Marketing Communication Strategy in the Instagram Account @BJN.Foodies as a Culinary Promotion Media in Bojonegoro City

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INFO ARTIKEL	ABSTRAKSI

Abstrak:

Penelitian ini bertujuan untuk menganalisis strategi komunikasi pemasaran yang digunakan oleh akun Instagram @bjn.foodies sebagai media promosi kuliner di kota Bojonegoro. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan pendekatan *The Circular Model of SoMe*. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa @bjn.foodies berhasil memanfaatkan berbagai fitur Instagram seperti Reels, Stories, dan Hashtags untuk meningkatkan visibilitas dan interaksi dengan audiens. Strategi komunikasi pemasaran yang diterapkan meliputi pembuatan konten yang menarik, pengoptimalan waktu posting, dan pengelolaan interaksi serta umpan balik dari audiens. Selain itu, aktivitas interaktif seperti sesi tanya jawab dan giveaway membantu meningkatkan keterlibatan dan loyalitas pengikut. Melalui strategi ini, @bjn.foodies tidak hanya berhasil mempromosikan kuliner lokal tetapi juga mendukung pengembangan UMKM di Bojonegoro.

Abstract:

This study aims to analyze the marketing communication strategy used by the Instagram account @bjn.foodies as a culinary promotion medium in the city of Bojonegoro. The research method used is descriptive qualitative with the approach of The Circular Model of SoMe. Data were collected through interviews, observations, and documentation. The results show that @bjn.foodies successfully utilizes various Instagram features such as Reels, Stories, and Hashtags to increase visibility and interaction with the audience. The implemented marketing communications strategies include creating engaging content, optimizing posting times, and managing interactions and feedback from the audience. Additionally, interactive activities such as Q&A and giveaways help increase follower engagement and loyalty. Through this strategy, @bjn.foodies not only successfully promotes local culinary but also supports the development of SMEs in Bojonegoro.

I. Introduction

Instagram is a platform that allows users to share photos or videos on social networks (Lailia & Dwiridotjahjono, 2023). Instagram has interesting and easy-to-use features, such as posting photos and videos (Antasari & Pratiwi, 2022), stories, reels, IGTV, etc. (Kurniawan et al., 2022). In January 2023, a survey conducted by Statista stated that Instagram was one of the most popular social media in Indonesia, with the number of users reaching 89.15 million in 2023 and ranking fourth in the world (Dixon, 2024). Instagram can be used as a platform to promote various products and services, including culinary delights (Ramaputra & Afifi, 2021).

Culinary is an important aspect of a region's culture and identity. Culinary is also an attraction for tourists and a source of income for local communities (Henderson, 2009). The city of

Bojonegoro has various kinds of culinary specialties such as getuk lindri, flambe rice, sego mawut, serabi, klepon cake, putu cake, ledre, and others (Tempo, 2023) (Kompasiana, 2018) (Bojonegorokab, 2016). Apart from typical culinary delights, the people and MSMEs in Bojonegoro are also developing modern culinary delights by following the latest trends such as cromboloni, smoothies, soufflé pancakes, and so on. Culinary is one of the needs and lifestyles of society which is always developing and varying (Prabhata, 2018). By using Instagram, culinary entrepreneurs can display their products attractively, reach a wide audience, and interact with consumers directly (Mustika & Maulidah, 2023).

One of the Instagram accounts that focuses on culinary promotion in Bojonegoro City is @bjn.foodies, which has more than 60 thousand *followers* . This account was developed by two individuals, namely Evelyn Kristiana and Lala Ummah. The @bjn.foodies account provides information about places to eat, menus, prices and testimonials from various typical Bojonegoro culinary delights to modern culinary delights that follow current trends and people's tastes. This account is sought after by many people, especially those in Bojonegoro, to see recommendations for what culinary delights there are and can be visited in Bojonegoro. It is not surprising that the @bjn.foodies account has high *engagement* and collaborates such as *paid promotion* or *review visits* with business actors in Bojonegoro.

