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Twitter Visualitation of Healty Catering Food Promotion Strategy

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ABSTRACT

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This analysis aims to determine whether there are differences in marketing strategies and which strategy is superior between the two health catering industries. Intermediary of Twitter as a place to retrieve data, where Twitter is a social media with the fastest spread of news through hashtags and trending topics of a phenomenon that is busy being discussed. They use qualitative methods by utilizing Social Network Analysis (SNA) and are assisted by several supporting tools such as Gephi, Wordji, Notepad++, and Dictionaries to make it easier for researchers to analyze the data obtained so that it is concrete and relevant. From the visualization of Twitter user tweet data, the researcher found that Twitter users discussed Yellowfit Kitchen health catering more than Gorygourmet, as evidenced by a large number of data visualizations obtained. Then on average, customers choose to subscribe to health catering Yellowfit Kitchen with the pure aim of dieting. At the same time, healthy catering Gorygourmet customers subscribe to a more nutritious diet to avoid disease.

INTRODUCTION

A healthy lifestyle is under full scrutiny by today's society because people pay more attention to what is consumed daily. This is proven by Twitter users, who most often associate healthy food with a healthy lifestyle, diet, and fitness (Pilař et al., 2021). This phenomenon is in line with the increasing cases of obesity in Indonesia. The Ministry of Health stated that the obesity rate in Indonesia is still relatively high, namely as much as 16.0% in adolescents aged 13-15 years and 13.5% in adolescents aged 16-18 years (Mentari, 2021). Obesity topics most frequently discussed on Twitter include childhood obesity, the causes of obesity, and the lack of adequate healthcare

support for society's fight against obesity (Mitei & Ghanem, 2020). So action is needed to protect and accompany positively (Pilgrim & Bohnet-Joschko, 2019).

Healthy catering food helps accompany and support people who have difficulty losing weight. Business people must further improve their marketing strategy because the average person on a diet has difficulty managing their diet. It is prevalent for a healthy food menu to be dominated by raw or boiled vegetables. Therefore many people need to maintain a diet for health or dietary purposes. Various menu variations can be an attraction for customers in purchasing decisions (Brewer & Sebby, 2021), society also considers taste as a reason for purchasing decisions (Steinhauser et al., 2019), and awareness of health factors has a role in purchasing decisions or subscribing to healthy food products (Theben et al., 2020). Courage is needed to promote healthy food and, as a result, improve the health and welfare of society in the long term (Folkvord, 2020). Yellowfit Kitchen and Gorygourmet are one of the many healthy catering food businesses in Indonesia. These two healthy food catering provide information that adopting a healthy lifestyle must be followed by knowledge of nutrition in processing the right food and how to do sports properly and correctly (Patton-Lopez et al., 2018).

In carrying out its strategy, Yellowfit Kitchen wants to highlight the positioning of Indonesia's number one healthy catering diet. Various methods are carried out, such as collaborating with many brands and influencers, collaborating with nutritionists and doctors to increase credibility, to providing multiple promos (Valaitis et al., 2018). Arguing with Yellowfit Kitchen, Gorygourmet attracts the interest of its customers through halal, ISO, and HACCP-certified certificates. Healthy catering provides guarantees to its customers through the certificates it has so that customers have complete trust to subscribe. Gorygourmet innovates in serving healthy food with delicious taste and affordable prices, assisted by nutritionists. The willingness to buy functional food to stay fit depends on lifestyle adaptation, the influence of social media, and the individual's awareness of healthy food consumption (Hassan et al., 2020). The brand image built by each healthy catering food must be distinct from the influence of social media because Indonesian people's internet activities are dominated by access to chat and social media (Hariyanti & Wirapraja, 2018). In addition, Indonesia is also the most prominent social media market in Southeast Asia, with 79

million active users (Idris, 2018). Therefore, it is necessary to pay attention to the focus of the discussion in the social media space.

