

THE ANALYSIS OF CONTENT CHARACTERISTICS ON INSTAGRAM IN THE F&B GREEN TEA INDUSTRY IN JAPAN

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ABSTRAK

Popularitas teh hijau yang mendunia telah mendatangkan banyak pengunjung asing ke Jepang, negara dimana budaya teh hijau berkembang. Hal ini mendorong tumbuhnya bisnis teh hijau di Jepang sehingga menyebabkan tingginya persaingan dalam industri teh hijau Jepang. Dua merek pertanian teh hijau yang populer di kalangan wisatawan antara lain D:matcha Kyoto dan Obubu Tea Farms. Penelitian ini bertujuan untuk menganalisis karakteristik konten Instagram untuk mengetahui jenis konten apa yang memperoleh tingkat keterlibatan tertinggi pada industri Teh Hijau di Wazuka, Jepang. Data diperoleh dengan menggunakan alat analisis media sosial FanPaga Karma, dan akan dianalisis menggunakan The Circular Model of SOME untuk distribusi setiap konten. Metode yang digunakan pada penelitian ini, yaitu kuantitatif dengan pendekatan penelitian deskriptif. Penelitian ini menemukan bahwa format carousel dan reels dengan mengusung tema produk olahan green tea dan human-interest menjadi konten yang paling diminati oleh audiens industri makanan dan minuman teh hijau Jepang. Studi ini berkontribusi dalam memberikan pemahaman kepada pebisnis industri teh hijau dalam membuat konten untuk Instagram mereka.

Kata kunci

Analisis Konten, Industri Teh Hijau, Komunikasi Pemasaran, Media Sosial.

ABSTRACT

The popularity of green tea across the globe has brought many foreign visitors to visit Japan, the country where green tea culture develop. It encourages the growth of the green tea business in Japan which led to the high competition in the Japanese green tea industry. Two brands of Green Tea Farms that are popular among tourists include D:matcha Kyoto and Obubu Tea Farms. This paper aims to analyse the content characteristics of Instagram to find out what type of content earns the highest engagement rate in the Green Tea industry in Wazuka, Japan. The data will be collected from social media analytical tools FanPaga Karma, and will be analysed using The Circular Model of SoMe for problem identification for content distribution. The research approach is descriptive analysis. The research found that the type of content on Instagram that mostly earned a high interaction rate from the audience of the F & B green tea industry in Japan are reels and carousels with the theme of human interest and product focus. This study contributes to the understanding of effective content to promote green tea business on Instagram.

Keywords

Content Analysis, Green Tea Industry, Marketing Communication, Social Media.

Introduction

Green tea is the most popular non-alcoholic beverage in Japan (Zen-Noh, 2023). The Japanese tea export value has risen 111%, and it increased dramatically by 130%, 133%, and 142% in the US, UK, and Netherlands respectively between 2019 and 2020, according to the Japanese Tea Export Council (Tvorun-Dunn, 2021). It shows the high demand for Japanese green tea around the world.

A type of green tea product that is popular is Matcha. Matcha is a powdered high-grade green tea made (Owen, 2023; Zen-Noh, 2023) by grinding up Tencha leaves (Grand View Research, n.d.). For the last few years, the popularity of Matcha has risen significantly with the global market forecast to grow at a compound annual rate of 9.44% between 2022 and 2027 which is around \$5.5 billion by 2027 (Galvan, 2023). Grand View Research (n.d.) also explained that the value of the matcha tea market size will be US\$ 2.6 billion by 2025. According to Future Market Insights Inc., Matcha's global market value may reach US\$7.1 billion by 2033 (Alcock, 2023). This business potential has motivated green tea farmers in Japan, especially in Wazuka, one of the biggest producers of green tea and matcha in Japan (Mahdaria, 2023).

