



INSTAGRAM ACCOUNT MANAGEMENT STRATEGY @ARISSKULINER AS COMMUNICATION MEDIA IN PROMOTING CULINARY IN PONOROGO

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Abstrak : Teknologi komunikasi dan informasi semakin canggih dan berkembang pesat. *Internet* merupakan media yang paling banyak dimanfaatkan oleh masyarakat untuk mencari segala hal yang ingin diketahui ataupun hanya untuk eksistensi, salah satunya yaitu media sosial. Salah satu media sosial yang paling diminati saat ini adalah *Instagram*. Kabupaten Ponorogo merupakan salah satu kabupaten di Jawa Timur yang memiliki wisata kuliner yang sangat pesat. *Instagram* menjadi salah satu media untuk melakukan promosi. Oleh karena itu, dalam menggunakan akun media sosial Instagram harus menggunakan strategi pengelolaan agar sesuai dengan rencana. Penelitian ini bertujuan untuk menjelaskan: (1) strategi pengelolaan akun *instagram @ariesskuliner* dalam mempromosikan kuliner di Ponorogo, (2) hasil pengelolaan akun *instagram @ariesskuliner*, (3) tantangan dalam pengelolaan *Instagram @ariesskuliner*. Metode penelitian yang digunakan adalah pendekatan kualitatif. Teknik pengumpulan data yang digunakan yaitu dengan wawancara, observasi, dan dokumentasi. Analisis data yang digunakan yaitu dengan model Miles dan Huberman. Informan pada penelitian ini adalah founder akun *@ariesskuliner*, pengusaha kuliner, dan followers. Hasil dari penelitian ini menunjukkan bahwa: Pertama, strategi pengelolaan akun Instagram *@ariesskuliner* yaitu dengan tahap perencanaan, pelaksanaan, pengawasan, evaluasi. Kedua, hasil yang didapat dalam mengelola akun *@ariesskuliner* yaitu adanya peningkatan *follower* yang signifikan setiap sebulan, dan pengusaha kuliner sangat puas dengan penyampaian konten yang disajikan secara menarik. Ketiga, tantangan dalam pengelolaan akun *@ariesskuliner* ini yaitu berupa mencari konten yang berbeda, adanya persepsi negatif, dan konsistensi dalam mengupload konten.

Kata kunci: *Strategi Pengelolaan, Instagram @ariesskuliner, Promosi*

Abstract: Communication and information technology is increasingly sophisticated and growing rapidly. The internet is the media most widely used by the public to find everything they want to know or just for existence, one of which is social media. One of the most popular social media today is Instagram. Ponorogo Regency is one of the regencies in East Java which has a very fast culinary tour. Instagram is one of the media for promotion. Therefore, when using Instagram social media accounts, you must use a management strategy to fit the plan. This study aims to explain: (1) the strategy for managing the Instagram account *@ariesskuliner* in promoting culinary in Ponorogo, (2) the results of managing the Instagram account *@ariesskuliner*, (3) the challenges in managing Instagram *@ariesskuliner*. The research method used is a qualitative approach. Data collection techniques used are interviews, observation, and documentation. The data analysis used is the Miles and Huberman model. The informants in this study are the founders of the *@ariesskuliner* account, culinary entrepreneurs, and followers. The results of this study indicate that: First, the strategy for managing the Instagram *@ariesskuliner* account is the planning, implementation, monitoring, evaluation stages. Second, the results obtained in managing the



@ariesskuliner account are a significant increase in followers every month, and culinary entrepreneurs are very satisfied with the delivery of content that is presented in an interesting way. Third, the challenges in managing the @ariesskuliner account are finding different content, negative perceptions, and consistency in uploading content.

Keywords: *Management Strategy, Instagram @ariesskuliner, Promoting.*

INTRODUCTION

Communication and information technology is increasingly sophisticated and growing rapidly. One of the things that is influenced by technology is the emergence of new media or commonly known as the internet. The internet is the media most widely used by the public to find everything they want to know or just for existence, one of which is blogs, Instagram, and YouTube. The internet provides a new sensation by being able to provide a new type of social interaction with previous interactions. If in ancient times people could only interact face to face, now people can interact without meeting face to face, just like we do online interactions¹.

Social media is a tool used to interact with friends, relatives and colleagues, which was originally designed for internal needs. Social media can be said to be online media because it requires the internet to use it². One of the most popular social media today is Instagram. This image-based social media has become very popular because it is considered very attractive and attracts the attention of users through the use of visuals that each user can create himself. Regarding the use of Instagram social media in doing business, of course Instagram can provide many conveniences for business people to market and promote their products through social media to make a profit³. Moreover, today's younger generation also often uses social media for narcissism and gain likes and comments⁴.

