



THESIS RESUME

Chef Lenny Widjaja's Creative Strategy for Introducing Baking Learning Content via Instagram Social Media

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ABSTRACT

A chef's shift to social media often comes in response to changing consumer behavior trends. One individual who has been successful in utilizing social media to introduce cooking learning content is Chef Lenny Widjaja. Therefore, the aim of this research is to analyze what creative strategies are applied in introducing baking learning content via social media Instagram (@cheflennywidjajaofficial). This research is based on the concept of creative strategy, namely creative brief. By discussing the elements included in the creative brief, including goals, target audience, message and tone, research, setting boundaries, measuring success, and references.

The subject of this research is Chef Lenny Widjaja's baking learning content with the research design used being qualitative with a qualitative descriptive approach. Data collection techniques use semi-structured interviews and documentation. A creative brief is an approach used in marketing and communications to create content or campaigns that are unique, interesting, and differentiate a brand or message from competitors. It is a combination of strategic and creative elements, where the main goal is to attract the attention of the audience while achieving specific business or communication goals.

The research results obtained are all information related to the creative brief that was prepared to create baking learning content. The creative brief also explains all the elements included in the creative brief such as the purpose of creating baking learning content, the target audience for the baking learning content, the message and tone included in the caption of the content that has been uploaded, research results on the latest food trends, setting boundaries such as time constraints, measuring success or metrics to determine the success of content that has been uploaded and evaluating each content as well as references that focus on visual content such as food photography, food styling and food videography where all these elements are used and run in accordance with the creative brief that has been prepared.

Based on this research, it can be concluded that Chef Lenny Widjaja's creative strategy in introducing baking learning content through the social media Instagram is in accordance with the concept



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of creative strategy, namely the use of all creative brief elements in all content creation so that the content presented remains interesting, the number of viewers is stable and many course participants.

Keywords : Creative Brief, Creative Strategy, Content.

INTRODUCTION

Technology has a significant role in shaping individual mindsets and influencing the way we think and interact with the world. Technology, such as the internet, mobile phones, and social media, has been a key driver in the transformation of the way we communicate. It has enabled long-distance communication, instant message exchange, and access to various platforms to interact with others.

Social media, which was originally used as a platform for establishing social connections and sharing information, has now become an important tool in various contexts, including marketing communications, interacting with audiences, business promotions, sharing creative content, and much more. The role and impact of social media is increasingly visible in technological and cultural developments, and a deep understanding of social media use is becoming increasingly important.

LITERATURE REVIEW

Creative Brief

A creative brief is an approach used in marketing and communications to create content or campaigns that are unique, interesting, and differentiate a brand or message from competitors. It is a combination of strategic and creative elements, where the main goal is to attract the attention of the audience while achieving specific business or communication goals.

According to AK Salim & Deddi (2022:3) A creative brief is a short document that contains information and guidance to the creative team (such as graphic designers, content writers, or marketing teams) about the creative project they will work on. The main goal is to provide clear and detailed direction about the goals, vision and expectations regarding the project.

Communication Through Content

Communication is also defined as the process of conveying information, ideas, emotions, expertise, etc. Through the use of symbols such as words, pictures, numbers and so on (Berelson and Steiner: 1964).

So it can be concluded that communication is a process of conveying messages from the communicator to the communicant. The communication process involves many factors or elements. The factors or elements in question may include, among other things, the actor or participant, the message (including the form, content and method of presentation), the channel or tool used to convey the message,



time, place, results or consequences that occur, as well as the situation or conditions during the communication process (Sendjaja, 1999:9).

Content in the Big Indonesian Dictionary is defined as information available through media or electronic products. Simamarta (2011:23) states that content is a type, principal, or unit of digital information. The content itself can be in the form of text, images, graphics, sound, video, images, documents, etc. So content is anything that can be created in electronic format.

There are various kinds of social media when there is a lot of content in them. Even on different social media, different types of content are presented to their audiences. Of course, these types of content also have their own characteristics and characteristics according to the social media platform used.

