

DIGITAL MARKETING ANALYSIS OF ALAS DEMANG RESTAURANT TO INCREASE CONSUMER INTEREST IN CULINARY TOURISM

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Abstract

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Digital Marketing,
Consumer Interest,
Culinary Tourism,
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Alas Demang Restaurant

The rapid development of digital technology has transformed the marketing landscape, including in the culinary sector. Digital marketing has become a crucial strategy for attracting and retaining consumers. Rumah Makan Alas Demang is a prime example of a business that has successfully utilized digital platforms to expand its market reach. This research aims to thoroughly examine the digital marketing strategies employed by Alas Demang and how these strategies have effectively increased consumer interest in visiting the restaurant.

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INTRODUCTION

Culinary tourism is a rapidly growing field within the Indonesian tourism industry. It not only offers the opportunity to enjoy food but also reflects the rich culture and identity of a region. In several cities, including Cirebon, the trend of culinary tourism has become a major attraction that supports local economic development.

The increasing public interest in traditional cuisine, unique dining locations, and viral food has also inspired a variety of innovations in this sector. Additionally, competition in the culinary world is getting tighter, which encourages business owners to continue innovating in terms of flavor, service, and marketing strategies.

Table of MSME Data by Business Sector in 2021

Micro, Small, and Medium Enterprises (MSMEs) by Business Sector 2021							
Description	Culinary Sector	Fashion Sector	Education Sector	Automotive Sector	Agro-Business Sector	Internet Technology Sector	Other Sector
Prosecutor's Office	185	29	0	2	0	70	108
Weak Stomach	80	4	1	23	5	2	99
Harjamukti	531	111	3	30	2	2	263
Multiplication	206	20	0	29	0	1	170
Kesambi	73	69	1	3	4	2	78
Total	1075	233	5	87	11	77	718

Sources: Open Data Cirebon Regency (2021)(1)

Based on the data above, it is clear that the culinary sector has a significantly larger number of entrepreneurs compared to other business sectors. Cirebon, with its unique cultural and natural attractions, holds many promising business opportunities in tourism. The city has enormous potential to pioneer a variety of creative and innovative businesses, including culinary tourism, cultural tours, and local-themed accommodations. For entrepreneurs, this is an ideal time to explore tourism business ideas in Cirebon that have a high chance of attracting both domestic and foreign tourists.

Cirebon, famously known as the "Shrimp City," is not only rich in history and culture but also has great potential in culinary tourism. With a growing population and an increasing number of tourists, culinary tourism in Cirebon continues to thrive. The emergence of various restaurants, cafes, and local snacks shows a high demand for local cuisine. Famous dishes like empal gentong, nasi jamblang, and tofu gejrot are incredible attractions for both domestic and international visitors. Additionally, culinary business owners in Cirebon are beginning to implement various digital strategies to enhance their competitiveness.



Sources: *Alas Demang Grilled & Fried Chicken · Jl. Kb. Starfruit No. 100, Pekalangan, Kec. Pekalipan, Cirebon City, West Java 45118, Indonesia, nd)*

One of the culinary business players that has long existed amidst the dynamic culinary industry is Rumah Makan Ayam Alas Demang. As seen in the screenshot above, the rating for Rumah Makan Alas Demang is 4.4 stars, which means most customers have had a positive experience. Meanwhile, based on customer reviews from Google Reviews, here are some of the comments:



Image Review of Alas Demang Restaurant Sources: (*Google Maps, nd)*

This restaurant has been in operation since 1994, successfully maintaining its presence for 29 years. This is evident from customer reviews on Google.

While Google Reviews serve as a form of digital marketing, social media can also significantly influence the success of Rumah Makan Ayam Alas Demang. Content should be selected to be engaging to expand its market reach and introduce its services to a wider

audience. However, an initial review reveals a disparity in its digital marketing management.

Despite having a good rating, the restaurant's social media is not actively managed; it doesn't regularly share information or run direct promotions. This lack of active presence on other digital platforms could lead to a loss of appeal and optimal exposure, especially among customers who rely on apps for quick and instant ordering decisions (Purnamasari et al., 2024).



