



Open Access Indonesia Journal of Social Sciences

Journal Homepage: <https://journalsocialsciences.com/index.php/OAIJSS>

Hyperreality of Gacoan Noodles in the Foodstagramming Trend on Instagram Social Media

Patricia Robin^{1*}, Elisti Halimuci¹

¹Communication Science Study Program, Universitas Bunda Mulia, Tangerang, Indonesia

ARTICLE INFO

Received: December 15, 2023;

Accepted: February 18, 2024;

Published: April 23, 2024.

Keywords:

Foodstagramming

Hyperreality

Instagram

Mie Gacoan

Social media

*Corresponding author: Patricia Robin

E-mail address: probin@bundamulia.ac.id

All authors have reviewed and approved the final version of the manuscript.

<https://doi.org/10.37275/oaijss.v7i2.227>

ABSTRACT

This research reveals the significant role of Instagram social media in creating the hyperreality of Mie Gacoan through the foodstagramming phenomenon. With the significant growth of Instagram users, especially in Indonesia, this platform has become the main platform for foodies to capture and share their culinary experiences. The foodstagramming trend, especially related to Mie Gacoan, shows how food photos uploaded on social media can create certain hopes and expectations for the restaurant. In the era of hyperreality, food prioritizes appearance over taste, creating a false reality conveyed through information technology. With the influence of foodies as "creators of reality," Instagram has become a powerful communication tool, changing the way society views and consumes food. This research highlights the complexity of the interaction between social media, hyperreality, and culinary trends developing in the digital era.

1. Introduction

The era of social media has ushered in a reality that is considered even more real than the original situation. This happens in every element of human life, including the culinary world. "Mie Gacoan", is categorized as a viral restaurant because it provides a different nuance in the introduction and presentation of the menu. Mie Gacoan is also a restaurant that is influenced by the trend of foodstagramming, which shows how the role of social media can create certain expectations about food. Content and links related to Mie Gacoan's Instagram are full of beautiful images, supported by filters, lighting, and attractive image composition. Voluntarily, Instagram social media users create tempting eating images and recommend

Mie Gacoan through their Instagram accounts. Foodies Even those who come to the Mie Gacoan restaurant often upload and give reviews which is positive so that people who see it feel interested in trying Mie Gacoan. It feels like marketing Mie Gacoan doesn't require extra work because their Instagram automatically has active followers & nonfollowers. This shows Mie Gacoan's expertise in reaching young people with marketing, such as providing promos and inside information in the ke-kini-an setting.

This symbol will then be displayed in trend form foodstagramming because this trend has meaning for everyone and is often imitated by others to fulfill their secondary needs. Social media is the perfect place to fulfill secondary or sociological needs because, on



social media, we interact not only with people we know but also with those we don't know (Kevin, 2021). (Fitria, 2015) When there is no more truth in reality, and people enter the realm of hyperreality, they will lose awareness that what is seen as truth is actually a construction or fabrication of reality displayed through information technology. But in reality, behind the content foodstagram the good thing is, there are processes that are carried out to support the food photos so that they look more attractive and tempting. Trends foodstagramming shows that social media has changed our culture about "eating" and "food." Nowadays, food photos are more important than the food itself. The appearance and presentation of food take precedence over its taste. Individuals do not mind if the food provided is not delicious because this is not a priority. The main key of foodstagramming is to upload photos of his food as attractively as possible on his Instagram account to reap signs of love or positive comments.

The development of communication technology has led to the popularity of social media, Instagram, and has influenced changes in society's culture. One of the impacts that arise from Instagram is the widespread phenomenon of self-falsification and self-formation for its users. Changes in behavior in society have become an important phenomenon in media studies (Senaharjanta, 2018). Nowadays, uploading daily activities on social media has become a habit, especially uploading photos of food. With the rapid development of social media Instagram, Instagram has an important role in forming trends, one of which is trends foodstagramming which is done to upload photos or food content. Quoted from fimela.com (2019), foodstagram is the name for photos of food and drinks that are tempting to fulfill feed Instagram. This phenomenon is massive among generations Y and Z. Foodstagramming is the habit of photographing food or drink before enjoying it, making this a 'ritual' and requirement before eating the dish.

