

The Role of Digital Marketing in Culinary Business Dynamics on Tiktok @Jihannpp Account

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ABSTRACT

The Tiktok application is widely used by people to create and do business in Indonesia. The Tiktok account @jihannpp actively provides information about culinary places and food snacks in Cirebon. The purpose of this study is to find out the digital marketing techniques used by @jihannpp Tiktok accounts. This study uses a qualitative method using data collection techniques. The data collection techniques used by the researcher are observation, interviews and documentation. The results of the research obtained through the Tiktok account @jihannpp utilize digital marketing methods, namely digital marketing techniques, namely advertising techniques, hashtag techniques, promotion techniques, review techniques and distinctive characteristics. The results of advertising techniques to provide information, hashtag techniques to provide information, promotional techniques to introduce products and persuade followers and non-followers, review techniques to give reviews or assessments of the purchase consideration of a product, and characteristics on Tiktok accounts @jihannpp to brand their character with the characteristic word "camatmam"

INTRODUCTION

Social Media is a media platform that focuses on the existence of users who facilitate them in their activities and collaboration. (Van Djik Nasrullah 2015). bring changes to the way individuals communicate and make it one of the sources of information, especially in the marketing process. The presence of digital marketing is a plus in the business world because it facilitates the product marketing process by creating digital photo and video content about the product to be marketed and uploading it to the various available Tiktok application platforms.

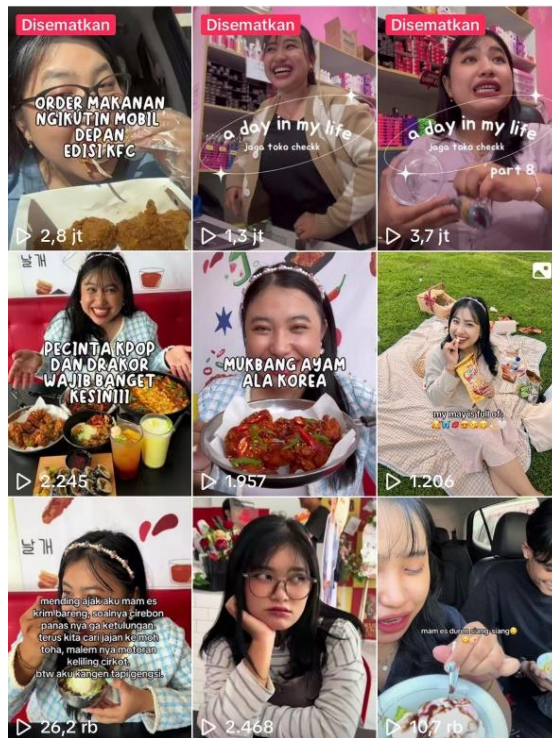
The media that is now widely used is the social media TikTok which is significant to the way information is disseminated. Tiktok is a social media that quickly gained popularity at the end of 2019. Tiktok social media present in Indonesia is widely used in community and business activities. The goal is to record and edit videos creatively on gadgets. In the past, videos could only be 15 to 60 seconds long, now they can be up to 10 minutes long. The Tiktok application is very popular among most Indonesian people, so this application can really be used by the media. (Bulele, Y.N, 2020).

Over time, this development has turned Tiktok into a digital media used by content creators. The change is that Tiktok has a unique ability to attract the attention of its users. The Tiktok platform that is being developed can not only be used for entertainment but also as a new form of digital marketing.

The use of Tiktok social media as a medium to promote the culinary industry in Cirebon. Tiktok is one of the most popular platforms today. As a social media platform, TikTok offers diverse opportunities for videos, lip syncing, singing, dancing, singing, and more. Because it is used by many people, Tiktok offers opportunities as an advertising medium.

