

Motivation Differences behind Knowledge Sharing Behaviour among Instagram Food Bloggers in Bandung

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Abstract. *Since becoming a "pop culture" for the millennial generation in sharing information and knowledge, social media has been able to open opportunities for culinary industry players, especially restaurant owners and food bloggers, to collaborate using social media to achieve mutually beneficial goals. Food bloggers uniquely connect restaurants and consumers through culinary product reviews, categorised as knowledge sharing. However, the difference in the motivation behind the knowledge sharing process raises questions about the practice of knowledge sharing that is carried out because of monetary motivation and non-monetary motivation. Following that question, this study aims to understand the motivation behind knowledge sharing activity and sustainability carried out by food bloggers as knowledge contributors. Using the phenomenological approach and method, this research was conducted by arranging interviews with notable food blog account owners on Instagram to explore their experiences as a food blogger. The phenomenological analysis is used to reveal the essence of their experience related to motivation to become a food blogger that encourages them to share their knowledge on social media. The study conducted found that the shift from non-professionals to non-professional food bloggers was due to the trend of reviewing food and requests for cooperation from other Instagram users. On the go, no food blogger has purely monetary or non-monetary motivations. Both motivations emerge and have their respective impacts. Monetary motivation allows food bloggers to experience knowledge-sharing process and behaviour adjustments due to cooperation with restaurant owners. In contrast, non-monetary motivation enables food bloggers to carry out knowledge sharing processes and behaviours independently.*

Keywords: *Knowledge sharing quality, monetary motivation, non-monetary motivation, food blogger, social media*

Abstrak. *Sejak menjadi "pop culture" bagi generasi milenial dalam berbagi informasi dan pengetahuan, media sosial mampu membuka peluang bagi para pelaku industri kuliner khususnya pemilik restoran dan food blogger untuk berkolaborasi menggunakan media sosial guna mencapai tujuan yang saling menguntungkan. Food blogger secara unik menghubungkan restoran dan konsumen melalui review produk kuliner yang dapat dikategorikan sebagai knowledge sharing. Namun, adanya perbedaan motivasi di balik proses knowledge sharing kemudian menimbulkan pertanyaan mengenai kualitas knowledge sharing yang dilakukan karena motivasi moneter dan motivasi non-moneter. Menjawab pertanyaan itu, penelitian ini bertujuan untuk memahami motivasi di balik kegiatan berbagi pengetahuan dan keberlanjutannya yang dilakukan oleh food blogger sebagai kontributor pengetahuan. Menggunakan pendekatan dan metode fenomenologi, penelitian ini dilakukan dengan melakukan wawancara kepada enam pemilik akun blog makanan ternama di Instagram untuk menggali pengalaman mereka menjadi food blogger. Analisis fenomenologis kemudian digunakan untuk mengungkap esensi dari pengalaman mereka terkait motivasi menjadi food blogger yang mendorong mereka untuk berbagi pengetahuan di dalam social media. Dari studi yang dilakukan, ditemukan bahwa pergeseran yang terjadi dari non-profesional menjadi non-profesional food bloggers terjadi karena adanya tren mengulas makanan dan permintaan kerjasama dari pihak lain pengguna Instagram. Pada perjalanannya, tidak ada blogger makanan yang murni memiliki motivasi moneter atau motivasi non-moneter. Kedua motivasi tersebut muncul dan memiliki dampak masing-masing. Motivasi moneter memungkinkan blogger makanan mengalami proses berbagi pengetahuan dan penyesuaian perilaku karena kerja sama dengan pemilik restoran, sedangkan motivasi non-moneter memungkinkan blogger makanan melakukan proses dan perilaku berbagi pengetahuan secara mandiri.*

Kata kunci: *Kualitas berbagi pengetahuan, motivasi moneter, motivasi non-moneter, blogger makanan, media sosial*

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Introduction

Broad user base and rapid dissemination of information to subscribed users result from reliable social media technology and social networking sites to promptly share information with target audiences (Osatuyi, 2013). According to data published by the Indonesian Internet Service Providers Association (APJII), Indonesia had approximately 196.7 million internet users in the second quarter of 2020 and is seen as an excellent opportunity for business practitioners to develop their business using social media because internet users find it easier to browse information or recommendation through social media. One of Indonesia's most used social media platforms is Instagram, with 45 million users based on Napoleon Cat's data (2020).

