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## Promoting Indonesian Culinary Art *Pocong Pancong* Malang through Social Media Content

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**Abstract.** Social media content has become a global phenomenon, offering a unique platform for users worldwide to share information, entertainment, and engage with others. Creative and engaging content has the potential to capture attention and even go viral. In Indonesia, one such trend gaining significant attention is '*Pocong Pancong*.' This community engagement initiative aims to promote Indonesian culinary arts, specifically *Pocong Pancong* from Malang, through social media content. The success of this engagement is determined by the engagement rate, which serves as an indicator of effectiveness. The engagement process consists of three phases: preparation, execution, and evaluation. In the preparation phase, the engagement team plans and discusses the profile of *Pocong Pancong*, formulates the project's vision and mission, and collaborates with the *Pocong Pancong* MSME (Micro, Small, and Medium Enterprise) partner. The execution phase forms the core of the project. During this phase, the team creates diverse social media content about *Pocong Pancong*, including product introductions, flavor variations, information on booth locations, the history of pancong cake, and interactive Q&A sessions. These efforts aim to provide valuable insights, educate the public, and engage consumers. The effectiveness of the engagement is measured by the increase in the Instagram account engagement rate, which rises from 1.046 to 1.148 by June 23, 2023. This positive change reflects the favorable community response to the content shared by the engagement team.

**Key Words:** indonesian cuisine, engagement rate, social media, *Pocong Pancong*, micro, small, and medium enterprise

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## INTRODUCTION

This study focuses on utilizing social media, particularly Instagram, as a key platform in digital marketing strategies. Social Media Marketing (SMM) is an essential component of digital marketing, leveraging social networks and websites to establish brand presence, enhance brand awareness, and engage consumers through curated content (Bilgin, 2018). Social media engagement plays a crucial role in developing strategies that enhance interaction, build positive relationships with consumers, and ultimately influence purchase decisions (Hastasari, 2020). Kapoor & Jha (2023) highlight how Instagram, in particular, has become an indispensable tool for brand promotion, helping marketers reach and engage a broad audience through highly visual content.

Trends in internet and social media usage in Indonesia show a significant increase in digital platform usage, with Instagram being one of the most popular platforms. Recent data indicates that over 80 million people in Indonesia are active Instagram users, presenting a vast opportunity for marketers to promote products and services (Social, 2022). Instagram's visual appeal makes it particularly effective for marketing products that emphasize aesthetics and emotional connection, such as food. As noted by Santos & Oliveira (2022), Instagram's focus on visual content influences consumer preferences and purchasing decisions, making it an ideal platform for promoting traditional Indonesian cuisine.

In this context, social media engagement becomes a powerful tool for food marketers. Setiawan & Sari (2022) explore how digital marketing strategies on platforms like Instagram can increase visibility and engage consumers in promoting local food products, including traditional foods like *Pocong Pancong*. *Pocong Pancong*, a traditional Indonesian food, has significant potential for digital promotion. This culinary dish not only has a distinctive taste but also carries rich cultural and historical values. Therefore, promoting *Pocong Pancong* through social media platforms like Instagram not only helps popularize this food but also contributes to preserving Indonesia's cultural heritage.

By leveraging the vast potential of social media content, the author aims to provide comprehensive insights, education, and information about *Pocong Pancong* to a wider audience. Through cinematic videos, the author invites the audience to experience this traditional food in depth, showcasing various flavor variations and providing details about *Pocong Pancong* locations on Jalan Soekarno Hatta and Jalan Ahmad Yani in Malang.

This initiative aims to make it easier for the public to access these products and raise awareness of their availability.

It is important to note that cultural preservation through social media also faces challenges. One challenge is maintaining authenticity when presenting traditional culinary products without losing the cultural values embedded in them. In this regard, engaging followers through interactive content such as Q&A sessions with followers of the Instagram account @pocongpancong.malang and *Pocong Pancong* staff helps build active interactions between consumers and the culinary business. These interactions are expected to strengthen the relationship between the brand and the audience, further increasing product awareness.