Quoted from databoks.katadata.co.id (2023), according to the report We Are Social entitled "Indonesian Instagram users reach 100 million people as of April 2023, 4th Most in the World" that Instagram users globally reached 1.63 billion as of April 2023. This number increased 12.2% compared to the previous year's period. Meanwhile, the number of Instagram users in Indonesia is ranked fourth in the world, with the number of users reaching 106 million people as of April 2023. The number of Instagram users in Indonesia increased by 18.9% compared to the previous quarter, which was 9.15% million people as of January 2023. According to We Are Social, Instagram ranks as the fourth most popular application in the world as of April 2023, behind Facebook, YouTube, and WhatsApp. The development of information technology has made people's way of thinking different in terms of getting information, entertainment, and communicating with each other. Information and communication can be easily accessed via platforms and social media. This is caused by various factors, starting from the expansion of the internet coverage area, the use of the latest internet and communication technology, which is faster and more efficient, and then the emergence of various types of social media, one of which is Instagram. Instagram is a social media application that provides various features that allow users to take photos by applying digital filters and share them with followers or so-called followers on their Instagram accounts. Instagram is designed to be very visual, and when we open it, we will immediately be presented with various interesting uploaded images and videos in various categories. Instagram social media appeared on October 6th, 2010; from the beginning of Instagram until now, its users have always increased. This study aims to investigate and analyze how hyperreality practices in Instagram social media occur at the Mie Gacoan restaurant.



2. Literature Review

To examine this research, researchers compared this theme with previous studies. First, research was conducted by Gede Agus Siswadi (2022) entitled "Hyperreality in Social Media from Jean Baudrillard's Simulacra Perspective". The results of this research indicate that hyperreality occurs in the phenomena trend of photo prewedding. In Bali, social media is used to portray oneself according to each individual's wishes. Hyperreality forms in phenomena trend Photo pre-wedding This can be seen from the results, which give the impression of luxury, happiness, and romance, even though the reality is not necessarily like that. What Gede's research and the author's research have in common is that they both examine hyperreality on social media. (Fathia, 2020) Second, research conducted by Rahma Putri, Umi Rahmawati, and Dian Novitasari (2022) entitled "Hyperreality of TikTok Users (Case Study of Children in Ogan Komering Ulu Regency)". The results of the research show that the formation of hyperreality in young people begins with simulations, and then these young people have their own level of self-satisfaction and pride by displaying a lifestyle that is not in accordance with their real reality. The emergence of hyperreality is caused by young people too often seeing the lifestyle of other users or their idols, which makes them interested in following because it is considered luxurious and contemporary. TikTok users display hyperreality by creating video content that displays the pseudo-reality they want, such as borrowing someone else's property, looking for the best photo spots, and presenting themselves to be visible. Aesthetic like a contemporary lifestyle to keep up with the times. The difference between this research and the author's research is that Rahma, Umi, and Dian's research focuses on the hyperreality of TikTok users. Meanwhile, the author's research focuses on hyperreality in Instagram users who often post food photos.

Third, research was conducted by Siti Nurhalizah, Jamilah, and Suhardi (2022) entitled "Hyperreality of Simulacra Instagram Users among Students." The results of this research show that the form of simulacra hyperreality of Instagram users of students at the Faculty of Ushuluddin, Adab, and Dakwah IAIN Parepare includes the phase of students reflecting on basic reality (simulation) where Instagram users read the reality that a person's perspective is formed by communication and images built by a group of people who often referred to as influencer. In the second phase, covering and distorting the basic reality (simulacra), the reality of lifestyle as a fulfillment of biological needs is twisted into a sign or symbol that is shown to the public, influencer creating content in the name of something current or trending or viral. The third phase, covering the absence of basic reality (hyperreality), is where Instagram users carry out the process of editing until a review on their Instagram accounts; they try to cover up the absence of basic reality itself by seeming to duplicate reality, but in reality, it is not related to the original reality. The fourth phase shows the disappearance of connection with any reality and what is shown. This stage is purely a simulacra, and the results of this research show that none of the Instagram users of Ushuluddin Adab and Dakwah IAIN Parepare students implemented this fourth phase.

