

## ABSTRACT

*Social media has become a global phenomenon driven by the advancements in internet technology. Among various platforms, Instagram has gained significant popularity among the public, particularly in Indonesia. Instagram is utilized as a means of communication, information search, and the formation of social relationships through its existing features. One of Instagram's features is hashtags, and the use of food-related hashtags has become a common trend, reflecting cultural shifts in sharing culinary experiences. Many culinary businesses face the risk of failure. The analysis of food-related hashtags can identify popular food types among users, offering valuable insights for culinary entrepreneurs in decision-making. The phenomenon is well-defined before User-Generated Content (UGC) data is collected from Instagram. Data collection is initiated using keywords related to #kulinerbandung. The collected data undergoes a cleaning process and is categorized based on Food-11 by expert judgment. Three clusters serve as the foundation for clustering. Based on the clustering results, the Noodle Cluster exhibits a tendency towards similar data, the Fast Food Cluster displays a tendency towards greater diversity, and the Soup Cluster demonstrates a tendency for similar characteristics. This social media analysis identifies patterns and trends related to this phenomenon. Furthermore, this UGC analysis serves as a basis for creating new menus as innovations in the culinary business field.*

*Keywords: Instagram, culinary business, food, , clustering.*