MESSAGE PACKAGING THROUGH DATA-DRIVEN STORYTELLING IN FOOD RESCUE EFFORTS (INSTAGRAM DESCRIPTIVE STUDY @FOODBANKBANDUNG BY FOOD BANK BANDUNG)

Ghinaa Azalia Kartika[1], Iriana Bakti[2], Heru Ryanto Budiana[3]
[1,2,3] Padjadjaran University
Ghinaa.aazalia@gmail.com[1], iriana.bakti@unpad.ac.id[2], heru.ryanto@unpad.ac.id[3]

Article Info	ABSTRACT
	General Background: Food waste is a pressing global issue, with significant environmental and social implications. Effective communication strategies are essential for raising awareness and driving action in food rescue initiatives. **Specific Background:** Food Bank Bandung utilizes data-driven storytelling on Instagram to address food waste, employing techniques such as narrative communication, data explanation, and structured content presentation. While these methods enhance audience engagement by merging emotional narratives with empirical data, challenges remain in ensuring data transparency and fostering long-term audience engagement. **Knowledge Gap:** Despite the apparent effectiveness of data-driven storytelling, limited research exists on its application in the context of food rescue initiatives, particularly regarding audience comprehension and the consistency of data updates. **Aims:** This study aims to provide an in-depth evaluation of the strategies employed by Food Bank Bandung in their data-driven storytelling efforts on Instagram, focusing on how these strategies shape impactful narratives for local audiences. **Results:** Through qualitative descriptive methods, including in-depth interviews with operational teams and content analysis of Instagram publications, the study reveals that Food Bank Bandung effectively enhances public awareness and trust by transparently presenting operational data on food rescue activities. However, challenges such as inconsistent data updates and audience misunderstanding of data remain. **Novelty:** This research contributes to the field of communication studies by elucidating the specific strategies used in data-driven storytelling for food rescue, highlighting the intersection of narrative engagement and data transparency. **Implications:** The findings underscore the need for improved data presentation techniques and regular updates to enhance audience comprehension, ultimately advancing the effectiveness of food rescue campaigns in urban settings.

Corresponding Author:
Ghinaa Azalia Kartika
Padjadjaran University
Email: Ghinaa.aazalia@gmail.com

INTRODUCTION

Food problems in Indonesia, especially in big cities such as Bandung, are becoming increasingly urgent to be dealt with immediately. Indonesia is listed as one of the largest contributors to food waste in the world. As the second most populous city in Indonesia, Bandung contributes a significant volume of food waste, with food waste production reaching 1,500 tons per day. This condition is exacerbated by the low public awareness of the importance of food waste management, especially in the household sector and the hospitality industry (Directorate General of Population and Civil Registration, 2022).

Food waste in the city of Bandung, which mostly comes from the household sector, is one of the causes of increasing food insecurity and greenhouse gas emissions. The low awareness of the public and the industrial sector related to food waste management creates its own urgency to take immediate concrete action. In this context, efforts to save food are not only about reducing the amount of waste, but also about having a greater social and economic impact, namely by utilizing food waste for vulnerable groups.

Various studies show that good education and socialization are the key to increasing public awareness regarding food waste management. According to research conducted by Gladys and Rahardyan (2013), government involvement and collaboration with industry are needed to deal with this problem (Brigita & Rahardyan, 2013). Therefore, Food Bank Bandung (FBB) is present as a solution that prioritizes cross-sector collaboration to reduce food waste and increase food security in the city of Bandung.

In an effort to achieve this goal, Food Bank Bandung chose a data-driven storytelling strategy in conveying messages through social media, especially Instagram. According to Henry Riche et al. (2018), data-driven storytelling allows the use of concrete data and data visualization to convey a message that is stronger and easier for the audience to understand (Riche et al., 2018). This is relevant to the communication strategy carried out by Food Bank Bandung, where data on the number of food saved and the impact of their programs are transparently conveyed to the audience.

The purpose of community service carried out by Food Bank Bandung is to increase public awareness of the importance of food rescue and encourage active participation from various parties, both individuals and organizations, in supporting the food rescue program they are running. With a data-driven approach, FBB hopes to provide more effective and relevant education to the audience and build trust from donors and the general public in their programs.

METHODS

This study uses a qualitative descriptive approach to describe in depth the application of data-driven storytelling in message packaging by Food Bank Bandung on Instagram. This method aims to identify the strategies used in conveying the message about food rescue in the city of Bandung.

