

Analysis of Culinary Digital Literacy and Promotion Strategies in Makassar City Through Instagram Social Media: A Qualitative Study on Instagram Account

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Abstract: This study explores how digital literacy shapes social media-based culinary promotion strategies on Instagram. Using a qualitative research approach, the study focuses on the @mksmakan account as a case study to gain an in-depth understanding of promotional practices, content strategies, and audience engagement mechanisms. Data were collected through in-depth interviews, observation of Instagram content, and documentation, and were analyzed using thematic analysis. The findings reveal that effective culinary promotion on Instagram is closely related to the account manager's digital literacy, particularly in content creation, audience interaction, and data-driven decision-making. Strategies such as content collaboration, giveaways, and the prioritization of Instagram Reels emerge as key practices that enhance engagement and visibility. Rather than establishing causal relationships, this study illustrates how digital literacy enables adaptive promotional strategies in response to platform algorithms and audience behavior. From a theoretical perspective, this study offers two main contributions. First, it extends Social Media Marketing Theory by demonstrating how engagement-oriented strategies are enacted in a local culinary promotion context. Second, it enriches Digital Literacy Theory by highlighting the role of analytical and strategic competencies in everyday social media management. The findings provide practical insights for culinary business actors, content creators, and policymakers seeking to strengthen digital promotion practices within the creative economy sector.

Keywords: digital literacy, culinary promotion, Instagram

1. INTRODUCTION

In today's digital era, culinary promotion is very important for business actors, especially in big cities such as Makassar. With the rapid development of information technology, the way people interact and get information has also undergone significant changes. One effective strategy to attract consumer attention is culinary promotion through social media, especially Instagram. Data shows that Instagram users in Indonesia reached more than 87 million people in 2023, making it one of the most popular social media platforms in the country (Statista, 2023).

Social media, especially Instagram, has strong visual characteristics, making it perfect for promoting culinary products. Through attractive images and videos, business actors can show the uniqueness and quality of their food. Features like Stories, IGTV, and Reels provide a wider range of opportunities to interact with consumers. According to research by Tuten and Solomon (2017), social media not only serves as a promotional tool, but also as a platform to build community and relationships with customers. This is especially relevant in the culinary context, where experiences and recommendations from other users can influence purchasing decisions.

The importance of digital literacy also cannot be ignored in the context of culinary promotion. Business actors need to have a good understanding of how to use social media effectively to reach a wider audience. Digital literacy includes the ability to create engaging content, understand social media algorithms, as well as analyze data to improve marketing strategies (Hague & Hague, 2016). In this context, Instagram account managers @mksmakan play an important role in implementing the right promotion strategy, as well as educating their followers about culinary in the city of Makassar.

Culinary promotion in the digital era is very crucial, especially for small and medium enterprises (SMEs) who need visibility to compete with big brands. According to a report from the Ministry of Cooperatives and SMEs of the Republic of Indonesia (2022), around 60% of the total business actors in Indonesia are SMEs, which contribute significantly to the national economy. In this context, effective promotion through social media can increase competitiveness and reach more consumers.

Data shows that consumers are increasingly relying on social media as a source of information about food and restaurants. A survey conducted by Nielsen (2021) showed that 70% of Indonesian consumers use social media to find food recommendations. Promotion through platforms like Instagram not only increases brand awareness, but it can also directly influence purchasing decisions. By utilizing social media, business actors can build a positive image and attract the attention of a wider audience.

Furthermore, culinary promotion in the digital era also provides opportunities to interact directly with consumers. Through comments, direct messages, and other interactive features, businesses can get real-time feedback and build closer relationships with customers. Utilizing Instagram's interactive features (polls, questions and answers) can encourage community engagement and improve the learning experience (Lestariolita, 2022). According to research by Kaplan and Haenlein (2010), these interactions can increase customer loyalty and create a community around brands. Therefore, it is important for businesses to understand how to use social media effectively in their promotional strategies.

However, challenges also arise in the digital era. With so much content competing on social media, businesses need to find ways to stand out. Research by Chaffey and Ellis-Chadwick (2019) shows that the uniqueness and quality of content are key factors in attracting users' attention. Therefore, Instagram account managers @mksmakan need to be able to create content that is not only visually appealing, but also informative and relevant to their audience. Identifying and understanding the target audience is essential. An effective strategy involves tailored messaging that aligns with the audience's preferences (Aprila & Personal, 2023).

Instagram has become one of the most influential social media platforms in promoting culinary. With more than 1 billion active users every month, Instagram offers a huge opportunity for businesses to reach a wider audience (Statista, 2023). The platform is known for its focus on visual content, which is perfect for showcasing the beauty and deliciousness of food. Therefore, many culinary business actors are turning to Instagram as the main channel for promotion.

The use of Instagram in culinary promotion is also supported by features that support user interaction and engagement. For example, the Stories feature that allows users to share moments in real-time, as well as the IGTV feature that allows sharing longer videos. According to research by Hu et al. (2014), engaging visual content can increase user engagement and encourage them to share such content with their networks. This creates a viral effect that can significantly increase brand visibility.