In Wazuka town, Kyoto Prefecture, where the majority of the famous Uji Matcha comes from, there are two major green tea producers. They are D:matcha Kyoto and Obubu Tea Farms. D:Matcha Kyoto is a green tea business that brings the "Farm-to-table" concept where they farm their own green tea, process it in communal factories, package it themselves, and transform the green tea into sweet and savory food that they serve in the cafe. While managing these operations, they also offer some interesting programs, including Tea Tours, Online Tea Testing, Tea Subscription, Tea Business School, Internship, and "Adopt a Tea Tree" (D:matcha, 2024).

With a vision to revitalise the green tea industry that is threatened by Japan's aging society, D:matcha fights for holistic innovation (Daiki Tanaka - CEO of D:Matcha Kyoto, personal communication, January 1, 2024). They renovate abandoned houses to become hotels. They also transform abandoned land for manufacturing and innovative farming experiments. To tackle the aging population of farmers, they created a free internship program for people around the world to come to Wazuka town and pay forward to the local community through their internship activities. D:matcha aims to develop a model of a sustainable community with this vision (Mahdaria, 2023).

There is D:matcha Kyoto's direct competitor, Obubu Tea Farms, which is an agricultural social enterprise of a group of independent green tea farmers in Wazuka town. Their vision is to transform the green tea farming industry in Japan by providing Tea Club, Online Tea Education, Obubu Tea Festival, Tea Tours, Tea Events, Wholesale Programs, Crowdfunding, and Local Activities (Hand-rolling Workshop, Pottery Workshop, Mochi Workshop, Wagashi Workshop). They want to positively impact society and share their passion for tea by connecting with people from all over the world. One of the ways is by conducting an internship program to give the local people and the intern an intercultural experience while building meaningful relationships (Obubu Tea, 2009 - 2003).

The Food and Beverage (F&B) businesses take advantage of the development of technology for their business processes, including the use of social media for marketing (D'Royan Digital Marketing Agency, 2022; Angelica, 2022; Tafasse & Wien, 2018). D'Royan Digital Marketing Agency explains the competition in F&B is high, therefore the businesses in this industry believe that social media can reach their target consumers,

cost saving, and build trust. Digital literacy and consumer relation activities have contributed to the use of digital platforms for micro and small enterprises (Ramdan *et.al.*, 2020).

In addition, Gielens and Steenkamp (2019) elaborate on how digitalisation leads businesses to be more tactical in integrating consumer voices into their business strategy. According to them, online sellers can utilise word-search algorithms, sales data, and customer-review networks in optimising their profit. Tafasse and Wien (2018) add that customers' favorable perceptions, feelings, and actions toward firms' activities will determine the firm social media performance. To be outstanding in social media, a firm should produce various content, including audio, visual, and audio-visual that follows the trend (Kusuma & Sugandi, 2017).

Social media is an appealing platform for businesses to target their market because there are 4.76 billion social media users which is more than half of the world population, and they spend two hours and thirty-one minutes on average per day on social media (Digital 2023 Global Overview Report, 2023). This report also identified that people spend six hours and thirty-seven minutes a day using the Internet. It means that a business can utilise any platform on the internet other than social media to reach its target consumers.

Following digitalisation, both D:Matcha Kyoto and Obubu Tea Farms take advantage of social media and digital content platforms to promote their brand. D:matcha has a Website, Facebook, Instagram, TikTok, YouTube, and Email, while Obubu has Facebook, Instagram, Twitter, Website, LinkedIn, Pinterest, YouTube, and Email. Although they use various social media, the majority of their activities online are on Instagram and websites. D:matcha Kyoto has 12.1K followers on Instagram (D:matcha Kyoto, 2023) and 1.4K subscribers on YouTube (D:matcha Kyoto, 2024). Meanwhile, Obubu Tea Farm has 8.8K followers on Instagram (Obubu Tea Farms, 2023) and 1.94K subscribers on YouTube (Obubu Tea, 2024). At a glance, it can be seen on their Instagram that d:matcha focuses on sharing product-centered content while Obubu focuses on human-interest content.