Data collection was carried out through in-depth interviews with the operational team, brand communications, and co-founder of Food Bank Bandung. This interview

aims to explore an understanding of how data is used in shaping relevant and impactful narratives for audiences.

In addition, observations were made on content published on Instagram @foodbankbandung, to see how data is presented in storytelling and the effect it has on the audience. Documentation in the form of reports and campaign materials was also analyzed to understand the consistency of the implementation of data-driven storytelling strategies

RESULTS AND DISCUSSION

In understanding the success of Food Bank Bandung in saving food in the city of Bandung, it is important to look at how message packaging plays a key role. By facing major issues such as food waste and food security, the organization realized the need for an effective communication strategy. They chose a data-driven storytelling approach to increase transparency and build public trust. The following will explain the reasons for choosing the technique, its implementation in social media content, and the obstacles faced in its application in the field.

The Reason Food Bank Bandung Chose Data-Driven Storytelling Techniques

Food Bank Bandung chose data-driven storytelling as its main strategy in packaging messages on social media for reasons of transparency and credibility. The organization wanted to provide a real picture of the activities they carried out through concrete data, such as the amount of food saved and distributed. This technique gives more trust to the audience than emotional-based storytelling, which is often seen as less objective or can violate the code of ethics if used excessively.

Gendis Ayu Satiti's experience as the founder of Food Bank Bandung in volunteer activities in the Netherlands became the main inspiration in bringing this concept to Bandung. The goal is to address the city's major food waste problem, which produces 667 tonnes of food waste every day. With this high food waste problem, data-driven storytelling has become very relevant to provide solutions based on facts on the ground, not just emotional narratives (Food Bank Bandung, 2023).

From a theoretical perspective, data-driven storytelling allows organizations like Food Bank Bandung to strike a balance between transparency and compelling narratives. According to Riche et al. (2018), this technique combines data with interactive visualizations that support the story, so that the audience is not only emotionally moved but can also see the real impact produced by the organization (Riche et al., 2018). This is important for Food Bank Bandung who want to maintain the trust of their audience and donors through concrete evidence of their programs.

In addition, this data-driven approach also helps organizations to adhere to a code of conduct that prohibits the use of stories that oversell grief. Instead, data provides an objective foundation to show the impact they make. With this technique, Food Bank Bandung was able to deliver a strong message without violating the code of conduct, while ensuring that they still provided tangible evidence to donors and audiences.

Implementation of Data-Driven Storytelling Techniques: Theory and Application at Food Bank Bandung

Data-driven storytelling techniques aim to convey a narrative that is supported by concrete data and visualization. According to Riche et al. (2018), data-driven storytelling blends narrative with visual elements such as graphics, annotations, and interactive visualizations to create a more engaging and easy-to-understand story (Riche et al., 2018). This technique involves several important elements, such as Narrative Communication and Data Explanation, Connecting Separate Story Elements, Improved Structure and Navigation, and Controlled Exploration. This approach allows audiences to better understand complex information through attractively packaged and easily accessible data.
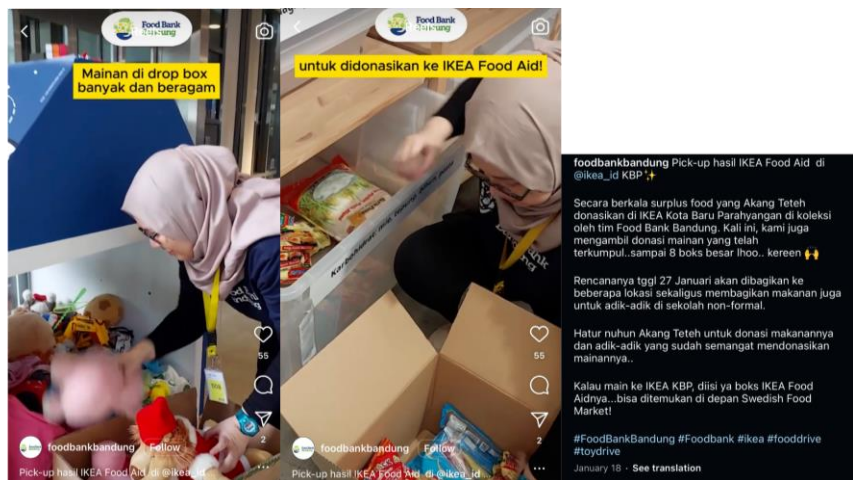
1. **Narrative Communication and Data Explanation**: This technique combines stories with data visualization to provide clear context. For example, the use of narratives complemented by quantitative data on the impact of a program, such as the amount of food saved or the number of beneficiaries, helps the audience understand the real impact of the organization's activities. It is used by Food Bank Bandung in the Food Drive and Food Rescue programs, where data on the amount of food donated and the role of volunteers are presented to reinforce the message conveyed.

