

ABSTRACT

The culinary industry in Indonesia has experienced rapid growth, driven by increasing public interest in various types of food ranging from traditional to national and international cuisines. This trend has encouraged many culinary business players to continually innovate, both in terms of menu offerings and marketing strategies. In this context, social media particularly Instagram has become an effective marketing tool for micro, small, and medium enterprises (MSMEs), including those in the culinary sector. Instagram offers a range of visual features such as photos, videos, and Instagram Stories, enabling businesses to capture consumer attention in a more dynamic and personal way.

One culinary business that utilizes Instagram as part of its marketing strategy is "Sate Kambing Pak Kamto." Through this platform, the business has successfully attracted consumers with appetizing visual content and direct engagement with customers through engaging captions. This study aims to analyze the effectiveness of using Instagram to enhance the visibility and sales of Sate Kambing Pak Kamto. Additionally, it seeks to identify the factors that influence the effectiveness of social media use in culinary business marketing.

This research is expected to provide insights into how Instagram can be optimally utilized by culinary businesses to build brand awareness, expand market reach, and increase sales. With a qualitative approach and using descriptive research types, the study will also explore the challenges faced by businesses like Sate Kambing Pak Kamto in managing their Instagram accounts, as well as the most effective strategies for attracting consumers and strengthening relationships with loyal customers. The findings of this research are anticipated to make a valuable contribution to the development of digital marketing strategies in the culinary sector, particularly for small and medium enterprises aiming to grow in the digital era.

Keywords: Marketing Strategy, Instagram, Culinary, Social Media, MSMEs