Instagram among other social media tends to be the most effective in engaging with people online. Kurniawan *et.al.* (2022) said that social media users are interested in connecting with a social media account that engage with them consistently. The features on Instagram including Feed, Reels and Stories allow that active interaction to happen. According to Soedjardjo (2023), the better, more creative and more innovative content published on Instagram, the higher online engagement will be. He stated that publishing quality and interesting contents will earn a positive response from the online audience. Different features on Instagram will affect the engagement differently (Rahman *et.al.*, 2022; Cuevas-Molano *et. al.*, 2021). For example, Key Opinion Leader (KOL) positively affects “consumption and creation based customer engagement.” However, the highest engagement will come from videos, followed by images of people, and images without people like informative textual content (Rahman *et.al.*, 2022). Cuevas-Molano *et.al.* (2021) add the impact of Instagram content characteristics on audience engagement. They explain that “videos with sound, carousel posts with multiple photos, and posts with hashtags” acquire high numbers of likes. While content such as graphics, interactive content that involved voting, contests, and questions acquire numerous comments.

(Kurniawan *et.al.*, 2022) explain that it is essential to conduct additional research to discover content characteristics that are effective in influencing followers. Therefore,

this paper will dive into their activities on Instagram to discover content characteristics that appeal to green tea lovers in Japan and across the globe based on their interaction with their audiences on Instagram.

Method

This paper aims to analyse the content characteristics of D:Matcha Kyoto and Obubu Tea Farms' Instagram account to find out what type of content earns the highest engagement rate in the Green Tea industry in Japan. The two samples were chosen based on a personal communication with the CEO of D:matcha Kyoto's who recommended the researchers to compare the Instagram performance of D:matcha Kyoto and Obubu Tea Farms because both businesses are consistently active on Instagram. It is also due to the competition between them where they compete head to head in capturing Wazuka's green tea market.

A quantitative method is used by collecting the primary statistical data from the social media analytical tool FanPage Karma. The researchers manually inserted @dmatcha_kyoto and @obubuteafarms in the FanPage Karma system, and chose specifically to generate their Instagram performance. Then, the system will generate the insight of their Instagram in the form of graphs, charts, and tables. The observed content of their Instagram was chosen within a three-month period from 28 September 2023 to 28 December 2023 because it is the last quarter of the year with the most updated follower number. Thus, by observing this period, the researcher can find the most updated data that can be used as an evaluation for the 2024 content plan recommendations. The data analysis method will use a descriptive approach based on The Circular Model of SoMe for social communications.

Result and Discussion

The Circular Model of SOME Model is used to assess the four phases in social media planning, which are share, optimise, manage, and engage; "Share" is the phase where a business should think about what kind of media and the type of content that is attractive for their target audience, and can acquire audience's participation and trust to create a genuine connection between the brand and its audiences. "Optimise" is when a social media account understands what type of topic they should focus on, and whether it needs to involve a brand ambassador or advocates to bring up the topic. At this point, a business should listen to the responses of its audiences and participate in authentic conversations with them. "Manage" is done by monitoring every posted content and having real-time conversations with audiences. "Engage" is when audiences participate in commenting, liking, sharing, and saving the posts, while the account gives active responses to those initiatives. There is a possibility of an influence relationship between an account and an engaged audience (Luttrell, 2015).

Figure 1 Metrics overview

| Name | Fans | Post interaction rate | Posts per day |
|--|------|-----------------------|---------------|
|  d:matcha Kyoto @dmatcha_kyoto | 12k | 2.8% | 0.2 |
|  Obubu Tea Farms @obubuteafarms | 8.8k | 1.4% | 0.5 |

Source: Primary data generated from FanPage Karma

Based on FanPage Karma, an analytical tool for social media, within the three-month period of quarter four (Q4) in 2023, D:matcha Kyoto and Obubu Tea Farms have quite a big number of followers which is 12.1K and 8.8K respectively. However, there is a significant difference in terms of post-interaction rate which is 2.8% for @dmatcha_kyoto and 1.4% for @obubuteafarms. This number shows the interactions between their account and their followers which is aligned with the "Engage" phase from SOME Model. Followers' contributions in liking, sharing, commenting, and saving the content are part of the engagement indicators that resulted in adding value to the content (Rahmah *et.al.*, 2022).