Image 1.3 Instagram of Alas Demang Restaurant
Sources: (Instagram, nd)

Based on the image above, the restaurant's number of followers and posts is minimal, indicating low engagement.

Given this background, this research aims to more deeply examine the sustainability of Rumah Makan Ayam Alas Demang as an interesting case study of how a local culinary business can survive fierce competition and rapid changes in culinary trends.

This study is outlined in the research title: "Analysis of Digital Marketing at Rumah Makan Alas Demang and Its Influence on Consumer Visit Interest in Cirebon's Culinary Tourism."

LITERATURE REVIEW

Definition of Consumer Visit Interest

Visit interest is a psychological motivation that drives an individual to go to a particular place. This motivation is shaped by their perspective, previous experiences, and level of satisfaction. The statement suggests that a direct experience at a tourist destination can strengthen the desire to return. After customers evaluate their post-visit experience, a positive reaction to the service and atmosphere of the place will encourage a desire to return in the future (Putriansyah & Priansa, 2020).

Dimensions

Visit interest is a form of consumer behavioral intention that is evident in their desire to return to a specific location, whether it's a tourist destination, business, store, or certain service. This interest is typically influenced by a pleasant experience, trust in the service provided, and alignment with individual preferences (6).

Indicators

Transactional Interest: Refers to the consumer's impulse to make repeat purchases or visits to a product or service. This drive generally arises from a high level of trust in the service provider, which makes consumers feel confident about continuing to transact in the future.

Referential Interest: Is the consumer's intention to recommend a product or service to others. This interest is typically formed after consumers feel satisfied and have a pleasant experience or gain useful information from the product.

Preferential Interest: Indicates a consumer's tendency to establish a product or service as their primary choice. Consumers with this interest have loyalty to their chosen product, and their preference will only change if a better alternative product is found.

Exploratory Interest: Describes a consumer's curiosity to delve deeper into a product or service that has captured their interest. Consumers with this interest tend to be proactive in seeking additional information, reading reviews, or observing the experiences of others before making a decision.

Definition of Digital Marketing

The development of information technology has driven a transformation in marketing practices, from conventional to digital-based. Digital marketing is the process of delivering value to customers through digital media, especially the internet, with the aim of building lasting relationships and driving consumer purchasing decisions more effectively and efficiently. In the context of marketing, optimization means the effort to improve marketing performance with a targeted strategy and efficient use of digital resources (Khairunnisa, 2022).

Digital marketing is a marketing process conducted online by leveraging the internet. Similar to conventional marketing that uses a marketing mix, digital marketing also has various methods to determine the right strategy. Digital marketing is effective in increasing sales through various techniques and tools available digitally. In addition, digital marketing has the advantage of a wide reach and large market segmentation, and can be run with relatively low costs and effort.

Alas Demang Restaurant, a culinary business in Cirebon, has great potential to optimize digital marketing as part of its culinary tourism promotion. Cirebon is known for its rich culinary heritage, such as *empal gentong* (Indonesian fried rice), *tahu gejrot* (Indonesian fried tofu), and *nasi jambang* (Indonesian fried rice). Through captivating

visual content such as food photos, short videos, or customer reviews, Alas Demang Restaurant can build appeal on social media.

Other strategies include using endorsements, paid promotions, and high-quality, appetite-whetting photos. With a consistent and creative approach, Rumah Makan Alas Demang can increase its visibility not only among the local community but also among tourists from outside the region. This digital marketing effort will not only boost sales but also contribute to strengthening Cirebon's image as a leading culinary tourism destination.

Dimensions

Digital marketing is a promotional activity for a brand or product using digital media to attract users and potential customers quickly (Muhammad Vickry Andhra & Ravindra Safitra Hidayat, 2025).

Indicators

Interactivity: The account's ability to interact with the audience through comments, likes, and direct messages.

Entertainment: The extent to which digital content provides enjoyment, positive emotions, or entertainment value to the audience.

Accessibility: The ease with which the audience can access information through the bio, links, and navigation to other platforms like Google Maps.