There is a lot of content created in the culinary industry, one of which is on the Tiktok account @jihannpp they promote Cirebon culinary, one of which is with creative content that inspires people to try a typical food of the Cirebon region by visiting MSMEs or eateries. Which is quite an impact on the culinary industry because every food vlogger always promotes interesting content that makes people "drool" so that the audience flocks to the eaters that enter the content. The food vlogger in question is someone who creates content or material about food reviews or recipe tutorials, and many other forms of material. (Ardrini et al., 2020).

Tiktok is an effective social media to promote the Cirebon culinary industry. The Tiktok account @jihannnpp become one of the Tiktok accounts in Cirebon that promotes various kinds of culinary in Cirebon.



In the Journal (Komang Ayu Pradnya Indrawati et al., 2017) regarding the Effectiveness of Advertising through Facebook and Instagram Social Media as One of the Marketing Strategies in Krisna Souvenirs of Bali. This study aims to determine the effectiveness of advertising through social media. The results obtained from this journal are that the use of advertising has proven to be effective on social media as a promotional medium

In the Journal (Annisa Fitriani Komalasari., 2023) regarding the Analysis of Digital Marketing Techniques in the TikTok Application. This research aims to be able to find out and analyze the techniques for using digital marketing in the Tiktok application. The results obtained from this journal show that Tiktok accounts @cicichania96 use digital marketing techniques as seen from the way they upload videos and do live broadcasts.

In the Journal (Mohammad Firmansyah Bratadiredja., 2023) regarding the Use of TikTok as Digital Marketing in Culinary Promotion for MSME Actors. This study aims to find out the use of Tiktok in the promotion of culinary in Garut Regency. The results obtained from this journal are that the promotion is well conveyed to and supports the continuity and development of the business.

The novelty is that the researcher tries to research the @jihannnpp account in Cirebon which has never been discussed by the researchers before and shares with the Content Creator regarding the content he creates on the Tiktok application, also explores how the marketing strategy carried out by the Content Creator then digests what is the differentiating factor between the content

creation strategy of this creator and other creators because each creator has its own characteristics to attract the views. In addition, the researcher aims to explore culinary in Cirebon, in addition to containing entertainment content, the content created by creators also contains informative content so that viewers know new things about culinary in Cirebon.

LITERATURE REVIEW

First, Komang Ayu Pradnya Indrawati, I Nyoman Sudiarta, I Wayan Suardana in his journal entitled, "The Effectiveness of Advertising through Facebook and Instagram Social Media as One of the Marketing Strategies in Krisna Typical Balinese Souvenirs". (ojs.unud.ac.id, Vol. 17 No. 2 of 2017)

This study aims to determine the effectiveness of advertising through social media, namely Facebook and Instagram as one of the marketing strategies for Balinese Souvenirs. This study aims to determine the effectiveness of advertising reviewed from the four dimensions of EPIC, namely the dimensions of empathy, persuasion, influence and communication as well as to find out the media sources where buyers get the most extensive information about Krisna Khas Bali products. The methods used in this study are qualitative and quantitative methods. By using the purposive sampling technique. Data was collected through interviews, observations, documentation and questionnaires to as many as 100 buyer respondents who bought and visited Krisna Khas Bali. The results of this study show that Krisna Khas Balinese advertisements on social media are effectively used as promotional media.

Second, Annisa Fitriani Komalasari with her journal entitled, "Analysis of Digital Marketing Techniques in the TikTok Application." (jurnal.usbypkp.ac.id, Vol.1 of 2023)

TikTok has many features and its influence is growing rapidly, now anyone can use it for many things, one of which can be creative and promote their own business. This study aims to identify and analyze the techniques used for digital marketing on the TikTok @cicichania96 application. The concept used in this study is new media. The method used in this study is a qualitative approach using a digital ethnographic approach. The data collection technique used by the researcher is to conduct online observations and be strengthened with documentation. Digital marketing aims to apply digital technology to create channels that are able to connect with consumers so that the wishes of actors can be carried out according to their goals. The results of this study show that TikTok accounts @cicichania96 use digital marketing techniques as evidenced by uploading videos and live streaming.