There are many types of social media in Indonesia, such as Instagram, Facebook, Tik Tok, Youtube, and Twitter. Among the various social media kinds, Twitter is the fastest place for spreading news through hashtags and trending topics (Alkatiri Bin Muhammad Awad et al., 2020). Twitter is a social media with fast online update delivery to audiences only via cellular. Its distinctive features are the freshness of posts, their real-time nature, and the speed of updating tweet data according to the topics currently being discussed (WYSKWARSKI, 2021). Its users are free to express opinions or even retweet other people's posts to agree with what other users have written. Opinions expressed by the audience, when collected, will become a collection of lots of data or known as big data (Mutawalli et al., 2019). In this analysis, the researcher used opinion data from tweets about healthy catering food, focusing on two brands, Yellowfit Kitchen and Gorrygourmet.

Many analyzes have been carried out regarding marketing strategies, both in digital and organic forms, such as Instagram (Academicians, 2018) and word of mouth (Babić Rosario et al., 2020). In line with this analysis, a previous study by Jessica Michelle Hartono, Jandy Luik, & Felicia Goenawan discussed a Comparative Study: Marketing Communication Strategy Messages on Healthy Catering Instagram Posts in Indonesia (Hartono et al., 2021). In his research, he used qualitative research to discuss the comparison of marketing communication messages on Instagram posts between Hadi Kitchen and Yellowfit Kitchen. In line with this research, this research aims to compare the content of healthy catering food marketing strategies in Indonesia. Focusing on two healthy catering food brands, Yellowfit Kitchen and Gorrygourmet, this analysis uses three marketing strategy criteria as keywords for data collection. The first is the menu, the second is the taste, and the third is subscription decisions. There needs to be more research. If the previous study compared Yellowfit Kitchen and Hadi Kitchen with Instagram as a media analysis, in this analysis, the researcher wanted to reach marketing strategies between healthy catering Yellowfit Kitchen and healthy catering Gorrygourmet through the social media approach Twitter as a differentiator and renewal. This comparison is made to find out whether there are differences in marketing strategies through the results of network analysis on Twitter. This research

will later show that every word written by Twitter users can build networks between words and relationships between topics widely discussed by Twitter social media users. This research can later help stakeholders develop their business strategy in the short and long term

LITERATURE REVIEW

Healty Food

Healthy food is a complete nutritional composition containing protein, carbohydrates, iron, minerals, and others. The public generally knows healthy food with the term four healthy five perfect. Healthy food choice is driven by awareness of various kinds of chronic diseases that suddenly attack, causing people to make lifestyle improvements through healthy food consumed daily. Healthy foods with vegetable fats such as wheat, fruits, vegetables, and nuts have many benefits if consumed from junk food in restaurants (Headey & Alderman, 2019). In this case, the consumption of healthy food is determined by the person's income, where if the payment is high, then the level of healthy food consumption is also high, conversely, if the level of income is low, then the consumption of healthy food is also every day (French et al., 2019).

Quality Food

The quality of food has been in the spotlight recently. The emergence of disease stems from what is consumed. Therefore, the cleanliness of food must be considered carefully. Many diseases are caused due to lack of hygienic food, such as diarrhea, intestinal infections, and appendicitis (Ruiz-Capillas & Herrero, 2019). Food quality can be declared good if it has passed product certification tests such as Halal and ISO. Therefore it is essential to pay attention to the quality of food before consuming it to minimize unwanted negative impacts later. Moreover, Indonesia has a majority population with the largest Muslim religion. Hence, the role of halal product quality is the primary benchmark in purchasing decisions for a product, so product quality according to the conditions of a country becomes a determining factor for a product to be accepted or not. (Lazuardy, 2017). (Ruiz-Capillas & Herrero, 2019).

