CAMERA EAT FIRST: TOURIST MOTIVATION IN SHARING FOOD PHOTOGRAPHS ON INSTAGRAM

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Abstract

Purpose of the study: Uploading food photos on social media has become a phenomenon among tourists during culinary tours. This phenomenon is increasingly developing into a hobby, namely distributing the art of food photography which is also supported by the development of increasingly sophisticated camera features on smartphones. The purpose of this study is to analyze the motivation of tourists in uploading food photos on Instagram.

Methodology: This research method is descriptive quantitative, and the data collection techniques through distributing questionnaires and literature studies. The sampling technique is non-probability sampling, namely random sampling. The number of respondents in this study was 103 people, and the data analysis technique used descriptive statistics.

Main Findings: This study's theoretical implication shows that the sequence of tourists' motivation to upload food photos on social media is to capture togetherness as a realization of the social life of tourists, promotion, food documentation, food art, relaxation, reference, and existence.

Applications of this study: Knowing tourists' motivation can provide an overview of current culinary tourism behavior and can be used as suggestions for culinary businesses in designing marketing strategies. The practical implications are suggestions for culinary entrepreneurs to increase their activity and social media interaction as a marketing effort.

Novelty/Originality of this study: This research is original, and this is the first study that analyzes tourist motivations in sharing food photographs on Instagram. This is new because most studies are mostly done on general consumers, while the context of this study is on culinary tourism.

Keywords: Tourist Motivation, Food Photographs, Social Media, Instagram, Culinary Tourism.

INTRODUCTION

In today's digital era, technology cannot be separated from people's daily lives. Technology is humanitarian aid in facilitating daily work. Thus, technological developments have changed the life order for its users (Rahmat et al., 2019). One of the results of technological developments that have become a necessity for society today is social media. Social media is an internet-based application that allows users to present themselves and create a social group by interacting, cooperating, and communicating with other users (Nasrullah, 2015).

According to (wearesocial, 2020), social media users reach 3.80 billion, almost 60% of the population worldwide. Several social media types include Facebook, Twitter, Path, Instagram, Youtube, Line, and WhatsApp. Instagram ranks as the fourth most accessible social media in Indonesia; its users reach 79% of Indonesia's population. Instagram has a photo and video-sharing feature that can be seen by others (Hakim et al., 2019).

The use of smartphones makes it easier for everyone to share food photos (Pramadi & Dewi, 2016). In its development, a "Camera eats first" trend appears, which means the behavior of a person who takes pictures of food and drinks before they are consumed and then shared them on social media (Koh, 2015). Tourists upload food photos on social media as a means of sharing their experiences before, during, or after consuming food and drinks at destinations. It is called a trend because uploading food photos on social media encourages others to do the same (Aji, 2017). Also, the emergence of food bloggers reviewing the food they enjoy further proves that currently uploading photos and sharing experiences is an increasingly common phenomenon. This phenomenon is also used by food and beverage entrepreneurs as their promotional strategy. Digital marketing strategy is a strategy that is considered effective in attracting tourists to come and enjoy cuisine in a destination.

The growing interest of tourists in culinary destinations has led to the term culinary tourism. Food is part of the tourist's lifestyle when traveling, such as visiting food festivals, traditional markets, and restaurants (Hall et al., 2003). When enjoying the cuisine at a destination, tourists' motivation to upload food photos to social media is interesting. This research has never been done before because, in previous studies, the research subjects were more consumers in general than tourists. The purpose of this study is to analyze the motivation of tourists in uploading food photos on Instagram. Knowing tourists'

motivation can provide an overview of current culinary tourism behavior and can be used as suggestions for culinary businesses in designing marketing strategies.

LITERATURE REVIEW

Instagram Social Media

According to Kotler & Keller (2016), social media is a media based on text, images, videos, and sounds used by consumers. Meanwhile, (Carr & Hayes, 2015) states that social media is internet-based media that allows users to interact and present themselves, either directly or indirectly, with other people. According to Cahyono (2016), social media makes it easier for users to participate, share and create. That makes social media one of the most accessible and commonly used products of the internet by people worldwide.