In addition, Instagram allows business actors to take advantage of influencer marketing. Many Instagram users have large followers and can influence other people's purchasing decisions. According to a report from the Influencer Marketing Hub (2022), 90% of marketers report that influencer marketing has a positive influence on sales. By collaborating with local influencers or food bloggers, @mksmakan account managers can increase the credibility and appeal of their products.

However, to maximize Instagram's potential, businesses need to understand the algorithms that affect the visibility of their content. Instagram's algorithm determines which content to show users based on previous interactions. Therefore, it is important for account managers to create content that is not only engaging, but also capable of driving interaction, such as comments and sharing. Research by Kietzmann et al. (2011) shows that high engagement can increase the chances of content appearing in other users' feeds.

In the culinary context in the city of Makassar, Instagram also serves as a platform to introduce and promote traditional cuisines that may be less known outside the area. By utilizing relevant hashtags and collaborating with other accounts, @mksmakan account managers can help raise awareness about the richness of local cuisine. This is not only beneficial for business actors, but also helps preserve Indonesia's culinary culture.

In this study, we will analyze the promotional strategies implemented by @mksmakan Instagram account managers as well as the digital literacy they use in marketing culinary in Makassar. With a qualitative approach, we will collect data through in-depth interviews with account managers as well as analysis of published content. It is hoped that the results of this research can provide deeper insight into the effectiveness of culinary promotion strategies through social media in the digital era.

2. LITERATURE REVIEW

2.1. Theoretical Framework (Grand Theory)

This study is grounded in two main theoretical perspectives: Social Media Marketing Theory and Digital Literacy Theory, which together form the scientific foundation for analyzing culinary promotion strategies through Instagram.

Social Media Marketing Theory

According to Kaplan and Haenlein (2010), social media marketing emphasizes user-generated content, interaction, engagement, and relationship-building between brands and audiences. Social media platforms function not merely as promotional channels, but as interactive spaces where communication occurs bidirectionally. In the culinary context, visually attractive content, audience engagement, and interactive communication are key factors in influencing consumer perceptions and purchasing decisions.

Instagram, as a visual-based social media platform, aligns closely with this theory, as it enables content creators to deliver experiential value through images, videos, and interactive features such as Stories and Reels. Therefore, Social Media Marketing Theory provides a relevant framework for

understanding how promotional strategies are designed and implemented by Instagram account managers.

Digital Literacy Theory

Digital literacy refers to the ability to effectively use digital technologies, evaluate information, and communicate meaningfully in digital environments (Eshet-Alkalai, 2004). In the context of social media marketing, digital literacy includes the ability to create engaging content, understand platform algorithms, analyze performance data, and interact strategically with audiences.

For culinary promotion on Instagram, digital literacy plays a crucial role in determining how content strategies are developed, evaluated, and optimized. Account managers with high digital literacy are better equipped to adapt to digital trends and maximize promotional effectiveness.

2.2. Promotion Theory

Promotion is one of the important elements in the marketing mix that aims to increase consumer awareness, interest, and desire for a particular product or service. According to Kotler and Keller (2016), promotion is all activities carried out to communicate product offerings to consumers. In the culinary context, promotions serve not only to attract new customers, but also to retain existing ones. In Makassar, where the culinary industry is growing rapidly, an effective promotional strategy is key to competing in an increasingly competitive market.

The importance of promotion in the culinary industry can be seen from the increasing number of restaurants and cafes operating in Makassar. Data from the Makassar City Tourism Office shows that in 2022, there are more than 1,500 restaurants and cafes registered in the city (Makassar City Tourism Office, 2022). In situations like this, effective promotion through social media, especially Instagram, becomes very important to attract the attention of consumers and differentiate themselves from competitors.

Promotions carried out through social media allow managers to reach a wider audience at a relatively low cost. According to the We Are Social and Hootsuite (2023) report, Indonesia has more than 170 million social media users, with Instagram being one of the most popular platforms. This provides a great opportunity for Instagram account managers like @mksmakan to promote culinary in Makassar effectively.

In addition, promotion through social media also allows direct interaction between managers and consumers. According to research by Tsimonis et al. (2014)., social media provides a platform for brands to interact with their audience, listen to feedback, and build closer relationships with customers. This is especially relevant in the culinary industry in Makassar, where consumer experience can influence their purchasing decisions. By utilizing features such as comments, direct messages, and stories, Instagram account managers can communicate effectively with consumers and listen to their needs and wants.

In the context of digital literacy, it's important for Instagram account managers to understand how to use the platform optimally. According to research by Prensky (2016), digital literacy includes the ability to use information and communication technologies effectively. Account managers must be able to create engaging and relevant content, as well as understand Instagram's algorithm to increase the visibility of their content. By improving digital literacy, managers can maximize their promotional potential on social media and achieve better results.

For example, @mksmakan Instagram account has managed to capture the attention of many users with creative content strategies, including appetizing food videos and interesting information about local cuisine. With this approach, they not only promote their products, but also build a community of foodies in Makassar. This shows that effective promotion through social media, supported by good digital literacy, can have a positive impact on the growth of the culinary industry in the area.