METHODS

This study uses analytical techniques in the form of secondary data sourced from Twitter. The object of this study is the relationship between Twitter social media users and the Yellowfit Kitchen and Gorrygourmet healthy food catering businesses. The

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method used in this study is using Social Network Analysis (SNA), which is a social computing technique to build social networks that are unstructured, dirty, and have large volumes called big data (Shaikh et al., 2021). The application used in data collection is based on python (Surya Gunawan et al., 2020) by utilizing Jupyter as data withdrawal tools. The process is assisted by several supporting tools such as Google Colab, Dictionary, Wordij, Notepad++, and Gephi. In the data collection process, what is needed is a tweet (keyword) or hashtag for the search keyword. Data pulled via Twitter (Vemprala & Dietrich, 2019) uses the Python language using the Snsrape library, where the Snsrape library uses an application programming interface (API) to retrieve keywords that have been determined by researchers (Lieharyani & Ambarwati, 2022). The theme in this study is using marketing promotion content where researchers take three specific criteria. First is the menu, second is the taste, and third is the subscription. This research is limited to only taking Indonesian tweets and data collection starting in 2017-2022. This is done so that researchers stay focused on the topics discussed and not widen in other directions.

Because the data obtained from withdrawing tweets is raw data, data processing is needed. There are four first stages of case folding, which aim to equate data both in using capital letters to lowercase and eliminating numbers, emoticons, and punctuation that are not used, secondly tokenizing aims to split tweet data into per-word and distinguish between word separators, the third filtering is done By entering the Indonesian language dictionary and slang data dictionary, the aim is to remove words that do not match the Indonesian dictionary, the fourth data normalization aims to eliminate more than one tweet data for relational data compilation. Data processing is done in such detail that the tweet data obtained is genuinely accurate. The data processing results will be processed using Wordji and produce files in the form of excel, net, stp, and stw. The last stage is to visualize the results of the tweet data that has been withdrawn. From the visualization results assisted by Gephi, researchers can compare word networks that have a close relationship with the meaning of keywords and whether Twitter users widely discuss this phenomenon.

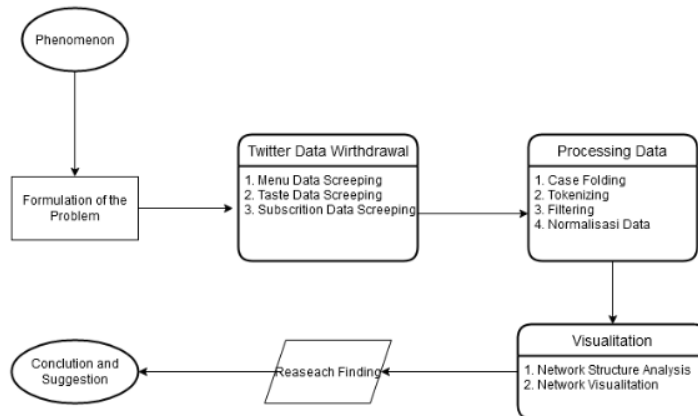


Figure 1. Tweet Data Visualization Flow

RESULTS

Withdrawal of tweet data sourced from Twitter users using content marketing strategy keywords that the researchers previously determined, namely menu, taste, and subscription. From the results of the crawl, the data is found as follows (Table 1):

Table 1. Number of Twitter Data Withdrawals

No.	Company	Content	Year	Number of Tweets
1	Yellowfit Kitchen	Menu	2017-2022	302
		Taste		343
		Subscribe		1329
2	Gorrygourmet	Menu	2017-2022	115
		Taste		79
		Subscribe		143

Source: Processed Data (2022)

The results of tweet data obtained on the yellowfit kitchen menu keyword were 302, 343 flavors, and 1329 subscriptions. Meanwhile, the tweet data results obtained on the gorrygourmet menu keyword were 115, 79 flavors keywords, and 143 subscriptions. The highest amount of tweet data was the keyword subscribe to Yellowfit Kitchen. The word often discussed in the two healthy catering is Yellowfit Kitchen with the keyword subscribe.