Through the partnership established with *Pocong Pancong*'s owners, the author seeks to present authentic and in-depth content about this traditional cuisine while supporting local efforts in promoting their products. Additionally, through digital marketing, the author aims to not only introduce *Pocong Pancong* to a broader audience but also to promote Indonesian culinary culture to the younger generation and global market. Ultimately, the goal of this endeavor is to elevate *Pocong Pancong* and nurture appreciation for this traditional culinary heritage as an inseparable part of Indonesia's cultural pride (Hendra & Pratama, 2023).

## PROBLEM

In the context of Indonesia's evolving digital landscape and the growing prominence of social media, particularly Instagram, there is a clear need to leverage these platforms effectively for promoting and preserving traditional Indonesian culinary heritage, as exemplified by *Pocong Pancong*. Despite its cultural significance and historical value, *Pocong Pancong* faces a lack of widespread awareness and appreciation among the general population. This is primarily due to the dominance of global culinary trends and the absence of robust marketing strategies that effectively highlight local dishes.

As a result, *Pocong Pancong* struggles to achieve the visibility and recognition it deserves amidst the overwhelming amount of content on social media platforms. While there is significant potential to use social media to disseminate information about this traditional cuisine, there is a clear gap in employing a well-structured approach that not only educates the audience but also engages them in a way that fosters deeper connections with this cultural heritage.

Therefore, the problem lies in developing an effective social media strategy that enhances awareness, appreciation, and engagement with *Pocong Pancong*. The goal is to integrate this traditional dish into Indonesia's broader cultural identity, ensuring that it is recognized as an important part of the nation's culinary wealth.

## METHOD OF IMPLEMENTATION

The method is designed around three interrelated stages aimed at promoting and showcasing *Pocong Pancong* through social media content. The initial stage, called the preparation phase, is crucial for establishing a solid foundation for the project. During this phase, the team members gain in-depth insights into the profile of *Pocong Pancong* and the significance of preserving this traditional culinary heritage. Additionally, discussions take place regarding the project's vision, mission, and the evaluation of potential collaborative partners. The preparation phase occurs over two distinct time periods, from February 26, 2023, to March 20, 2023.

The second stage, known as the execution phase, serves as the main focus of the project. In this phase, diverse and engaging content centered around *Pocong Pancong* is presented across social media platforms to introduce the product to the public in greater detail. This content includes product introductions, showcasing various flavor variations, providing details about the *Pocong Pancong* booth locations, and presenting the historical background of the *Pocong Pancong* cake as a reflection of Indonesian cultural values. This initiative spans approximately three months according to the content calendar, beginning on April 13 and concluding on June 5, 2023. During the execution phase, the author diligently carries out a series of activities with dedication and precision. Various types of content are curated, including cinematic videos, demographic information, flavor recommendations, and educational content on the history of *Pocong Pancong* cake. These contents are produced on predetermined dates.

The final stage, the evaluation phase, is a critical step in measuring and assessing the outcomes of the entire engagement. In this phase, the involvement of the *Pocong Pancong* owners in the official signing ceremony for assignment letters is initiated. Collaboration with the engagement team is also carried out to conduct an extensive evaluation of the entire project. The evaluation phase culminates on June 7, 2023, marking the conclusion of the author's journey in promoting and highlighting *Pocong Pancong* through social media content.