Problem Identification

1. Rumah Makan Alas Demang has not optimally utilized digital platforms, namely its Instagram account (@restoalasdemang) and Google Reviews, to expand its market reach and introduce the unique culinary offerings.
2. The promotional content uploaded to the @restoalasdemang Instagram account is inconsistent and lacks visual and narrative appeal.
3. The low number of current followers indicates that many of Rumah Makan Alas Demang's customers are unaware of its Instagram account, and the number of Google Reviews is still small.

Formulation of the Problem

1. Has Alas Demang Restaurant utilized Instagram and Google Reviews to maximize consumer visit interest as a culinary tourism destination in Cirebon?
2. How does Rumah Makan Alas Demang carry out digital marketing using Instagram and Google Reviews?
3. How does digital marketing play a role in attracting consumer visit interest to Rumah Makan Alas Demang as part of culinary tourism in Cirebon?

Research Objectives

1. To determine the utilization of Instagram and Google Reviews by Rumah Makan Alas Demang in attracting consumer visit interest as a culinary tourism destination in Cirebon.
2. To analyze the role of digital media in increasing consumer visit interest in Rumah Makan Alas Demang as a culinary tourism destination in Cirebon.
3. To formulate an optimal strategy for using Instagram and Google Reviews that can be implemented by Rumah Makan Alas Demang to increase its visibility and appeal as a culinary tourism destination.

RESEARCH METHODS

Type of Research

This study uses a descriptive qualitative method. This method was chosen to gain an in-depth and rich understanding of the research phenomenon or object as it exists in its natural context. Descriptive qualitative research aims to describe, analyze, and interpret the meaning behind the collected information, without involving complex statistical calculations.

Research Location

This research will be conducted at the business location under study, which is located at Jl. Kb. Starfruit No. 100, 45118 Cirebon, West Java. This location was chosen because it is the main operational site of the business that is the focus of the research. Additionally, observation will be conducted through social media by accessing their social media platforms.

Research Subject

In this qualitative study, the owner of Rumah Makan Alas Demang, Agus Salim, is the primary source of data through interviews. As the key individual, he is expected to provide rich and in-depth answers related to the research issues. Additionally, to support the research findings, information will also be gathered from five customers who have transacted at Rumah Makan Alas Demang. These five informants were chosen because they have long been familiar with the restaurant from repeat visits and frequently provide reviews about it.

Data Sources

1. **Primary Data** Primary data is information obtained directly from the first source and is given directly to the data collector. The researchers gather this data themselves from the research location or main sources, including through interviews with informants on the research topic.
2. **Secondary Data** Secondary data is information not given directly to the data collector, but rather obtained through other people or documents. In this study, secondary data will be obtained through documentation, journals, and articles related to the research topic of digital marketing.

Data Collection Techniques

1. **Interviews** Interviews are a meeting between two people to exchange information and ideas through questions and answers, thereby contributing meaning to a specific topic. This technique involves direct communication between the researcher and consumers to explore the research topic in more detail. Interviews can be structured, semi-structured, or unstructured, depending on the level of flexibility and depth of information required. A semi-structured interview is a combination of guided and unguided interviews, where the researcher has a rough outline of key questions but allows flexibility to develop questions according to the flow of the conversation (Siti Romdona et al., 2025). In this interview, the researcher will focus the conversation on the marketing strategies implemented by Rumah Makan Alas Demang, such as the promotional techniques used, the marketing media chosen, the goals of these strategies, and market response. Although there is a question guide, the researcher will also allow informants the freedom to explain further based on their experience in carrying out marketing activities. This allows for the collection of richer and more in-depth data.

2. **Observation** The researcher will also conduct direct observation of the marketing activities carried out by the MSME at its business location. This observation aims to see firsthand how marketing strategies are implemented in practice, such as how promotions are conducted, the use of social media or other media, interaction with consumers, and the appearance of products or services. This technique is used as supporting data to validate and strengthen the interview results.
3. **Documentation** Documentation is the collection of records of past events in the form of writing, images/photos, or monumental works from an individual or institution, to obtain complete data that is not based on estimates. In this research, documents will be collected, and photos and recordings of activities related to the research problem will be taken.