The results of the observation explained that it was found that the @bjn.foodies account had been established since 2016, where information content and culinary promotions were still underestimated by the general public. Starting from his culinary interests and hobby of photography, *the owner of* @bjn.foodies began to be diligent and consistent in managing the account. From 0 followers and little interaction, now the @bjn.foodies account has more than 63 thousand followers. As time goes by, more and more similar accounts appear, showing that the potential of culinary marketing via Instagram is becoming increasingly recognized and appreciated. The Instagram account @bjn.foodies can be considered a pioneer of culinary information and promotion media in Bojonegoro. This is because many similar accounts have emerged after the existence of @bjn.foodies. Apart from that, as reported by Radar Bojonegoro, it was explained that "the account does not have equal competitors in terms of number of followers, so it is easy to find when searching on Instagram," (Febrianto, 2018).

Researchers also conducted *online observations* via Instagram with *the keywords* "Bojonegoro Culinary" and found 25 similar accounts such as @bjn.foodies. Next, the researchers sorted out the accounts that were still active and had the largest number of followers or *engagement , finding 7 accounts, namely @bjn.foodies, @ Daftarmenu.bojonegoro, @jakul.bo, @kulinerbojonegoro.ig, @kulinerbojonegoro, @ifhacy, @pengenmakan.id*. Of the seven accounts, it was found that the @bjn.foodies account was the account with the most followers, namely 63.3 thousand and had an average *engagement of 1,044 per post (Instagram @bjn.foodies, 2024).*

The @bjn.foodies account has had a positive impact on the development of culinary businesses in Bojonegoro because it introduces typical and modern culinary delights in Bojonegoro. This account often collaborates with culinary business actors, both in the form of *visit reviews* and *paid promotions* . This account also helps increase *brand awareness* , sales and consumer loyalty to the culinary products being promoted. This is based on *online observations* carried out by researchers, namely that testimonials from a number of business actors were found in the Instagram *highlight feature* @bjn.foodies where business actors felt helped and got *engagement* after being promoted by this account. This also makes the @bjn.foodies account an inspiration for similar accounts that have appeared recently.

According to the " *Project* Instagram" survey by Ipsos in November 2018, it revealed interesting facts regarding Instagram user behavior. After seeing a product or service on the Instagram platform, 79% of them are likely to look for more information. Even more impressive, 46% of them immediately made a purchase (Razo, 2023). This makes the existence of the @bjn.foodies account not only an inspiration for similar accounts, but also reflects strategic strength in culinary marketing in the digital era.

The marketing communications strategy used by the @bjn.foodies account in managing content and interacting with its audience has not been scientifically researched much. In fact, effective marketing communication strategies can increase *brand awareness* , *engagement* , loyalty and conversions from Instagram users (Hootsuite, 2022) (Sproutsocial, 2024). This research uses *The Circular Model of SoMe approach* (Luttrell, 2015), which consists of four stages, namely *share* , *optimize* , *manage* , and *engage* . This model can help researchers understand how the @bjn.foodies account shares relevant and interesting content, optimizes content performance and quality, manages response and *feedback* from the audience, and builds strong and sustainable relationships with the audience. It is hoped that this research can contribute to the development of communication science, especially marketing communication via social media, as well as provide recommendations for practitioners and culinary entrepreneurs in Bojonegoro City.

Based on the description above, the author took the title "Marketing Communication Strategy in the @bjn.Foodies Instagram Account as a Culinary Promotion Media in the City of Bojonegoro". The purpose of this writing is to analyze the marketing communication strategy in the Instagram account @bjn.foodies as a culinary promotion media in the city of Bojonegoro.

II. Research Methods

The research implementation method uses descriptive qualitative research. This research was conducted in Bojonegoro City, East Java, Indonesia. This city was chosen because it has great culinary potential and is the focus of information media and promotion for the Instagram account @bjn.foodies. This research was carried out by observing the Instagram account @bjn.foodies starting from the promotional activities, content, information and marketing that occurred on the account. The research subject is the Instagram account @bjn.foodies and its managers, namely Evelyn Kristiana and Lala Ummah. The object of research is the marketing communication strategy used by the account to promote culinary delights in Bojonegoro City.