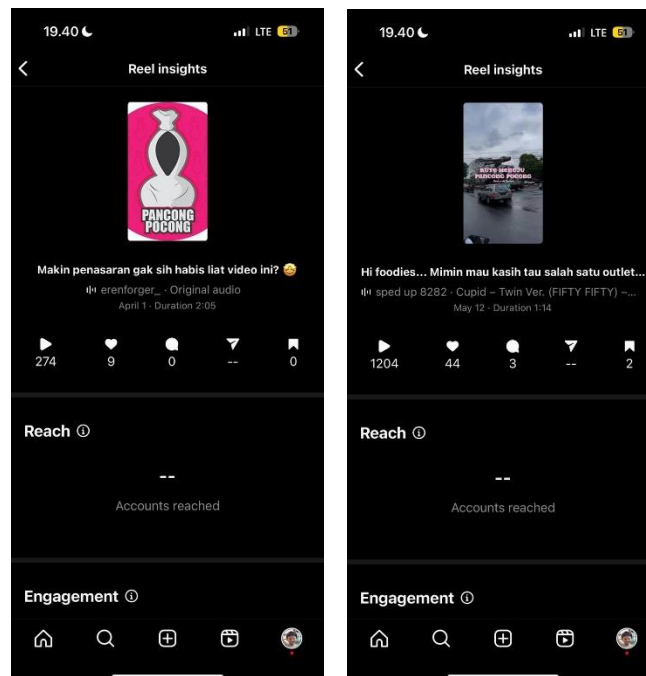
## RESULT AND DISCUSSION

The community engagement activities have been documented in the form of photographs, which can be viewed in Figure 1.



**Figure 1.** The community engagement initiative at *Pocong Pancong*

The outcomes derived from the social media content design by the engagement team to promote the Indonesian culinary art of *Pocong Pancong* Malang are depicted in Figures 2 through 5.