Data Validity Test

In qualitative research, testing data validity is crucial to ensure the integrity and credibility of the research findings. The validity of the data in this study will be tested using four criteria:

1. **Credibility** Credibility indicates the extent to which the research data reflects the reality or truth of the subject being studied. To achieve credibility, the researcher will perform source and technique triangulation, empower key informants, and conduct member checks to ensure the data obtained is consistent with what the informants intended (Ahmed, 2024).
2. **Transferability** Transferability refers to the extent to which the research findings can be applied to other similar contexts. To increase transferability, the researcher will explain the research context in detail, including the background of the informants, the research location, and the characteristics of the research object.
3. **Dependability** Dependability relates to the consistency of research findings if conducted by another researcher in the same situation. To ensure dependability, the researcher will systematically document the research process, including interview guides, transcripts, field notes, and analysis results.
4. **Confirmability** Confirmability emphasizes the objectivity of the research findings, meaning the extent to which the results are free from researcher bias or personal views. The researcher will ensure that all findings come from data genuinely obtained from informants, not personal interpretations.

Data Analysis Method

Qualitative data analysis is inductive, meaning it is based on the data obtained and then developed into patterns, relationships, or hypotheses. The formulated hypothesis is tested by collecting data repeatedly until a conclusion is reached as to whether the hypothesis is acceptable or should be rejected. This process is carried out with a triangulation technique to ensure data validity. The activities in data analysis include systematic stages according to the research method used (Qomaruddin & Sa'diyah, 2024).

1. **Data Reduction** Data reduction involves summarizing, selecting key points, focusing on what is important, looking for themes and patterns, and discarding what is unnecessary. This process provides a clearer picture, making it easier for the researcher to perform subsequent data collection and retrieve it when needed.
2. **Data Presentation** In qualitative research, data can be presented in the form of a brief description or narrative, charts, relationships between categories, flowcharts, and so on. Displaying the data makes it easier to understand what happened and to plan the next steps based on that understanding.

3. **Conclusion and Verification** Initial conclusions presented are temporary and will change if no strong supporting evidence is found.

RESULTS AND DISCUSSION

Data Presentation

Interview Table from Owner Interview Results for Digital Marketing Analysis

No	Dimension	Answer
1	How are consumer comments, likes, and messages on existing posts on Instagram since Alas Demang was established? (Interactive)	Culinary social media promotions yield good results, as seen from the high number of likes received. For example, on a Cirebon culinary account, a single post can get around 95 likes. These promotions were done through a third party.
2	What value is shown to the audience? Is it promotional information? (Entertainment)	There is usually a 10% discount promotion on certain days, specifically Sundays and Wednesdays.
3	How easy is it for customers to access the restaurant via a Google search? (Accessibility)	Currently, customers can easily find Alas Demang via Google.

Source: Data processed by the researcher (2025)

Interview Table from Owner Interview Results for Visit Interest Analysis

No	Dimension	Answer
1	What strategies do you apply to get customers to return to Rumah Makan Alas Demang? (Transactional Interest)	The strategy to attract customers to return is through a 10% discount promotion. However, Alas Demang also acknowledges that they do not yet have other strategies like a member card program.
2	Are there any efforts the restaurant owner makes to encourage customers to recommend Rumah Makan Alas Demang to others, either directly or through social media? (Referential Interest)	The effort made by the owner of Rumah Makan Alas Demang to encourage customers to recommend their business is to use daily radio advertisements on Suara Gratia.

3	Are there any special elements (such as signature menus, atmosphere, digital branding) that the owner highlights to build customer loyalty and preference? (Preferential Interest)	Rumah Makan Alas Demang's efforts focus on a comfortable, air-conditioned atmosphere and a signature dish with peanut sauce, which is a characteristic of Alas Demang.
4	Do you have a special strategy for customers to share their positive experiences online? (Exploratory Interest)	The restaurant owner is currently studying a strategy to get customers to post their positive experiences on Instagram Stories. This effort shows a focus on using user-generated content as a form of promotion.