Ponorogo Regency is one of the regencies in East Java which has a very fast culinary tour. Culinary is one of the basic needs of our life. In an era that is increasingly developing, we are looking for more practicality in meeting our basic needs, especially

¹ Rulli Nasrullah, *Media Sosial : Perspektif Komunikasi, Budaya dan Siosioteknologi* (Bandung: Simbiosis Rekatama Media, 2016).

² Difa Nurhasna Ayutiani dan Berlian Primadani Satria Putri, "Penggunaan akun instagram sebagai media informasi wisata kuliner," *Profesi Humas* 3, no. 1 (2018): 39-59.

³ Widya Sastika, "Epic Model: Pengukuran Efektivitas Iklan Kuliner Melalui Sosial Media Instagram@ Kulinerbandung Sebagai Media Promosi," *JTIM-Jurnal Teknologi Informasi & Manajemen* 1, no. 01 (2018): 21-27.

⁴ Asna Istya Marwantika, "Potret dan Segmentasi Mad'u Dalam Perkembangan Media di Indonesia," *Jurnal al-Adabiya*, vol. 14, 29 Agustus 2019, doi:10.37680/ADABIYA.V14I01.100.



food. It is from this development that business competition is so fast to provide culinary needs. Intense competition requires business actors to make changes so that the products marketed can survive and continue to grow.

There are many advantages to using social media in product marketing, for example being able to reach more customers. With the help of digital marketing, long-term business professionals and budding entrepreneurs can more easily promote their products to the public⁵. Culinary promotion is not only done by communicating directly, but can be done by using visual communication. The development of digital technology, one of which is Instagram social media, is an effective way to be utilized in carrying out visual promotions⁶.

There are several Instagram accounts in Ponorogo that promote culinary in general, namely @ariesskuliner with 43,000 followers, @street_foodponorogo with 12,900 followers, @wisatakulinerponorogo with 35,000 followers, @ponorogokulineran with 4,900 followers, @kulinerhitsponorogo with 2,734 followers, @ponorogo_makan with 1,668 followers, @ponorogo_food with 1,049 followers. In this study, taking the Instagram account @ariesskuliner on the grounds that it is superior in terms of the number of followers and in terms of the amount of content that has been uploaded. The Instagram account @ariesskuliner posts everything related to culinary in Ponorogo Regency, be it restaurants, street food, cafes, angkringan, and so on.

The management of Instagram social media by @ariesskuliner is to carry out various promotional activities that their followers can directly see. In addition, the implementation of the strategy must also be carried out properly. Based on the explanation and description above, the researcher is interested in researching with the title "Strategy for Managing Instagram Accounts @ariesskuliner as a Communication Media in Promoting Culinary in Ponorogo"

The author's goal of conducting this research is first, to find out the strategy for managing the Instagram account @ariesskuliner as a communication medium in promoting culinary in Ponorogo. Second, find out the results of the @ariesskuliner

⁵ Zulia Khairani, Efrita Soviyant, dan Aznuriyandi Aznuriyandi, "Efektivitas promosi melalui instagram pada umkm sektor makanan dan minuman di Kota Pekanbaru," *Jurnal Benefita* 3, no. 2 (2018): 239.

⁶ Rulli Nasrullah, *Manajemen Komunikasi Digital: Perencanaan, Aktivitas dan Evaluasi*, Prenadamedia Group (Jakarta, 2021).



Instagram account management strategy. Third, knowing what are the challenges in implementing the Instagram account management strategy @ariesskuliner.

METHOD

In this study, researchers used a qualitative approach, namely research procedures that produced descriptive data in the form of photos, videos, written and oral data from observable people.⁷ This method is carried out to see and understand the objects and subjects of research which include people, institutions and others.

Judging from its type, this research is included in descriptive research. This type of descriptive research is a study that aims to make a systematic, factual and accurate description or description of the facts and characteristics being studied. researchers analyze the data collected in the form of words, pictures, and not numbers.

As according to the title, the data needed in this study are primary data and secondary data. Primary data were obtained through direct observation conducted by researchers by conducting in-depth interviews with informants and other research subjects. The data includes planning, implementation, monitoring, evaluation. Other research objectives such as the results and challenges of the @ariesskuliner account. While this secondary data is data obtained from the results of literature studies, journals, articles, reference books, the internet and so on. This data aims to support ongoing research. Then for the data sources in this study were obtained from informants and vital subjects, especially admin @ariesskuliner and additional data from books, journals and articles related to research, as well as several internet sites that can support the validity of research data.