Promotional strategies on social media involve a variety of techniques and approaches that aim to increase visibility and interaction with the audience. On Instagram, some commonly used strategies include the use of engaging visual content, the use of relevant hashtags, and collaboration with influencers. The concept of "Instagramable" content is crucial, as visually appealing posts attract more engagement and potential customers (Gabriella & Farid, 2023). Business actors need to utilize visual aesthetics to grab users' attention and encourage them to interact. Visual content, such as photos and videos of food, has high appeal and can increase engagement with followers (Bakhsh et al., 2021). Strategies such as smart reviews and interactive communication with followers foster a sense of community and increase customer loyalty (Hasibuan & Alfikri, 2022).

The right use of hashtags is also an important strategy in promotion on Instagram. According to research by Giannoulakis, et al. (2016), the use of relevant hashtags can increase the reach and visibility of posts, so that more users can see and interact with the content. For example, @mksmakan account can use hashtags like #KulinerMakassar or #MakassarKuliner to reach a wider audience.

Collaboration with local influencers is also an effective strategy in promoting culinary on social media. Influencers have a great influence on consumers' purchasing decisions, and collaboration with them can help increase the credibility and appeal of a promotional culinary product (Freberg et al., 2011). In the context of Makassar, collaborating with local food bloggers or culinary influencers can have a significant impact on the popularity of @mksmakan accounts (Ramaputra & Afifi, 2021). Engaging and informative content is not only able to attract the attention of the audience, but also provide added value to its followers.

In a study by Casaló et al. (2018), it was found that collaboration with individuals not only increases visibility but can also create an emotional connection between brands and consumers. This is especially important in the culinary industry, where emotional experiences are often a determining factor in purchasing decisions. By leveraging the right influencers, @mksmakan accounts can create compelling and relevant narratives for the audience, thereby increasing the likelihood of engagement and interaction.

Furthermore, it is also important to consider the time and frequency of posts as part of a promotional strategy. According to research by Alhabash and Ma (2017), the right posting time can affect the level of user engagement. Therefore, @mksmakan accounts need to analyze the times when their audience is most active and adjust the posting schedule to maximize interaction. By combining these various strategies, @mksmakan accounts can build a strong presence on social media and increase the culinary appeal in Makassar.

2.3. Digital Literacy

Digital literacy is the ability to use information and communication technology efficiently and effectively. According to Eshet-Alkalai (2004), digital literacy includes various skills, ranging from basic skills in using digital devices, to the ability to evaluate information obtained from the internet. In the culinary context, digital literacy is very important because consumers today are more looking for information about food and places to eat through digital platforms, especially social media such as Instagram. Strategies such as smart reviews and interactive communication with followers foster a sense of community and increase customer loyalty (Hasibuan & Alfikri, 2022).

In Makassar, a city rich in culinary culture, digital literacy plays an important role in connecting culinary business actors with consumers. Based on a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2021, around 77% of Indonesia's population uses social media, with Instagram being one of the most widely used platforms for sharing culinary information (APJII, 2021). This shows that an understanding of digital literacy is very necessary for culinary account managers to be able to make optimal use of this platform. Many culinary entrepreneurs in Makassar struggle with digital literacy, which has an impact on their ability to create high-quality

content and interact effectively with their audiences (S et al., 2022). A good understanding of the functions of social media is essential to achieving marketing goals.

Furthermore, digital literacy also includes the ability to interact with audiences. According to Hargittai (2010), the ability to communicate and interact effectively in the digital world is one of the important indicators of digital literacy. Digital literacy emphasizes the importance of persuasion through social network knowledge and decision-making in creating digital identities and content (S et al., 2022). This shows that digital literacy does not only focus on technical, but also on the strategic aspects of marketing. In the context of @MKSMAKAN Instagram account, account managers need to understand how to interact with their followers, such as answering comments, holding quizzes, or holding giveaways. All of these are strategies to build community and increase audience engagement.

The importance of digital literacy in the context of culinary promotion is also supported by research showing that social media users who have good digital literacy skills tend to be more active in sharing content and interacting with brands (Hwang & Kim, 2019). This shows that digital literacy can contribute to increasing consumer engagement and loyalty to the culinary products being promoted.

With the increasing use of social media, it's important for culinary account managers to keep their knowledge up to date on digital trends. A study by the Pew Research Center (2021) shows that social media users tend to follow accounts that offer relevant and engaging content. Therefore, @MKSMAKAN account manager must be able to produce content that is not only informative but also visually appealing, in order to capture the attention of the audience.

In today's digital era, digital literacy is not only necessary for individual users, but also for businesses that want to operate effectively in cyberspace. Managers of @mksmakan Instagram accounts, for example, need to have a good understanding of Instagram algorithms, content trends, and how to interact with the audience to be able to promote culinary in Makassar effectively. Without adequate digital literacy, promotional efforts can be less effective and do not achieve the desired goals.

In this context, digital literacy is not only a tool for promotion, but also a means to educate consumers about local cuisine. Account managers can use the platform to share information about food history, how it's made, and the local ingredients used. This can increase public awareness and appreciation of Makassar's culinary which is rich in traditions and flavors.