**Figure 2.** Photo Content & Insight 1 & 2

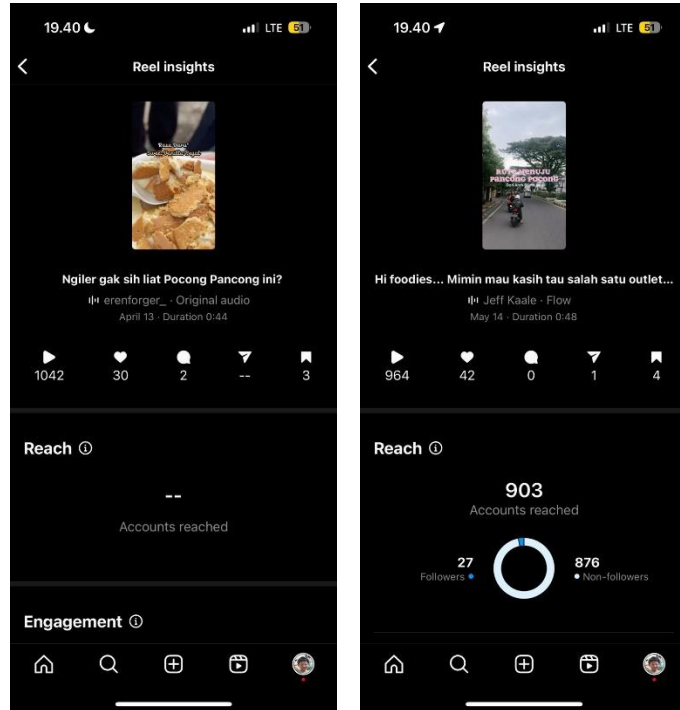


Figure 3. Photo Content & Insight 3 & 4

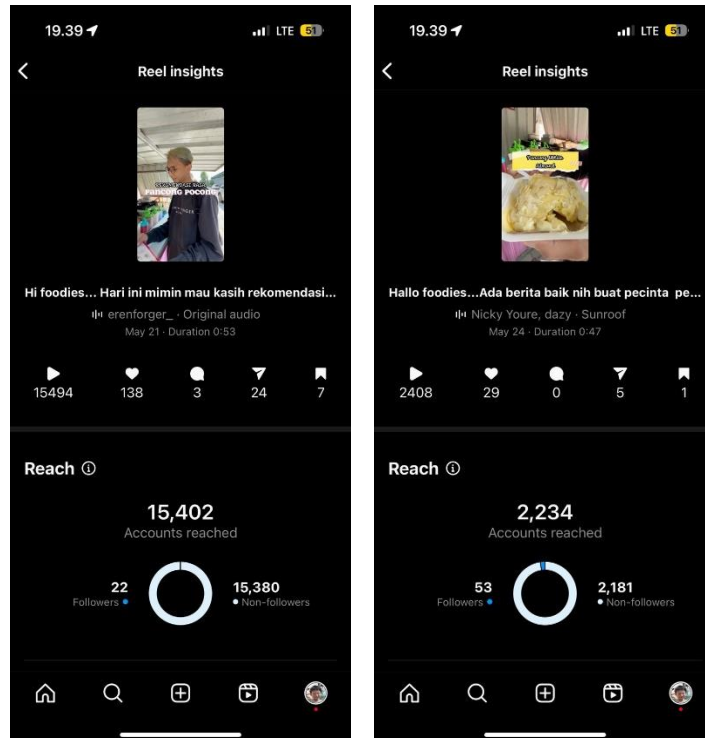


Figure 4. Photo Content & Insight 5 & 6

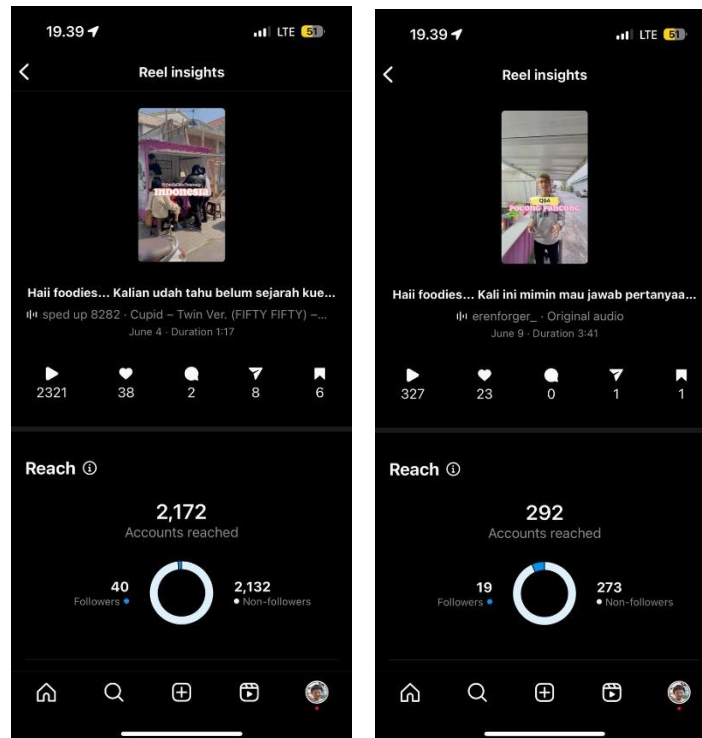


Figure 5. Photo Content & Insight 7 & 8

The results of the social media content design conducted by the engagement team on June 23, 2023 (Friday) indicate a noticeable increase in the number of followers on the Instagram account @pocongpancong.malang. Previously, the number of followers stood at 1,046. However, following the content period spanning from April to June 2023, the follower count rose to 1,148, marking an increase of 102 followers. This figure reflects a positive response from the community towards the content curated by the engagement team. Furthermore, the engagement rate of the *Pocong Pancong* account is available in Table 2, illustrating the level of involvement and interaction between the account and its followers.

Table 2. Engagement Rate *Pocong Pancong*

Name of content	View		Like	
	Target	Actual	Target	Actual
Cinematic Pancong	250 View	1.051 View	50 Like	30 Like
Route to Pancong Via Jl Soekarno Hatta	500 View	1.211 View	50 Like	44 Like
Route to Pancong Via Blimbing	500 View	973 View	50 Like	42 Like
<i>Pocong Pancong</i> Flavor Recommendations	1000 View	15.5rb View	50 Like	138 Like
Review of <i>Pocong</i>	1000 View	2.420 View	50 Like	29 Like

<i>Pancong's New Menu Items</i>				
The History of Pancong Cake in Indonesia	1.500 View	2.340 View	50 Like	38 Like
Q&A <i>Pocong Pancong</i>	500 View	345 View	50 Like	23 Like

After the engagement team carries out the marketing process for the *Pocong Pancong* partner, several potential sustainability aspects can be implemented. By leveraging social media and digital marketing strategies, partners can expand their reach and engage directly with customers, potentially forming a dedicated community. Sharing relevant and compelling content and promoting special offers enables partners to continuously strengthen customer loyalty and enhance brand awareness among the target market. As Fuchs (2021) points out, digital platforms play a critical role in building consumer engagement and fostering brand loyalty through consistent and engaging content. Through the implementation of online marketing strategies, social media, advertisements, and other promotional campaigns, the brand awareness of *Pocong Pancong* can continue to grow, opening opportunities for sustained growth and marketing in a competitive market.