The data collection techniques of this research are observation, interviews, and documentation. Observations were made by observing the @ariesskuliner account and observing the process of creating promotional content. The researcher conducted interviews with an outline of the research problem in a semi-structured manner to the informants. Interviews were conducted by interviewing admins and followers of the @ariesskuliner account as well as culinary entrepreneurs both online

⁷ Basrowi dan Suwandi, *Memahami Penelitian Kualitatif*, Jakarta: Rineka Cipta, 2008, 67.

and offline. This documentation is a complement to the use of observation and interview methods in qualitative research. One of the documentation techniques carried out by the researcher was to collect data from the post capture of the @ariesskuliner account and capture from the interview process.

LITERATURE REVIEW

Communication Strategy

Strategy is a word that comes from the Greek, namely "stratos" meaning army and "agein" meaning a waiting leader, combined to lead an army. From this word comes the word strategy which means leading the army at the top level.⁸

In terms of etymology, it can be said that the term communication in English is communication, which comes from the Latin word communis, which means the same. This means that if someone conducts communication activities with a party, then that person tends to try to have the same meaning with the party he is communicating with or equate himself with the person he is communicating with.⁹

The stages in determining the communication strategy according to Hafied Cangara. that is:¹⁰ Assigning Communicators. In various communication studies, the communicator becomes the source and control of all communication activities. Therefore, if the communication process does not work well, then the main mistake comes from the communicator, because it is the communicator who does not understand the preparation of messages, choose the right media and approach the target audience. Setting Goal Targets. To know and understand community segmentation, researchers often start by scanning community characteristics. There are three ways to map the characteristics of society, namely: 1) Sociodemographic aspects, including age, gender, occupation, education, income level, religion, ideology, ethnicity, including media ownership. 2) Aspects of psychological profiles, including attitudes reflected in the psychology of the community, for example, patient, open,

⁸ Hafied Cangara, *Perencanaan dan Strategi Komunikasi*, (Depok: Rajagrafindo Persada, 2017), 64.

⁹ Lubis, Suwardi, *Sistem Komunikasi Indonesia*, Medan: Bartong Jaya, 2011, 6-7

¹⁰ Hafied Cangara, *Perencanaan dan Strategi Komunikasi*, (Depok: PT Rajagrafindo Persada), 2017, 133-174



emotional, closed, courageous, timid. 3) Characteristic aspects of people's behavior. For example, religious, high solidarity, individual, honest, responsible.

Work Team Assignment. To carry out the communication process or program, a work team is needed that can understand the communication tasks to be carried out. Message Composing Techniques. A message is everything conveyed by a person in the form of symbols that are perceived and received by the audience in a series of meanings. Selecting Media and Communication Channels. Media or communication channels are divided into two, namely, old media (print media) and new media (internet). Dissemination of Communication Media

The dissemination of news greatly determines the success of a program, because otherwise in addition to wasting time and energy it can also be a waste in terms of money. Media dissemination differs in principle from each other, depending on the nature, characteristics, and reach of the media itself. Preparation of Activity Schedule. Setting a time schedule for a communication program must use a strategy, especially to avoid activities that have a greater resonance than the activities we will do.

Evaluation is a method of assessing and researching the success of communication activities that have been carried out, with the aim of improving or increasing the success that has been achieved before. Evaluation is carried out in order to measure the extent of the success of a communication program. The effectiveness of a communication program can only be known by evaluation.

Management

Management comes from the word manage, in the Big Indonesian Dictionary means to lead, control, manage, and make efforts to make it better, more advanced, and responsible for certain jobs. Management is a process that helps formulate policies and objectives providing oversight of all matters involved in the implementation and achievement of objectives.¹¹ So it can be concluded that management is a method or process that starts from planning, implementing, monitoring and evaluating to achieve a predetermined goal so that it runs effectively and efficiently.

¹¹ Peter Salim dan Yenny Salim, *Kamus Bahasa Indonesia Kontemporer* (Jakarta: Modern English Press, 2002), 695.