Fourth, research was conducted by Paskalia (2023) entitled "Simulation and hyperreality of women in the game The Sims 4". The results of this research show that there are cultural, social, and educational values inherent in the players' real lives, which are simulated in the Sims characters and the game The Sims 4. The simulations that occur include body shape, psychology, work, lifestyle, and sexual orientation. Meanwhile, the hyperreality aspect that occurs brings the players a feeling of satisfaction with their achievements in the game. Paskalia's research and the author's research both use hyperreality simulacra,



which causes a blurring of the virtual world and the real world. However, Paskalia's research focuses on the phenomenon of inner hyperreality games, while the author's research focuses on the hyperreality phenomenon on Instagram social media.

Fifth, research was conducted by Eta Lestari, Yenriza, and M. Mifta Farid (2023) entitled "Hyperreality of Culinary Uploads as a Representation of Self-Image of Instagram Users". The results of this research show that culinary uploads on Instagram are a form of self-image representation for Instagram account owners. Hyperreality in culinary uploads forms the account owner's self-image through a simulation process. The self-image representation that is formed from the hyperreality of culinary uploads is an image of self-exclusion, seen from uploads that influence factors such as brand-mindedness, attention to appearance, use of language, and interior design Instagrammable. Eta et al.'s research is different from the author's research because the author's research focuses on Mie Gacoan, while Eta et al.'s research only focuses on culinary delights in general.

Foodstagramming can cause hyperreality in a restaurant or cafe. Phenomenon foodstagramming offers visible pleasure through uploads or review reviews from foodies, which is felt realistically by society compared to real life. This makes people spend more time searching reviews first before directly trying the food that they want or that is currently viral. Hyperreality is the creation through models, a reality without origin or reference or duplication of reality, using different reproduction media, according to Baudrillard (Nur Indah Sari, 2017). In Nur Indah Sari, Baudrillard's world is all "hyper" (beyond itself). Hyperreality can also be interpreted as a new condition where the old tension between reality and illusion, between reality as it is and reality as it should be, disappears. Currently, people consume things excessively for unclear reasons due to hyperreality. Consumption is carried out not because of the benefits

but because of the influence of the simulation, which changes people's lifestyles. This research uses Jean Baudrillard's hyperreality theory. This is because it focuses on people's lives that are led to a false reality. This reality is created because the media is used as a reference point for society in general. With the media, the world of imagination is formed and presented by foodies and ultimately leads society to a false consciousness that has been created by foodies through trends foodstagramming. According to Baudrillard, virtual reality is no longer understood as an extension of the human body, but media has become a space for humans to form their identity and existence (Ane, 2023).

3. Methods

This research uses descriptive research methods through a qualitative approach. The descriptive method helps researchers describe phenomena in depth that can be seen from the perspective of the participants and subjects being researched and obtain information about how social media Instagram can create Mie Gacoan hyperreality through trends foodstagramming. According to Nasution (in Farida, 2017), qualitative research is research that produces descriptive data in the form of written or spoken words obtained from people and observed behavior. In this research, descriptive data will be presented in the form of reports and descriptions. The type of data used in this research is secondary data obtained through journals, books, literature, publication data, and indirect observation through print and electronic media. Starting from the initial phenomenon of content produced through trends foodstagramming This makes almost all people who have Instagram social media have the habit of taking photos of their food before eating it and uploading it to Instagram social media. Thus, the research focuses on content in the form of photos or videos created by foodies on Instagram.