The technique for determining informants uses *purposive sampling* . Data collection techniques use interviews, observation and documentation. Data collection was carried out through interviews with the @bjn.foodies account manager, observation of the account's activities, and analysis of content that was shared on Instagram. To complete the information that was felt to be lacking, researchers also added several informants related to @bjn.foodies, namely business actors who have collaborated and *followers* of the account. Apart from that, data can also be obtained from digital account archives and testimonials from culinary entrepreneurs who have collaborated and worked with this account. After the data is collected, it continues with data analysis techniques, as in the picture below.
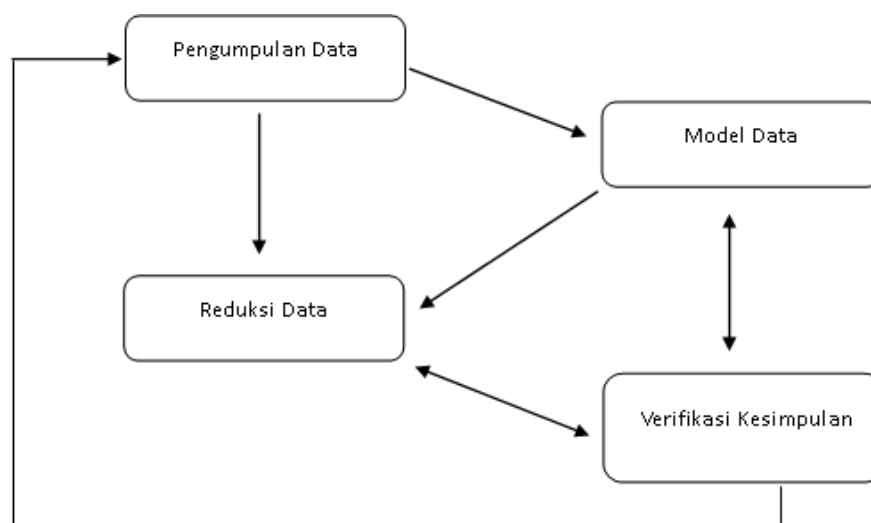

Fig. 1. Data Analysis Techniques

[a.] Source: Miles & Huberman (1992) in Diyati & Muhyadi (2019)

Based on Figure 1, it is known that data analysis was carried out through data collection, data reduction, data presentation, and drawing conclusions. Data analysis was carried out qualitatively using *The Circular Model of SoMe* . The collected data was analyzed based on four stages in the model, namely *share* , *optimize* , *manage* , and *engage* . The analysis involves an in-depth understanding of the content, responses and interactions that occur on the @bjn.foodies account, as well as the account's marketing communication strategy as a culinary promotion medium in Bojonegoro City.

III. Data Anaysis and Result

A. *Utilization of Instagram as a Culinary Promotion Media*

In the research results, the researcher's research focus was to discuss the marketing communication strategies used by the Instagram account @bjn.foodies as a culinary promotion media in Bojonegoro City. Then in the discussion, the researcher linked it with theories from various literature regarding marketing communications and social media, where the researcher used Regina Luttrel's *The Circular Model of SoMe* as a reference to see the marketing communication strategies used by @bjn.foodies. Based on the interviews conducted, the researcher obtained research results in the form of sufficient information to solve the problems in this research.

The Instagram platform is still a popular social media and is widely used by various groups. This can be seen as an opportunity in the digital era to promote businesses in the form of products or services. Digital-based media promotion through social media platforms includes various types, each with its own uniqueness, advantages and disadvantages. Each type of platform has features designed to suit the needs of its users, including Instagram. The various features developed by Instagram are very attractive to its users
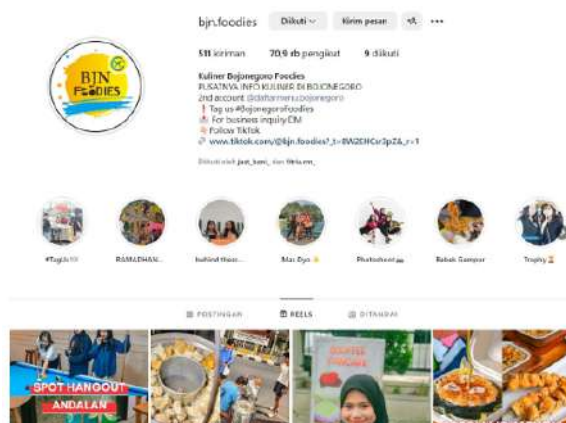