Instagram

Social media is an online media where users can easily participate, share information, create content that they want to convey to others, comment on the input received and so on.¹² Social media can also be interpreted as a medium on the internet that allows users to represent themselves and interact, cooperate, share, communicate with other users, and form social bonds virtually.¹³ *Instagram* is an application from a smartphone specifically for social media which is one of the digital media that has almost the same function as twitter, but the difference lies in taking photos in the form or place to share information with users.¹⁴

Promotion can be interpreted as the act of informing or improving consumers about the specifics of a product or brand. Promotion has the power to convey a message, and special design is needed so that the promotion has a strong visual and creates harmony in the marketing series, because promotion is directly related to an effort to introduce products to consumers by captivating them through providing good impressions, which can be remembered and felt by consumers.¹⁵

The main purpose of promotion is to inform, influence and persuade, as well as remind target customers about the company and its marketing mix.¹⁶

Instagram Social Media Management Strategy in Promotion. Based on the explanation above about communication strategies and social media management from some existing literature, the author conceptualizes Instagram social media management strategies in promotion as follows:

1. Promotion Planning
 - a. Determine Content
 - b. Set goals/target
2. Implementation of Promotions
 - a. Technique for composing messages (content creation)

¹² Prahastiwi, U., 2011, *Media Sosial, new Media dan Gender dalam Pusaran teori Komunikasi*, Yogyakarta: AspiKom, 49.

¹³ Nasrullah, Rulli, *Media Sosial Perspektif Komunikasi, Budaya dan Siosioteknologi*, Bandung: Simbiosis Rekatama Media, 2015, 11.

¹⁴ Bambang Dwi Atmoko, *Instagram Handbook Tips Fotografi Ponsel*, (Jakarta: Media Kita, 2012), 10.

¹⁵ Immaniar, Dewi, Sudaryono dan Dwi Ayu Ningrum. "Enriching Media Merchandise Sarana Penunjang Promosi Studi Kasus Pada Book-Store". Tangerang: Jurnal CCIT. 2014.

¹⁶ Tjiptono, Fandy. 2008. "Strategi Pemasaran". Yogyakarta: Andi, 221.



- b. Build a posting schedule
 - c. Disseminate/upload content
3. Supervision
 - a. Team performance monitoring
 - b. Monitoring like and comment
4. Evaluation

RESULT AND DISCUSSION

Instagram Social Media Management Strategy @ariesskuliner in Promotion.

There are several social media management strategies carried out by the @ariesskuliner Instagram account, starting from planning, implementing, monitoring, and evaluating. Each of these stages has a communication strategy including:

The @ariesskuliner account in determining and selecting content is by choosing different content every day, which can be in the form of photos and videos. The difference in the content that is done lies in the type of product/store being promoted. Content on the @ariesskuliner account is in the form of online products or home products, restaurants, cafes, street vendors. Then the giveaway is also one of the content uploaded on the @ariesskuliner account with the aim of attracting the attention of followers and maintaining relationships and collaboration between culinary entrepreneurs.

The target for the @ariesskuliner account is all people. Especially people who like culinary. Then the targets for the products delivered are in accordance with aspects of community characteristics including lifestyle and sociodemographic aspects including income levels. The assignment of the account work team @ariesskuliner carried out according to the established organizational structure. The team that works directly at the location/*outlet* is the main team. If the primary team may not be able to come to the content creation location, it can be replaced by a *backup* team.

Message structuring techniques. A message is everything conveyed by a person in the form of symbols that are perceived and received by the audience in a series of meanings. Conveying the message means how the process of creating content that will be delivered well and interestingly. The @ariesskuliner account in content creation is the result of self-created content. So, it does not accept reposts in



its content creation. The process of creating and compiling @ariesskuliner account content by creating attractive visuals, photos and videos. Then making captions is also one of the important things, where captions must be made interesting, precise, and reactive in order to attract follower responses.

The dissemination of news greatly determines the success of a program, because if not it is not only a waste of time and energy but also a waste of money. The distribution of media is in principle different from one another, depending on the nature, characteristics and reach of the media itself. One of the characteristics of social media is flexibility, so that the dissemination of information will be easier, faster and comprehensive.

The process of distributing promotional content by the @ariesskuliner account does not only use the posting feature on the Instagram page or Instagram feed, but also utilizes other interesting Instagram features such as instastories, Instagram TV and reels which help the success of the @ariesskuliner account in the process of delivering promotional content.

The selection of posting schedules is important, because the @ariesskuliner account in uploading content in one day must be with a variety of diverse or different content. The timing of posts and scheduling posts on Instagram is a benchmark for the success of delivering information to the public. The @ariesskuliner account related to posting time on Instagram applies post consistency, which is at least 3 posts a day. Then choose the posting time in the morning, afternoon and evening.

Supervision or monitoring of the team's performance is carried out by checking in content creation. Where the founder always supervises when the team creates content outside and during the editing process. Supervision of likes is done by looking at the number of likes on one post and comparing with other posts. If the likes are more, it means that the presentation or culinary can be reverence in the future. Then if the number of likes is far from the previous content, it means that evaluation is needed. Supervision of comments is carried out every time content is uploaded. Where the admin always supervises comments and replies one by one. This is done because the comment column is one of the things that is seen about the engagement of an account or culinary product.

