

# VIDEO ANALYSIS, SURPRISE AFTER RETURNING HOME, AS A PUBLIC SPHERE TO FULFILL FAMILY FOOD NEEDS ON THE INSTAGRAM ACCOUNT @BU\_UTIQ

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## ABSTRACT

Video Analysis, Surprise after returning home, as a public sphere to fulfill family food needs on the Instagram account @bu\_utiq. This study's use of video as social media material on the Instagram account @bu\_utiq illustrates how social media may serve as a forum for public discourse and information gathering. Instagram is one of the social media that can influence the audience to change their behavior. The narrative of Mrs.Utiq and her family returning from their hometown and discovering a surprise—36 chicken eggs in their chicken coop—is told in the video material titled Surprise after returning home. @Ibu\_Utiq's chicken farming activities for efforts to meet daily food needs. This study was conducted using the netnography method on video content uploads entitled Surprise after returning home. The videos analyzed were the top 30 comments, with content analysis, captions and comments. The stages of netnography analysis in this study with the Kozinets analysis guide are through initiation, identification, interaction, and immersion. After four days of being left at home, 36 eggs were found with 16 active laying hens and 4 hens incubating them, according to the video material on the Instagram account @bu\_utiq on April 3, 2025. This indicates that the chickens have a 75% probability of successfully producing eggs. As a result, it demonstrates a high degree of success in laying hen production. This produces gardening and livestock-related content that goes viral on social media, garnering enormous attention with each upload receiving hundreds of thousands to millions of likes and thousands of comments. Findings Instagram account @bu\_utiq also presents educational, innovative, and inspiring content for its viewers. This includes tips and tricks for caring for chickens and their cages to keep them healthy and clean, educational advice and informative messages that are very educational. This video becomes a public discussion, with reciprocal comments so that this content becomes an interesting discussion space.

**Keywords:** Public Sphere, Instagram, Video

## INTRODUCTION

In the early 2020s, after the COVID-19 pandemic, a relatively quiet movement emerged. Many people, both young people and retirees, returned to small towns, embarking on a new lifestyle called Slow Living. This lifestyle is similar to or overlaps with the more radical Homestead Living. It was likely triggered by the hardships of life, coupled with a rediscovery of the meaning of life, and a belief that nature can be a life-giving friend. A more peaceful life, clean air, birdsong, and healthy food grown in the yard or from one's own livestock. Several accounts popularized this lifestyle. A married couple, Ucok and Ukke, who escaped their routine in Jakarta, founded Kabin Kebon in Lembang, followed by retired city worker Gani The Yong, the Bu Utqi family, and most famously, the husband and wife who founded the Yoso Farm homestead. Most of them are well-educated.

This article is part of the research results of Tina Kartika, et al. entitled: Netnographic Study on Instagram @Bu\_Utiq About Family Food Security Activities in 2025 funded by the Faculty of Social and Political Sciences, University of Lampung. One of the videos that discusses this about family food resilience is a video entitled surprise after returning home. This video is unique because it gets responses from followers, both likes, comments, or shares from its followers. Instagram is a social media that can influence others to act. In the concept of public space, Instagram content becomes a topic of discussion for its followers. Especially if the news is interesting and in accordance with needs.

Netizen comments are a representation of the digital culture of people interacting in cyberspace, which in this case is framed through the comments column in Youtube content uploads. Using netnography studies, the results of the analysis of netizen comments can be grouped into several types, ranging from empathy, blaming the victim, blaming the perpetrator, to the courage to share similar experiences because they are driven by self-disclosure by survivors. In addition to identifying netizen responses and behavior, the comments analyzed in this study also revealed a number of danger signs in relationships, the impact of toxic relationships, and perpetrators of violence (Sulistyowati, 2024).

The theory used is CMC (Computer-Mediated Communication). CMC involves the use of computer hardware and software to facilitate the exchange of information between individuals or groups. These forms of communication can include the use of email, text messaging, online chat, video conferencing, social media, and various digital communication platforms. CMC allows people to communicate without having to be in the same physical place, overcoming the limitations of time and space. Computer-Mediated Communication

In simple terms, CMC can be defined as a form of human-to-human communication that is carried out with the help of or through computer technology (Thurlow, C, Lengel, L, & Tomic, A, 2004). Example of research with Netnography approach Study of online behavior and interaction in the comment field consisting of 30 videos.

Example of research with Netnography approach Study of online behavior and interaction in the comment field consisting of 30 videos. The videos consist of 7 vocabulary - habit content, 8 pronunciation, 7 English version content, and 8 difference content words. Most of the video comments were found to be positive. Vocabulary learning content videos can utilize context examples that help followers understand how vocabulary is used in the correct context. In addition, it was found that there was oral and verbal interaction with feedback (Mayaputri & Wahyuningsih, 2025). This can lead to increased competition. These findings highlight the urgent need for strategies to reduce online hate speech and a more respectful digital discourse (Nagari & Abadi, 2024). In digital communities, consumers share experiences and find solutions to the barriers that are revealed. Understanding consumer needs allows service providers to build better trust and loyalty in the digital ecosystem (Maulana A. , 2024). The formulation of the problem is How to Analyze the Surprise Video after Returning Home, as a public sphere to fulfill family food needs on the Instagram account @bu\_utiq?