Digital literacy plays an important role in determining the success of promotional strategies on social media. Instagram account managers @mksmakan need to be able to understand how to create engaging and relevant content for their audience. High-quality content, both visually and informationally, can grab users' attention and encourage them to interact with the post (Kaplan & Haenlein, 2010).

In Makassar, the use of Instagram as a culinary promotion platform has shown positive results. A study conducted by Hasanuddin University in 2022 showed that 65% of respondents admitted to knowing new places to eat through Instagram accounts. This shows that account managers who have good digital literacy can take advantage of this platform to increase the visibility of their culinary businesses.

In addition, digital literacy also includes the ability to analyze data and feedback from audiences. Using the analytics tools available on Instagram, account managers can evaluate the performance of their content and adjust their promotional strategies according to the needs and preferences of the audience. Research by Tuten and Solomon (2017) shows that data analytics can help businesses to understand consumer behavior and optimize their marketing campaigns.

In addition, digital literacy also plays a role in building brand awareness. By understanding how social media algorithms work, account managers can design content that is easier for new users to find. The use of the right hashtags and collaboration with local influencers is also a strategy that

can be optimized through digital literacy. According to Yesiloglu, S., & Costello, J. (2020), influencer marketing can increase consumer trust in a brand by up to 92%. Therefore, account managers @mksmakan need to take advantage of these networks and collaborations to expand the reach of their promotions.

In the culinary context in Makassar, digital literacy also allows managers to stay abreast of trends and changes in consumer preferences. By understanding market dynamics and consumer behavior, account managers can @mksmakan adapt their promotional strategies to stay relevant and engaging. This is especially important given the rapid changes in the culinary industry and the increasing competition among various brands and products.

Digital literacy also contributes to the development of culinary communities in Makassar. By utilizing social media platforms, account managers can create a discussion space for culinary enthusiasts to share experiences and recommendations. This not only increases audience engagement, but also creates higher customer loyalty. In the long run, this can have a positive impact on the growth of culinary businesses in the region.

3. RESEARCH METHOD

This study employs a qualitative research approach because the research problem does not merely focus on measurable outcomes such as engagement metrics, but rather emphasizes a deep understanding of promotional strategies and digital literacy practices applied by the managers of the Instagram account @mksmakan in promoting culinary businesses in Makassar City. As outlined in the introduction, the study aims to explore how digital promotion strategies are designed, how content-related decisions are made, and how digital literacy influences promotional effectiveness—phenomena that are inherently social, contextual, and process-oriented.

A qualitative approach is considered appropriate as it allows the researcher to explore experiences, perceptions, and strategic considerations of the account managers in a comprehensive manner. According to Creswell (2014), qualitative research is suitable when the objective is to understand meanings, processes, and strategies from the perspective of research participants within their real-life context. In this study, Instagram-based promotional strategies and digital literacy cannot be fully explained through quantitative data alone, but require narrative explanations regarding content creation, audience interaction, and the use of performance analytics.

Furthermore, the qualitative approach is relevant because this research seeks to answer “how” and “why” questions regarding the implementation of digital promotion strategies by the @mksmakan account managers, rather than focusing solely on “how much” impact is generated. Therefore, data collection techniques such as in-depth interviews and Instagram content observation are considered the most suitable methods for capturing authentic and contextual promotional practices.

Thus, the use of a qualitative approach is aligned with the research objectives, which aim to provide an in-depth understanding of social media-based culinary promotion strategies and the role of digital literacy in enhancing marketing effectiveness in Makassar City.

In this study, the data collection techniques used consisted of in-depth interviews and Instagram content observations. In-depth interviews were conducted to obtain more detailed information about the promotional strategies implemented by the @mksmakan account manager. This interview will be semi-structured, where the researcher will prepare a number of main questions, but still give the interviewees the freedom to express their views and experiences more broadly.

In addition to interviews, Instagram content observation was also carried out to analyze the type of content posted, the frequency of posting, and the interaction that occurred between the account manager and his followers. By observing the posted content, researchers can better understand the visual and narrative strategies used in culinary promotion. The data collected from these two

techniques will complement each other and provide a more holistic picture of promotional practices on social media.

The respondents in this study were selected using purposive sampling, considering that the respondents were directly involved in the planning, implementation, and evaluation of digital promotion strategies on the Instagram account @mksmakan. The selection was based on the respondents' relevance, experience, and knowledge related to digital literacy practices and culinary promotion through social media.

The main respondent in this study was the primary manager of the Instagram account @mksmakan, who plays an active role in content creation, decision-making related to promotional strategies, content performance analysis, and interaction with followers. The respondent also has experience in digital marketing and has participated in digital marketing training, which enables the provision of in-depth and credible information in accordance with the objectives of this research.

The data collected from interviews and observations will be analyzed using thematic analysis techniques. Thematic analysis is an effective method for identifying, analyzing, and reporting patterns (themes) in qualitative data (Braun & Clarke, 2006). In the context of this research, the researcher will transcribe the interviews conducted, then categorize the data based on themes relevant to promotion strategies and digital literacy. Once the themes have been identified, the researcher will conduct further analysis to understand how the themes are interrelated and how they reflect culinary promotion practices in Makassar. This process will involve repeated reading of the data, coding, and drawing conclusions based on the findings obtained. Thus, thematic analysis will provide in-depth insights into how Instagram.