Instagram has the philosophy to fulfil the desire of users to derive significant gratification from self-presentation through capturing photos using their mobile phones as well as to be able to connect with others "at the moment" (Hwang & Cho, 2018). It is popular because of its attractiveness and various features such as shopping tag, Instagram story, video ads, Insta-story ads, IGTV, and other exciting features.

A large number of internet users, especially on social media who are faced with various kinds of features, encourages users to convey or obtain information from other people to collaborate and share knowledge (Ahmed, Ahmad, Ahmad, & Zakaria, 2019), especially in the culinary field, where many food bloggers on Instagram exist to provide reviews and information about recommended foods. The motivation for sharing personal information on social networking sites relates to the desire for information producers to gain 'reward' (Liu & Li, 2017) from their target audience. In this case, we divided it into two categories: the information receiving audience and the partnership audience.

Knowledge Sharing

Knowledge sharing was part of the knowledge management method that aimed to share knowledge with others and search and receive knowledge (Pi and Cai, 2017). In terms of knowledge sharing in virtual communities, the sharing behaviour is related to information relevant to the communities themselves, including ideas, suggestions, and expertise among individuals (Liao, To, and Hsu, 2013). Nowadays, many firms consider social media roles as collaborative tools in delivering knowledge products to customers through online influencers (Gaál, et al., 2014), which effectively influence their perception and knowledge (Roka & Moisaner, 2009).

Social media is more than networking sites because it has expanded into a source of information. This phenomenon perhaps results from users' sharing information on social media (Kim, Lee, & Elias, 2015). It also imposes the flow of knowledge sharing, which portrayed in their rapid action of "like" and "comment" on online social media and their behaviour in both sharing their experiences and review of goods and service by reviewer or people who are obtaining reliable recommendation of good and services (Rossmann, Ranjan, & Sugathan, 2016).

Motivation

The tendency to share knowledge on social media cannot be separated from its users' motivation (Osatuyi, 2013). Lai (2011) stated that motivation is a term for reasons that cause such behaviours characterised by willingness and desire. It is also a relation between beliefs, perceptions, values, interests, and actions. She further described that motivation within individuals varies based on the subject areas, which becomes more specific as one age. Motivation deals with the forces that make people behave that way and learn the factors and intention that lead them to do that (Andriessen, 2006 in Potterbusch, & Lotrecchiano (2018). Furthermore, he claimed that motivation is interpreted as the very personal internal force to act, which means doing something because being paid is

different from doing something because one is motivated. Moreover, Hendriks (1999) argued that financial reward would not be a good motivator. It will cause dissatisfaction and decrease frequency in doing an activity when it is not available or taken away.

Another perspective on motivation is that it consists of intrinsic and extrinsic motivation (Hamari, Sjöklint, & Ukkonen, 2016; Zhang, Liu, Chen, & Gong, 2017). Intrinsic motivation deals with personal pleasure and satisfaction from a particular activity. In contrast, extrinsic motivation deals with environmental factors, which consist of the strength of social ties and the size of social networks (Kim et al., 2015), focuses on carrying a behaviour to achieve a target (Deci & Ryan, 1987). One concept of extrinsic motivation interprets knowledge sharing as an activity to obtain monetary or non-monetary rewards (Liu & Li, 2017). To investigate this issue, many works of literature have identified factors that influence knowledge sharing behaviour. In the context of companies and organisations, employees expect financial rewards from their knowledge sharing activities (Al-Busaidi et al., 2010; Bock et al., 2005 in Alsharo, Gregg, & Ramirez, 2017), virtual community context; people might voluntarily share their knowledge to receive non-monetary rewards. For non-professional users, the greatest motivation for sharing knowledge is determined by four main strengths, which include non-monetary motivation, namely utilitarian motivation (reciprocity, reputation), hedonic motivation (enjoying helping), self-efficacy, and sharing culture (Liao, Hsu, & To, 2013).