Learning Baking

According to Ulung (2010:46) Learning baking is the process of learning the art and skills of making various types of bread, cake and pastry products. This activity involves using basic ingredients such as flour, sugar, butter, eggs, and a variety of other ingredients to create a variety of sweet and savory dishes.

Selection of Promotional Media

Social media is a means for consumers to share text, image, audio and video information with each other and with companies and vice versa. The role of social media is increasingly recognized in boosting business performance. Social media allows businesses to change the way they communicate with customers, market or promote products and services and interact with customers with the aim of building good relationships.

Social media is also used to socialize, collaborate and build a life online with fellow users. The function of social media means showing advantages in the process of conveying information. Conveying information via social media can reach a wide audience, is not limited by time, and is easily accessible anytime and anywhere.

One social media that is quite popular and helps users to upload and share images, videos, audio and writing is Instagram. Currently, Instagram is used as an information medium to meet the needs of its audience. Especially for several companies that have customers who are active users on Instagram, of course they will follow the latest information and company Instagram uploads.

RESEARCH METHODOLOGY

The subject of this research is Chef Lenny Widjaja's baking learning content. The baking learning content that has been uploaded on Chef Lenny Widjaja's personal Instagram page is quite diverse, such as educational content regarding baking tips, promotional content for online baking courses, and baking class posters which are consistently uploaded two to three pieces of content every week.



Chef Lenny Widjaja's baking learning content has been created since 2020 until now. Each new menu that will be opened for the online course class will be introduced via the personal Instagram social media account (@cheflenneywidjajaofficial) with content such as teasers and posters uploaded according to the features available on Instagram such as Reels and Story.

In this research, the research design used by researchers is descriptive qualitative research. The aim of qualitative research is to explain and dig deeper into the phenomenon being studied by collecting a lot of data. If the data obtained is sufficient to help explain the phenomenon being studied, then there is no need to look for new samples.

This research was conducted using descriptive research because this research explores and analyzes Chef Lenny Widjaja's creative brief in introducing baking learning content via the social media Instagram. So researchers will get more focused and detailed information on things needed for research purposes.

This research has a main focus, namely wanting to know Chef Lenny Widjaja's creative brief in introducing baking learning content via Instagram social media using qualitative data. Therefore, researchers used two data sources to support the data collection process, including:

Primary Data, Sugiyono (2019:296) states that:

"Primary sources are data sources that directly provide data to data collectors." There are three methods used in research, namely observation, interviews, questionnaires, documentation and a combination of the four. The primary data source in this research consists of 3 sources. The three of them are from Chef Lenny Widjaja's internal management, including Chef Lenny Widjaja, Social Media Director Chef Lenny Widjaja and Social Media Specialist Chef Lenny Widjaja. In the process of collecting primary data, if the answers to each question asked provide consistent and sustainable results, it means that the research data is valid or saturated.

Secondary Data, According to Sugiyono (2019:296) primary sources are data sources that do not directly provide data to data collectors. Secondary data obtained by researchers through journals and theses carried out by other researchers in the past. There are 3 previous studies that were used as secondary data sources. By looking at journals and theses from previous research, it is hoped that researchers will be able to have an overview of concepts that are appropriate to this research and not repeat research.

This research is supported by secondary data in the form of documentation on Chef Lenny Widjaja's Instagram social media and other information files owned by Chef Lenny Widjaja's Instagram social media management team.

According to Pawito (2008:132) interviews are a very important data collection tool in qualitative communication research which involves humans as subjects (actors, actors) in connection with the reality or symptoms chosen to be studied.

In qualitative communication research, it is known that there are at least three types of interviews, the first is informal conversational interviews or interviews that are unstructured and tend to be very open



in nature so they are the same as conversations. Second, interviews using interview guides or generally like in-depth interviews with more focus on issues that are the main subject of research interest. Third, interviews using open-ended standards are more structured and detailed compared to the two previous types of interviews.