4. RESULTS

This section presents the findings of the study based on in-depth interviews and Instagram content observations. The focus of this research is to examine promotion strategies and digital literacy practices implemented by the manager of the Instagram account @mksmakan in promoting culinary content in Makassar City.

The informant in this study is the primary manager of the Instagram account @mksmakan, who is directly responsible for content creation, promotional decision-making, performance evaluation, and interaction with followers. The informant was selected because of direct involvement and experiential knowledge related to the research focus. The results of the interviews were analyzed thematically and are presented according to the main themes that emerged from the data.

4.1. Promotional Strategies Used by @mksmakan Accounts

Based on the interview results, the informant explained that the promotion strategies used by the @mksmakan account focus on increasing audience engagement and expanding content reach. One of the primary strategies is content collaboration with other local Instagram accounts, such as event and community-based accounts in Makassar. According to the informant, collaboration helps reach new audiences and strengthens the network among local content creators. Based on the results of interviews with @mksmakan account managers, it was revealed that there are several promotional strategies implemented to increase visibility and engagement on social media, especially Instagram. The first strategy that is very striking is the collaboration of content with the Makassar Event account. This collaboration not only serves to expand the reach of the audience, but also to create synergy between two accounts that have similar goals in promoting Makassar's cultural and culinary richness. By leveraging a larger following from the Makassar Event account, @mksmakan managed to reach a wider audience. For example, when both accounts upload content at the same time, they create mutually supportive moments in the promotion, where followers from both accounts can get to know

each other and interact. This not only increases visibility, but also creates a more solid community among culinary and event enthusiasts in Makassar.

The second strategy adopted is the use of giveaways as a promotional method that has proven to be very effective. This giveaway program is carefully designed to grab the attention of its followers, while also providing an incentive for them to participate and share information about @mksmakan account. In its implementation, the giveaway is carried out in a transparent and communicative way, so that followers feel involved and appreciated. For example, in one of the giveaways, the account manager asked followers to share posts and tag their friends, which not only increased engagement but also significantly expanded the reach of the audience. This creates a favorable viral effect for accounts, with many new people interested in following and interacting with the uploaded content.

Third, @mksmakan account managers also rely on analysis of previously uploaded content to determine the type of content that audiences are most interested in. By analyzing the performance of the content graph, they can identify when and what type of content is most effective to upload. For example, they found that content in the form of short videos about local cuisine got more engagement compared to static images. This approach shows that account managers don't just rely on promotional content, but also try to understand audience preferences through existing data. Thus, they can strategize more targeted content, which in turn increases engagement and follower count.

Another key strategy identified from the interview is the use of giveaways. The informant stated that giveaways are designed not only to attract attention but also to encourage audience participation through content sharing, tagging, and commenting. This strategy was perceived as effective in increasing interaction and follower growth.

In addition, the informant emphasized the importance of content performance analysis. By monitoring engagement metrics such as likes, comments, shares, and saves, the account manager determines which types of content resonate most with the audience. The interview revealed that short video content, particularly Instagram Reels featuring local culinary reviews, consistently generates higher engagement compared to static image posts.

4.2. Digital Literacy of Account Managers in utilizing Instagram

The interview findings indicate that digital literacy plays a crucial role in the management of the @mksmakan Instagram account. The informant demonstrated an understanding of digital marketing concepts, including copywriting techniques, content timing, and audience analytics. This knowledge was obtained through both practical experience and participation in digital marketing training.

The informant explained that performance data analysis is used as the basis for content planning and strategy adjustment. For example, content formats with higher engagement levels are prioritized in future postings. This practice reflects the informant's ability to interpret digital data and apply it strategically.

Furthermore, the informant highlighted the importance of interactive communication with followers. Responding to comments, conducting Q&A sessions, and using interactive features in Instagram Stories were identified as strategies to build trust and maintain audience engagement. These practices indicate that digital literacy is applied not only in technical aspects but also in strategic communication and relationship-building. Digital literacy is an important factor in managing @mksmakan accounts, especially in the context of using Instagram as a promotional platform. Account managers have undergone digital marketing training that provides in-depth insights into how to build a brand, copywriting techniques, and how to read graphs to analyze content performance. This knowledge is invaluable in crafting effective strategies to increase account visibility. For example, by understanding the essential elements of copywriting, managers can create captions that are engaging and pique the interest of followers to further engage with the uploaded content.

One of the significant applications of digital literacy is the ability to analyze data from uploaded content. Account managers use performance graphs to allocate time and the types of content that get the highest engagement, which further serves as the basis for planning future content. With this approach, account managers can increase the effectiveness of uploaded content and, in turn, increase the number of followers and engagement. For example, after analyzing the data, they found that content that featured reviews of local restaurants with eye-catching visuals received a positive response. Therefore, they decided to focus more on that type of content, which has explore to be successful in attracting more new followers.