In terms of the number of posts per day, @obubuteafarms and @dmatcha_kyoto earn 0.5 and 0.2 respectively. It means that the intensity of @obubuteafarms uploading content is higher than @dmatcha_kyoto. @obubuteafarms uploads at least one content per two days while @dmatcha_kyoto uploads about one content per five days. However, the data shows that the frequency of uploads does not affect the follower engagement and account engagement rate. Although only a few pieces of content are updated in a few days, as long as it captures audiences' interest, there will be responses and interactions. This finding is inline with (Luttrell, 2015), in the SOME Model, posting contents that resonate with target audiences through storytelling that stimulates feelings, ideas, and attitudes can build stronger relationships with audiences. Therefore, it is essential for green tea businesses who intend to acquire high engagement on Instagram to understand the interest of their target audience and publish contents based on that preference.

Figure 2 Top 21 contents

| | | | Number of Likes | Number of comments | Number of Reactions, Comments & Shares | Post interaction rate |
|---|--|--|-----------------|--------------------|--|-----------------------|
| 1 |  d.matcha Kyoto 12/1/23 3:03 PM |  New products for Japanese online shop! //抹茶ブッシュドノエルご予約開始 🍵🌟 // d.matcha至上抹茶濃... | 897 | 11 | 908 | 7.6% |
| 2 |  d.matcha Kyoto 12/2/23 3:48 PM |  // 🎄 クリスマス抹茶ケーキご予約 🎄 // 抹茶ザッハトルテのクリスマススペシャルデコレーションバージ... | 625 | 2 | 627 | 5.2% |
| 3 |  d.matcha Kyoto 10/1/23 7:26 PM |  【sapporo店オープン記念★京都和東産抹茶×北海道町村農場牛乳】 <点てる抹茶15杯分の濃厚抹茶ミル... | 520 | 0 | 520 | ⊖ |
| 4 |  d.matcha Kyoto 10/8/23 7:09 PM |  【抹茶レアクリームチーズケーキ】 dmatcha_sapporo オープン記念企画! 北海道の町村農場のクリームデ... | 436 | 0 | 436 | ⊖ |
| 5 |  d.matcha Kyoto 9/29/23 6:38 PM |  【新作スイーツはまっちゃらばーさんとコラボ! 】 抹茶をこよなく愛する「maccha_lover」さん監修で抹... | 387 | 1 | 388 | ⊖ |
| 6 |  d.matcha Kyoto 12/21/23 1:33 PM |  // たっぷりかかった抹茶生チョコ 🍵🌟 抹茶ザッハトルテ // 抹茶ザッハトルテは1つ1つ丁寧に作っています! ... | 339 | 0 | 339 | 2.8% |
| 7 |  d.matcha Kyoto 12/8/23 4:14 PM |  // 🎄 クリスマス抹茶&ほうじ茶ガトーショコラ 🎄 // Christmas matcha & houjicha gateau chocolat set 抹... | 324 | 0 | 324 | 2.7% |