Table 2. Results of Data Processing Using Wordji

No	Focus Content	Year	Total Number of Words	Unique word	Average Number
Yellowfit Kitchen					
1	Menu	2017-2022	1983	188	10.547872
2	Taste	2017-2022	2262	221	10.235294
3	Subscribe	2017-2022	10669	455	23.448352

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Gorrygourmet					
1	Menu	2017-2022	597	80	7.462500
2	Taste	2017-2022	311	42	7.404762
3	Subscribe	2017-2022	559	72	7.763889

Source: Processed Data (2022)

Table 2 of the data processing shows that the data with the most significant value for Yellowfit Kitchen healthy catering is the subscription keyword with a total of 10669 words, 455 unique words, and an average number of 23.448352. Then the data with the most considerable value in Gorrygourmet is in the keyword menu with 597 words, 80 unique words, and an average number of 7.462500.

Visualization of the calculation of the relationship between the Yellowfit Kitchen user social network and the promotional content "menu" on Twitter social media, which was withdrawn from 2017-2022 and processed using Gephi software:

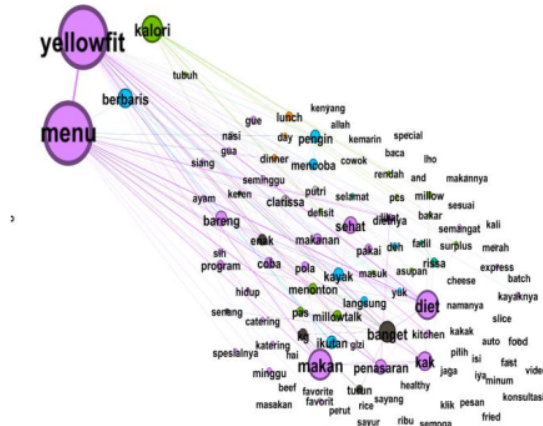


Figure 2. Yellowfit Kitchen Menu Network Model Visualization 2017-2022

From Figure 2, it can be seen that the highest number of users can be seen from the many social network users who discuss "Menu" in Yellowfit Kitchen. Large nodes and thick edges can signify that these keywords are often used and have strong relationships with others. From the processed visualization image, the researcher can find out the calculation of the property of the "menu" social network, which is as follows (Table 3):

Table 3. Yellowfit Kitchen Menu Network Properties

Network Properties	Mark
Nodes	188
Edges	139
Average Degree	1.479
Average Weighted Degree	10.298
Network Diameter	5
Modularity	0.277
Average Path Length	2.776

Source: Processed Data (2022)

Average network user relationship. If the value on the keyword menu increases, it will spread information The table shows the value of social networks with the keyword "menu" from Twitter. From the table, it can be seen that there are 188 nodes (points) in the network. The second property, edges (lines), and the total value of the edges keyword "menu" are 139. Then the third property, namely the average degree (the average number of user relationships), shows that the average number is 1.479. This property explains the more widely.

Furthermore, the fourth property, average weight degree, shows the average number of networks with the "menu" keyword of 10.2298. The diameter of the menu promotion content is 5. The fifth network property, the modularity of the "menu" keyword, is 0.277. Modularity is used to show how well a network is divided into communities. And the last property, Average Path Length, will explain how significant the average distance is between one node and another. The table above shows that the value of the middle path length on the keyword "menu" is worth 2,776.

