

Harnessing Technology for Marketing Success: A Case Study in the Culinary Tourism Sector

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Abstract

This study investigates effective marketing strategies for Bukit Amaish Cafe & Resto in Pare-Pare, utilizing insights from relevant literature and qualitative data gathered from seven informants, including the owner, manager, marketing staff, and customers. The findings reveal that leveraging data analytics and social media significantly enhances consumer engagement and brand awareness. However, the limitations include a focus on a single location, which may not fully represent broader trends in the culinary tourism industry. The implications of this research emphasize the importance of data-driven approaches in developing targeted marketing strategies. It is recommended that Bukit Amaish invest in staff training for upselling techniques and optimize social media engagement. Additionally, expanding research to include diverse locations could provide further insights into effective marketing strategies within the culinary sector.

Keywords: Marketing Strategies, Culinary Tourism, Social Media, Consumer Engagement.

1. Introduction

The tourism business in Indonesia has experienced rapid growth over the past decade, with an increasing number of regions and communities getting involved in tourism activities, both spontaneously and through planned initiatives. This growth is driven by rising interest from domestic and international tourists, which, in turn, supports economic development across various regions. According to the World Tourism Organization (*World Tourism Organization, 2022*), tourism has become one of the most dynamic sectors in driving economic growth in many developing countries, including Indonesia. Research (Serly Hasibuan, 2022) indicates that the contribution of the tourism sector to Indonesia's Gross Domestic Product (GDP) reached 4.1%, reflecting the industry's significant role in the national economy. Amidst this development, the trend of 5.0 in tourism marketing is emerging, emphasizing the use of advanced technology to create more personalized and sustainable experiences for travelers. According (Velentza & Metaxas, 2023) human interaction remains at the core of every service, indicating that technology must be balanced with a human touch. (Shin & Xiang, 2020) explain that tourism marketing in the 5.0 era focuses not only on technology but also on value creation through collaboration between service providers and consumers. This aligns with the statement (Tlabela & Douglas, 2022), which emphasizes the importance of understanding tourists' emotional needs to create unforgettable experiences. Additionally, (Zhang & Huang, 2022) adds that effective tourism marketing in this era will involve a holistic approach, leveraging big data and analytics to understand consumer behavior and enhance their travel experiences.

The growth of the tourism sector has also led to an increase in businesses related to food and beverage provision, especially in tourist areas. According to the Central Statistics Agency (2020), the number of food and beverage establishments in Indonesia rose by 20.76% in 2021, largely driven by the increasing demand from tourists. (Kementerian Pariwisata dan Ekonomi Kreatif / Badan Pariwisata dan Ekonomi Kreatif, 2024) indicates that domestic tourist spending on food and beverages accounts for approximately 30% of their total travel expenditure. This data underscores the significance of this sector in enhancing the tourism experience in Indonesia. As noted (Anton Martin et al., 2021; Hernández-Mogollón et al., 2020), culinary experiences are integral to the overall travel experience, influencing tourist satisfaction and loyalty. Furthermore, a study by (Türker & Süzer, 2022) highlights that the food

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and beverage industry plays a crucial role in attracting tourists and enhancing destination competitiveness, particularly in regions where culinary tourism is promoted. The dynamic interplay between tourism and the food sector not only contributes to local economies but also enriches the cultural experiences offered to visitors, reinforcing the idea that gastronomy is a vital component of tourism development (Nurhayati et al., 2022).

In the context of digital technology development, social media has become a primary tool for marketing products and services, including in the tourism and culinary sectors. According to We Are Social and Hootsuite (Annur, 2023; Cindy, 2023; We Are Social, 2021) the number of social media users in Indonesia has reached over 170 million, with Instagram and TikTok being the most popular platforms for visual marketing. A study (Kaplan & Haenlein, 2020) highlights the importance of social media in shaping brand perception, enhancing customer interaction, and building loyalty. Furthermore, research by (Swaminathan et al., 2022) shows that social media marketing strategies can increase brand awareness and capture consumer attention, which is crucial in the competitive tourism industry. Along the same lines, (Bilgihan et al., 2014; Nyoman Siryayasa et al., 2024) emphasize that social media serves as an important platform for sharing customer experiences, which directly influences travelers' decision-making.