Fig. 2. Profile display of the Instagram account @bjn.foodies (Source: Instagram @bjn.foodies)

The @bjn.foodies which is a culinary information and promotion media in Bojonegoro with more than 70 thousand *followers* and 511 posts. This account also utilizes Instagram with its various features to support promotional activities and marketing communications in this digital era. Based on interviews with key informants, there are several reasons why Instagram was chosen as the main media for culinary promotion by bjn.foodies. Evelyn Kristiana, who is Informant I, stated that Instagram has many advantages compared to other social media. " *Easy to understand* , *easy to use*, *easy to convey new things,"* said Informant I. The ease of use makes Instagram an effective platform for reaching a wider and more diverse audience. Apart from that, bjn.foodies utilizes all Instagram features as promotional media, from *feeds* , *reels* , *instastories* , to special *hashtags* such as #BjnFoodies and #BojonegoroFoodies which are used in each post to increase visibility.

Fig. 3. Reels content from the Instagram account @bjn.foodies (Source: Instagram @bjn.foodies)

The results of interviews related to *Reels* are considered effective because this content can be easily re-shared by other users via Instagram *Stories* , thereby expanding reach and increasing *engagement* . *Reels* content @bjn.foodies is in great demand by the audience because it presents interesting audio visuals and complete information. This is evident from Figure 3, which shows that one of the *Reels content* was watched by 176 thousand people, received 3,946 likes and 133 comments. The effectiveness of *Reels* content is also strengthened by the statement of Almas, a business actor who has worked with bjn.foodies, who explained that the use of *Reels* by bjn.foodies not only increases visibility and *engagement* , but also helps local businesses promote their products effectively. By presenting interesting and informative content, *Reels* has succeeded in attracting the attention of a wider audience, including those who are not direct *followers* of the account. This proves that the strategy of using *Reels* as part of marketing communications in the digital era is very effective in reaching a larger audience and increasing interaction with followers.
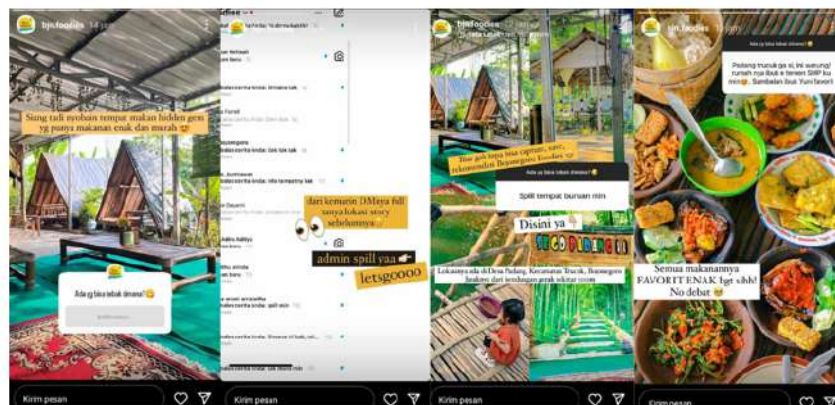

Fig. 4. Stories from the Instagram account @bjn.foodies (Source: Instagram @bjn.foodies)

Apart from that, the Instagram *Stories feature* is also used for direct interaction with the audience, such as through *polls* or question and answer sessions. For example, when @bjn.foodies asks a simple question like "What's good for lunch? Meatballs or chicken noodles?" or guess the location of the place to eat like "Can anyone guess where?" many followers are interested in participating, which then increases their interaction and interest in the posted content.

Thus, the strategy of utilizing various Instagram features, especially *Reels* and *Stories* , has proven effective in promoting culinary delights in Bojonegoro through the @bjn.foodies account. These features not only help in delivering engaging content visuals but also increase engagement with the audience. In the end, this strategy strengthens culinary promotion in the Bojonegoro area and its surroundings and helps MSMEs in developing their businesses.

B. *Implementation of The Circular Model of SoMe in Marketing Communication Strategy*

First, the share aspect which includes how content is shared to attract attention and maintain audience interest. The @bjn.foodies account utilizes a variety of content types and sharing strategies to ensure that their culinary content is relevant and interesting to their followers. By using

interesting photos and videos, this account is able to highlight the uniqueness of each food and place to eat that they review. Additionally, they also set posting schedules to reach a wider audience.