In addition, account managers also understand the importance of transparency in communicating with followers. When faced with a situation where business partners are unresponsive, they strive to provide clear and accurate information to their followers regarding the development of the situation. This creates trust and comfort for followers, which is an important element in building account credibility. In a digital age where information can be easily disseminated, account managers @mksmakan point out that open and honest communication can help build stronger relationships with audiences.

In the context of education, account managers @mksmakan use interactive content such as Q&A sessions on Instagram Stories to provide information about local cuisine. This approach not only serves to promote culinary, but also to increase the knowledge of its followers about food and places to eat in Makassar. In this way, the account manager not only acts as a disseminator of information, but also as an educator who helps his followers understand more deeply about the culinary richness of the region. For example, in a Q&A session, managers can answer questions about the ingredients used in traditional cuisine, how they are cooked, and the history behind each dish, which makes the content richer and more rewarding for the audience.

Through various promotional strategies implemented and a deep understanding of digital literacy, @mksmakan account manages to create a positive and informative interaction space for its followers. With a planned and data-driven approach, they are not only able to attract new audiences but also maintain existing follower engagement. This shows that a combination of creativity in promotion and a good understanding of digital literacy can produce significant results in social media account management.

4.3 Instagram Content Analysis

A. Content Visuals



Figure 1. Content Visuals

Source: <https://www.instagram.com/mksmakan/>



Figure 2. Content Visuals

Source: <https://www.instagram.com/mksmakan/>

Figure 1 illustrates the visual characteristics of content posted on the @mksmakan Instagram account. The image demonstrates the use of bright and contrasting colors combined with close-up food photography, which enhances visual appeal and attracts audience attention. This visual strategy aligns with social media marketing principles that emphasize aesthetic quality to increase user engagement, particularly in culinary promotion.

Figure 2 presents another example of visual content showcasing local culinary products. The image highlights the consistency in visual branding, including color composition, food arrangement, and text placement. This consistency indicates a deliberate content strategy aimed at strengthening brand identity and improving audience recognition of the @mksmakan account.

1. Use of Bright and Contrasting Colors

@mksmakan account makes use of bright colors in its content, which is very effective in grabbing the audience's attention. Photos of fresh and appetizing food create a strong visual appeal, making visitors more likely to stop and see more.

2. Interesting Text

Adding informative or funny text to each image adds value and can increase the audience's interest. Creative text also encourages interaction, such as comments or sharing.

3. Food Photos and Videos

Content that features food with eye-catching visuals, including close-ups, is very effective in capturing attention. Clear and appetizing images can trigger a positive response from followers and new visitors.

4. Reels and Short Videos

Video formats, especially Reels, are becoming one of the most interesting types of content. Short videos often get more engagement than static images, given their ability to tell a story and show the food making process dynamically.

B. About Me



Figure 3. Instagram Story

Source: <https://www.instagram.com/mksmakan/>



Figure 4. Instagram Story

Source: <https://www.instagram.com/mksmakan/>

Figure 3 displays Instagram Story content used by the @mksmakan account to provide real-time culinary recommendations. The Story format allows the account manager to deliver concise and timely information, encouraging immediate interaction from followers. This reflects the use of interactive features as part of digital literacy practices in social media promotion.

Figure 4 shows the use of Instagram Stories to engage followers through food recommendations and informative text. The inclusion of brief descriptions and visually appealing food images helps followers quickly understand the content, supporting effective communication and audience engagement.

1. Attractive Food Visuals

This story features a variety of dishes arranged with good aesthetics. Neat presentation and the use of interesting plates make food seem more appetizing. This is important to grab the audience's attention and encourage them to try the food.

2. Food Recommendations

This content serves as a food recommendation for the evening, which is especially relevant for audiences looking for dining options. By presenting multiple options in a single story, audiences can easily see the variations available and make a decision about what they want to try.

3. Informative Text

The text included in the story provides context and helps the audience understand what is being offered. Short and clear delivery makes information easy to digest, thus encouraging the audience to interact further.

C. Interaction with Followers



Figure 5. Interaction with Followers

Source: <https://www.instagram.com/mksmakan/>

Figure 5 illustrates interactions between the @mksmakan account and its followers in the comment section. The responses demonstrate responsiveness and the use of friendly language and emoticons, which contribute to building a positive relationship and increasing audience trust. Such interaction is an important component of social media marketing and digital communication strategies.

1. Interaction with Followers

The interactions seen in the comment column show the @mksmakan account's efforts to build closeness with followers. Here are some key points:

- **Responsive to Questions:** This account is quick to answer followers' questions about location, which shows concern for the audience.

- Use of Emoticons: The use of emoticons in reply gives a friendly and warm feel, creating a friendly atmosphere.
2. Quality of Replies
The replies provided are not only informative, but also invite further interaction. For example, responding with an invitation to visit a certain place can encourage followers to share their experiences.