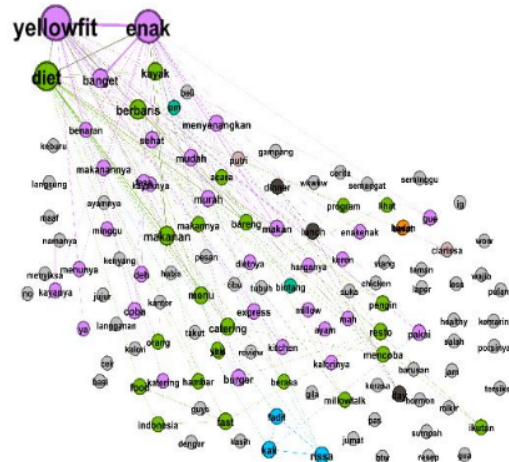


Figure 3. Visualization of the Taste Network Model in Yellowfit Kitchen 2017-2022

From Figure 3, it can be seen that the highest users can be seen from the many social network users who discuss "taste" in Yellowfit Kitchen, large nodes and thick edges in the image can be a sign that the keyword is often used and has a strong relationship with others. From the processed visualization image, the researcher can find out the calculation of the "sense" social network property, which is as follows:

From Figure 5, it can be seen that the highest users can be seen from the many social network users who discuss "menus" in Gorrygourmet. Large nodes and thick edges in the image can signify that these keywords are often used and have strong relationships with others. From the processed visualization image, the researcher can find out the calculation of the property of the "menu" social network, which is as follows:

Table 6. Gorrygourmet Menu Network Properties 2017-2022

Network Properties	Mark
Nodes	80
Edges	55
Average Degree	1.375
Average Weighted Degree	7.775
Network Diameter	5
Modularity	0.395
Average Path Length	2.443

Source: Processed Data (2022)

From table 6, it can be seen that there are 80 nodes (points) in the network. The second property, the number of edges for the "menu" keyword, is 55. Then the third property, namely the average degree (the average number of user relationships), shows that the average number owned by users in the social network with the keyword "menu" is 1,375. Furthermore, the fourth property, average weight degree, shows the average number of networks with the "menu" keyword of 7,775. The fifth network property, the diameter of the "menu" promotional content, is 5. The fifth network property, the modularity of the "menu" keyword, is 0.395. It is known that the value of the average path length on the keyword "menu" is worth 2,443.

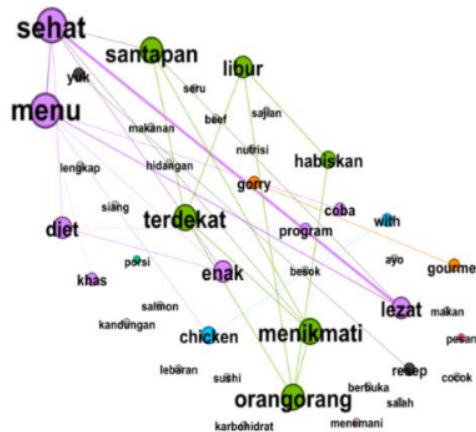


Figure 6. Visualization of the Gorrygourmet Taste Network Model 2017-2022



From Figure 6, it can be seen that the highest users can be seen from the many social network users who discuss "taste" in Gorrygourmet. Large nodes and thick edges in the image can signify that the keyword is often used and has a strong relationship with others. From the processed visualization image, the researcher can find out the calculation of the "sense" social network property, which is as follows:

Table 7. Properties of Gorrygourmet Taste Network 2017-2022

Network Properties	Mark
Nodes	42
Edges	26
Average Degree	1.238
Average Weighted Degree	7.571
Network Diameter	6
Modularity	0.436
Average Path Length	2.705

Source: Processed Data (2022)

From table 7, it can be seen that there are 42 nodes (points) in the network. The second property is the number of edges for the keyword "taste," which is 26. The third property, the average number of users in the social network, is the keyword "taste," which is 1,238. Furthermore, the fourth property, average weight degree, shows the average number of networks with the keyword "taste" of 7,571. The fifth network property, the diameter of the "taste" promotional content, is 6. The fifth network property, the modularity of the "taste" keyword, is 0.436. the last property is known that the value of the average path length on the keyword "taste" is worth 2,705.

