



## Social Media Marketing and Visitor Attraction in a Local Culinary Tourism Destination: A Case Study of Omah Kebon

Windra Ardhanu<sup>1\*</sup>, Didik Haryadi Santoso<sup>1</sup>

<sup>1</sup>Universitas Mercu Buana Yogyakarta, Sleman, Indonesia

[ardhanuwindra@gmail.com](mailto:ardhanuwindra@gmail.com)

### ABSTRACT

This study examines Omah Kebon's social media marketing strategy in enhancing visitor attraction as a local culinary tourism destination. Using a descriptive qualitative approach, data were collected through semi-structured interviews, three months of social media observation from August to October 2025, and documentation of 30 selected social media contents consisting of 15 feed posts, 10 reels, and 5 Instagram stories. The data were analyzed based on five social media marketing elements adapted from Tuten and Solomon's framework: content strategy, engagement strategy, visual interaction, posting frequency, and user-generated content. The findings show that Omah Kebon relies strongly on visual content featuring the venue's atmosphere, aesthetic photo spots, menus, services, facilities, and visitor activities to shape destination image and attract audience attention. Engagement is developed through reposting visitor stories, responding to comments and direct messages, collaborating with local influencers, and offering promotional discounts. Omah Kebon also maintains a relatively regular posting frequency of three to five posts per week, while visitor stories are reposted almost daily. However, its strategy remains largely attention-driven and faces several challenges, including limited human resources, inconsistent content planning, the absence of a structured content calendar, and lack of systematic performance evaluation of influencer and user-generated content. This study contributes to the understanding of social media marketing in local tourism MSMEs by showing how visual representation, digital interaction, and audience participation shape visitor attraction in local culinary tourism.

**Keywords:** *Audience Engagement; Destination Image; Social Media Marketing; Tourism MSMEs; User-Generated Content.*

Copyright © 2026 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution ShareAlike 4.0 International (CC BY-SA 4.0)

### INTRODUCTION

The rapid development of digital technology has significantly transformed tourism promotion and visitor decision-making. Social media has become one of the most influential digital platforms because it enables users to access information, interact

with brands, share experiences, and participate in digital communication practices (Aldan Nur Zen & Sitanggang, 2023; Frederick & Maharani, 2021). In tourism, social media is no longer used only as a promotional channel. It has become a dynamic space where visual content, user-generated experiences, audience interaction, and digital narratives shape public perception and influence visiting decisions. Through platforms such as Instagram, TikTok, and Facebook, tourism destinations can present their atmosphere, services, products, facilities, and visitor experiences to potential audiences before they make an actual visit.

In culinary tourism, social media plays an important role in constructing destination image and attracting potential visitors. Visitors, especially younger audiences, often rely on visual impressions, online reviews, short videos, influencer recommendations, and peer-generated content when selecting places to visit. Previous studies have shown that social media marketing can influence tourist interest, destination image, perceived value, satisfaction, and visiting decisions (Andiaresmi & Pramono, 2023; Arpan, 2023; Satria Nugraha & Adialita, 2021). Attractive visual content allows audiences to imagine the atmosphere of a destination, while interactive communication and user participation help build trust and emotional connection. Therefore, understanding how social media marketing works in culinary tourism is important, particularly in destinations that rely heavily on visual appeal and visitor experience.

Despite the growing importance of social media marketing, its implementation among local tourism micro, small, and medium enterprises remains uneven and often under-optimized. MSMEs may benefit from social media because it offers accessible, low-cost, and interactive promotional opportunities. However, many local tourism MSMEs still face limitations in digital skills, human resources, content planning, posting consistency, and performance evaluation (Pasaribu, 2020; Suhita et al., 2022). These limitations affect their ability to transform social media activities from simple promotional posting into a more systematic strategy for building audience relationships and attracting visitors. This issue is particularly relevant for culinary tourism MSMEs, where digital visibility, visual content, and visitor-generated promotion can directly influence audience interest.