| | | | | | | | | | |
|----|--|-----------------|-------------------|--|--|-----|----|-----|------|
| 8 | | @d.matcha Kyoto | 12/15/23 10:32 AM | | Christmas限定極濃抹茶ブッシュドノエルを製造しています! 1つ1つ丁寧に手作りなので数は限られます... | 287 | 6 | 293 | 2.4% |
| 9 | | @d.matcha Kyoto | 9/30/23 7:59 PM | | 【sapporo店オープン記念★京都和東産抹茶×北海道町村農場クリームチーズ】抹茶もクリームチーズも... | 279 | 0 | 279 | ⊖ |
| 10 | | Obubu Tea Farms | 10/13/23 7:00 PM | | BIG ANNOUNCEMENT INCOMING! Today, we are launching a KICKSTARTER CAMPAIGN to fund... | 275 | 10 | 285 | ⊖ |
| 11 | | Obubu Tea Farms | 9/28/23 7:22 AM | | Have you ever dreamed about working for one year in a tea farm in Japan? Obubu is looking for ne... | 273 | 8 | 281 | ⊖ |
| 12 | | Obubu Tea Farms | 10/8/23 6:37 PM | | Last week at Obubu Tea Farm, our interns were able to experience handpicking and hand rolling! Eac... | 261 | 4 | 265 | ⊖ |
| 13 | | Obubu Tea Farms | 11/3/23 3:37 PM | | 100% FUNDED ON KICKSTARTER!! Thank you SO INCREDIBLY MUCH for everything! With your support... | 259 | 12 | 271 | ⊖ |
| 14 | | @d.matcha Kyoto | 12/1/23 9:38 AM | | 【催事情報 博多駅内 博多デイトス】dmatcha九州初上陸! 場所博多デイトス 日時 12/1 (金) ~... | 247 | 2 | 249 | 2.1% |
| 15 | | @d.matcha Kyoto | 11/29/23 12:42 PM | | 【催事情報 大丸梅田 大丸梅田出店】期間 11/29 (水) -12/5(火) 10:00-20:00 【場所】大丸梅田百... | 231 | 0 | 231 | 1.9% |
| 16 | | Obubu Tea Farms | 11/23/23 8:37 PM | | Staff Favourites: HIRO! Hiro is Obubu's co-founder, event manager and head of operations at the... | 226 | 8 | 234 | 2.7% |
| 17 | | Obubu Tea Farms | 11/17/23 9:22 PM | | We're so excited to offer this new ultra-rare tier to our most generous Kickstarter backers: a Chabako!... | 222 | 4 | 226 | 2.7% |
| 18 | | Obubu Tea Farms | 10/6/23 4:23 PM | | Exciting news for international customers! Cheaper international shipping is here! | 222 | 13 | 235 | ⊖ |
| 19 | | Obubu Tea Farms | 10/19/23 7:01 PM | | The legend of our Sencha Factory (so far... ✨) While our beloved town of Wazuka has an 800-year... | 205 | 2 | 207 | ⊖ |
| 20 | | Obubu Tea Farms | 12/7/23 9:00 PM | | Tokoname is a village in the neighboring Aichi Prefecture at about 2.5 hours away by car from... | 201 | 1 | 202 | 2.3% |
| 21 | | Obubu Tea Farms | 11/1/23 10:57 AM | | Staff Favorites: AKKY! Akky is our chairman here at Obubu, but we call him the chairman without a chair... | 201 | 2 | 203 | ⊖ |

Source: Primary data generated from FanPage Karma

The pictures above show the variety of content posted by @dmatcha_kyoto and @obubuteafarms, including reels, pictures, and carousels. They are listed based on the highest post-interaction rate to the lowest one on FanPage Karma. These varieties of content earn different numbers of likes, comments, reactions, and shares from their audiences.

It can be seen that the top 9 contents are from the @dmatcha_kyoto account, and five of them are about Christmas cakes. The top 2 contents of the @dmatcha_kyoto account are about Christmas Roll Cake and Christmas Sachertorte with a post-interaction rate of 7.6% and 5.2% respectively. In contrast, the top content from the @obubuteafarms account only earns around 1.9% to 2.7% with the theme of human-interest which shares about hiring programs, favorite staff, and crowdfunding programs. It shows that the audience of @dmatcha_kyoto loves to see product-focused content, while @obubuteafarms' followers prefer to see human-interest content.