Source: Data processed by the researcher (2025)

Interview Table from Consumer Interview Results for Digital Marketing Analysis

No	Dimension	Answer
1	Do you know that Alas Demang has an Instagram/Google Review, or if there are promotions on Instagram? (Interactive)	Promotions on Instagram are considered ineffective because they are rarely updated, so customers don't know the latest information. Also, the promotional content is considered unappealing. Many customers are also unaware of the Instagram account or the running promotions. This shows a need to improve update frequency, enhance content appeal, and promote the account so that promotions can reach customers more successfully.
2	Do you think their Instagram and Google Reviews are informative or entertaining? (Entertainment)	The existing promotions are considered informative and liked, but it's suggested they be updated more often so customers don't miss the information. In addition, expanding the promotional reach to other platforms like TikTok is also considered important to reach a larger audience, especially for those

		who do not use Instagram.
3	Is it easy or difficult to find and visit Alas Demang Restaurant? (Accessibility)	Some believe it is easy to find and access, while others find it quite difficult because of its location in a residential area. However, for those who find it difficult, online transportation services like Grab are considered very helpful. There is also feedback about the parking lot, which is considered not spacious enough.

Source: Data processed by the researcher (2025)

Interview Table from Consumer Interview Results for Visit Interest Analysis

No	Dimension	Answer
1	What makes you come back to Rumah Makan Alas Demang? Is it because of the menu? (Transactional Interest)	The highly favored menu items, especially the grilled chicken and the peanut sauce, are often praised as delicious. In addition, the chicken satay, tamarind vegetable soup, and chili sauce also received praise from customers.
2	How likely are you to recommend Alas Demang to others on a scale of 1-5? (Referential Interest)	The desire to recommend Alas Demang to others is very high. Of the four answers, three people gave the highest score of 5, and one person gave a score of 4. This indicates that most customers are very satisfied and willing to recommend Alas Demang to others.
3	When you go to Alas Demang, is it your primary goal or a second choice? Because there are many restaurants in Cirebon. (Preferential Interest)	Alas Demang is the primary destination for customers. The reason is the delicious and distinctive taste, especially the chicken which is considered "the best" and is already legendary. This shows that Alas Demang has a strong position in the hearts of its customers, so they do not consider other restaurant options.



4	Have you tried all the menu items? (Exploratory Interest)	Most customers stated that they have tried almost all of the menu items offered. However, one customer mentioned that although they had tried several menus like pepes Tahu and Sayur Asem, they had never tried the chicken gizzard.
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Source: Data processed by the researcher (2025)

Conclusion and Recommendations

Overall, this study reveals a strong alignment between the owner's perceptions and consumer experiences regarding product quality and brand positioning. This is evident from highly positive consumer reviews about the authentic and "legendary" taste of menu items like grilled chicken and peanut sauce, which serve as the main draw for repeat visits and word-of-mouth recommendations. The quality of taste and culinary excellence are key determining factors that have built customer loyalty.

Despite this, a significant gap was found in digital communication and marketing strategies. The owner considers Instagram promotions effective based on external "like" metrics, but in reality, many consumers are unaware of the social media account's existence or find its content unappealing and infrequently updated. Similarly, the owner's perception of easy physical access is not entirely consistent with the consumer experience, as many still have difficulty finding the location and facing limited parking issues. While discount promotions are considered effective, consumers demand innovation on other platforms like TikTok and consistency in information delivery.

As a recommendation, the owner of Alas Demang should increase the frequency and quality of content on their social media accounts and actively promote the account's existence to customers. Diversifying promotional platforms to trending media like TikTok can also expand their audience reach. To address physical access challenges, it is recommended to provide clearer navigation guides on social media and online transportation apps, as well as to collaborate with relevant parties for parking solutions. Given that taste quality is the main attraction, marketing strategies should more aggressively highlight this culinary excellence and introduce promotions for specific menu items that haven't been widely tried. It would also be beneficial to consider loyalty programs like member cards to encourage more structured repeat visits.

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