## RESEARCH METHODS

This research was conducted using a qualitative method with a communication netnography approach. Communication netnography is a relatively new approach initiated by Kozinets. Here is the concept of Netnography from Kozinets. Here is the concept of netnography research: There are several aspects of this definition that we can develop for greater insight into netnography: 1). Social aggregations, 2). Emerge from the net, 3). Discussions or communications, 4). Enough people, 5) Public discussions, 6) Long enough, 7). Sufficient human feeling, 8) To form webs of personal relationships. This foundational definition contains many key elements we find in our study of online communities and cultures, and outlines the patterns of authentic communal participation that this book will closely follow as it explains the conduct of netnography (Kozinets, 2010).

The research stages are based on the Kozinet guidelines as explained as follows: 1. Topic of investigation, 2. Communication identification and selection, 3. Community participant-observation (data collection), 4. Data Analysis, 5. Writing and Research finding.

The stages of Netnography research are explained by Kozinets (Kozinets, 2010). The research stages are based on the Kozinets as follows: 1. Topic of investigation, 2. Communication identification and selection, 3. Community participant-observation (data collection), 4. Data Analysis, 5. Writing and Research finding. The stages of Netnography research are explained by Kozinets. The stages of netnographic research analysis Eriyanto in Rakasiwi are as follows: Initiation, Investigation, Interaction, Immersion, Integration, Incarnation (Rakasiwi, Prasetyo, & Wiradharma, 2024).

This method is actually a development of ethnographic communication research, which was initiated by the concept of Dell Hymes. The difference is very clear, ethnography of communication discusses the phenomena carried out with community studies in the field, netnography is the study of communities in networks. The research procedure of netnography is similar to ethnography, but the study focuses on the culture that develops online. Through netnography, researchers can study the patterns of beliefs, values, traditions, and behaviors of a virtual community in depth. This is possible because more and more people are using the internet as a means of communication and the formation of online communities that give birth to new cultures through virtual interactions (Maulana & Mustain, 2025). The comments analyzed were the top 30 comments, with content analysis, captions and comments. In digital communities, consumers share experiences and find solutions to the barriers revealed. Concerns about transaction errors, payment method restrictions, fraud and data misuse. This study uses qualitative methods with secondary data analysis from related online communities. The results show the importance of digital platforms to improve user experience through user-friendly interfaces, data security and effective advertising strategies. Understanding consumer needs allows service providers to build better trust and loyalty in the digital ecosystem (Maulana A. , 2024).

## **RESULTS AND DISCUSSION**

### **Netnographic Analysis on the Instagram Account @bu\_utiq**

This research was conducted using the netnography method on the content uploads found in the top 30 comments, with an analysis of how the content, captions and comments are. Video titled: Surprise After Returning Home (Video posted on April 3, 2025). Left home for 4 days, it's time to harvest the results. With a heart symbol or Love as many as 81.4 thousand, comments 1,413 forwarded as many as 8,819 data taken on April 17, 2025). Comments analyzed through the following link: <https://www.instagram.com/reel/DH->

[sSNISfET/?igsh=MXBjZnMza25rNnl2OA==](https://doi.org/10.30605/sSNISfET.v1i1.p779), The following are the stages of analyzing the Surprise video after returning home.

- a. Initiation Stage – The initiation stage of the research begins with the selection of the Instagram account @bu\_utiq as the object of research. This account was chosen because its content is relevant to phenomena that are actually related to the level of social media use, namely user characteristics (availability of communication technology tools) and the information needs utilized (information technology, production and marketing). The selection of videos is adjusted to the needs of formulating the problem.
- b. Identification Stages – Identification in this study of Instagram @bu\_utiq begins with an in-depth introduction to the user's profile. This includes aspects such as username, other information that may provide context about the user's account such as contact information, Instagram usage time, number of followers that may reflect how influential the account is on the Instagram platform.

### **Identify the Instagram Account @bu\_utiq**

The Instagram account @bu\_utiq belongs to Mrs. Sri Hastuti, an entrepreneur and housewife who lives in Berbah District, Sleman Regency, Yogyakarta Province. Before her videos inspired many people, Mrs. Sri Hastuti had been actively sharing content on Instagram since May 2020. A few months later when @bu\_utiq shared a surprise content after returning home, the video went viral. The video received 114 thousand likes, 2,639 comments, 10.1 thousand shares and 4.8 million views, marking a spike in the popularity of the Instagram account @bu\_utiq. Since then, Mrs. Sri Hastuti has often shared content about her life as an entrepreneur with her husband and children which contains tips and tricks on how to garden and raise chickens to get good and maximum results.