Based on the posting date, the majority of @dmatcha_kyoto's top content was uploaded in December and matched the momentum of Christmas where people tend to look for sweets to enjoy with their loved ones. It can be concluded that posting content relevant to the momentum will engage better with the audience because they feel related to what was posted. This finding is inline with (Jamil and Eriyanto, 2021) who identify

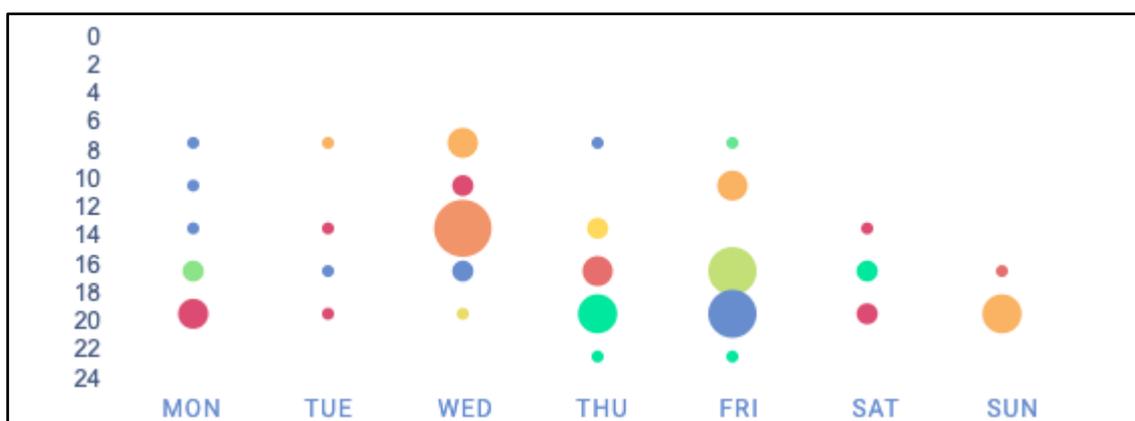
logic in uploading engaging content is to post content that is based on audiences' interests and needs. This finding suggests to green tea businesses to follow the trend when drafting editorial plans for their social media to ensure their publications match with the momentum and are relevant to the audience.

Based on the SOME Model, both @dmatcha_kyoto and @obubuteafarms have published content that resonated with their audiences during the "Share" phase where @dmatcha_kyoto focused on posting about their sweet product during the Christmas period, while @obubuteafarms published human-interest contents. In addition, they published various content, including single feed, carousel, story, reel, and video. According to (Luttrell, 2015), creating content based on the audience's interest is part of the "Optimise" phase. Since the most engaging content on @dmatcha_kyoto is a carousel, they tend to post it more, and @obubuteafarms post more reels. They combine the message they have with the type of content that matches the needs of their audiences. Thus, when a business tries to optimise their performance on Instagram, they should pay attention to the insight of Instagram to understand which type of content has the most likes. Then, this data can be used as a basis to produce more similar types of content to meet audiences' preference.

Moreover, in the "Engage" phase, @dmatcha_kyoto and @obubuteafarms actively responded to their audience in the comment section. It is inline with (Luttrell, 2015) that explains, a company should listen to the conversation among their followers and participate in those conversations to gain impactful engagement. This finding shows the importance of having an active conversation among a business account and their audiences. Hence, a green tea business should be able to create a smooth conversation with their virtual audiences.

From the previous sections, the researchers found that the momentum and the audience's interest are essential in influencing the post-interaction rate. There is another element that is also equally important, which is time to post. Sharing content on Instagram at optimal times will increase the potential of having high engagement due to the reach of the target audiences around the time they spend on social media (Lang, 2023).

Figure 3 Best time to post



Source: Primary data generated from FanPage Karma

The graphic above shows the intensity of the upload and the most interactive post. The dot represents the uploaded content at a time. The larger the dot, the more posts were posted at that time. Meanwhile, the color represents audiences' interaction on a post. The greener the color, the more posts were interacted with.

The graphic illustrates that the majority of content published by @dmatcha_kyoto and @obubuteafarms is on Wednesdays around 1 PM to 3 PM represented by the big orange circle, and on Fridays around 4 PM to 8 PM is represented by light green and light blue medium-sized circles respectively. Meanwhile, the posts that earned the highest engagement rate were posted on Thursday between 6 PM to 10 PM, on Friday at 7 AM and 10 PM, and on Saturday at 4 PM which is represented by bright green. It shows that both accounts mostly post their content not at the right time. If @dmatcha_kyoto and @obubuteafarms want to have high interactions on their posts, they should upload them around 8 PM on Thursday, 4 PM on Saturday, and Friday at 7 AM or 10 PM. These four schedules are recommended by the data reflected on the last three months of their posting activities. Other green tea businesses in Japan might follow the upload schedule recommended in this finding. This finding inline with the research conducted by (Priadna and Murdiyanto, 2020) that says every content posted on Instagram should pay attention to the best time to post due to its massive engagement.