5. DISCUSSION

This section interprets the research findings by explaining why and how the identified promotion strategies and digital literacy practices influence culinary promotion on Instagram, and by comparing the results with previous studies. The findings indicate that content collaboration, giveaways, and data-driven content analysis are central strategies employed by the @mksmakan account. From the perspective of Social Media Marketing Theory (Kaplan & Haenlein, 2010), these strategies function as mechanisms to enhance interaction and relationship-building between content creators and audiences. Collaboration with other local accounts increases exposure by integrating audiences across networks, which explains why collaborative content tends to achieve higher visibility and engagement.

The use of giveaways can be interpreted as a participatory marketing mechanism. Giveaways encourage user interaction through commenting, sharing, and tagging, which in turn signals higher relevance to Instagram's algorithm. This explains how giveaways contribute to increased engagement and follower growth. Similar findings were reported by Casaló et al. (2018), who found that interactive promotional activities strengthen emotional connections between brands and consumers.

The prioritization of Instagram Reels as a content format can be explained by the platform's algorithmic preference for short-form video content. From a digital literacy perspective (Eshet-Alkalai, 2004), the account manager's ability to identify and adapt to algorithmic trends reflects advanced digital competencies. This finding supports previous studies by Alhabash and Ma (2017) and Bakhsh et al. (2021), which demonstrated that video-based visual content generates higher engagement than static images.

Furthermore, the findings reveal that digital literacy is not limited to technical skills but also encompasses strategic decision-making. The account manager's practice of analyzing performance metrics and adjusting content strategies illustrates how digital literacy enables continuous optimization of promotional efforts. This aligns with Tuten and Solomon's (2017) argument that data analytics is essential for understanding audience behavior in social media marketing.

Compared with previous research, this study extends existing literature by providing qualitative insights into the internal decision-making processes behind social media promotion. While prior studies often rely on quantitative engagement metrics (e.g., Hu et al., 2014; Kaur & Bhatia, 2020), this research explains why certain strategies are effective and how they are implemented in practice. In the context of local culinary promotion, these findings demonstrate that digital literacy acts as a mediating factor that translates social media marketing theory into effective promotional practices.

Thus, the discussion highlights that the success of culinary promotion on Instagram is not solely determined by platform features, but by the account manager's ability to strategically apply digital literacy in line with social media marketing principles. This interpretation strengthens the theoretical relevance of the findings and situates the study within the broader body of digital marketing research.



Figure 6. Flowchart of Research Findings
 Source: Author's elaboration (2026)

Figure 6 presents a flowchart summarizing the main findings of this study. The diagram illustrates how digital literacy competencies influence promotional strategies implemented by the Instagram account manager. These strategies shape content formats and interaction patterns, which subsequently lead to increased audience engagement and visibility. The flowchart highlights the dynamic and adaptive nature of social media-based culinary promotion, emphasizing that digital literacy functions as a key enabling factor in translating marketing strategies into effective promotional outcomes.

5.1. Content Engagement

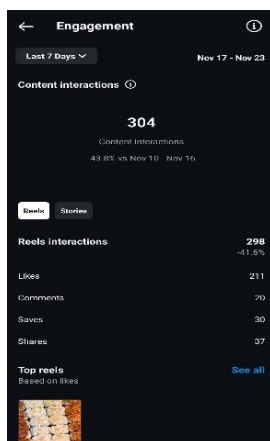


Figure 7. Viral Snack Oishi Content Engagement
 Source: <https://www.instagram.com/mksmakan/>



Figure 7. Most Content Engagement
 Source: <https://www.instagram.com/mksmakan/>

Figure 7 presents engagement data for one of the viral Reels contents posted by the @mksmakan account. The figure shows high levels of likes, comments, shares, and saves, indicating strong audience interest. This supports interview findings that video-based content, particularly Reels, generates higher engagement compared to static posts.

Figure 8 illustrates overall content engagement performance within a specific time period. The data indicate that most interactions come from existing followers, suggesting content relevance and audience loyalty. This figure supports the conclusion that consistent content strategy and digital literacy contribute to sustained engagement.

1. Content Engagement

In the period from November 17 to November 23, @mksmakan accounts recorded a total of 304 content interactions. This represents a decrease of 43.8% compared to the previous period (November 10 to November 16).

2. Commitment Details:

Reels Interactions: 298

Likes: 211

Comments: 20

Saves: 30

Shares: 37

3. Reels Content Analysis

Reels are the most engaged type of content, with 298 total interactions. Some key points:

- a. High Engagement: The number of likes that reaches 211 indicates the audience's great interest in this content.
- b. Comments and Deposits: Although the comments (20) and deposits (30) are lower, they still show good interest.
- c. Viral Potential: 37 shares indicates that this content has the potential to reach a wider audience.

4. Involved Accounts

Of the total 222 accounts involved:

a. Followers: 216

b. Non-Followers: 6

The majority of interactions come from followers, indicating that this content resonates with an existing audience.

5. Types of Content in Demand

Reels are proving to be the most in-demand type of content. This shows

5.2 Linking Qualitative Findings to Theory

The qualitative findings of this study reinforce and extend both Social Media Marketing Theory and Digital Literacy Theory. The results show that the @mksmakan account manager actively applies key principles of social media marketing, such as content collaboration, giveaways, and audience engagement, which align with Kaplan and Haenlein's (2010) emphasis on interaction and relationship-building.