Third, Mohammad Firmansyah Bratadiredja, with his journal titled, "The Utilization of TikTok as Digital Marketing in Culinary Promotion for MSME Actors." (ejournal.upbatam.ac.id, Vol.7 No.2 of 2023)

The purpose of this study is to find out the use of TikTok in food advertising in Garut Regency. This study uses a qualitative methodology with a 4C approach (customer, cost, convenience, and communications). The results of this study show that the use of TikTok for digital marketing in food promotion in Gabu Galt Regency allows for a customer approach that considers consumer needs. On the other hand, let's look at this problem in terms of cost: in terms of

budget and people's purchasing power. In addition, from the point of view of convenience, the ease of a product within the reach of consumers is also important, including: Examples: location, number of stores, ease of doing business, etc.

In addition, digital marketing is effective in increasing sales of related small and medium businesses because the messages and promotions that economic actors want to convey are clearly conveyed to consumers so that they will increase sales and support the continuity and development of the demonstration business.

Digital Marketing, according to Coviello et al. (Fawaid, 2017) The use of the Internet and other interactive technologies creates and connects dialogues between businesses and certain consumers. It is a goal by using digital media and technology to provide convenience for businessmen and potential consumers. Marketing can interact directly with buyers, convey questions and complaints, and introduce products. Digital technology aims to generate profits between sellers and buyers. In addition, customer relationships become closer, consumer-related knowledge is accumulated, and online communications and services are connected according to the specific needs of customers. Sawicki, A. (2016).

METHODOLOGY

The research method used is qualitative. Qualitative research methods are descriptive and usually use analysis. (Indrawati, 2018). Using the theory of symbolic interaction, researchers will look at interactions between individuals through the symbols they create. These symbols include gestures such as voice or vocal, physical movements, language or body expressions that are done consciously. (Arisandi, 2014)

The data collection techniques are observation, interviews and documentation. (Sugiyono, 2020). The object of this research is Tiktok social media carried out in the Cirebon Culinary industry, one of which is @jihannpp with a number of 72.3k followers and with a number of likes of 3.8 million. In this research process, the researcher conducted interviews with Tiktok account owners with @jihannpp username.

RESEARCH RESULT AND DISCUSSION

A. Hashtags and Music Audio

Hashtag, Audio Music est un moyen de catégoriser le contenu des utilisateurs pour permettre aux utilisateurs de vous trouver plus facilement sur les réseaux sociaux, en particulier TikTok. (Ilham Hilal Ramadhan et al., 2019). Ceux-ci sont créés en fonction du type, du contenu ou de la tendance.

The 2nd technique carried out by the account owner is the hashtag or hashtag technique and music audio on the content. Based on the results of an interview with the owner of a Tiktok account with a @jihannpp username, according to his caption which said, "Not only that, I also apply hashtag techniques to make it easier for viewers to find the content they are looking for, while music audio techniques are applied so that the content looks interesting and does not seem boring." The Music Audio hashtag was originally a social media feature (Oktavia,

2019). Hashtags are widely used by marketers as a marketing or promotional communication tool (Stathopoulou, A., Borel, L., Christodoulides, G., & West, D., 2017). Therefore, hashtags can make it easier for consumers to find the products they want (Dewa, C. B., & Safitri, L. A., 2021). This affects businesses to use hashtags to promote their products. After the analysis, digital marketing is implemented using hashtags through @jihannnpp accounts.