In this research, researchers used informal or semi-structured interviews. As is the aim of semi-structured interviews, the interview process is open and can explore answers according to the objectives of the questions and research topic. Therefore, relevant informants to be interviewed include:

1. Lenny Widjaja as Chef or teacher in online baking which started in 2020.
2. Catrine Suryadi as social media director of Chef Lenny Widjaja's Instagram social media account (@cheflenneywidjajaofficial) who has worked for 3 years.
3. Kezia Emmanuela as social media specialist from Chef Lenny Widjaja's Instagram social media account (@cheflenneywidjajaofficial) who has worked for 6 months.

Researchers chose these three people because they were people who were directly involved, both from the business owner and the team managing Chef Lenny Widjaja's Instagram social media account. So the experience of the informants will be very useful in this research and become a source of information for researchers. In conducting this interview, the researcher needs to listen in detail and carefully and note down what the informant says. Before carrying out the interview process, of course the researcher has determined the main questions that will be asked to the informant and does not rule out the possibility that there are questions that can be developed according to the flow of the interview.

The documentation in question is evidence in the form of images or writing that can support research analysis and interpretation of data that researchers have previously collected. According to Sugiyono (2019:314). In this research, the documentation that researchers have obtained is in the form of photos of baking learning content creation activities and written data owned by Chef Lenny Widjaja's social media management team.

In qualitative research, data is obtained from various sources, using various data collection techniques and carried out continuously until the data is saturated, according to Sugiyono (2019:318).

According to Pawito (2008: 100), data analysis is carried out by researchers to be able to draw conclusions. Data analysis in qualitative communication research is basically developed with the intention of giving meaning (making sense of) to the data, interpreting or transforming the data into narrative forms which then lead to findings that have nuanced scientific propositions. (thesis) which ultimately arrives at final conclusions. According to Sugiyono (2019:321), activities in qualitative data analysis are carried out interactively and continue continuously until completion, so that the data is saturated. There are 4 steps in data analysis, namely:

1. Data Collection

In qualitative research, data is collected by observation, in-depth interviews and documentation or a combination of the three. Data collection is carried out over days, maybe months, so the data obtained will be a lot.



2. Data Reduction

Reducing data means summarizing, selecting and selecting the main things, focusing on the important things, looking for themes and patterns. So the reduced data will provide a clearer picture and make it easier for researchers to collect further data and search for it if necessary.

3. Data Presentation

After carrying out data reduction, the next step is to present the data. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like. In this case, Miles and Huberman (1984) stated that what is most often used to present data in qualitative research is narrative text.

4. Drawing conclusions

The final step is drawing conclusions. In qualitative data analysis, the initial conclusions expressed are still temporary and will change if strong supporting evidence is not found at the next stage of data collection. However, if the conclusions put forward at the initial stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are conclusions that have credibility.

RESEARCH RESULT

Chef Lenny Widjaja's profile

Lenny Widjaja is a female chef who was born on July 17 1970 in the city of Jakarta. Lenny Widjaja is currently 53 years old and has a bachelor's degree in economics but has a career as a professional chef in the field of baking including cake, pastry, bread and cake decorating. Chef Lenny Widjaja received baking education from within the country and abroad and has experience since 1998 as a teacher, trainer, consultant, product demonstrator, product applicator, book and recipe writer.

Chef Lenny Widjaja is the course owner and permanent teacher at the "Strawberry Baking Course" in the Harapan Indah housing complex, Bekasi and also teaches at several other courses in Jabodetabek, East Java, Makasar and Papua. Chef Lenny Widjaja is also the owner of a cake ingredients shop located in the Harapan Indah housing complex, Bekasi. This shop was established with the aim of making it easier for course participants to get cake ingredients after they have studied.

Chef Lenny Widjaja has also been the founder and chairman of the "SBC Community", which is a community of mothers and young women who have interests, skills and businesses in the field of baking. Since it was founded in 2012, now its officially registered members have reached 400 people from the Jabodetabek area.