4. Results and Discussion

Instagram is one of the platforms that makes it easy for users to share photos with followers/followers, especially Instagram, which is best for branding compared to other social media. The existence of social media, including Instagram, has influenced social life in society (Cahyono, 2006: in Agnes, 2021). On Instagram, users are more willing to comment and give likes on an upload. The more creative a user's image or video uploads are, the easier it will be to attract the attention of their followers. In the Instagram application, there are features explored that are designed to display a navigation bar containing content categories tailored to the user's interests, such as food. In the categories of food, the feature Explore will display the foodies with videos of eating large portions (mukbang), beautiful food photos, reviews of restaurants or café, and updates about food that is going viral. The content category on Instagram has become quite popular and attracts the attention of many Instagram users. The presence of content food on Instagram has created a phenomenon carried out by all its users, both individuals and companies. Basically, activities foodstagramming It's just the activity of taking photos of food and uploading them to Instagram, but now this activity is often structured in such a way that the photos look attractive. Activity foodstagramming This is what then produces hyperreality.

This activity has become something that seems normal. Even when someone is very hungry, that person still tries to find the right angle to take a photo of their meal first and then share it on their Instagram account and include the location of the place to eat so that people who follow them on Instagram can see the eating activity and the account owner. get a response in the form of likes or comments. Social media, especially Instagram, has made individuals who previously thought eating was just eating, but now makes individuals think that what they eat shows who they are. The activity of eating is not only an activity

to fulfill physical needs but also to reflect oneself socially, which is directly related to status, welfare, and certain jobs (Murcott, 1988 in Dynda, 2020). Food with an aesthetic presentation has more value in exchange for value, so the price value of the food becomes higher (Raditya, 2014).

This foodstagramming trend is a hyperreality, which, according to Jean Baudrillard, is a state of collapse of reality, which is taken over by fabricated models that are considered more real than the original reality. So, the distinction between real reality and artificial reality becomes blurred. The beginning of hyperreality is marked by the disappearance of the signified and the metaphysics of representation, which destroys ideology and reality itself, which will later be taken over by the duplication of the world of nostalgia and fantasy. Therefore, in social media, the markers offered by the account owner are always accepted, absorbed, and used as role models by society. So, it can be concluded that there is no longer a basic reality that objects and signs refer to because this is the era of hyperreality. so there is no longer any distinction between reality and imagination, between imitation results and original reality, and where reality is evaporated into oblivion (Baudrillard, 1983 in Kushendrawati, 2006).

Baudrillard also said that hyperreality has created a condition of falsehood, which is mixed with authenticity. In relation to simulacra, Baudrillard explains that simulacra is a representation process or an object that then changes to replace the object itself (Haryatmoko, 2016 in Gede, 2022). With technological developments in electronic industrial production in the virtual world, this has led to the emergence of simulacra. The production in question is related to not only the production of goods but also information, meaning, and knowledge (Edkins et al., 2010 Senaharjanta, 2021). This causes the circulation of information to become very abundant in society and makes it difficult for people to differentiate between genuine and fake information.



The concept of hyperreality cannot be separated from the concepts of simulacra and simulation. In the simulacra theory, society is brought to an artificial reality. The simulation displayed by the media leads people to a false reality. The reality that is not the actual situation is then imaged in the form of pseudo-reality. Society has been influenced by hyperreality, which has an impact on its thoughts and behavior; this is due to the influence of information or advertisements spread by someone via Instagram social media. Thus, this research will discuss in more depth the role of social media Instagram in creating the hyperreality of Mie Gacoan through trends foodstagramming.

The increasing distribution of photo and video uploads from several accounts foodies which tag @mie.gacoan or uploads from the @mie.gacoan account itself make this restaurant busy with visitors. All visitors can be said to be people who are just curious because they are tempted by the appearance of Mie Gacoan food, and when they find out about Mie Gacoan, it always appears positive from the foodies or someone close to you. A person who is too often given information about a particular ideology or extremist ideology does not rule out the possibility of being carried away and ultimately denying the existence of other ideas (Robin, 2020). In the end, this makes people desire to try Mie Gacoan. In fact, when they came directly to Mie Gacoan, what the people said about foodies did not correspond to reality. In this case, society carries out what Baudrillard calls simulation. Because every photo or video content uploaded on social media foodies is equipped with filters, lighting, and attractive image composition, feed Instagram so that it makes its followers feel interested in trying it.