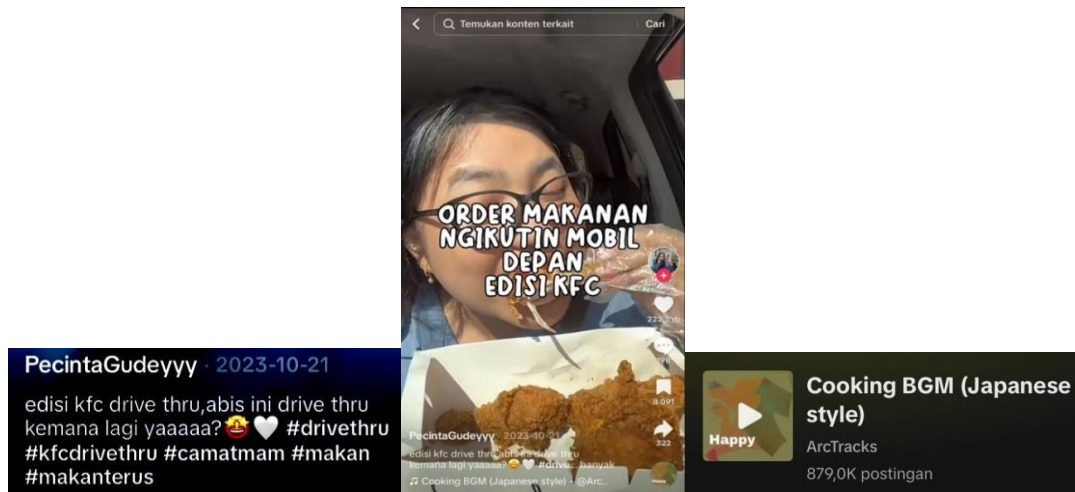


Figure 2. Use of Hashtag (#) and Music Audio on @jihannnpp Account

In the video, mention the hashtag #drivethru #kfcdrivethru #camatmam #makan #makanterus. The use of hashtags means to increase engagement (Stathopoulou, A., Borel, L., Christodoulides, G., & West, D., 2017). It is evident that the content above has reached 2.8 million viewers since it was uploaded on October 21, 2023. The hashtag it self is used throughout the researcher's selected videos on @jihannnpp account.

Hashtags are used in every content created, for example #fyp #foryourpage #camatmam #makan #makanterus. The meaning of the hashtag #fyp #foryourpage is that the uploaded content can be watched or entered on the main page of Tiktok account users even if they do not follow @jihannnpp account. This is expected to attract the attention of other Tiktok account users to follow or follow @jihannnpp account.

One of the benefits of using Tiktok social media can make it easier to build relationships and get feedback between other users interactively (Dewa, CB, Safitri, LA, 2021). @jihannnpp account uses feedback as a digital marketing strategy. The interaction of this indicator is to make it easier for Tiktok users to find or search for culinary-related content in Cirebon.

B. Review

Review is an activity that a person does to give a review of something that has been tried before. (Tsang A.S and Pandergast, 2009). Reviews usually discuss the advantages and disadvantages of a product or service.

The 3rd technique carried out by the account owner is the review technique. Based on the results of an interview with the owner of the Tiktok account with the username @jihannnpp, according to his statement which said,

"In addition, the technique applied is a review technique to provide a review or assessment of the quality of food to be a consideration or decision of the buyer." Product reviews are one of the important forms of content in the world of influencers and content marketing. Creators have found profitable ways to monetize their platforms. Product reviews have become an important part of content because they provide valuable insights and recommendations to followers and viewers. Researchers found a review technique on @jihannppp account, account owners often do reviews through the TikTok application with the review sentence, namely "I bought Parahyangan level 5 seblak, I think the seblak is really good, guys really approve for friends who like spicy".

This is used to see the qualities that Creators have and listen to other people's opinions and persuade them to buy them. To review, it is also necessary to evaluate the advantages and disadvantages of the product based on their personal experience after using it for a certain period of time. Researchers found a review technique made by @jihannppp account by creating review content about Cirebon food, for example such as seblak snacks, In the video, the @jihannppp accountant managed to attract the attention of the audience. Product reviews serve a variety of purposes for both consumers and content creators. Product reviews provide valuable insights and information about the quality of a product. It also helps consumers make informed decisions and avoid potential mistakes.

Product reviews, on the other hand, can be a way for content creators to gain experience, build credibility and even make money through affiliate marketing. The interaction of this indicator is a consideration for people to try or buy a food through the TikTok account @jihannppp that has been reviewed by the creator.