The ability to continually develop products, production processes, or marketing strategies will be key to maintaining the relevance and sustainability of this business. By leveraging market experience and understanding consumer trends, it is hoped that partners can identify new opportunities and adapt to the needs and preferences of customers. Chaffey & Ellis-Chadwick (2022) emphasize that continuous adaptation to customer preferences and innovative marketing strategies are vital for sustaining business growth and ensuring market relevance. Through effective marketing strategies, the engagement team hopes that sales of *Pocong Pancong* products can continue to increase significantly. Success in boosting sales will serve as a solid foundation for sustainable business growth.

To achieve sustainability after the marketing process, *Pocong Pancong* needs effective management, well-planned marketing strategies, and a commitment to providing quality products and satisfying customer service. In implementing this project, the engagement team aimed to assist *Pocong Pancong's* digital marketing, focusing on aspects not handled by the *Pocong Pancong* team itself. The engagement team introduced new products and flavor variations through diverse and engaging content. By utilizing hashtags such as #malangkuliner, #malangfoodies, and #kulinermalang, the engagement team could



expand the reach of its content and engage a wider audience. They also used popular songs to capture the attention of Malang residents and potential customers, aiding in increased interaction and exposure to their content.

However, during the engagement execution, the engagement team also faced several obstacles that needed to be addressed. One of them was time constraints and schedules that sometimes clashed with team members' busy schedules. To overcome this, the team developed a well-organized and efficient schedule to maximize the available time. Moreover, in determining engaging content types, the team encountered difficulties in finding new ideas relevant to the audience. To overcome this, the team sought inspiration from engaging content on platforms like TikTok and Instagram, followed by discussions and selections with the team to determine the content types to be created.

Despite facing challenges, the engagement team feels challenged and committed to assisting *Pocong Pancong* in social media marketing. They strive to continually innovate and adapt to changing trends and customer needs to maintain and enhance the sustainability and long-term success of the *Pocong Pancong* business.

## CONCLUSION

There has been an increase in the engagement rate of *Pocong Pancong*. As of June 23, 2023, on Friday, the Instagram followers for *pocongpancong.malang* have reached 1,148, up from 1,046 previously. This marks an increase of 102 followers from the inception of content creation during the period from April to June 2023.

The Owner of *Pocong Pancong* provided feedback and impressions regarding the project executed by the engagement team. They expressed gratitude to the engagement team for collaborating and assisting in creating social media content for *Pocong Pancong*. Overall, they expressed satisfaction with the content produced, acknowledging its appeal and positive contribution to enhancing social media engagement and boosting sales from *Pocong Pancong* outlets.

However, the Owner also offered suggestions for future improvements. They hope that forthcoming content can be more structured and organized, especially in terms of editing, voice-overs, and video capturing. By doing so, the content would leave a more polished and comfortable impression for viewers. Through better content structuring and organization, it is anticipated that more professional and engaging content results can be achieved.

The critique and recommendations from the Owner serve as valuable input for the engagement team to continually enhance the quality and effectiveness of social media content creation for *Pocong Pancong*. The team remains committed to always striving for the best and evolving to achieve more optimal goals in the future.

## ACKNOWLEDGEMENT

The community engagement team wholeheartedly expresses sincere gratitude to all team members who actively contributed to the successful implementation of the community service project at the *Pocong Pancong* MSME (Micro, Small, and Medium Enterprise). The presence and dedication of every team member served as the cornerstone in accomplishing the mission entrusted to us. Undoubtedly, the collaboration and synergy among us have been instrumental in steering this project towards satisfactory outcomes.

Moreover, we wish to extend profound appreciation to our engagement partner, the *Pocong Pancong* MSME, for entrusting our team with full confidence in addressing and resolving the challenges faced by their enterprise. This trust served as an incredible motivation for the engagement team to deliver our best efforts and endeavor towards providing effective solutions.

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