2. **Connecting Separate Story Elements**: This technique helps maintain cohesion between different programs by using consistent themes or visual elements. At the Bandung Food Bank, this technique is applied in the Bandung Food Rescue and Gema Berbagi Ramadhan programs, which are carried out at different times but remain connected through the same narrative and goal, namely food rescue. With the use of similar colors and visuals, the audience can still follow the storyline even if the program takes place at different times.

3. **Improved Structure and Navigation**: Food Bank Bandung uses this technique to simplify message delivery. For fundraising content, for example, they use carousels on Instagram with dense text and visuals and focus to ensure that the message is easy for the audience to understand. Elements such as headings, body text, and graphic visualizations help guide the audience through the content more easily and purposefully.

4. **Controlled Exploration**: This technique gives the audience the opportunity to further explore the data without losing the context of the main story. Food Bank Bandung uses it in educational campaigns and interactive content on Instagram, where audiences can engage through polls or question boxes. This allows for more personalized interactions while remaining within the confines of the directed narrative, ensuring the main message is still conveyed clearly.

In its implementation, Food Bank Bandung applies these techniques effectively in various programs such as Food Drive and Food Rescue. They blend data about saved food with heartfelt narratives, thus not only providing information but also inspiring audiences to actively participate. In addition, the consistent use of themes in various programs helps maintain the continuity of the message, even though the programs are implemented at different times. A good content structure and easy-to-understand navigation also help the audience stay engaged throughout their campaigns.

Obstacles in the Application of Data-Driven Storytelling Techniques

Although data-driven storytelling techniques have proven to be effective in conveying complex messages in an engaging and informative way, Food Bank Bandung still faces a number of obstacles in its implementation. One of the main obstacles is the audience's lack of understanding of the data presented, especially related to concepts such as food waste and food surplus. Based on interviews with several volunteers, many of them only understood the difference between the two terms after being directly involved in the Bandung Food Bank program. This shows that even though the data has been processed and presented in an attractive visual form, audiences who are not familiar with the topic may still have difficulty understanding the information conveyed.

Another obstacle is the irregularity in data updates. During the period November 2023 to April 2024, although Food Bank Bandung has been producing content on a regular basis, they do not always update their monthly data consistently. This has led to a decline in transparency and public engagement. Delays or lack of data updates can reduce audience confidence, especially when the data presented is not current or does not reflect the latest developments in the organization's activities.

In addition, the lack of emotional connection with the audience is also a significant obstacle. Content that displays appreciation or recognition for beneficiaries and donors is rarely published, even though this is important to build a deeper emotional bond with the audience. Strong emotional connections can help audiences feel more engaged and inspired to support food rescue programs, both through donations and volunteer participation. These barriers suggest that while data-driven storytelling has great potential, less than optimal implementation can reduce the impact of such strategies.

CONLUSION

Fundamental Finding: This study highlights that Food Bank Bandung effectively utilizes data-driven storytelling on Instagram to enhance audience engagement and raise awareness about food waste, successfully merging emotional narratives with factual data to foster transparency and credibility in their operations. **Implication:** The insights gained from this research emphasize the importance of not only presenting data but also ensuring that it is accessible and understandable to the public, which is crucial for sustaining long-term engagement and support for food rescue initiatives. **Limitation:** A limitation of this study is the reliance on qualitative methods, which may restrict the generalizability of the findings. Additionally, the investigation primarily focuses on a single case study, which may not fully capture the broader dynamics of data-driven

storytelling in different contexts or regions.**Further Research**: Future research should explore the effectiveness of various data presentation formats and their impact on audience comprehension across diverse demographics, as well as examine other food rescue organizations to identify best practices and potential improvements in data-driven storytelling strategies.

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