Each foodies who come to Mie Gacoan definitely have plans to create content in the form of photos or videos; this can be seen as a construction for the formation of a new reality or what is called pseudo-reality. In each piece of content, there are various

processes, starting from photo techniques, photo duration, use of props, and so on. Plating food, we can see that a simulation occurs in accordance with Baudrillard's statement, which says that everything has been produced, brought into the form of representation through various media with models that are formed in an "ideal" way through appearance games in which the process of using properties and plating This food is a form of representational activity which will later be uploaded to social media in an attractive form (Hegarty, 2004 in Annisa 2020).

Every upload of Mie Gacoan food content that is made by foodies on Instagram definitely goes through process editing in such a way as to produce interesting photos or videos before uploading them to their Instagram account. The next process, in the content that will later be the foodies upload to Instagram, available caption-related reviews where they have certain standards or characteristics in each caption which he made. A review about Mie Gacoan that is uploaded is usually presented in the form of a description caption or a video in which there is an element of numerical evaluation from foodies. Eventually, foodies have influenced people's perception of Mie Gacoan food and created a hyperreality where the food looks more perfect than the actual reality.

The media itself is a place that functions as a message where the truth of the message is conveyed and then consumed unconsciously and deeply (Baudrillard, 1970: 152). Apart from that, human subjectivity is subject to the power of the media (Sardono et al., 2021 in Vinsensius et al., 2023). In this case, Instagram becomes a means of conveying messages that are then received by followers or people who see the upload and then unknowingly consume the content directly. Hyperreality conditions have changed people's lifestyles in consuming things, which usually consume because of its benefits but now more because of influences foodies. Trying viral foods or drinks has become people's job; for example, Mie



Gacoan went viral because it just opened a branch in Jakarta. Everyone tries the food there because it is affected by foodies or people close to them who have already tried Mie Gacoan, and this made Mie Gacoan very famous at the time and had a positive impact from uploads or reviews from the foodies on Instagram.

Instagram has helped foodies increase the viral Gacoan Noodle food trend and has an impact on society, in particular, followers of the Mie Gacoan Instagram account. Every follower who sees uploaded content about Mie Gacoan on Instagram is more or less influenced by the content presented. The impact of this viral consumption means that many visitors who come to the Mie Gacoan restaurant have to queue long to order food. People don't mind having to queue long to try the viral spicy noodles along with drinks and other snacks because this is considered normal, along with the development of this viral Mie Gacoan trend.

The increasingly massive commodification of food and consumption by the public proves that there is high enthusiasm, where this enthusiasm shows the existence of consumers, not only obtained from the value of food but from the contextual value found in food (Raditya, 2014). High enthusiasm can be seen among Instagram account users, who consume the same Gacoan noodles as the people, foodies, or other people and join in on this viral food trend for a lifestyle that is considered correct. So, everyone who comes to try Mie Gacoan food will definitely be obsessed with documenting their lives through uploads foodstagram on his Instagram account. Baudrillard also thinks that reality is dead because what is shown on social media is now considered more real than actual reality. In this case, the role of Instagram social media is also influential in creating hyperreality through content foodstagramming because the Mie Gacoan content seen by Instagram users is considered more real than in reality. This is what Baudrillard calls hyperreality.