Marketing strategies through social media are increasingly regarded as key to accelerating brand awareness. In a study by (Hollebeek & Macky, 2019; Topor et al., 2022) , they concluded that creative and interactive content published on social media can significantly enhance consumer engagement and create a strong brand image. In the context of small and medium enterprises, a study by Parveen, Jaafar, and Ainin (2016) indicates that the use of social media can directly contribute to business growth through increased visibility and connectivity with customers.

At Bukit Amaish Café & Resto in Pare-Pare, social media campaigns play a crucial role in strengthening brand awareness. According to an interview with the business owner in 2024, they stated that platforms such as Instagram and TikTok are highly effective in capturing the attention of younger generations and creating consumer loyalty through engaging and regular interactions. This support is reinforced by research from (Bae & Jeon, 2022; Dam & Dam, 2021; Fayvishenko et al., 2023) which found that businesses that optimally utilize social media can build closer relationships with customers and obtain faster feedback.

This research will focus on the effectiveness of social media campaigns in enhancing brand awareness for Bukit Amaish Café & Resto in Pare-Pare. It will examine consumer engagement through various platforms like Instagram and TikTok, in line with (Kaplan & Haenlein, 2020), who highlight the importance of social media in shaping brand perception. Additionally, the study will assess the impact of these campaigns on sales and customer retention, following the findings of (Nesterenko et al., 2023; Virani, 2024) regarding the significance of creative content in boosting consumer involvement. The aim is to provide actionable insights that strengthen the café's competitive position in the rapidly growing food and beverage industry.

2. Research Method

This study employs a descriptive research design with a qualitative approach, as defined by (Lexy J, 2019) , which aims to understand the phenomena experienced by research subjects, making it suitable for investigating behaviors, attitudes, motivations, perceptions, and actions. The research utilizes three data collection methods: participatory observation, which allows the researcher to engage in daily activities alongside the subjects; interviews, emphasizing face-to-face communication for in-depth insights; and documentation, which validates findings through credible written or visual materials. The informants include the owner, manager, marketing staff, employees of Bukit Amaish Café & Resto, and three guests/visitors.

Data analysis follows the collection of field data and significantly influences the research outcomes. Adopting the (Miles, 2014) , the analysis involves three steps: data condensation, data display, and conclusion drawing/verification. This process simplifies the information, organizes it in a structured format for clarity, and validates emerging meanings to ensure their relevance. The study spans six months, from March to August 2024, at Bukit Amaish Café & Resto in Pare-Pare, aiming for a comprehensive exploration of the role of social media campaigns in enhancing brand awareness.

Based on Table 1, the study involves a variety of informants, including the owner, manager, marketing staff, employees, and three guests/visitors of Bukit Amaish Café & Resto. Each informant is associated with specific roles and key questions aimed at exploring their insights into the café's social media strategies and brand awareness. The data collection process consisted of structured interviews designed to elicit detailed responses regarding the effectiveness of social media campaigns and their impact on customer engagement. After gathering the data, analysis was performed using the (Miles, 2014), focusing on data condensation, display, and conclusion drawing/verification.

This rigorous analytical process was carried out over a six-month period, from March to August 2024, facilitating a comprehensive examination of how social media campaigns contribute to enhancing brand awareness at Bukit Amaish Café & Resto.

Tabel 1. Informant Matrix and Instrument Questions

Informant	Role	Key Questions
Owner	Owner of Bukit Amaish Café & Resto	- Which social media platforms do you use? - How do you measure campaign effectiveness? - Examples of successful strategies?
Manager	Manager of Bukit Amaish Café & Resto	- How is the social media strategy implemented? - What challenges have you faced? - How do you engage customers online?
Marketing Staff	Marketing Staff at Bukit Amaish Café	- What content resonates with your audience? - How often do you post? - How do you analyze engagement?
Employees	Employees at Bukit Amaish Café & Resto	- How is the brand image perceived? - What is social media's impact on customer interactions?
Guests/Visitors	Three Guests/Visitors	- Examples of customer feedback? - How did you first hear about the café? - Which platforms do you use to find new places? - What's your impression of the café based on its social media?