Furthermore, the findings demonstrate that digital literacy is not only a technical skill but also a strategic competence. The account manager's ability to analyze content performance, determine optimal posting times, and adjust content formats (e.g., prioritizing Reels) supports Eshet-Alkalai's (2004) conceptualization of digital literacy as a multidimensional capability. This study extends the theory by illustrating how digital literacy operates in a practical and context-specific manner within culinary promotion on Instagram.

Rather than contradicting existing theories, the findings strengthen and contextualize them by providing empirical qualitative evidence from a local culinary promotion setting in Makassar. Thus,

this research contributes to the scientific body of knowledge by demonstrating how Social Media Marketing and Digital Literacy theories are applied and manifested in real-world digital promotional practices.

6. CONCLUSIONS

In this study, the promotional strategies implemented by Instagram @mksmakan account managers and digital literacy used in marketing culinary in Makassar have been analyzed. The results of the study show that:

1. Effective Promotion Strategy:
 - a. Content Collaboration: Collaborations with other accounts such as Makassar Event have succeeded in expanding the reach of the audience and creating a more solid community.
 - b. Giveaways: Transparent and communicative giveaway programs have attracted attention and increased engagement with followers.
 - c. Content Analytics: Account managers use data analytics to understand audience preferences and determine the most effective types of content, increasing engagement and follower count.
2. The Importance of Digital Literacy:
 - a. Account managers have undergone digital marketing training that enhances their understanding of effective promotional strategies.
 - b. The ability to analyze data from uploaded content allows managers to plan more targeted content, increasing the effectiveness of promotions.
 - c. Transparency in communication with followers builds trust and credibility, while educational content such as Q&A sessions enriches the audience's knowledge about local cuisine.

Overall, the combination of a creative promotional strategy and a good understanding of digital literacy has helped @mksmakan accounts in achieving their promotional goals and creating positive interactions with audiences

7. SUGGESTION

Based on the findings of the study, some suggestions that can be given are as follows:

1. Content Development:
 - a. Focus on Reels Content, Increased Reels Frequency: Given the high engagement on Reels content, it is recommended to increase the frequency of Reels creation and uploads. More frequent content can keep your audience interested and increase engagement.
 - b. Content Theme Variations, Viral Snack Exploration: Develop content that focuses on viral snacks, including reviews, tutorials, or collaborations with food influencers. This will attract an audience that is looking for trending content. Educational Content: Create Reels or Stories that provide information about the history or origins of a particular snack, which can add educational value.
 - c. Audience Interaction, Q&A Session: Hold a Q&A session on Instagram Stories to engage your audience deeply. This can help build a stronger community. Polls and Quizzes: Use the poll or quiz feature in Stories to get feedback from your audience about the type of content they like.
 - d. Content Scheduling, Post Time Analysis: Conduct a more in-depth analysis to determine the best time to post. Uploading content at a time when your audience is most active can increase engagement. Post Consistency: Create a consistent posting schedule to build expectations and engagement from followers.
 - e. Collaboration with Influencers, Collaborate with Food Influencers: Collaborating with influencers who have relevant audiences can help reach more people and increase the

credibility of the content. Special Events: Host events or promotions with influencers to encourage audience participation and create buzz on social media.

- f. Content Analysis and Customization, Performance Monitoring: Regularly analyze the performance of each type of content to identify audience trends and preferences. Use this data to optimize future content. New Content Trials: Feel free to try out new content formats or themes. Conduct trials and evaluations to see what resonates best with your audience.

2. Improving Digital Literacy:

- a. Take advanced training on data analysis and social media algorithms to better understand how to increase content visibility.
- b. Participate in the digital marketing community to share experiences and gain the latest insights on marketing trends.

By implementing these suggestions, it is hoped that @mksmakan accounts can continue to grow and contribute more to promoting culinary in Makassar as well as increasing digital literacy among other culinary business actors and strengthening relationships with audiences. Innovation in content development and active interaction will help expand reach and increase follower loyalty.

IMPLICATIONS FOR RESEARCH

The findings of this study provide several important implications for both practice and future research. From a practical perspective, the results highlight the importance of digital literacy in managing social media-based culinary promotion. Culinary business actors and social media account managers are encouraged to enhance their digital competencies, particularly in content creation, data analytics, and audience engagement, in order to maximize promotional effectiveness on platforms such as Instagram.

This study also has policy implications, especially for local governments and institutions responsible for the development of small and medium enterprises (SMEs) and the creative economy. Training programs focusing on digital marketing and social media literacy can be designed and implemented to support culinary entrepreneurs in adapting to the digital marketplace. Such initiatives may contribute to increased competitiveness of local culinary businesses and promote regional culinary identity.

From an academic perspective, this research contributes to the body of knowledge by providing qualitative empirical evidence on how social media marketing and digital literacy theories are applied in the context of culinary promotion. The findings may serve as a reference for future studies that seek to explore digital promotion strategies using different platforms, locations, or methodological approaches. Further research could expand the scope of respondents, incorporate comparative studies, or adopt mixed-methods approaches to deepen understanding of digital marketing practices in the culinary industry.

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