Fig. 5. Reels content from the Instagram account @bjn.foodies (Source: Instagram @bjn.foodies)

As a result of the interviews and observations carried out, it is clear that bjn.foodies has *review content ideas* that are unusual from others. This is a special attraction that will be remembered by the audience. Figure 5 also shows that bjn.foodies writes complete *captions* with information about culinary delights and uses the *tag feature* to make it easier for audiences to find these culinary delights. bjn.foodies has succeeded in utilizing various Instagram features to maximize *engagement* and promote culinary delights in Bojonegoro. The regular frequency and timing of content delivery, along with a unique and neat content strategy have played an important role in attracting audience interest and encouraging them to try the culinary delights reviewed. This success is not only visible from the number of interactions on each post but also from the positive responses from *followers* who feel that the content influences their decisions in choosing where to eat. Thus, the use of Instagram as a promotional platform by bjn.foodies can be considered very effective in increasing the visibility and popularity of local culinary delights in Bojonegoro.

Second, the optimization aspect relates to how an account can maximize the use of various features and tools available on social media to achieve optimal results. The @bjn.foodies account makes maximum use of various Instagram features, such as *feeds* , *reels* , *stories* , and the use of *hashtags* , to increase the reach and *engagement* of their content. Optimizing posting times is also an important strategy for bjn.foodies. They adjust content upload times based on the preferences of the business owners they help promote, as well as what times are considered optimal for getting high *engagement* .
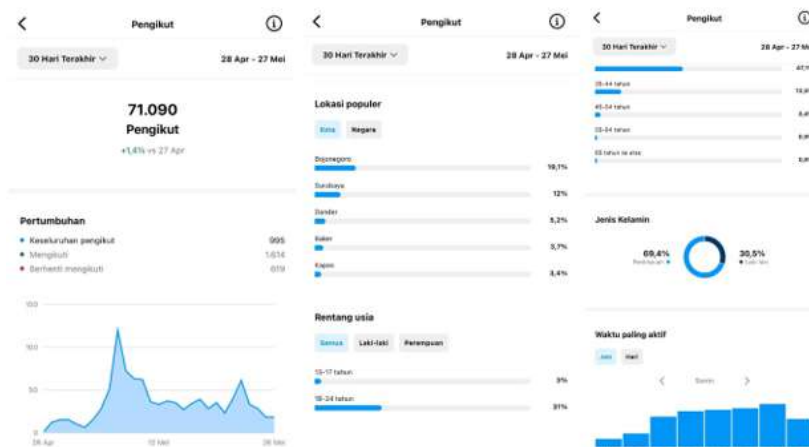

Fig. 6. Instagram Insight display from the Instagram account @bjn.foodies (Source: Instagram @bjn.foodies)

Insight analytics tool to understand follower behavior and optimize their posting strategy. By monitoring *insight data* , they can determine the most effective posting times and the types of content their audience is most interested in. bjn.foodies implements various optimization strategies to maximize the effectiveness of their content on Instagram. By utilizing all of Instagram's key features, choosing the right posting times, using analytical tools to understand audience behavior, and using relevant *hashtags , they were able to* significantly increase the reach and *engagement of their content.* This strategy has proven effective in introducing Bojonegoro culinary delights to a wider audience and helping to increase the popularity of local culinary products.

Third, the management aspect of marketing communications on Instagram is very important to maintain good relationships with the audience and ensure that the content posted remains relevant and interesting to the audience. The Instagram account @bjn.foodies shows how they manage interactions, handle *feedback* , and measure the impact of posted content. This management is important to maintain good relations with followers. In account management, managing comments and messages is an important part. In the context of the @bjn.foodies account, managing interactions with the audience is carried out in a fairly flexible manner and depends on the situation or *mood* of the account manager and the nature of the comments or messages themselves.