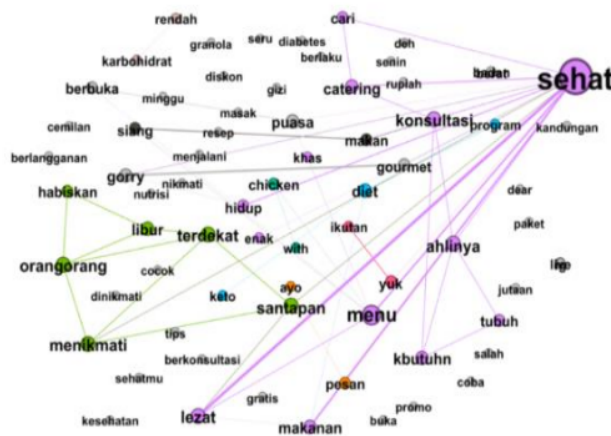


Figure 7. Visualization of the Gorygourmet Subscription Network Model 2017-2022

From Figure 7, it can be seen that the highest number of users can be seen from the many social network users who discuss "subscribing" to Gorrygourmet. Large nodes and thick edges in the image can signify that these keywords are often used and have strong relationships with others. From the visualization image processed, the researcher can find out the calculation of the "subscribed" social network property, which is as follows:

Table 8. Gorrygourmet Subscription Network Properties 2017-2022

Network Properties	Mark
Nodes	72
Edges	54
Average Degree	1.5
Average Weighted Degree	8.839
Network Diameter	6
Modularity	0.451
Average Path Length	2.934

Source: Processed Data (2022)

From table 8, it can be seen that there are 72 nodes (points) in the network. The second property, the number of edges for the keyword "subscribe," is 54. Then the third property, namely the average degree (the average number of user connections), shows that the average number of users in social networks with the keyword "subscribe" is 1.5. The fourth property, average weight degree offers the average number of networks with the keyword "subscribe" of 8,839. The fifth network property, the diameter of the "subscribe" promotional content is 6. The fifth network property, the modularity of the "subscribe" keyword, is 0.451. The last property, the value of the average path length on the keyword "subscribe," is 2,934.

Marketing Promotional Content Related to "Menu"

Based on the visualization of the menu network model in the Yellowfit Kitchen healthy catering, it can be seen that the menu and diet have slightly thicker edges than the eating, curious and healthy nodes have a larger size than the others, in line with this reason that most people like the Yellowfit Kitchen menu with the goal diet. Each batch of Yellowfit Kitchen has different menu choices so that consumers don't get bored and stop trying to maintain a healthy diet. Yellowfit Kitchen also often collaborates with many other F&B businesses. The beneficial menu innovations

presented include types of unhealthy food, but Yellowfit Kitchen can turn them into low-calorie healthy foods. This makes people curious, so they subscribe to Yellowfit Healthy Catering Kitchen.

Based on the visualization of the network model in 2017-2022, the menus from Gorrygourmet show that the menu nodes are healthy and try to have thick edges. This means that Gorrygourmet's healthy menus are in great demand by consumers. Gorrygourmet continues to innovate every week in serving a variety of menu variations. Besides providing the best menus, Gorrygourmet offers fun, healthy cooking classes online. In this class, participants will get recipe inspiration and tips from Gorrygourmet chefs. The enthusiasm of consumers who want to change their lifestyle towards a healthier one, coupled with the situation after the Covid'19 pandemic, has made people more aware of a healthy lifestyle. A straightforward way is to pay more attention to the daily food consumed. This is in line with the visualization image where the menu nodes are healthy and try to have big, thick edges.

Marketing Promotional Content Related to "Taste"

Based on the visualization of the network model for the keyword rasa in the Yellowfit Kitchen healthy catering, it can be seen that among the nodes yellowfit, the delicious diet has a larger size than the others. In this case, the word is often discussed by many people. Then between Yellowfit with good and thicker edges than the others, it is concluded that these words have a strong relationship. If you look at the tweets of many Twitter users, they say that the taste of each yellowfit kitchen catering food is not like diet food but delicious restaurant food. This is said with reason because consumers have given many testimonials. The better the food quality, the higher the customer's perception and value of a product, and online customer reviews significantly influence purchasing decisions for a product (Stevanie, 2020). It is hoped that Yellowfit will continue to be able to innovate in every delicious taste of its food so that it will encourage diet fighters to adjust their eating patterns.