Previous studies have examined social media marketing in tourism, particularly in relation to Instagram-based promotion, destination image, and visitor interest. For example, Rangkuti and Khairani (2023) examined Instagram marketing communication in tourism destinations, while Hanifah (2022) discussed the role of digital marketing in increasing tourist interest and supporting regional economic growth. However, much of the existing research tends to focus on larger tourism destinations, regional tourism promotion, or institutional digital campaigns. Limited attention has been given to how local culinary tourism MSMEs independently manage social media marketing within limited resources, multiple social media accounts, and specific audience characteristics. This gap shows the need for a more contextual study of social media marketing practices at the local MSME level.

Omah Kebon, a culinary and tourism destination in Temanggung Regency, Central Java, is a relevant case for this study because it represents a local culinary tourism MSME that actively uses social media to promote its destination image and attract visitors. Omah Kebon offers an open-space dining concept, natural atmosphere, aesthetic photo spots, menu variety, supporting facilities, and visitor-oriented

experiences that are highly suitable for visual promotion. Preliminary observation indicates that Omah Kebon uses social media to present venue atmosphere, menus, services, facilities, promotions, influencer content, and visitor-generated stories. At the same time, its social media management still faces challenges such as inconsistent posting, limited human resources, limited content planning, and the absence of systematic evaluation of engagement and visitor conversion. These characteristics make Omah Kebon an appropriate case for examining how a local culinary tourism MSME uses social media marketing to build visitor attraction.

The novelty of this study lies in its contextual analysis of how a local culinary tourism MSME independently implements social media marketing through content strategy, engagement strategy, visual interaction, posting frequency, and user-generated content under limited managerial resources. Unlike previous studies that mainly discuss larger tourism destinations or institutional tourism promotion, this study focuses on the everyday digital practices of a local culinary tourism MSME and how these practices contribute to visitor attraction. Therefore, this study aims to examine how Omah Kebon implements social media marketing strategies to enhance visitor attraction. The findings are expected to contribute to the discussion of social media marketing in local tourism MSMEs by showing how visual representation, audience participation, and digital interaction shape visitor attraction in the context of local culinary tourism.

## LITERATURE REVIEW

### *Social Media Marketing and Visitor Attraction*

Social media marketing has become an important strategy in tourism promotion because it enables destinations to communicate with audiences through visual, interactive, and participatory digital platforms. Unlike conventional promotion, social media allows destination managers to build two-way communication with potential visitors through comments, direct messages, reposted content, reviews, and user-generated interactions. In tourism, social media marketing can influence visitor interest, perceived value, destination image, and visiting decisions because it presents not only products and services but also atmosphere, experience, emotion, and lifestyle value (Andiaresmi & Pramono, 2023; Arpan, 2023; Satria Nugraha & Adialita, 2021).

Drawing on the social media marketing perspective proposed by Tuten and Solomon (2017), this study views social media marketing as a strategic process of using social media platforms to create value, communicate with audiences, encourage interaction, and support customer participation. In this study, social media marketing is adapted into five analytical elements: content strategy, engagement strategy, visual interaction, posting frequency, and user-generated content. These elements are used to examine how Omah Kebon presents its digital identity, interacts with audiences, maintains visibility, and encourages visitor participation through social media.

### *Visual Representation, Engagement, and User-Generated Content*

Destination image refers to the perception formed in the minds of potential visitors based on information, impressions, and experiences related to a destination. In the digital era, destination image is increasingly shaped by online visual representation, including photos, short videos, reels, stories, reviews, and user-generated content. Visual content helps audiences imagine the physical atmosphere of a destination and

form expectations before visiting. Previous studies emphasize that digital content and online representation play an important role in shaping destination image and visitor intention (Chu et al., 2022; Wang et al., 2023; Giannopoulos et al., 2022; Homsud, 2024).

Audience engagement refers to the active involvement of users in responding to and participating in digital content, such as likes, comments, shares, saves, direct messages, story replies, tags, and reposts. User-generated content is one important form of engagement because it presents visitor experiences from peer perspectives and is often perceived as more authentic than official promotional content (Akbari, 2022). In local tourism promotion, UGC and influencer marketing can strengthen social proof, expand audience reach, and encourage visitor attraction by presenting tourism experiences in a personal, relatable, and audience-oriented way (Santoso & Herlina, 2025).