When they received poor *feedback , bjn.foodies realized that even though they gave a positive review* , not everyone would agree with that assessment. Unfavorable *feedback may come from differences in individual preferences or tastes.* Apart from that, bjn.foodies also tries to pay attention to or adapt content to trends and *feedback* . In managing the Instagram account @bjn.foodies, the management strategy implemented involves responding to *feedback* , both positive and negative, as well as using *insights* to measure the success of the content. Additionally, they also adapt content to current trends and ensure relevant and courteous interactions with the audience. With this approach, bjn.foodies has succeeded in maintaining good relationships with their audience and continues to improve the effectiveness of culinary marketing communications in Bojonegoro.

Fourth, the engagement aspect of marketing communications strategies in the digital era is very important to create involvement and engagement with the audience. The Instagram account @bjn.foodies has implemented various methods to increase *engagement* with their *followers* . This method includes interactive activities such as questions and answers, *giveaways* , and collaboration with other users or other business accounts. This engagement helps in strengthening the relationship with the audience and increases overall account exposure. Apart from that, bjn.foodies also often holds *giveaways* that involve the audience directly. By holding *a giveaway* , bjn.foodies not only increases engagement but also builds effective two-way communication. This *engagement* strategy is very important because it helps strengthen the relationship between the account and followers, ensuring that the audience remains active, loyal, and interested in continuing to follow developments and content shared by bjn.foodies.
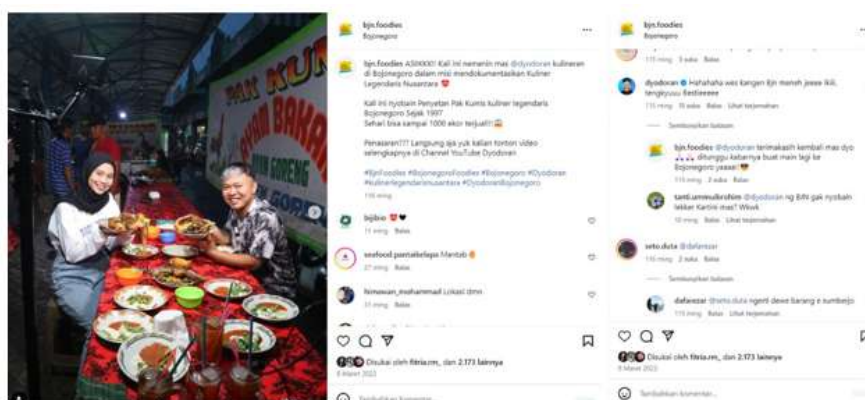

Fig. 7. Collab Content with Dyodoran (Source: Instagram @bjn.foodies)

Collaboration with other users or business accounts is also a strategy used by bjn.foodies to increase interaction and exposure. Apart from that, bjn.foodies is also involved in social or

charitable activities which are part of bjn.foodies' efforts to strengthen relationships with the community.
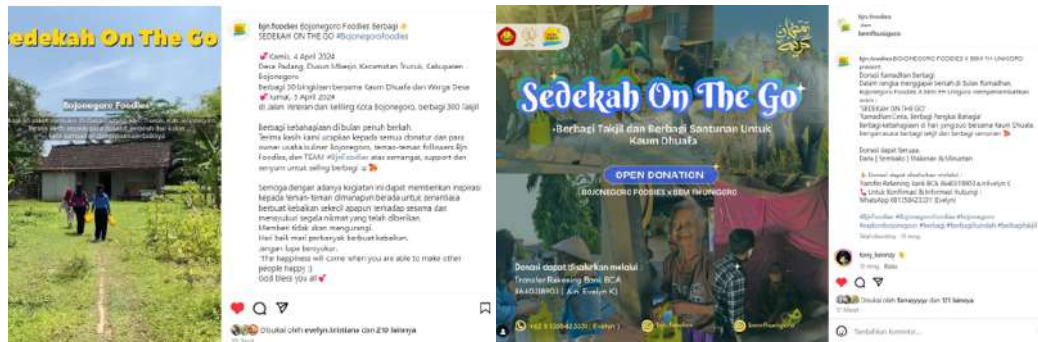

Fig. 8. Charity activity posts with BEM FH UNIGORO (Source: Instagram @bjn.foodies)

This activity can be seen from their uploads on social media which show the activity of sharing basic food packages in Padang Village and its surroundings. Figure 8 shows how the bjn.foodies team and volunteers directly provide assistance to the poor and village residents, highlighting their commitment to sharing happiness in this blessed month. Apart from that, bjn.foodies also collaborated with BEM FH UNIGORO, showing that this activity was not only carried out independently but also involved various parties to achieve a wider impact. Through various social activities and collaboration with various parties, bjn.foodies has not only succeeded in building a positive image as a media that cares about social issues, but also increased interaction and engagement with their audience. This not only has an impact on their relationship with the community, but also provides benefits for the culinary business actors who collaborate with them.