The popularity of the Instagram account @bu utiq continues to increase, with the number of followers reaching 160 thousand and 435.3 million likes. The level of audience engagement is very high and very communicative between users and audiences, making it one of the inspiring and innovative. Instagram accounts with a large number of followers in Indonesia. Interaction Stages. Interaction is an important stage in the research on the Instagram account @bu\_utiq, where researchers closely observe the content uploaded and record the interaction between this account and its followers. The main focus is to record the response pattern to the content, including the types of comments received such as whether they are positive, constructive criticism, additional suggestions or even controversial.

In addition, researchers also pay attention to the frequency and type of follower involvement in the form of likes, comments and shares. Examples of interactions are as follows: @bintangknh: This moment is not only fun but also educational. Maybe in the future it can be used as content to share tips on how to raise chickens at home, Mom! 😊, and answered by @bu\_utiq, @bintangknh bismillah, hopefully istiqomah.

At this stage, the researcher conducted an in-depth analysis of the digital footprint on the Instagram account @bu\_utiq. The main focus was to identify various types of content uploaded to the account, including video content of daily life activities or special moments. In addition, the researcher also examined the interactions that occurred within the account, both between @bu\_utiq and followers or viewers through likes, comments, and re-sharing, as well as between fellow followers and viewers in the comments column. The Immersion Stages. The immersion method is to blend (immersion) with the object in the form of a person or group being studied, immersion is needed so that researchers can feel directly until they can describe the perspective of the person being studied. Immersion in this study involves the researcher's self-combination in the digital community in the Instagram account @bu\_utiq. The Instagram account @bu\_utiq is known by the public as an influencer who often shares educational and innovative content about gardening and livestock. Several videos also show daily activities with her husband and children. In addition to daily activities, the @bu\_utiq account also provides tips and tricks for gardening and livestock, such as content entitled surprises after returning home.

### **Interview Results with Followers of the Instagram Account @bu\_utiq as a public sphere**

From the results of interviews with Instagram users, it was concluded that the @bu\_utiq account is widely known for its educational and innovative content about gardening and livestock. Users appreciate it as inspirational content, such as some of those shown in the following interviews.

@bu\_utiq: @hunnnz Sleman, please come.

@mrtkarimah: @hunnnz I want to go there too, sis.

@ana\_ike: @bu\_utiq Sis, just make a class or something like a schedule of visits and education sih. I really want to learn directly 😞😞

@bu\_utiq: @ana\_ike ehhehe not competent yet sis 😊 just sharing

@via.archivs: @bu\_utiq Miss, how come you're so good at braking in pot 2? Was it trained?

@nita\_sukandar: @bu\_utiq where is the *Berbah* ma'am?? Wow, this is close.

@yulinurkha: @bu\_utiq I'm from Sleman too..where's Sleman, sis...want to play? 🤔

@suin\_photography: Can I join in the ride? 😊

@ana\_ike: @suin\_photography come on 😂😂 It's exciting to see it 😊 want to have

@barikarihma: @bu\_Utiq turns out to be close, I also want to play there 😊  
@rahmaauliaatns: Wow, that's really cool!  
@UtiqWhen I got home, Immediately got a 'gift' from a chicken.  
@rahmaauliaatns Livestock at home like this really helps, not only for your own consumption but also as stock if you need it suddenly.  
@bu\_utiq Yes, thank God

Analysis Stage, The analysis stage contains the meaning of the content on the Instagram account @bu\_utiq which involves an in-depth evaluation of the messages conveyed such as emotions, forms of delivery and commercial implications of each upload. Researchers observe how these contents are designed to attract attention and build engagement with the audience, especially through the use of interesting visuals, photo and video shooting angles, emotional narratives, and popular hashtags.

### **Focus on innovative and inspiring content on the @bu\_utiq account**

In the content presented on the Instagram account @bu\_utiq on April 3 with the title surprise after returning home. In the content after 4 days of being left home there were 36 eggs with 16 active laying hens and 4 hens incubating, this shows the chance of success of the hens laying eggs is 75%. Thus showing a high level of success in raising laying hens. This makes content about gardening and livestock which then went viral and was known by many people on social media, proven to attract high attention from hundreds of thousands to millions of likes and thousands of comments on each upload.

### **Amount of Content About Gardening and Livestock**

From the data on the number of uploaded content on the Instagram account @bu\_utiq, gardening and livestock content is the main priority with a percentage of uploads of more than 60% overall, the rest is content containing the daily life of Mrs. Sri Hastuti and her family. This means that content about gardening and livestock is the first commodity given to the public. This shows that content about gardening and livestock on the Instagram account @bu\_utiq already has its own market, audience and fans.

### **CONCLUSION**

The content is relevant to real phenomena related to the level of social media use, (availability of communication technology tools) and the information needs utilized (technology, production and marketing information), so its becomes a public sphere. Inspirational and Innovation Content: The Instagram account @bu\_utiq also presents videos that inspire many followers. Proven by the many positive comments. This shows that this account is trying to provide added value to its followers. Content that becomes a public

discussion: This video becomes a public discussion, with reciprocal comments so that this content becomes an interesting discussion space.

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