Based on the visualization of the network model, the taste in healthy catering Gorrygourmet can be seen that the words menu, healthy, fine dining, holiday, nearest, spend, enjoy, people, delicious, and diet have a larger size compared to the others. The words These words are often used and discussed by users on Twitter. Then it can also be seen that between healthy and delicious and healthy menus have thicker edges than

the others, it can be said that these words have a solid relationship. Gorygourmet itself proclaims that it guarantees the best quality taste in every portion. Cooked by world-class chefs, this catering diet has an extraordinary taste. This is confirmed by the results of the visualization of the images, which show that people say, enjoy, it is delicious, and the food has nodes that are bigger than the others.

Marketing Promotional Content Related to “Subscribe”

Based on the visualization of the network model for the keyword subscribe to the Yellowfit Kitchen healthy catering, it can be seen that the nodes diet, together, yellowfit, really, and March have a larger size than the others because Twitter users often discuss these words. It is also seen that the edges between diet, Bersama, and yellowfit have a strong relationship. So people with dietary goals dominate the interest in subscribing to the Yellowfit Kitchen healthy catering. Based on the visualization of the network model, the taste in healthy catering Gorygourmet can be seen that the words menu, healthy, fine dining, holiday, nearest, spend, enjoy, people, delicious, and diet have a larger size compared to the others. The words These words are often used and discussed by users on Twitter. Then it can also be seen that between healthy and delicious and healthy menus have thicker edges than the others, it can be said that these words have a solid relationship. Gorygourmet itself proclaims that it guarantees the best quality taste in every portion. Cooked by world-class chefs, this catering diet has an extraordinary taste. This is confirmed by the results of the visualization of the images, which show that people say, enjoy, it is delicious, and the food has nodes that are bigger than the others.

Based on the visualization with the keyword subscribe to healthy catering Gorygourmet, it can be seen that wholesome has a larger node than the others. This means that many Twitter users are discussing the word. The word healthy with food and healthy with delicious has edges that tend to be thick, so it can be said there is a strong relationship between these words. The size of the node on healthy states that if people tend to subscribe to Gorrygourmet more to maintain a healthy lifestyle than just diet, it can be said that interest in subscribing to Gorygourmet is only directed to people with a strong enough intention to achieve healthy lifestyle goals.

CONCLUSIONS AND SUGGESTIONS

This research using SNA shows that every word written by Twitter users can build a network between words and relationships between topics that Twitter social media users widely discuss. Phenomena that are widely discussed can assist stakeholders in developing corporate strategy. Based on the visualization of the network model above, it can be seen that the keywords menu, taste, and subscription from the two healthy catering are widely discussed by Twitter users. Still, the results of the data obtained are mostly Yellowfit Kitchen than Gorrygourmet.

The implication is that in this study, people who subscribe to the two healthy catering are aware of the importance of maintaining a healthy lifestyle. From the visualization results above, the amount of data and visualization images of the two healthy catering are more Yellowfit Kitchen, so it can be said that Yellowfit Kitchen is discussed more by Twitter users than Gorygourmet. Customers choose to subscribe to Yellowfit Kitchen with diet goals. In contrast, on Gorygourmet, the customers subscribe with The aim is to maintain a healthy diet, with the dominance of customers with a history of illness. This research only focuses on the analysis and visualization of words from Twitter, one of the many existing social media, so researchers cannot see the two healthy catering from another perspective. Further research can reach a wider area using other social media such as Instagram, Facebook, or Youtube by adding the keyword product halal.

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