Source: Observation Results and Instrument Adoption (Keller, 2009; We Are Social, 2021)

3. Results and Discussions

3.1. Overview of Bukit Amaish Café and Resto

Bukit Amaish Café and Resto, located on Jenderal Sudirman Street in Parepare City, has become a popular hangout spot for friends and families. In addition to its beautiful views, the café's luxurious architectural design makes it an attractive location for visitors to take photos. The natural beauty of Parepare City is on par with other regions, and Bukit Amaish Café and Resto is a must-visit place to enjoy this beauty. Situated at an elevated location in Bacukiki Barat District, the café offers a unique appeal, including stunning sunset views over the Parepare sea.

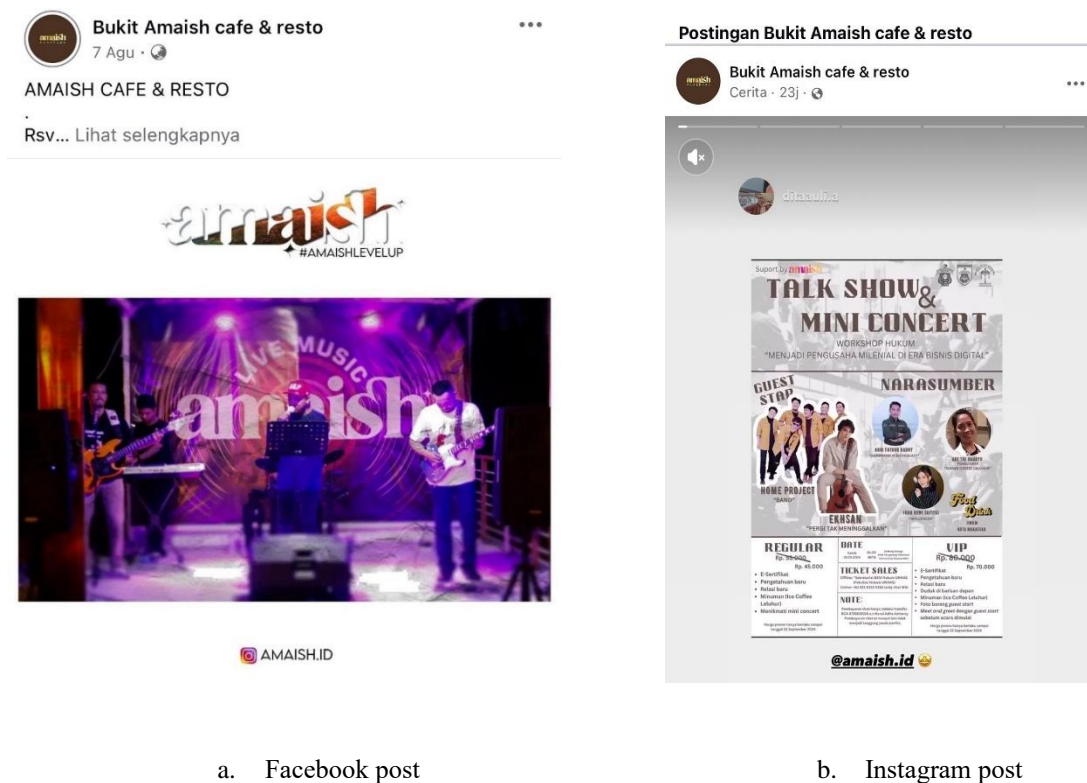
Established in December 2020, Bukit Amaish Café and Resto offers a diverse range of food and beverage options that cater to the tastes and needs of its customers. Although the prices at Bukit Amaish are relatively higher compared to other cafés in Parepare City, the experience provided justifies the cost. Based on conducted surveys, the customer count graph shows a significant increase from January to March, followed by fluctuations from March to June. From June to August, there was a decline in the number of customers, but the situation began to improve again from September to December (interview results with the management, 2024). With its lush and comfortable atmosphere, Bukit Amaish is an ideal place to relax and enjoy the natural beauty.

3.2. Role of Social Media in Showcasing Product Quality

The findings of this study clearly show that social media plays a significant role in creating brand awareness and promoting products at Amaish Café and Resto. Through interviews with key informants, it was evident that the café effectively utilizes social media to enhance its image, engage with customers, and showcase the quality of its offerings.