Instagram is one application that is very popular among smartphone users. Instagram delivers information quickly in the form of photos to manage photos and share photos with other social networks. According to Hootsuite (2019), Instagram is the most widely used social media by Indonesians, accounting for 80% of Indonesia's total internet users. In addition to sharing about daily activities, Instagram is often a means of sharing works of art in the form of photos of food or what is known as the term food photography (Rochmawati, 2018). In previous research, it was said that Instagram was the most widely used social media, for searching for information on culinary products and determining purchase decisions (Wachyuni & Priyambodo, 2020).

Instagram allows users to share photos around the world. Using hashtags (#) and geotags makes it easier for people to find specific foods in a particular place. Certain people who are food neophobic will be reluctant to try new foods in new places. However, as a social indicator, they will be interested in tasting new foods with different motivations, namely sharing photos on social media (Koh, 2015)

Personal Motivation Uploading Food Photos on Social Media

According to Muksin & Sunarti (2018), motivation is an encouragement that a person has to take any action that is unconsciously influencing a person's behavior in doing something to achieve specific results and goals. Motivation is created to fulfill both physical and psychological needs. Finkelstein (1989) states that dining out is one activity to fulfill one's social needs to be accepted in their social environment. Meanwhile, posting food photos on social media is an exciting trend to research in this digital era. According to Pramadi & Dewi (2016), the motivation for people to upload food photos on Instagram is as follows:

1. A Food Diary is a habit that records what has been eaten, how much, and others.
2. Food Documentation is the activity of taking pictures of food they want to eat in certain places, or it could be food that they have made themselves.
3. Food art is the art of arranging food that makes food a work of art, where food photos can be uploaded to an Instagram account to attract others' attention.
4. Capture togetherness, Capture moments of togetherness (eat), gather with friends or family and then upload them to an Instagram account.
5. References are an activity in assessing food. The purpose of this is to reveal the advantages, and disadvantages of the food menu that has been ordered.

Meanwhile, according to Hakim et al. (2019), the motivating factors for tourists to upload photos on social media are as follows:

1. Pride factor, a sense of pride for trying new things which can be shared on social media
2. Factors that increase existence can increase self-existence by happy sharing experiences, information, references, and want to document.
3. Promotion factors, factors help promote and can find friends with the same interest.
4. Relaxation factor, a relaxation activity that can escape from the environment.
5. Factors strengthen relationships with family, factors that can forge a strong relationship with the family.

As for previous research, this study combines motivation indicators to upload food photos into seven indicators, namely 1) Food documentation; 2) Food art; 3) Reference; 4) Existence; 5) Promotion; 6) Relaxation; 7) Capture togetherness.

METHOD

This research method is descriptive and quantitative to describe in detail and focus on solving existing problems. This study focuses on analyzing the motivation of tourists to upload photos on social media. The first stage is to design a questionnaire that contains statements that match the predetermined motivation indicators. Furthermore, the questionnaire was tested for

validity and reliability to ensure the instruments' reliability. The questionnaire was measured using a Likert scale (1-5) ranging from strongly disagree to agree strongly.

The population in this study were all tourists in Indonesia, while the sample was domestic tourists. The sampling technique used is the probability sampling technique, namely random sampling. The data collection process is carried out by distributing online questionnaires (google forms) via broadcast messages on the WhatsApp application. The research location is in Jakarta, but geographical aspects do not limit respondents because data collection was carried out online during the Covid-19 pandemic (March-April 2020). The total number of respondents who filled out the questionnaire was 103 people, and according to Roscoe in Sekaran (2006), the sample size in quantitative research should be 30-500 people. The data analysis in this study is descriptive statistics.

RESULT AND DISCUSSION

Test the Validity and Reliability of the Questionnaire

To ensure the reliability of the research instrument, researchers tested the validity and reliability of the questionnaire. The validity test was carried out on each statement item in this study, amounting to 21 questions. The calculated R-value on all statement items has a value of more than the R-table (0.192 for n 100 samples) so it can be said that all statements are valid. The questionnaire's reliability results also gave good results where the Cronbach Alpha value was 0.950> 0.60, so it was declared reliable.

Profile and Characteristics of Respondents

Table 1, can be seen the profile and characteristics of the respondents in this study. The majority of respondents are female and young, namely in the age range of 17-22 and 23-28. The most recent education of respondents is high school graduates and equivalent. Therefore, most respondents were still students. The type of culinary consumed and uploaded on social media based on the survey is Indonesian specialties, followed by Japanese food (Japanese food) and Western food (western food). Meanwhile, when respondents upload food photos on social media, the most culinary destinations are restaurants, street food (street food), then Cafés.

