of content design.

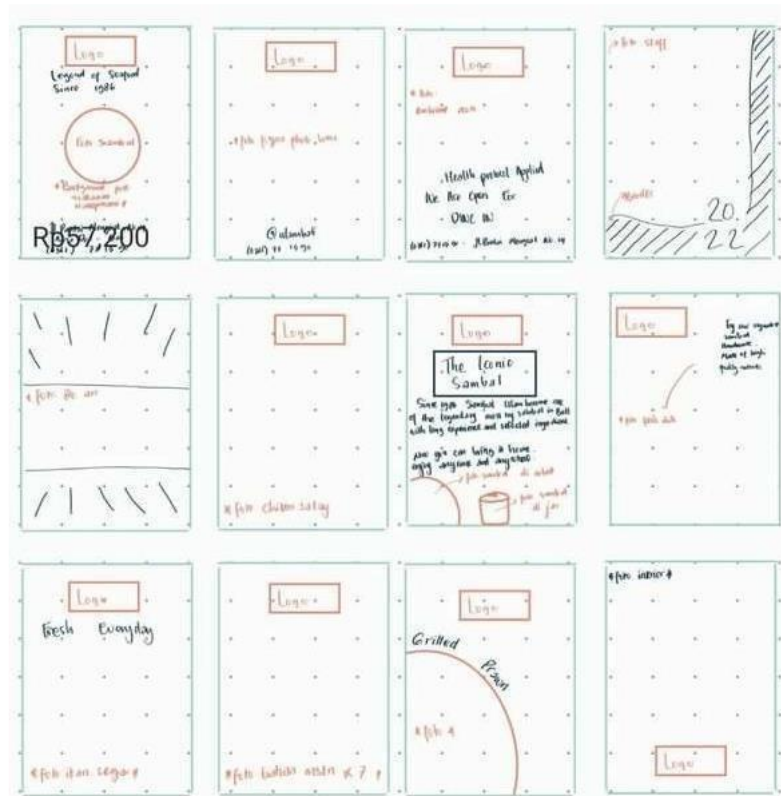


Image 3. Instagram Story Design  
Source: Data Collection (2023)

To create quality content, Ulam Tawa uses the AIDA concept (Lee & Hoffman, 2015), which includes four important aspects consisting of Attention, Interest, Desire, and Action. These four components are interconnected with each other. (Attention) the content created must be able to cause a sense of interest. So that it grows a sense of wanting to have or visit (Desire) and finally can influence consumers to trust the product (Action). The AIDA model can be applied to various marketing channels, for instance social media. By understanding the AIDA framework, you can create more effective marketing campaigns that drive engagement, conversions, and ultimately, revenue.

Firstly, it's the attention. The content produced must be able to provide an explanation that grabs the attention of customers, by creating strong sentences and illustrations so that it can foster interest with consumers in order to listen to the explanation to be conveyed. Below is an example of designing the Attention stage at Ulam Tawa.

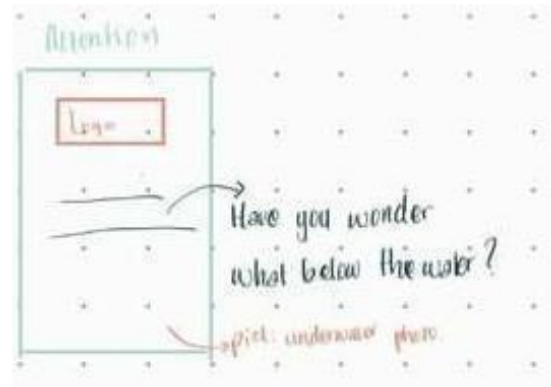
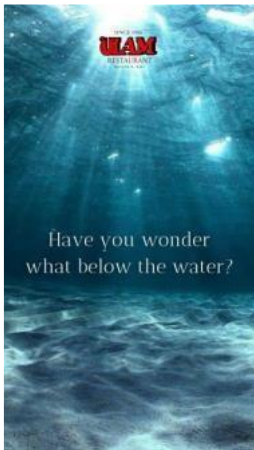


Image 4. Attention Design  
Source: Data Collection (2023)

The use of the sentence "Have you wonder what below the water" is used to grab the attention of readers by allowing readers to imagine what is under the sea water.

Secondly, it's the interest. Interest in the social media marketing content can be achieved by providing more information about the product, highlighting its unique features or benefits, or sharing customer reviews and testimonials. How to attract consumer attention can be done through providing a complete explanation of the campaign that is being built. Interest can also be interpreted as the emergence of consumer interest as a form of interest in the product being introduced.

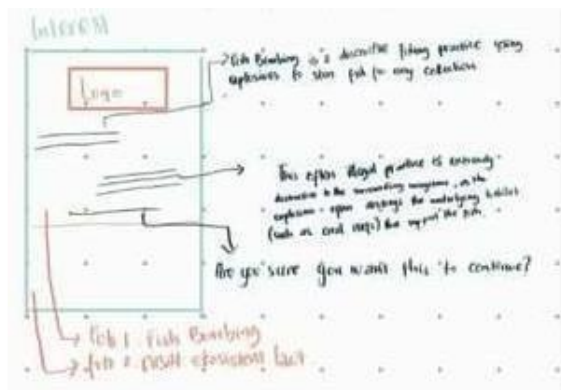


Image 5. Interest Design  
Source: Data Collection (2023)

Interest in this content is provided by content writing that briefly explains what fish bombing is and how illegal it is. Moreover, it can damage the underwater ecosystem.