The monetary benefit is an essential factor because it triggers users to spend time and effort creating and arranging their explicit knowledge into valuable content (Al-Busaidi, Olfman, Ryan, & Leroy, 2010). Despite that, Liu & Li (2017) argue that even though incentives increase the quantity of knowledge contribution, it also leads to a decrease in knowledge quality. Most of the literature that mentions monetary benefit was conducted in the organisation and rarely explored it in

the social media context because sharing in social media is voluntary (Kim et al., 2015). However, influential users in social media look for an opportunity to get potential revenue through social media by, for example, offering a paid service advertisement. This case mainly occurs in Indonesia's Instagram users, where top influencers in Instagram from various fields, such as culinary, partner up with some brand to create sponsored content.

Therefore, examining the motivation behind knowledge sharing behaviour is essential to understand the consequences of knowledge sharing practices in social media, especially among food bloggers, which unfortunately is still a little researched. This study aims to fill this gap in the research by exploring the motivational factors that affect knowledge sharing behaviour among individuals, focusing on the experience behind the shifting from non-professional food bloggers to professional. We decided to explore the external motivation behind the shift of Instagram food bloggers from non-professionals to professionals by adopting the concept of non-monetary motivation from Liao et al. (2013) and investigating non-monetary study by the non-monetary motivation and from Liu & Li (2017) as a basic concept for elaborating the monetary motivation.

Furthermore, Liu & Li (2017) attest different reward types prime different regulatory foci, thus leading to distinct knowledge contribution consequences in terms of self-perception, quantity, and quality. This theory will also be the basis of our analysis in examining the research results.

As indicated earlier regarding the relationship between motivation and knowledge sharing behaviour that empirically studied (Al-Busaidi et al., 2010; Bock et al., 2005; Pi, & Cai, 2016; Moghavvemi, Sharabati, Paramanathan, & Rahin, 2017), we expect a deep understanding of the motivation behind knowledge sharing behaviour and how those motivations influence the sustainability of knowledge

sharing, particularly in food bloggers activities as the result of this study.

RQ 1: How have food bloggers shifted from non-professional to professional?

RQ 2: How do different motivations affect their practice of sharing knowledge?

Research Methodology

To answer the research question, we employ the phenomenology method as an explorative way to observe personal experience and perception of an object or event (Smith, 2015) by reducing that experience to its very meaning or essence (Moustakas 1994). Phenomenological research aims to analyse a specific phenomenon based on what the participants' life experience about the phenomena and how they perceive it (Yüksel, 2015).

To answer this research question, we conducted semi-structured interviews with six notable food blog account owners in Bandung, who were initially non-professional food bloggers, and then shifted to become professional ones to answer this research question. As one of the cities with many culinary destinations, we placed Bandung as a critical context for choosing informants to explore their experiences in discussing the food blogging activities. They were obtained based on a preliminary search on Instagram and survey to confirm whether they are the right persons to be key informants for this study.

To explore the first research question, we conducted a number of in-depth interviews to gather information about their activities as food bloggers, how they shared their knowledge about food, and how they moved from being non-professionals to becoming professional food bloggers. Interview questions about monetary and non-monetary motivations were based on the concepts from Liu & Li (2017) and Liao et al. (2013).

The second research question was answered by conducting in-depth interviews with informants regarding motivation, about what motivated them to share knowledge in their food-blogging activities. Informants were asked to reflect on their experiences by asking whether there was a difference in motivation to share knowledge as non-professionals and after switching to professional bloggers.

The obtained data were transcendental phenomenologically reduced (Kockelmans, 1994) and then texturally and structurally analysed following Stevick-Colaizzi-Keen's data analysis method, as suggested by Creswell (1998). The data validity was carried out by seeing the intersubjectivity (Husserl (1973) in Sobel & Revivim, 2008) that appears between the informants whether they expressed the same experience, objectivity, and reality.