Based on the "Manage" phase of the SOME Model, posting content at its best time is part of proper social media management. During this phase, the company should monitor and ensure every content posted at the right time to get responses from audiences (Luttrell, 2015). Furthermore, to ensure the success of the "Engagement" phase, the company should stay tuned to their post to see audiences' reactions once they post content, thus they can respond quickly. (Luttrell, 2015) also said that authentic and quick responses are an essential factor in cultivating engagement. Hence, a green tea business should have an active admin who manage their Instagram and responds to their audience in a timely manner.

When a social media user uploads a picture or video, it is usually accompanied by a caption. A caption is essential since it can help the audience understand the visual better, and the brand can insert a "call to action" in the caption to encourage its followers to do something (Binus University, n.d.).

Figure 4 Top 50 words: Post interactions rate



Source: Primary data generated from Fanpage Karma

The list of words above illustrates the most engaging words based on three categories; the bigger the words mean the more frequently used words, the greener the words means the higher the engagement of the content which used the word, and the redder the words means the lower the engagement. The data shows that the words "Tea",

"Kickstarter", and "Obubu" are the biggest words which mean these three words are the most frequently used in the caption. Meanwhile, the post with the most engaging caption uses the words "Matcha", "Japanese", and "Checking". Lastly, the words with the lowest post-interaction rate are "Obubu", "Bio", "Harvested", "Working", "Weeks", "Seasons", "Love", "Enjoy", "Sharing", "cup", and "Delicious". The unique finding is on the words "Obubu". Even though it is one of the most used, it also has the lowest interaction rate. From this data, it can be concluded to use "Matcha", "Japanese", and "Checking" as words in the caption when posting content for the green tea industry. (Luttrell, 2015) explained in her book that a company should choose words that are relevant to the message they want to convey in the content. The connection between the word chosen and the engagement rate in content is also part of the "Engage" phase in the SOME Model. The company can sustain the engagement as long as they can maintain the interactions between the account and their audiences.

In addition to the caption, there is a hashtag. One of the ways to connect with like-minded people and promote products or services on Instagram is by using a hashtag. Hashtags are also essential to help people find content that interests them and they can boost a brand's social media reach and engagement (Macready, 2022). Based on FanPage Karma, there are the top 50 hashtags with high interaction rates on @dmatcha_kyoto and @obubuteafarms Instagram accounts.

Figure 5 Top 50 hashtags: Post interaction rate



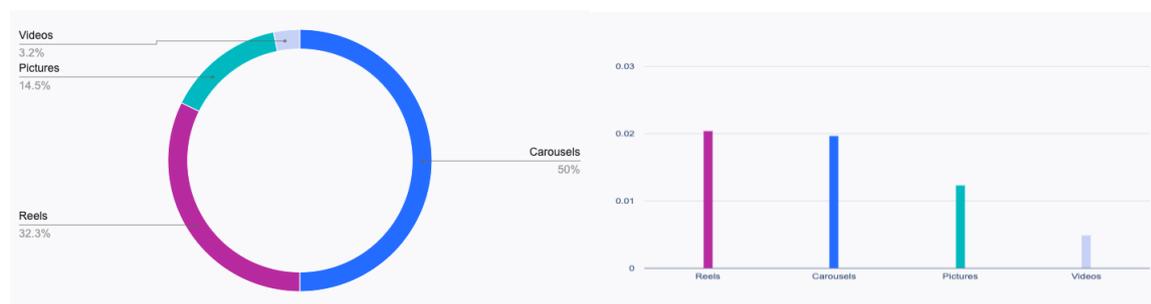
Source: Primary data generated from FanPage Karma