Interviews with the owner, Muhammad Aidil, revealed that the café has a dedicated team managing its social media presence. He stated, "We have someone who handles our social media, and I regularly monitor our business developments through the manager or marketing team to ensure everything is running smoothly" (M.A., July 2024). This indicates that the café prioritizes a proactive approach to its online representation. Aidil emphasized that the quality of traditional dishes, such as *bebek palekko*, is central to their brand identity, which resonates with visitors. He also added, "The unique flavors of our dishes create memorable experiences for our guests, making them more likely to share their thoughts online" (M.A., July 2024). This highlights the importance of culinary excellence in fostering customer engagement.

Alwi, the café manager, echoed this sentiment, saying, "I guide the concept of how we present our products on social media to make them look appealing and delicious" (A.A., July 2024). His focus on visual presentation illustrates how strategic marketing can enhance customer interest. He pointed out that "the right angle and styling of food items in photographs can significantly impact customer interest and their desire to visit" (A.A., July 2024). This shows that aesthetics play a crucial role in attracting customers through social media. Here is an example of a social media post in figure 1



a. Facebook post

b. Instagram post

Figure. 1 Social Media Post

Source: Social media accounts Amaish Café and Resto, 2024

Lirna, the admin and marketing staff, further emphasized the importance of visually appealing content: "We prioritize using high-quality photos and videos of our food and beverages. Good resolution and lighting enhance the aesthetics, making the food look appetizing" (L.L., July 2024). Her commitment to quality visuals reinforces the idea that effective marketing relies heavily on how products are portrayed. She also noted, "Capturing authentic moments, like guests enjoying their meals, helps to create a relatable atmosphere that potential customers can connect with" (L.L., July 2024). This suggests that authenticity can strengthen customer loyalty and interest.

These insights illustrate that Amaish Café and Resto leverages social media not just to showcase its products but also to create a compelling narrative that resonates with customers. The café's ability to present its offerings authentically through engaging visuals and customer experiences fosters a strong brand identity and awareness among visitors. This narrative approach helps in forming an emotional connection with potential customers, ultimately driving their decision to visit.

Additionally, the study findings indicate that social media is a vital tool for promoting food and beverage sales at Amaish Café and Resto. Lirna highlighted that Instagram is the most popular platform among their customers, stating, "We also utilize other platforms like TikTok, Facebook, and YouTube, but Instagram remains our primary tool for promotion" (L.L., July 2024). This choice of platform underscores the café's understanding of its target audience and their preferred communication channels. She elaborated, "Instagram's visual nature aligns perfectly with our brand, allowing us to create stunning posts that showcase our offerings beautifully" (L.L., July 2024). This strategic focus on a visually-driven platform maximizes their outreach.

The café actively reposts content shared by customers, creating a sense of community and organic promotion. Hasan, a café employee, noted that many visitors enjoy sharing their experiences on social media: "Most guests take photos, and some post on Instagram, tagging the café. This user-generated content acts as free marketing for us" (H.S., July 2024). This highlights the power of customer engagement in marketing, where satisfied customers become ambassadors for the brand. He added, "Seeing other guests enjoying their time encourages new visitors to come and try our food for themselves" (H.S., July 2024). This demonstrates how positive experiences can generate interest among potential customers.

Lirna further explained that they showcase a variety of events, including live music and community gatherings, to attract attention: "We present activities and events on Instagram to highlight our offerings beyond just food. This includes everything from live music to birthdays and community events" (L.L., July 2024). This multifaceted approach not only promotes the café's food but also enhances its identity as a community hub. She emphasized, "These events not only draw in a crowd but also create moments for guests to share online, amplifying our reach" (L.L., July 2024). This indicates that the café's social media strategy is centered on fostering community engagement, which in turn enhances brand loyalty.

The ability to promote without incurring significant costs has made social media an indispensable asset for the café. As Hasan pointed out, many customers inquire about their social media presence when they arrive, indicating that this exposure significantly influences customer decisions. He concluded, "When people see our vibrant online community, it reassures them that they're making a great choice by dining with us" (H.S., July 2024). This reflects the idea that social media not only serves as a promotional tool but also as a platform that builds trust and confidence in the brand.