Evaluation is a method of assessing and researching the success of activities that have been carried out, with the aim of improving or increasing the success that



has been achieved before. In Instagram there is a feature to measure, control and evaluate each post, namely Insight. The most important condition for using insight is that the account must be in business mode.

Then the @ariesskuliner account evaluates visual settings or shooting techniques such as layout, photo and video angles. This is done with the aim that the visual appearance of the content is truly attractive and the message conveyed can be conveyed properly. Then an evaluation is also carried out on the content, such as which content needs to be improved and which content is liked or not. In this evaluation, the @ariesskuliner account sees the current trend.

Results of @ariesskuliner Instagram Account Management Strategy as a Communication Media in Promoting Culinary in Ponorogo

This success factor can be seen from the @ariesskuliner account where the factor that affects the success of @ariesskuliner account in the communication process is a message or visual that attracts attention. The message and visual can be seen from the selection of photos starting from the visual settings and appearance. Making interesting captions is also a factor in attracting people's attention. Then the success factor of this @ariesskuliner account is its consistency in uploading content.

The factors described above, on the Instagram account @ariesskuliner show that it has success in terms of increasing followers. In observations made by researchers on @ariesskuliner accounts regarding the number of followers from January 2022 to May 2022, it has increased.

Then the success factor is also obtained from culinary entrepreneurs where Some products/stores promoted by @ariesskuliner accounts, namely takoparty, and gandaria toast after endorsement on @ariesskuliner account, many of them are very satisfied with the way it is presented and also experience an increase in sales and an increase in terms of followers.

One of the impacts of @ariesskuliner account users is obtained from the response of followers. Where the response of *followers* is one way to find out the results obtained from managing @ariesskuliner account. Informants named Afifah, Baiq and Tiyas said that the @ariesskuliner account in its management, the @ariesskuliner account presented the concept of the content delivered was quite



interesting and the information provided was quite detailed and the visual images were very interesting.

Challenges in Managing *Instagram* Accounts @ariesskuliner as a Communication Media in Promoting Culinary in Ponorogo.

Differences in perception are common. The perception that each has in seeing something is different from one another. Differences in perception are possible due to differences in psychological, social and cultural conditions. In managing an Instagram account, @ariesskuliner has a challenge, namely the negative perception from outside. This negative perception can be seen from the *comments* on each post. Here are some negative perceptions seen from the *comments*: Posts disturb fasting people or dieting people. In this perception, communicants consider that culinary posts in the fasting month are one of the disturbing things. However, this @ariesskuliner account uploads content during the fasting month, which is in the afternoon before Maghrib, with the aim of providing culinary references. All posts are endorsements and don't believe the captions. In this perception, some communicants do not believe in captions. They think the posts are all *endorsements*. Even though this @ariesskuliner account only provides information as felt and not all are *endorsements*. However, even though it is an *endorsement*, @ariesskuliner account still provides perceived information. Invading privacy, because his face is visible in the content. If something doesn't help, @ariesskuliner account is ready to delete the content and remove the person in question.

Content Upload Consistency . In compiling content, just being interesting is not enough to get noticed. Consistency in uploading content is one of the keys so that followers can continue to enjoy it. so that the business does not "float and sink" so that it can become the top of mind of the audience. Consistency in uploading content is also one of the challenges in the management process. The consistency of the @ariesskuliner account in uploading content is by uploading at least 3 content in one day.

CONCLUSION

The Instagram account @ariesskuliner carries out a management strategy with planning, implementation, monitoring and evaluation. Planning, by determining



content or topics including online/home products; places to eat; café; and street vendors, then determine the target audience, namely all people, especially people who like culinary, then prepare the tools as needed. Implementation, by creating promotional content in the form of visual settings and captions, then uploading promotional content through Instagram features. Supervision, by monitoring team performance and monitoring likes and comments. Evaluation, by evaluating how to take pictures, content and also team performance.

The results obtained by the Instagram account @ariesskuliner in managing sales are from their own accounts, culinary entrepreneurs, and followers. The success obtained by the @ariesskuliner account is there. Increase in the number of followers. Then the success achieved by culinary entrepreneurs promoted by the @ariesskuliner account is an increase in sales and the number of followers. Followers also say that the @ariesskuliner account in presenting concepts in content is very interesting and has a big impact on its users. The challenges faced by the Instagram account @ariesskuliner are in the form of finding different content, negative perceptions, and consistency in uploading content.

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