The Instagram account @bjn.foodies has succeeded in creating strong engagement with its audience through various interactive activities such as questions and answers on Instagram *Stories*, *giveaways*, collaborations with other users or business accounts, as well as participation in social and charity activities. This strategy not only increases *engagement* but also strengthens relationships with followers, ensuring the audience remains active, loyal and interested in the content being shared. Apart from that, this strategy has a positive impact on the culinary business actors who work with them, helping to promote culinary delights in Bojonegoro effectively, as well as increasing *brand awareness* and business exposure.

C. Discussion

Researchers first discuss the findings regarding the use of Instagram as a culinary promotion medium. This research found that bjn.foodies uses Instagram as the main platform to promote culinary delights in Bojonegoro. Its ease of use makes Instagram a platform that can be used to reach a wider and more diverse audience. This choice was based on several factors, including Instagram's large and growing user base in Indonesia and various features that support visual promotion, such as *Feeds*, *Reels*, *Stories* and *Hashtags*.

Bjn.foodies utilizes four main features on Instagram, namely *Feed*, *Reels*, *Stories* and *Hashtags* to share information and promotional content about culinary in the form of photos and videos. The use of *the Reels* and *Stories* features is considered to be the most influential in increasing visibility and engagement, as well as supporting local businesses in promoting their products more widely. Apart from that, they also use *Direct Messages* to collaborate or receive personal messages and *Captions* to provide detailed information.

Instagram *Feed* is the main page that displays content from accounts followed by users. This feature is used to upload posts in the form of photos, videos and all information that will be conveyed in audio-visual and visual form. Bjn.foodies uses this feature to carry out culinary promotional activities such as *paid promotions* and get *feedback* in the form of *likes*, *comments*, *shares* and *saves*. From *the feedback* received, it can be measured whether the content is appropriate and well conveyed to the audience. So that it can be a reference in creating further content to

produce higher quality content that is of interest to the audience. Instagram *Stories* is a feature for sharing temporary content that only lasts for 24 hours with a duration of 15 to 30 seconds. This feature can be used as a means of promotion, short information, and something that is uploaded quickly or spontaneously. Bjn.foodies uses Instagram *Stories* to interact with the audience because it has additional interactive features in it such as *QnA* or question and answer, *polls* , quizzes, and responses with emojis.

Instagram *Reels* is a feature for creating and sharing videos with a duration of 15 to 90 seconds that are creative and have the potential to go viral. This feature is used by bjn.foodies to upload content resulting from *visit reviews* , namely by visiting and reviewing culinary businesses in terms of places, food and things that are unique to the business. *Reels* themselves are used because they can reach a wider audience, both *followers* and *non-followers* depending on the user's preferences or algorithm. *Hashtags* are a feature that functions to categorize content and make it easy for other users to find. This feature is used by bjn.foodies to categorize content and make it easy for the target *audience to find it* . *The hashtags* used consistently are #BjnFoodies and #Bojonegoro Foodies and are added according to the culinary category uploaded.

Direct Message is a feature that users can use to exchange messages or send photos/videos with other users individually or in groups which can only be viewed on a limited basis. Bjn.foodies uses this feature primarily to respond to invitations to collaborate professionally for promotions such as *visit reviews* or *paid promotions* . Audiences can also provide input or *feedback,* both positive and negative, to bjn.foodies. Furthermore, researchers found that the Instagram social media account @bjn.foodies has the same characteristics as Luttrell's (2015) theory, namely *The Circular Model of SoMe* . This theory consists of four aspects including *Share* , *Optimize* , *Manage* , and *Engage* . All of these aspects are used in marketing communication activities on the Instagram social media account @bjn.foodies.