The thematic matrix 2 underscores four primary themes derived from the findings: Social Media Management, Visual Presentation, Community Engagement, and Cost-Effective Promotion. Social Media Management emphasizes the strategic oversight exercised by the café's management, highlighting the significance of maintaining quality and a strong brand identity. This theme reveals how the management's attention to detail ensures that the café's offerings resonate with its target audience. Visual Presentation showcases the crucial role of aesthetics in marketing, indicating that appealing imagery profoundly influences customer interest and engagement. The findings suggest that well-composed and visually striking content can attract more visitors and create a lasting impression. Community Engagement highlights the power of customer interaction through user-generated content and events. This theme suggests that fostering a sense of community not only enhances brand loyalty but also encourages customers to share their positive experiences, thereby expanding the café's reach.

In summary, the findings indicate that Amaish Café and Resto effectively utilizes social media to build brand awareness and promote its offerings. The strategic presentation of high-quality content and the engagement with customers foster a strong brand identity and a sense of community. The café's ability to showcase its products and experiences authentically enhances customer interest and loyalty, ultimately driving foot traffic and sales. This study highlights the critical role of social media in modern marketing strategies, emphasizing that the success of a brand today hinges on its online presence and the narratives it creates.

3.3. Discussion

In developing an effective marketing strategy for Bukit Amaish Cafe & Resto in Pare-Pare, valuable insights can be drawn from (Pradhan, 2019), who designed a marketing strategy for a restaurant in Surabaya. The report highlights a significant challenge faced by restaurants: the lack of a clear and targeted marketing strategy, resulting in promotions that do not significantly impact revenue. Similarly, Bukit Amaish, which relies on social media marketing, must ensure that each marketing campaign is well-defined and strategically oriented to capture customer attention. To design an effective marketing strategy for Bukit Amaish, it is essential to integrate findings from related research that emphasize the importance of technology and social media-based marketing strategies. (Halim et al., 2019) illustrate

how business intelligence can be leveraged to craft restaurant marketing strategies. Their research indicates that by utilizing analytical data, restaurants can gain a deeper understanding of customer preferences and behaviors, which can, in turn, enhance brand awareness and purchase intentions.

Tabel 2. Matrix of Findings The Role of Social Media in Enhancing Brand Awareness at Amaish Café and Resto

Theme	Key Findings	Informant(s)
Social Media Management	<ul style="list-style-type: none"> - Dedicated team managing social media. - Regular monitoring of business developments. - Emphasis on the proactive approach in online representation. 	Muhammad Aidil (Owner)
Visual Presentation	<ul style="list-style-type: none"> - Quality of traditional dishes as part of brand identity. - Concept guidance for product presentation on social media. - Strategic placement of food items in photographs enhances customer interest. - High-quality photos and videos prioritized for appealing content. - Authentic moments enhance relatability and customer connection. 	Alwi (Manager) Lirna (Admin and Marketing Staff)
Community Engagement	<ul style="list-style-type: none"> - User-generated content acts as free marketing. - Guests enjoy sharing their experiences on social media. - Reposting customer content creates a sense of community. - Events showcased on social media strengthen community ties and brand identity. 	Hasan (Employee) Lirna (Admin and Marketing Staff)
Cost-Effective Promotion	<ul style="list-style-type: none"> - Social media is an indispensable asset for low-cost promotion. - Customers inquire about social media presence before visiting. - Social media exposure influences customer decisions. - Vibrant online community reassures potential customers about dining choices. 	Hasan (Employee)

Source: Researcher, 2024

This perspective aligns with (Anjarani et al., 2023), which reveals that social media marketing not only boosts brand awareness but also fosters positive perceptions of quality among consumers. By employing proven techniques, as outlined in (Liu et al., 2024; Wijaya & Putra, 2023) , Bukit Amaish can utilize social media platforms to foster better engagement with customers. Captivating content, such as high-quality images of dishes, can reinforce brand image and elevate purchase intentions. Furthermore, (Riska Veronika et al., 2024) investigation into upselling techniques in restaurants demonstrates that product knowledge among waitstaff can enhance the customer experience. Bukit Amaish can train its staff in upselling techniques, which not only increases sales but also strengthens customer relationships. Well-trained staff can provide better recommendations and assist customers in selecting appropriate menu items, which can also create shareable moments on social media.