Table 1: Profile dan Characteristics of Respondents

Profile	Option	Percentage (%)
Gender	Woman	67.0
	Man	33.0
Age Range	17-22	51.5
	23-28	35.0
	29-34	9.7
	>35	3.9
Education Background	Senior High School	44.7
	Associate Degree	13.6
	Bachelor Degree	38.8
	Post Graduate	2.9
Occupation	Students	47.6
	Private employee	31.1
	Entrepreneur	10.7
	Government employee	2.9
	Others	7.8
Kind of culinary consumed and uploaded on social media	*Indonesian food*	45.6
	Japanese food	19.4
	Western food	16.5
	Italian food	5.8
	Chinese food	12.6
Culinary destinations most visited and uploaded on social media	Café	18.4
	Restaurant	48.5
	Street food	33.0

Source: Authors

The results of descriptions of tourists' motivation to upload food photos on social media

Based on Table 2, the descriptive statistical test results produce an average value for Food Documentation (X1) of 3.98, Food Art (X2) of 3.86, Reference (X3) of 3.78, Existence (X4) of 3, 56, Promotion (X5) of 4.12, Relaxation (X6) of 3.81, and capture togetherness (X7) of 4.21. From the data above, it is found that the indicators of capturing shared moments get the highest average value, followed by promotions, food documentation, and food art, while the indicators of existence are the lowest.

Table 2: Average results for indicators of tourist motivation in uploading food photos on social media

Indicator	Mean
Food Documentation	3.98
Food Art	3.86
Reference	3.78
Existence	3.56
Relaxation	3.81
Promotion	4.12
Capture togetherness	4.21

Source: Authors

The following will describe the results of each indicator's description, starting with the one with the highest value. The highest average value indicator is the primary motivation for tourists to upload food photos on social media.

Capture Togetherness

The primary motivation for tourists to upload food photos on social media is to capture the moments together. It can be seen in Table 3; The average tourist agrees that uploading food photos on social media is to remember moments together. Respondents, on average, agree that the moment of eating together is very appropriate to be immortalized, and Instagram is a means of capturing that moment.

Table 3: The average value results of the Capture Togetherness

Indicators	Description	Mean
Capture Togetherness	Uploading food photos on social media to commemorate moments together	4.32
	The moment of eating together is very worthy of being immortalized on Instagram social media	4.11
	Upload a photo of eating together on Instagram for documentation	4.19

Source: Authors

Promotion

The second tourist motivation in uploading food photos on social media is to promote personal businesses and friends and family. Respondents agreed that Instagram has the potential to be a means of promoting food businesses on social media. The results of the mean value description of the promotion indicators can be seen in Table 4.

Table 4: The average value results of the Promotion indicator

Indicators	Description	Mean
Promotion	upload food photos on social media as a means of business promotion	3.94
	Uploading food photos on social media to help promote friend's or family's businesses	4.18
	Uploading food photos on social media is very potential as a means of promotion	4.24

Source: Authors

Food Documentation

The third indicator with the highest score is food documentation. The average respondent agrees that uploading food photos on social media is a memory to be remembered. This activity is considered fun, so most respondents agree that they will upload photos of food on Instagram every time they travel. The data on the average results of the food documentation indicators can be seen in Table 5.

Table 5: The average value results of the Food Documentation indicator value

Indicators	Description	Mean
Food Documentation	Uploading food photos on social media can become a memory to be remembered	4.29
	I enjoy documenting food photos on social media	4.00
	Every time I travel, I constantly upload food photos on Instagram	3.65

Source: Authors

Food Art

Food art or art is the next indicator that motivates tourists to upload food photos on social media. In Table 6, it can be seen that the average respondent agrees that uploading food photos on Instagram is a channel for tourists' hobbies and creativity.

Table 6: The average value results of the Food Art indicator

Indicator	Description	Mean
Food Art	Uploading food photos on Instagram has artistic value	3.92
	Uploading food photos on Instagram can be a means to channel my photography hobby	3.79
	Uploading photos on Instagram enhances my creativity	3.86

Source: Authors

Relaxation

The indicator that also motivates tourists to upload food photos on the diagram is relaxation. In Table 7, it can be seen that the average respondent agrees that the activity of uploading photos on social media can relax the mind, and release fatigue, thus making it feel better.