Figure 3. Food Reviews on @jihannppp Accounts

C. Promotion

Promotion is an effort to introduce products to the public, causing buyers' desires, therefore it can increase product sales. (Kotler and Keller (2009).

The 4th technique carried out by the account owner is the promotion technique. Based on the results of an interview with the owner of the Tiktok account with the username @jihannnpp, according to his statement which was said "Actually, this technique is focused on providing information to viewers, but this technique also aims to persuade viewers to come and buy related to what I promote." Promotion is one of the elements of marketing that focuses on efforts to inform, persuade and remind consumers about a company's brand and products (Tjiptono, 2020). Meanwhile, according to (Laksana, 2019).

Researchers found a promotional technique on @jihannnpp account, account owners often promote through the TikTok application with the sentence of invitation, namely "Don't forget to stop by here, friends, must try!". The choice of TikTok as a promotional medium for Jihan is based on its popularity among Gen Z. TikTok offers a great opportunity for those who are just starting a business to spread the word further, as long as the content is creative and follows TikTok's rules. This makes it easier for startups to expand their marketing reach, as TikTok allows them to reach new users quickly when starting their business (Togi et al., 2020). The interaction of this indicator invites or persuades viewers to participate in trying it out and even buying it.

D. Characteristics

Distinctive features are special things of shape that mark a person's character. (Aribowo Prijosaksono & Roy Sembel, 2002). In this content, there is an addition to the use of its own characteristics found in each content created by @jihannnpp, namely the unique greeting "camatmam" every time the creator starts reviewing the food.

As a content creator, @jihannnpp builds his signature on every content he creates, which aims to help differentiate @jihannnpp TikTok account from other creators and build a memorable identity. By having a creator's characteristics, it can strengthen personal branding and make the audience interested.

The 5th technique performed by the account owner is the characteristic technique. Based on the results of an interview with the owner of a Tiktok account with a @jihannnpp username, according to his statement which said, "The last technique I applied was a characteristic technique. Actually, I never thought that the characteristic would be my technique on the content I create, but as time goes by I think that one of the things that makes my content crowded is because of the characteristic that I have by saying "camatmam" on every content I create so that this can also be called a technique but it must be underlined that this technique is not made to be made. The characteristic technique contained in every content created by @jihannnpp is the unique saying "camatmam" every time the creator starts reviewing the food.

As a content creator, @jihannnpp builds his signature on every content he creates, which aims to help differentiate @jihannnpp TikTok account from other creators and build a memorable identity. By having a creator's characteristics, it

can strengthen personal branding and make the audience interested. The interaction of this indicator attracts viewers to watch the content because of the characteristics possessed by the creator. The interaction of this indicator attracts viewers to watch the content because of the characteristics possessed by the creator.

CONCLUSIONS AND RECOMMENDATIONS

TikTok has great potential as a forum for content development, especially for the culinary industry. This application has become an important role in digital marketing. TikTok presents interesting short video content as well as various features and functions that support business development.

The TikTok platform is very useful in disseminating information to the public, especially in the business and culinary fields. The use of marketing content through TikTok videos on @jihannpp accounts provides information and introduces culinary in the Cirebon area to viewers.

@jihannpp account utilizes various digital marketing techniques. In this study, researchers found that the digital marketing techniques used with @jihannpp accounts were consistent with previous research and the researchers' new findings. Researchers have identified a variety of digital marketing techniques, such as advertising, storytelling, comedy, discounts, testimonials, hashtags, and promotions. In addition, researchers discovered new digital marketing techniques that had not been discovered by previous researchers. This discovery is a characteristic of the creator himself so that the content does not feel boring or boring.

ADVANCED RESEARCH

In writing this article the researcher realizes that there are still many shortcomings in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers themselves. Therefore, for the perfection of the article, the researcher expects constructive criticism and suggestions from various parties.

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