In the context of culinary tourism, research (Wan Farah Wani Wan Fakhruddin & Muhammad Arfin Muhammad Salim, 2023) emphasizes that the effective use of language and visuals on social media can contribute to promoting local cuisine. Bukit Amaish can adopt a multimodal strategy by presenting content that is both informative and appetizing, thereby attracting a broader audience. Showcasing the uniqueness of its dishes and the ambiance of the restaurant will enhance its appeal to new visitors.

The application of business technologies such as Power BI can be implemented at Bukit Amaish to predict customer consumption patterns. By employing market analysis techniques like Market Basket Analysis, Bukit Amaish can model demand trends and understand the unique relationships between menu items, which can be utilized for more effective promotions. Insights gained from this analysis will be instrumental in implementing marketing strategies based on the 4P framework (product, place, price, and promotion). For instance, identifying the most popular menu items can assist management in planning more targeted promotions. Additionally, findings from (Pradhan, 2019) regarding customer segments, such as children and office workers, can be adapted to better understand Bukit Amaish's audience. Recognizing the primary customer base can aid in designing more relevant and engaging social media campaigns for specific demographic targets. By leveraging this data, Bukit Amaish can tailor special menus and offerings to meet the needs and preferences of their customer segments.

Implementing a data-driven approach to marketing strategy also aligns with the research (Anjarani et al., 2023; Faisal & Ekawanto, 2022) which underscores the importance of brand awareness and perceived quality. By utilizing data derived from customer analysis, Bukit Amaish can enhance its brand image and foster positive perceptions among consumers. Content shared on social media can focus on the quality of ingredients, uniqueness of the menu, and enjoyable customer experiences (Bilgihan et al., 2014; Hernández-Mogollón et al., 2020; Muchlis et al., 2024). In the realm of customer interaction, (Pradhan, 2019) highlights that utilizing the Power BI dashboard allows restaurant managers to review revenue improvements based on specific events and activities. Bukit Amaish can adopt a similar strategy by monitoring customer engagement on social media and adjusting campaigns based on the feedback received. This approach not only helps in increasing brand awareness but also strengthens the relationship between customers and the brand (Schivinski & Dabrowski, 2016; Syabani & Prasetyo, 2024). Ultimately, by applying analytical technologies and monitoring consumption patterns alongside customer responses, Bukit Amaish Cafe & Resto can create unforgettable customer experiences while fostering sustainable business growth. Integrating data-driven marketing strategies with creative social media usage will provide Bukit Amaish with the competitive advantage necessary to thrive in the increasingly competitive culinary tourism industry.

This research has significant implications for the development of marketing strategies for Bukit Amaish Cafe & Resto, particularly in the context of leveraging technology and social media. The findings underscore the importance of data analysis in comprehending consumer behavior and designing effective marketing campaigns. However, several limitations of this study must be acknowledged. One key limitation is the focus on a single restaurant location, which may not fully capture broader trends within the culinary tourism industry. Additionally, constraints related to access to customer data and variability in consumer preferences may impact the accuracy of the analyses conducted. Therefore, further research across diverse locations and restaurant contexts is recommended to strengthen these findings and provide deeper insights into effective marketing strategies in the culinary sector.

4. Conclusion

In summary, the development of an effective marketing strategy for Bukit Amaish Cafe & Resto is fundamentally reliant on the integration of data analytics and social media engagement. The findings of this study underscore the critical role that technology plays in enhancing brand awareness, optimizing customer interactions, and ultimately driving revenue growth. By adopting evidence-based practices from relevant literature and customizing them to fit their unique context, Bukit Amaish has the potential to create targeted marketing campaigns that resonate deeply with their audience. Additionally, leveraging analytical tools to gain insights into consumer preferences can inform menu offerings and promotional strategies, thereby fostering a more personalized and enriching dining experience.

In light of the findings, it is recommended that Bukit Amaish Cafe & Resto develop a comprehensive marketing framework that emphasizes data-driven decision-making. This should include the implementation of analytical tools such as Power BI for market trend analysis and active monitoring of customer engagement across social media platforms. Furthermore, investing in staff training focused on upselling techniques can significantly enhance customer satisfaction and increase overall sales. Future research should aim to explore the efficacy of these strategies across various culinary tourism contexts to validate their applicability and refine marketing approaches accordingly. By

continually adapting to evolving consumer trends and preferences, Bukit Amaish can secure a competitive advantage within the dynamic culinary landscape.

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