Table 7: The average value results of the Relaxation indicator value

Indicator	Description	Mean
Relaxation	By uploading photos on social media, you can get rid of fatigue	3.79
	When uploading food photos on social media, I feel happier	3.76
	Uploading photos on Instagram can fill my spare time	3.87

Source: Authors

Reference

Providing ratings and references for family, friends, or other people motivates tourists to upload food photos on Instagram. Besides, respondents agree that by uploading photos of their food, they will get other references, such as responses and comments from other people on uploaded content. The results of the average reference indicator value can be seen in Table 8.

Table 8: Average Reference Indicator Value

Indicator	Description	Mean
Reference	I upload food photos on social media to give my opinion/rating	3.52
	I upload food photos on social media to be a reference for friends/family / other people	4.05
	I am uploading food photos for other references	3.78

Source: Authors

Existence

The last indicator is existence, which means tourists' motivation to upload photos on social media to prove their existence. Even though it is an indicator that is in the last order, most respondents agree that uploading food photos on social media raises pride, increases existence, and increases followers and responses in the form of comments and likes. The average results of the existence indicator value can be seen in Table 9.

Table 9: Average results of the Existence indicator

Indicator	Description	Mean
Existence	When I upload food photos on social media, I feel proud	3.58
	By uploading food photos on social media, I can increase my presence (prestige)	3.62
	Uploading photos on Instagram can increase followers and responses in the form of comments and likes.	3.47

Source: Authors

DISCUSSION

Characteristics of Respondents

Most respondents are young women in 17-28 years based on the survey results. According to (Zemke et al., 2000), this age range is the millennial generation and Generation Z. Those generations are fluent in technology, and almost all of their activities are inseparable from technology and the internet (Wiweka et al., 2019). It can be seen that women do the activity of uploading photos on social media more than men. Indeed, based on a survey, Instagram users in Indonesia are dominated by women as 63%, and interestingly as many as 85% of Instagram users also share their posts on other social media (Techinasia.com, 2017)

According to Prihatiningsih (2017), social media is a public space for teenagers, and can spend hours using it. The results showed that most respondents were students, with the latest education being SMA / SMK and S1. This finding is related to the research of Aprinta & Dwi (2017), which states that SMA / SMK and S1 students are the ones who use social media more often. Social media has become a necessity in fulfilling one's needs, namely cognitive, affective, personal integration, social integration, and delusional needs.

Based on the research results, the culinary type that is most consumed and uploaded on Instagram is Indonesian cuisine, followed by Japanese cuisine. Traditional Indonesian food is very diverse and has cultural values and uses unusual ingredients so that tourists prefer it. This uniqueness makes food more attractive and attractive to tourists for consumption and uploading on social media (Widyaningsih, 2013). Another interesting fact in this research is that although Indonesian cuisine is still the first choice, Japanese cuisine will be the second choice after Indonesian cuisine. Indeed, Japanese cuisine seems to be a phenomenon among Indonesians, especially the younger generation, apart from fashion and culture (Soni & Syahputra, 2021)

Furthermore, the culinary destination that many respondents upload is Restaurants, followed by Street Food. This study's results are similar to Nisak & Hariyanto (2017) which states that cafes/ restaurants are visited by many culinary connoisseurs, especially those with Instagram-able designs. Restaurants are the most popular choice for respondents because apart from providing various types of food, the restaurant also has an atmosphere, decoration, place, and facilities that can make tourists feel comfortable and enjoy being in the restaurant (Pratama et al., 2019). Like research conducted by (Zein & Rachim, 2018), interiors and food offerings can trigger visitors to take photos together to be immortalized on Instagram social media. Photos uploaded to Instagram become individual pride in their social environment.

Another interesting finding is that street food is in the second position of respondents' culinary destinations after restaurants. This finding shows that street food is also a location favored by many tourists when visiting a destination. According to Kowalczyk (2014), street food is popular with tourists because it shows culinary richness in various ways and appeals to the five senses. Tourists even know some countries because of street food culinary. For example, Chicago, Istanbul, Mexico City, Marrakesh, New York, Austin, Bangkok, Berlin, Los Angeles, and Ho Chi Minh are designated as the ten countries with the best street food (Fisher, 2016). So, it can be said, apart from in restaurants, uploading street food photographs on social media is also a current tourist trend.