Baking Course Business Trip

Starting as a hobby in 2000, Chef Lenny Widjaja had an interest in baking so he started taking baking classes or courses from within the country to abroad such as Singapore and Malaysia. Then in 2002,



we started pioneering and accepting orders for cakes and created a community consisting of women from religious studies, women's worship or neighborhood groups who started baking training activities.

Since then, Chef Lenny Widjaja has had an interest in becoming a teacher and started opening classes using his existing garage. The initial promotion was also carried out in traditional ways, such as distributing brochures from house to house, which had been running for about 2 years.

As time went by, more and more participants joined, ultimately making Chef Lenny Widjaja even more convinced that baking could be a profession. This meant that baking training activities continued to be carried out every weekend in the garage of the house until 2005. In August 2005, Chef Lenny Widjaja decided to rent a shophouse in collaboration with his relatives to open a baking course.

In following technological developments, Chef Lenny Widjaja also started to dive into social media in 2008 by using the social media Facebook for the first time so that Chef Lenny continued to develop his social media and began to follow the development of existing social media trends such as when Instagram appeared. Chef Lenny also has a need to use Instagram social media, such as requests from several cake ingredient product brands who want to work together in the form of endorsements, so Chef Lenny started to switch completely to Instagram social media.

Chef Lenny's Instagram social media is increasingly being managed in a more conceptual and more developed manner during the Covid-19 pandemic era. Due to the current situation which required everyone to work from home, offline baking learning activities had to stop and they had started to use social media platforms to promote online baking learning.

The Covid-19 pandemic, which has been going on for quite a long time, has meant that baking activities continue to be carried out online, therefore Chef Lenny Widjaja has started to form a team that understands social media management better to create baking learning content to this day.

A creative brief is an approach used in marketing and communications to create content or campaigns that are unique, interesting, and differentiate a brand or message from competitors. It is a combination of strategic and creative elements, where the main goal is to attract the attention of the audience while achieving specific business or communication goals.

In implementing a creative brief, a reference or guideline can be formed, usually called a creative brief, which directs the achievement of goals. Chef Lenny Widjaja and his team in introducing baking learning content via social media Instagram also use creative briefs as a tool for producing content up to the uploading stage on Instagram social media.

Based on the research results above, the following is a discussion of each element of the creative brief that has been prepared by Chef Lenny Widjaja and his team:

1. Goals

Having a goal in creating baking learning content will certainly make it easier to continue the process of creating baking learning content. Chef Lenny Widjaja's goal in creating his own baking learning content is to inform his audience that there is new material or menu created every month and with this



baking learning content, his audience will also know that Chef Lenny Widjaja's online baking class business is still actively running and continues to follow food developments. There is.

2. Target Audience

The target audience for Chef Lenny Widjaja's baking learning content are women aged 25-40 years who have a hobby of cooking, culinary lovers, food entrepreneurs and housewives throughout Indonesia, especially the Jabodetabek area.

This target audience has been adjusted to the type of business being run, where generally women tend to have a hobby of cooking and according to data held by Chef Lenny Widjaja, those interested in learning baking content are dominated by women. It is through this data that Chef Lenny Widjaja and his team can determine the next steps in creating baking learning content.

3. Message and Tone

The message to be conveyed in Chef Lenny Widjaja's baking learning content has been adapted to the target audience, where the target audience category can be classified as mothers with a semi-formal or colloquial language style and clear visual messages, as well as the size of the text in the content which is not small, making it easier for the target audience to digest and receive information from the content.

4. Research Results

Not only creating content according to personal preferences, Chef Lenny Widjaja and his team also carry out market research and analysis of similar content, especially focusing on food that is trending or viral at the time. The results of this research have been implemented and have been quite successful in attracting the attention of the audience. By following developments in the culinary industry, Chef Lenny Widjaja will continue to exist in the baking business world.