Results and Discussion

After conducting texture and structure analysis following phenomenological data analysis, various patterns were found regarding the shift of Instagram food bloggers from non-professionals to professionals. All informants stated that initially, they did specific blogging in reviewing food because of their hobbies. Over time, they received a partnership offer, so now their review has extended into the realm of paid marketing. Mostly, this shift starts from the point of view of food producers who notice that the food review activities of food bloggers can be a medium for promoting their products. Food bloggers are considered capable of liaising between producers and their target market, namely Instagram followers, to build awareness and brand image for products and restaurants. From this explanation, we differentiated the level of motivation that the informants had after they became professional food bloggers.

Level of Monetary Motivation behind Knowledge Sharing behaviour

Based on the interviews, we found that none of the food bloggers has pure monetary motivation or non-monetary motivation. However, when we relate their initial motivation to do knowledge sharing to their motivation to hold the fort to be a food blogger, we analyse that there are levels of monetary and non-monetary motivation among food bloggers.

To make it easier to understand the analysis of four food bloggers in this study, we made a range of horizontal levels that illustrate each food blogger's position regarding motivation in doing food blogging. After information about the interview results has been collected, we analyse and compare each food blogger's motivation levels. We ranked the monetary and non-monetary motivations of four food bloggers in the interview, as shown in Figure 1.



Figure 1. Level of Monetary Motivation

Informant 3 occupies the leftmost position that most of their motivations are related to non-monetary motivation, and then we put this 3rd interviewee in the leftmost position. Informant 3 biggest motivation in doing food blogging activities is as a hobby, learning media in understanding marketing trends, and medium to help commercialise SME products in the culinary field in Indonesia. Even so, they still take advantage of business incentives if there is a restaurant invitation to be visited. Meanwhile, Informant 1 has a hobby of exploring culinary and food photography in Bandung. After two years of actively reviewing food on Instagram, they got a business offer to review one restaurant meal and then get paid. Since then, monetary motivation appeared as supporting the hobby they have.

Informant 4 and Informant 1 have similarities in their tendencies to use food blogging activities to do business. Both of them make this activity the primary job, where they do not have other professions, and make this food blogger account the primary choice in meeting their financial needs.

The difference lies in their initial motivation to do knowledge sharing, that Informant 4 is a web blogger who then explores Instagram food blogging while Informant 1 forms a food blog account as a fulfilment of the tasks regarding how to optimizing social media for business.

On the other hand, there is an exciting insight when we associate monetary motivation with the profession that food bloggers have with the help of Maslow's theory of the hierarchy of needs (1962). When they made this knowledge sharing activity part of their job, their motivation to sustain in the blogging world is predictive because of the business's nature. We know that in writing ethics in public spaces, ideally, food bloggers have the integrity to share information with honest reviews. However, when this review is involved with business affairs, it could be a criticism of the food review that can become less transparent. This statement is supported by Liu & Li (2017) that even though incentives increase the quantity of knowledge contribution, it also decreases knowledge quality.

Furthermore, our findings capture the differences among them, which result in different processes and behaviour of knowledge sharing, even though there are no pure food bloggers with monetary benefit motivation and vice versa. We want to contrast both motivation implications first. The main differences emerge in the knowledge sharing process and how they prioritise between being followers-driven or restaurant-driven. From the food blogger perspectives, followers and the restaurant are both their customers, which portray a feedback process to sustain knowledge sharing activity.

Monetary Motivation Implication

The framework rooted in monetary and non-monetary driven into two forms encompassing process and sustainability. First, the process of knowledge sharing is divided into six steps containing a business inquiry, filter and select, agreement, review process, publish, and feedback. Business inquiry emerged as restaurant owners' interest in using their services in reviewing their product due to increased customer. From many restaurants interested in using their services, food bloggers will filter and select the restaurant that meets their value and fits on fee payment of service.