Motivation to Upload Food Photos on Instagram

Based on the study results, several indicators of tourist motivation were obtained in uploading food photos. The highest average value lies in the Capturing Togetherness indicator or capturing shared moments, namely, 4.21, which means that it is the primary motivation for tourists in uploading food photos on Instagram. Gathering activities with friends or family are documented on social media to be remembered. Therefore, it can be said that when they gather together, respondents are motivated to upload photos to social media (Pramadi & Dewi, 2016).

Furthermore, the promotion indicator becomes the second motivation in uploading food photos. This activity is called food photography at a more intensive frequency and can be used as a marketing effort for culinary businesses. Photos uploaded on social media can attract tourists to visit the location and try the culinary products offered. In previous research, food

bloggers' food photo uploads can influence healthy food purchasing decisions (Kusumaningrum & Wachyuni, 2020). Likewise, Wachyuni & Priyambodo (2020) also found that uploading food photos by celebrities can influence restaurant product purchases.

The third biggest indicator that motivates respondents to upload food photos on Instagram is food documentation. Respondents agreed that they felt happy documenting photos on social media as a memorable memory. According to (Pramadi & Dewi, 2016), the trend of uploading food photos is a non-verbal phenomenon that is increasingly developing and becoming a lifestyle (Nisak & Hariyanto, 2017). Lifestyle changes this trend into food art which is often referred to as food photography. Since smartphones with sophisticated camera features, anyone can take photos of food like a professional just by using their cellphone.

Developing into a hobby, uploading food photos has become a relaxation activity because it is considered fun and can release fatigue. Therefore, relaxation is the fourth motivation behind food art. Furthermore, the reference indicator motivates tourists to upload food photos on social media in fifth place. According to Berbel-Pineda et al.(2019), gastronomic experiences or consuming food in destinations affect tourist satisfaction. Tourist satisfaction with a culinary destination leads to loyalty. The loyalty is shown by the return of tourists visiting the destination to enjoy the gastronomy that is offered. At a later stage, loyalty is shown by referencing what they consume. In the past, references were only made through word-of-mouth or text messages via cell phones. However, in the current digital era, tourists can reference culinary delights through social media, blogs, video sharing, or community websites that anyone can access anywhere, anytime.

Furthermore, in the last sequence, there is an indicator of existence. The average respondent agrees that uploading food photos to Instagram can increase their existence (prestige). Even in this activity, existence is not the primary motivation. However, it is more about capturing moments to remember, promotions, personal documentation, and channeling hobbies.

CONCLUSION AND RECOMMENDATION

The results showed that the phenomenon of uploading photos on social media had become a tourist's lifestyle when consuming food at their destination. This research's theoretical implication is that there is a sequence of tourists' motivation to upload food photos on social media, namely capture togetherness as a realization of the social life of tourists, promotion, food documentation, food art, relaxation, reference, and existence. This phenomenon has become commonplace in the digital era, where social media has become a necessity for the community, especially millennial tourists. Tourists tend to like to upload food photos to release fatigue and even channel their photography hobbies. They also tend to share their eating experiences on social media so that other potential tourists can easily see information from tourists who have eaten before.

This study's results can practically be a suggestion for culinary entrepreneurs to design digital marketing strategies, namely by increasing their activities and interactions on social media. Culinary business actors can also develop products, present products, and design interior culinary locations to increase interest in visiting and purchasing decisions.

LIMITATION AND STUDY FORWARD

This study's limitation is that it only explains the motivation of tourists descriptively in uploading food photos on Instagram, not covering other social media. Further studies can be carried out on other social media platforms such as community websites and e-services. Recommendations for further research can also be made to more deeply analyze this phenomenon with a qualitative or phenomenological approach or analyze the impact of uploading food photos on interest in visiting culinary tourism destinations.

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AUTHORS CONTRIBUTION

This work was carried out in collaboration among all authors. Suci Sandi Wachyuni designed the study, wrote the protocol, and wrote the first draft of the manuscript. Lishia Yusuf managed the analysis of the study and literature searches. All authors have confirmed and approved the final manuscript.

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