5. Boundary Settings

The technical limitation or obstacle experienced by Chef Lenny Widjaja and his team in creating baking learning content was time constraints. The more rapidly the culinary industry develops, the faster the changes in existing food trends, so this makes Chef Lenny Widjaja and his team have to be flexible and arrange the time for creating new content and change previously prepared schedules in order to keep up with the current food trends so that they don't appear to be impressed. outdated or lacking in exploring new foods.

6. Measuring Success

As a measure of achieving the goal of learning baking content, Chef Lenny Widjaja and his team only measure and assess the content they create as successful based on the number of viewers who previously existed. The baking learning content created so far usually reaches 1,000 to 2,000 viewers and



this number is the reference for the success of the uploaded content, whether all audiences know the content and whether the content is interesting or not.

This unclear measurement of success or KPI can hinder the progress and innovation of Chef Lenny Widjaja's baking learning content and make it difficult to measure whether the results of the content created are appropriate or not.

7. References

Chef Lenny Widjaja and his team also looked for various references on several social media platforms to add creative ideas in creating baking learning content. References or examples of visual displays are a necessity for Chef Lenny Widjaja's baking learning content. Each reference that has been collected is modified according to the availability of equipment and the capabilities of Chef Lenny Widjaja's social media team. This makes it easier for the social media team to create more creative content.

CONCLUSION

The following are some conclusions that can be drawn from the previous discussion:

1. Chef Lenny Widjaja's baking course business is carried out online and is introduced via his personal Instagram social media account (@cheflennywidjajaofficial). This online course is carried out by opening class material every month for around 8-10 classes by creating class groups and sharing video tutorials and recipes.
2. The main target of Chef Lenny Widjaja's online baking business is women aged 25-40 years who have a hobby of cooking, culinary lovers, food entrepreneurs and housewives throughout Indonesia, especially the Jabodetabek area.
3. Chef Lenny Widjaja focuses on cakes or pastries from Indonesia and also shares food recipes from abroad such as Italy, America, Korea, Japan and others.
4. In accordance with the creative brief prepared, the uploaded content has stable views by continuing to pay attention to all the plans prepared and the interests of the target audience.
5. Chef Lenny Widjaja's creative brief in introducing Baking learning content via social media Instagram is in accordance with the creative brief that was created and implemented quite well as seen from the results of content viewers, class participants and the consistency of the results of interviews that have been conducted.

Suggestions

Based on the conclusions that the researcher has outlined above, the following are suggestions that the researcher can give to the parties concerned with this research:

1. Academic Advice



The researcher's suggestion for further research is to dig deeper into each research subject and fill in the gaps in this research, such as increasing references to books and journals with the latest publication year regarding the concept of creative briefs, especially in the current realm of communication and social media.

It is also hoped that further research can use quantitative methods to measure other aspects of the research object, conduct research or surveys on viewers of baking learning content, or research other media used such as other social media that are trending and have many users.

2. Practical Advice

The practical advice that researchers give to the owner of an online baking business, namely Chef Lenny Widjaja, regarding the content produced is to try to expand the market or maximize the audience, which is not only from mothers but also young people who use social media more so that the content for learning baking is it can be packaged more modernly, is easy to follow and is liked by various groups. In this case too, of course you can explore foods that are easier and more practical for teenagers to make and foods that are more often found in the current era. Then, uploaded content can also pay attention to upload times by paying attention to the activities of the target audience, such as during the day during lunch or break times and at night when all daily activities are finished. Furthermore, Chef Lenny Widjaja and his team can also plan to expand their business by collaborating with bakeries or cake shops to sell finished products from recipes given by Chef Lenny Widjaja. Apart from that, related KPIs also need to be determined so that each plan prepared can have a more measurable level of success and become material for a more detailed evaluation.

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Tanggal Sidang : 6 Maret 2024

Judul Karya Akhir : CREATIVE BRIEF CHEF CENNY WUDJANA PAVAN MEMPERKINAKAN

KONTEN BEKASAR BAKING MELALUI MEDIA SOSIAL INSTAGRAM

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