With the same concept as the top 50 words, the list of the top 50 hashtags also uses size and color to illustrate the post-interaction rate on each hashtag used. Based on the list of the words above, it can be seen that the hashtags "#greentea" and "#kickstarter" are the hashtag with the most post interaction rate, while in contrast the hashtag "#japanesetea", "#tea", "#japan", and "#teatime" are frequently used hashtags with the lowest interaction rate. It means that even though they often use those hashtags, those are not what Instagram users look for. If green tea businesses want to have high interactions on their post, they can prioritise using the hashtag "#greentea" in their caption to reach more audiences. This finding is inline with the research conducted by (Christian and Sukendro, 2019) who found that hashtags can classify each content based on interest which eases the audiences in finding content they are attracted to. Binus University (n.d.) recommends limiting the number of hashtags used in a single post to only three hashtags even though Instagram allows a maximum of thirty hashtags.

Writing hashtags that are commonly searched by the audience will improve the exposure of the content. Based on the "Engage" phase in the SOME Model, having the right words, including hashtags on social networking sites can create authentic exchange between the company and its audiences.

There are a lot of ways to connect a company with its target market through social media posts, especially on Instagram. They can post pictures, videos, reels, and carousels. Each one of these posts can be equipped with additional features from Instagram, including direct messages, polling, topics, and many more. Based on the SOME Model, it is indeed an opportunity for a company to connect and build trust with its target consumers (Hajati *et.al.*, 2018)

Figure 6 Number of posts and post interactions rate



Source: Primary data generated from Fanpage Karma

Based on the data collected from Fanpage Karma on the picture above (on the left side), it can be seen that 50% of content posted by D:macha Kyoto and Obubu Tea Farms are carousels. Carousels are a series of thematic pictures uploaded in a single post, thus the audience tends to get more information from a post. Then, the two brands also upload reels, pictures, and videos. The second major posts in both accounts are reels 32.3%, followed by pictures 14% and videos 3.2%.

Meanwhile, the most engaging content is reels with a total score of 0.02% followed by carousels with a little bit less percentage (Picture on the right). It shows that even though the most uploaded contents are carousels, however, more interactions are earned by the reels. Reels can utilise many editing features on Instagram to produce an interactive short video that is attractive to the audience (Sari, 2021). Reels are effective in boosting Instagram reach, especially when an account includes a curiosity gap and hook in the content (Zalani, 2023). From this data, green tea businesses can learn that publishing more reels will improve the reach of their Instagram account since reels reach existing followers and non followers at the same time.

Kesimpulan

This paper found that the type of content on Instagram that mostly earned a high interaction rate from the audience of the F & B green tea industry in Japan are reels and carousels with the theme of human interest and product-centered. When a green tea business focuses on the farms, human interest content works well. While for the farm which has a cafe, product-focused content will work effectively in engaging with their audiences. Then, the best time to post is at 8 PM on Thursday, at 4 PM on Saturday, and Friday at 7 AM or 10 PM. The posted content should be equipped with a caption that

contains "Matcha" and "Japanese" words, as well as the #greentea hashtag since the posts that contain these words and hashtags earned the highest post interaction rate.

The practical implication of this finding is to recommend the F & B green tea businesses in Japan on how to manage Instagram accounts properly to engage well with their target audiences. The company should share contents that resonate with its target audience. Understanding the insight of social media and using it to optimise the campaign is essential in social media management. Also, the company needs to be responsive and authentic while interacting with its audiences in order to build trust and sustainable engagement. Furthermore, since both @dmatcha_kyoto and @obubuteaframs have never involved Key Opinion Leaders (KOL) in their Instagram content, it can be something they pursue in the near future to boost their exposure.

In addition, it is suggested to future research to explore more effective content characteristics on other social media because each social media has different nature and audience habits. Future research might also use different objects other than the green tea industry in Japan since different industries will have different audiences and indeed express different responses. Analytical tools other than FanPage Karma can be considered.

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