The agreement process includes activities in offering service charge, term and condition, what output the restaurant expects, and how many advertisements emerge on Instagram. When the agreement meets, they start to review by capturing restaurant food as eye-catching as possible and then making an exciting caption as a knowledge-sharing process in engaging followers to go to the restaurant and then publish it through Instagram.

Food bloggers will consider feedback from both followers and customers. Both are important in sustaining their business process. On one side, they have to satisfy a customer by providing all good reviews to reuse them to review further. Still, on the other side, they have to be balanced in providing objective review because when they are more satisfying

customers with dishonest reviews by saying "good taste" but actually not. Indeed, followers will notice the trend towards food bloggers and not see a particular food blogger as trustworthy. Followers play an essential role in a food blogger's credibility, as restaurant owners consider food blogger choices based on the number of followers and likes.

Sustainability defines why they keep food blogging around. This monetary motivation is based on business opportunities to earn money and drive themselves to put food blogging as their full-time job.

Non-Monetary Motivation Implication

Motivated by the non-monetary aspect in the knowledge sharing process, filter and selection are not based on how much they will be paid but whether the restaurants meet their value encompassing good taste and other considerations. The review process will be done anywhere and anytime up to the food bloggers as there is no agreement or intervention from the restaurant's owner. Therefore, the difference between paid and not paid reviews lies in the agreement restricting their behaviour, for example, time publish. There is no specific time to publish for a free review, but the paid one will be given more service, encompassing the right time to posting reviews where the viewer's traffic is at peak. Because the non-monetary is more followers-driven, the feedback will be more focused on followers' opinions.

Then sustainability of non-monetary lies on passion whether they have hobbies and passion for culinary and share their knowledge with the public. Self-efficacy is their confidence in knowledge sharing activities that would help small-medium enterprises (SME) get popular and increase SME income. They would be satisfied when they can have enjoyment for themselves and others in the process, such as enjoy helping a small business food or fulfilling the request of their followers.

Table 1.
Monetary and Non-monetary Motivation Implication

Motivation	Implication	Steps
Monetary	Process	Business Inquiry Filter and Select Agreement Review Process Publish Feedback
	Sustainability	Business Opportunity Full-time Job
Non-Monetary	Process	Filter and Select Review Process Publish Feedback
	Sustainability	Passion Self Efficacy

Monetary and Non-Monetary Motivation behind Food bloggers' Knowledge Sharing Behaviour

From the framework in Table 1, we summarise and compare their knowledge sharing process between monetary and non-monetary motivation and found out how those motivations influence food bloggers' sustainability. Overall, the process is not much different. First food bloggers come to restaurants or any culinary products. Second, they review it by tasting the product, taking pictures or videos of the products and restaurant. Third, edit images or videos and arrange captions for the posting. Fourth, publish it in their Instagram account and receive feedback. Under non-monetary motivation, all of the processes are done freely, and there are no business inquiries or invitations by the restaurant. Therefore, food bloggers search for culinary products on their own. In the case of food bloggers in Bandung, they are motivated by monetary and non-monetary motivation but with different proportions.

Thus, most of them do both paid reviews and free reviews. Some feel that because they have a passion for it, they still do free reviews out of a hobby. This non-monetary motivation can be classified into hedonic motivation, where knowledge contributors obtain happiness and enjoyment when sharing knowledge (Liao et al., 2013).

In both paid and free reviews, food bloggers still filter and select based on product classification that they can review. For example, one of the informants is a Muslim who decided not to review non-halal products for reasons of belief and experience getting negative sentiments from followers who know the production processes of non-halal restaurants that have been reviewed. This finding indicates that knowledge sharing behaviour has been influenced by culture and personal belief. Liao et al. (2013) identified that openness is an essential aspect of sharing culture; therefore, an open atmosphere can support knowledge sharing. However, as Indonesia is identical in culture and personal belief, more than half of Indonesian is Muslim.

It is reasonable that people looking for halal food and become cautious with it. Food bloggers are also aware that even non-Muslim food bloggers will put a non-halal warning when reviewing the non-halal product. Other than that, filtering also can be based on the location that out of their reach and product's type that not suitable with their food blogger account, such as for food bloggers whose target market is upper middle class, they do not review street food culinary.