5. Conclusion

Instagram is a platform that makes it easy for users to share photos with their followers, and it is also the best platform for branding compared to other social media. Instagram users tend to be more active in commenting and liking posts, and the food content category is one of the most popular and attracts the attention of many users. The presence of food content on Instagram creates a foodstagramming phenomenon that produces hyperreality, where the distinction between real reality and artificial reality becomes blurred. Mie Gacoan is an example of the foodstagramming trend. This research discusses the hyperreality that arises because of foodies and the influence of social media Instagram in creating hyperreality through trends of foodstagramming. The results of this research show that foodies are forming a false reality regarding Mie Gacoan, resulting from trends in foodstagramming and social media Instagram as a forum for foodies creating hyper reality. The Mie Gacoan restaurant also felt a positive impact because of the trend of foodstagramming, making the restaurant busy with visitors who are tempted by the content on Instagram. The negative impact occurs on Instagram account users because people's lifestyles have changed. Hyperreality is a phenomenon that causes the consumption of something viral by foodies until followers/followers are also influenced to consume something that goes viral, as well as the lifestyle of documenting life socially through food displayed on Instagram.

6. References

- Annur CM. 2023. Ri's Instagram users will reach 100 million people as of April 2023, the 4th largest in the world.
- Farhana K. 2019. Fimela Fest 2019: foodstagramming, abstain from eating before posting.
- Farida F. 2017. Implementation of learning management in improving learning achievement at SD IT Baitul Jannah Bandar Lampung.



- Lampung: Raden Intan Repository.
- Fathia A. 2020. Foodstagram as hyperreality among foodies on Instagram. Jakarta: Universitas Islam Negeri Syarif Hidayatullah Jakarta.
- Firdaus W. Suhaeb MA. 2016. The phenomenon of society's hyperreality in food. National Seminar, 316-317.
- Fitria H. 2015. Hyperreality in social media (case study: eating beauty at Senopati in an Urban Community). Information Communication Studies. 45(2), 88-90.
- Kevin S. 2021. Foodstagramming beautiful drinks at Starbucks for Unsri Faculty of Social and Political Sciences Students, Palembang Campus. Palembang: Community Service University.
- Kahfi M. 2023. The impact of hyperreality on indomie ramen audiovisual advertisements. Universitas Indraprasta PGRI.
- Lestari E. 2023. Hyperreality of culinary posts as a representation of Instagram users' self-image. Communication Scientific Journal. 15(3): 48.
- Maharani RP, Rahmawati U. 2022. Tiktok user hyperreality (case study of youth in Ogan Komering Ulu District). Journal of Communication and Culture. 03(01): 10.
- Meidinata N. Lestari HP. 2022. History of the Gacoan noodle business, from the hands of a Solo Man Soaring to Malang.
- Nazihah B, Punia IN, Mahadewi NMAS. Hyperreality of mobile legends online game players: Bang Bang! (Study on Squad Nine Devour). Scientific Journal of Sociology. 3-6.
- Nurhalizah Hd, Jamilah St. 2022. Simulacra hyperreality of Instagram users on college students. Jourmics, 84-85.
- Paskalia. 2023. Simulation and hyperreality of women in The Sims 4 Game. Universitas Garut Communication Journal. 9(1).
- Raditya MH. 2014. Between taste and aesthetics commodification of consumption values in food as a form of existence. Kawistara, 160-61.
- Rahmania DR. 2020. Self-concept of humblebragging actors through Instagram stories among Riau Islamic University Students. Riau: Universitas Islam Riau.
- Robin P. 2020. Social media practices combat conventional media (Political Communication Review of the 2019 Indonesian Presidential Election). Wiraraja University Public Corner Journal of Social and Political Sciences. 7-10.
- Sari NI. 2017. Jean Baudrillard's Thoughts about simulacra in the culture of imitation of branded products from an Islamic perspective. Semarang: Universitas Islam Negeri Walisongo.
- Senaharjanta IL. 2018. The role of global capitalism in the spread of radical ideology on social media. Lontar Journal, 39-41.
- Siswadi GA. 2022. Hyperreality on social media from Jean Baudrillard's simulacra perspective (phenomenological study of pre-wedding photo trends in Bali). Dharmasmriti Journal. 11-12.
- Sutrisno AP, Mayangsari ID. 2021. The influence of using Instagram @Humasbdg social media on fulfilling followers' information needs. Jurnal Common, 120.
- Vinsensius R, Masut RW. 2023. Objectification of subjects in contemporary culture based on. Indonesian Journal of Philosophy. 304.