In its implementation in the *Share aspect* , Instagram social media is used as a means of marketing communication because this platform is popular with many groups, especially young people. The popularity of Instagram social media is the main choice for bjn.foodies to develop its marketing strategy. Instagram, which is a social media platform, certainly requires an internet connection or network to be accessed. This is in line with Nasrullah's (2016) statement that social media has characteristics that differentiate it from conventional media, one of which is *network* .

In addition, according to Kaplan & Haenlein (2010) social media, including Instagram, allows marketers to interact directly with audiences, create shareable content, and build loyal communities. In this regard, bjn.foodies uses Instagram consistently by sharing interesting and informative visual content, such as high-quality photos and videos that highlight Bojonegoro's culinary attractions. This is in line with Luttrell's (2015) emphasis on the effectiveness of visuals in attracting attention on Instagram.

In its implementation in the *Optimize aspect* , bjn.foodies needs to understand *followers'* conversations before and after creating content so that it can be tailored to the needs of their *audience* . Bjn.foodies needs to be involved in the conversations held by the audience. This is in line with Freberg's (2016) statement that through this communication, companies can engage with audiences, plan messages, and assess their reputation on social media platforms. In this context, bjn.foodies has tried to understand the preferences and *feedback* of their audience, so that they can develop more relevant and interesting content.

In its implementation, the *Manage aspect* of marketing communications on social media is very important to maintain good relationships with the audience and ensure that the content posted remains relevant and interesting. Based on the theory put forward by Regina Luttrell (Hakim, 2023), organizations need to have the ability to respond quickly to events on social media. This includes media monitoring activities *,* quick response *and* real-time interaction *to* manage *the* situation well. Research on the bjn.foodies Instagram account shows how they manage interactions with their audience effectively. This account is managed by two people, they divide the tasks to maintain the efficiency and quality of account management. One of them focuses more on administration, while

the other is responsible for creating and uploading content. They do not have a specific policy in replying to comments but flexibility in responding to interactions with the audience. This shows the adaptability and quick response that is important in social media management.

In its implementation, the *Manage aspect* , the Instagram account @bjn.foodies has demonstrated various approaches in increasing the engagement and loyalty of its audience. Bjn.foodies utilizes interactive features to create high engagement with its followers. One of the main approaches used is through the question and answer (*QnA*) feature on Instagram *Stories* . Apart from *QnA* , bjn.foodies also holds *giveaways* such as giving out free meal vouchers or hotel stay vouchers. This approach not only increases *engagement* but also strengthens relationships with followers. Providing incentives, according to Luttrell (2015), is an effective way to increase audience engagement and build loyalty. In this research, several informants also indicated that *the giveaway* held by bjn.foodies increased their desire to continue following the account and participate in the activities held. Collaboration with other users or business accounts is also an approach used by bjn.foodies to increase interaction and exposure. For example, a collaboration with Dyodoran, a famous *food blogger* , helped increase their account insight and exposure. This collaboration reflects the importance of building strong and sustainable relationships with audiences, as explained by Luttrell (2015). This collaboration also shows that bjn.foodies understands the importance of creating content that can attract the attention of a wider audience through synergy with other influencers.

Apart from that, bjn.foodies is also involved in social or charity activities, such as "Alms On The Go" which has been held since 2019 every month of Ramadan. This activity not only increases *engagement* but also builds a positive image in the eyes of the audience. This is in line with the concept of public relations *in* marketing communications, which aims to create and maintain a positive image of the company or product in the eyes of the public (Chrismarni, 2014).

IV. Conclusion

The Instagram account @bjn.foodies has succeeded in establishing itself as an influential culinary promotion media in Bojonegoro City. This success was achieved through a planned and structured marketing communications strategy, with optimal use of various Instagram features. @bjn.foodies not only presents interesting and informative visual content, but also builds strong interactions with its audience. This can be seen from the effective use of *Reels* and *Stories ,* *optimizing posting times, utilizing* relevant *Hashtags , as well as interactive activities such as questions and answers and giveaways* . In addition, @bjn.foodies shows concern for social issues through charity activities, which further strengthens their positive image in the eyes of the audience. Good management of interaction and *feedback , as well as adaptation to the latest culinary trends, makes @bjn.foodies a successful example of implementing The Circular Model of SoMe* in marketing communication strategies on Instagram.

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