The main differences in both motivations lie in the agreement between food bloggers and the restaurant's owner. This agreement restricts food bloggers behaviour in the knowledge sharing process, which is the review process and publishes, because when food bloggers under monetary motivation, the restaurant's owner has intervention in which menu has to review, additional information, such as promotion, and some even give a brief explanation on what must be written in the posting.

Review time and publish time, also decided by the restaurant's owner in this agreement. However, most food bloggers claim that restaurant owners might have several requests regarding the posting, but they mainly write the caption. Informant even said that if the restaurant forces them to write out of the actual product's reality, they choose not to review it. Being paid by the restaurants certainly influence their behaviour. Moreover, it can also impact knowledge quality in terms of knowledge reliability because incremental rewards positively impact knowledge quantity but negatively impact knowledge quality (Liu & Li, 2017). In regards to that, food bloggers should be aware of the possibility that doing paid reviews will decrease their credibility and integrity.

Unlike the reviewer who mentions the positives and negatives of the reviewed product, most food bloggers on Instagram rarely write any negative comments. Furthermore, the informants explained that taste is subjective to judge. So, if the food is

tasty, then they will write it, but if it does not, they prefer to focus on explaining other good things of the product and some even not mentioning whether the food is tasty or not, but just to the extent of portion, food textures, level of spicy, etc.

This behaviour applies to both motivations. When asked if they had reviewed a restaurant that did not live up to expectations, the majority said yes. When faced with such situations, if it falls below their expectations, they mostly tell the owner directly and hope the restaurant can fix it before they publish the post. Besides, they prefer not to mention taste or offer a different menu for review because they do not want to spoil the restaurant and lie to their followers.

Most of the review posted by food bloggers always gets feedback from their followers, either in direct comments on posts or direct messages. However, in terms of monetary motivation, restaurant owners have additional input regarding the effect of food blogger reviews on the number of customers, although not all restaurants do.

Food Bloggers Sustainability under Monetary and Non-Monetary Motivation

Based on Table 2, sustainability under non-monetary motivation lies under food bloggers' passion in doing this activity. Informant 2 elaborated that becoming a food blogger is more than a passion because she can participate in society by promoting SME products. Through enjoying helping others and hobby, food bloggers develop hedonic motivation or self-satisfaction and self-efficacy where they believe that by sharing knowledge, he/she can help others (Liao et al., 2013). Through this, food bloggers will be motivated in knowledge contribution and will sustain this activity. Self-efficacy has also been found to have a positive relationship with knowledge creation. Other than that, in a good community atmosphere. It can also support knowledge sharing (Chen, Chen, & Kinshuk, 2009).

Table 2.
Comparison of Behaviour under Different Motivations.

COMPARISON OF FOOD BLOGGERS BEHAVIOUR UNDER MONETARY AND NON-MONETARY MOTIVATION		
MONETARY MOTIVATION	COMPARISON	NON-MONETARY MOTIVATION
Client (Restaurants) contact food bloggers first to know price rate and regulation to be reviewed	Business Inquiry	Food bloggers search for restaurants to be reviewed by themselves
Food bloggers filter client invitations by client suitability with their blog concept and regulation	Filter and Select	Food bloggers choose restaurant based on their preferences and follower's requests that still suitable with their blog concept and regulation
Both food bloggers and client whose comply with each other condition make agreement including review package, review time, and posting condition	Agreement	Food bloggers voluntarily reviewed restaurant, therefore no agreement with the restaurant
Food bloggers review restaurant in the designated time and based on the agreement	Review Process	Review process is done by what the food bloggers want
Publish based on the agreement	Publish	Publish freely
Food bloggers receive feedback from followers, such as comment, direct messages, etc. and also from client about impact to their amount of customers	Feedback	Food bloggers receive feedback from followers, such as comment, direct messages, etc.
It will sustain as long as there is business opportunity available and drives from themselves as full-time food blogger	Sustainability	Sustain if the food bloggers still have passion for it

For paid reviews, restaurant owners who use food blogger services mostly believe that food bloggers can increase food sales. Another reason is to follow market trends in using food bloggers as a strategy to increase customer traffic. Based on interviews with restaurant owners who have worked with food bloggers Instagram, traffic increases when using food bloggers, and the number of customers increases, although it doesn't last long.