Thirdly, it's desire. This can be done by showing how the product can solve the customer's problem or fulfill their needs. It can be done by using persuasive language, emotional appeals, or social proof to build desire.

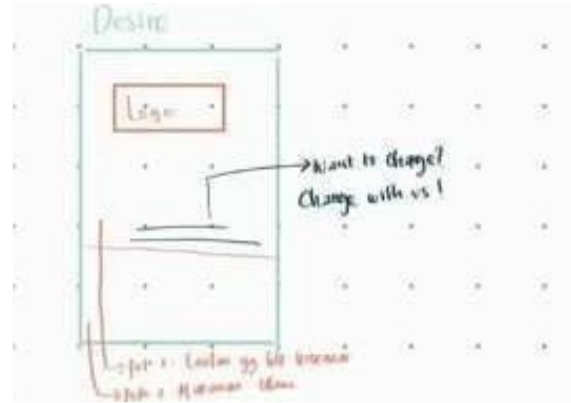
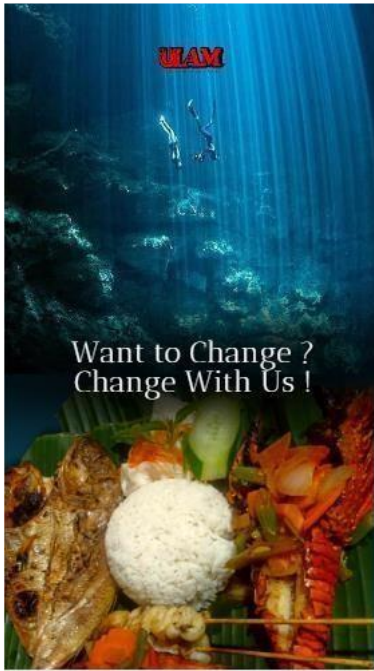


Image 6. Desire Design  
Source: Data Collection (2023)

Lastly, the most important phase is action. This stage is done to influence customers to respond according to the company's expectations.

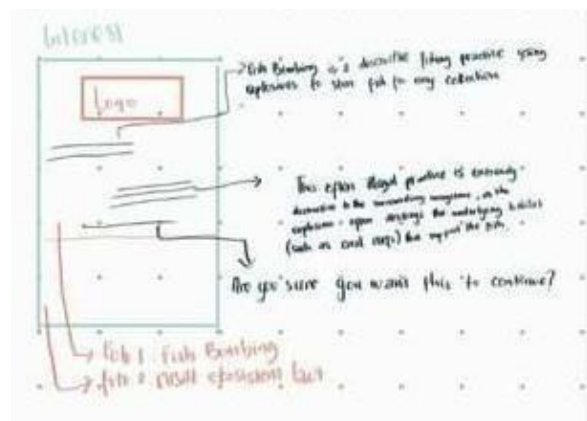
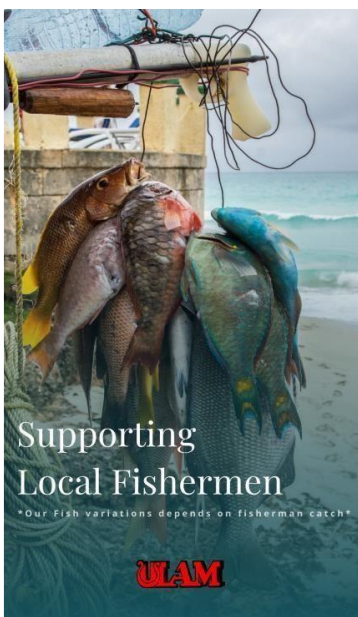


Image 7. Action Design

At this action stage, reflecting that the AIDA concept is able to describe the storyline that tells that Ulam Restaurant chooses to buy fish directly from local fishermen as a form of support to reduce illegal fishing activities using bombs that are not good for the sustainability of the marine ecosystem.

## CONCLUSIONS AND RECOMMENDATIONS

This research aims to find out the social media marketing practices carried out by Ulam Tawa Restaurant in Bali. One of its main marketing activities is marketing on Instagram.

Marketing on Instagram is done by utilizing two main features, namely Instagram Feeds and Instagram Stories. Feeds are useful for providing curated displays that attract interest. Meanwhile, stories can show the exclusive side and urgency of marketing content.

It's important to note that the AIDA model adapted to fit the unique characteristics of each social media platform. For example, Instagram is a highly visual platform, so attention-grabbing visuals are particularly important. By applying the AIDA model to Instagram marketing, Ulam Tawa can create more effective campaigns that drive engagement, conversions, and profit.

## FURTHER STUDY

This research dissects in depth related to the social media marketing strategies and activities carried out by Ulam Tawa Bali restaurant. The limitation of this research is that no measurement of the success of the strategy has been carried out. One of them is the need to conduct thorough research related to loyal customers of this restaurant and the reasons why they return. Next, research also needs to be done that reveals the reasons why someone chooses one restaurant over another.

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