Therefore, restaurants are also selective in choosing food bloggers. They vote primarily based on the number of followers, whether their image is good or not, interesting or not, and the number of likes. After using several food blogger services, they also know which food bloggers are more impactful and then repeat their orders. Seeing the phenomenon between food bloggers and restaurants raises whether food bloggers play a role as a marketer.

However, we argue that real food bloggers should be independent in conducting reviews and sharing. Food bloggers' benefits should come from social media platforms through traffic to their blogs or advertisements. But unfortunately, Instagram does not have such a feature.

Nonetheless, Informant 2 stated that even though the restaurant paid him, all of his reviews were honest, and his payment was mainly due to their efforts to review the restaurant. On the other hand, Informant 4 had a different perspective. As a former idealist blogger, he explained that he did not want to get paid at that time, but his blog did not last long because it was challenging to spend time blogging. However, after becoming a food blogger on Instagram, he realised that he could benefit the restaurant and at the same time needed to make money. Therefore, a paid review is the middle way.

It is difficult to deny that monetary benefits affect knowledge contribution because they encourage and motivate people to share knowledge. Therefore, it is not surprising that the shifting trend generates new jobs. This trend is still increasing, and food bloggers are still needed by both restaurants and the public as their followers so that food bloggers can survive. The critical thing to note is that its survival is dependent mainly on followers. Therefore, we suggest that food bloggers must be differentiated and be tech-savvy.

However, whether food bloggers today are still seen as a potential long-term job, no one knows. Seeing from the machine learning trend, it is possible to replace food bloggers. Machine learning can provide collective people with reviews and experience sharing, including product quality and recommendations objectively and freely based on their experiences. The machine learning concept is more reliable than one food blogger review as it generates reviews from multiple people. To deal with this, food bloggers must also develop trust with both followers and restaurant owners. People in these relationships are willing to participate and work together if trust develops in their relationship (Chai and Kim, 2010). Another possibility is developing a new platform that engages the interests of food bloggers, restaurant owners, and people interested in culinary so that it results in a profitable collaborative relationship.

Conclusion

Since the social media Instagram emerged in 2010, various trends and creativity have also emerged. One of the new business opportunities in the culinary field is slowly providing fresh ideas, including becoming a food blogger. The knowledge sharing behaviour that occurs raises questions about their motivation to carry out these activities and motivation for sustainability in food blogging. Based on the case of Food blogger in Bandung, this study identifies the influence of extrinsic motivations behind the knowledge sharing behaviour of food bloggers.

From the data that has been collected, it is found that there is a mixture of motivation, and the difference lies in the level of monetary and non-monetary motivation that each food blogger has when they shift on to become professional food bloggers. However, the motivation behind the knowledge sharing behaviour shows a different process, resulting in various ways to survive as a food blogger. Theoretically, there is still literature regarding extrinsic motivation in sharing knowledge in this study, especially monetary benefits that have rarely been discussed in previous studies. Empirically, this research provides a unique knowledge-sharing culture involving third parties between knowledge contributors and knowledge recipients and its relationship to monetary gain motivation.

Hopefully, this research can contribute to the scientific field of knowledge management and marketing behaviour in understanding the motivation and long-term sustainability of bloggers and providing insights for food bloggers to reach their maximum potential. This qualitative data study may have various analytical perspectives from different points of view regarding knowledge sharing behaviour. However, information integrity has not been a consideration in this research. Therefore, further discussion may be needed, especially regarding assessing the quality of knowledge sharing that is being carried out. Further research on the sustainability of food bloggers could also be further developed, given the potential for trends that could affect culinary reviews, disrupting the current culinary review business.

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