### *Social Media Marketing Challenges in Tourism MSMEs*

Micro, small, and medium enterprises play an important role in local tourism development, especially in culinary and community-based destinations. Social media provides MSMEs with an accessible and relatively low-cost platform to promote products, services, and visitor experiences. Through social media, MSMEs can reach wider audiences, build brand awareness, and interact directly with customers (Cuijten et al., 2024; Sutrisno et al., 2024).

Despite these opportunities, MSMEs often face challenges in implementing social media marketing, including limited human resources, lack of digital skills, limited time, inconsistent content production, weak content planning, and lack of systematic performance evaluation. Previous studies indicate that the effectiveness of social media marketing depends on the ability of business actors to manage content consistently, understand audience behavior, and adapt to digital trends (Pasaribu, 2020; Suhita et al., 2022; Rachmawati, 2024). In local tourism MSMEs, social media management is often handled by a small internal team that also manages daily operations, making digital marketing practices more reactive and spontaneous rather than strategic and data driven.

### *Conceptual Framework of the Study*

Based on the literature reviewed, this study examines social media marketing in a local culinary tourism destination through five interrelated elements adapted from Tuten and Solomon's (2017) social media marketing perspective: content strategy, engagement strategy, visual interaction, posting frequency, and user-generated content. Content strategy refers to how Omah Kebon presents its atmosphere, menus, services, facilities, events, and visitor activities through digital content. Engagement strategy refers to how the management interacts with audiences through comments, direct messages, reposted stories, promotions, and influencer collaboration.

Visual interaction highlights the use of photos, reels, videos, stories, lighting, camera angles, and visual consistency to shape destination image and attract audience attention. Posting frequency refers to the consistency of content distribution, including how often content is uploaded and how posting patterns affect visibility and interaction. User-generated content represents visitor participation in producing and sharing digital experiences, such as photos, videos, stories, reviews, and tags related to Omah Kebon. Together, these five elements help explain how social media marketing contributes to

visitor attraction by shaping audience perception, strengthening interaction, maintaining digital visibility, and encouraging participatory promotion.

**METHOD**

This study employed a descriptive qualitative approach within a constructivist paradigm to examine how Omah Kebon implements social media marketing strategies to enhance visitor attraction. This approach was considered appropriate because the study aimed to understand social media practices, digital promotional strategies, audience engagement, and visitor-oriented content from the perspective of actors directly involved in Omah Kebon’s marketing and operational activities.

The research was conducted at Omah Kebon, a local culinary and tourism destination located in Temanggung Regency, Central Java. The study focused on Omah Kebon’s social media marketing activities, particularly on Instagram, TikTok, and Facebook. These platforms were selected because they are used by Omah Kebon to promote its venue atmosphere, food and beverage menus, facilities, events, services, visitor experiences, and promotional activities.

The informants in this study were selected purposively based on their direct involvement in Omah Kebon’s marketing, social media management, customer service, and daily operational activities. Two informants participated in this study. The first informant was a sales and marketing staff member responsible for planning, implementing, and evaluating marketing activities, including social media promotion. The second informant was an operational staff member involved in daily service activities, customer experience management, and product promotion. To maintain consistency and confidentiality in presenting the data, the informants were coded as I1 and I2.

**Table 1.** Informant Profile

<b>Informant Code</b>	<b>Position</b>	<b>Role in Omah Kebon</b>	<b>Relevance to the Study</b>
I1	Sales and Marketing Staff	Plans, implements, and evaluates marketing activities, including social media promotion	Provides information about content strategy, engagement, influencer collaboration, posting patterns, and promotional planning
I2	Operational Staff	Supports daily operations, customer service, visitor experience, and product promotion	Provides information about customer interaction, content production challenges, service visualization, and daily promotional practices

Data were collected through semi-structured interviews, social media observation, and documentation. The interviews were conducted with I1 and I2 to obtain information about content strategy, engagement strategy, visual interaction, posting frequency, user-generated content, influencer collaboration, promotional activities, and challenges in managing social media. Semi-structured interviews were used to allow the researcher to ask guiding questions while giving informants the opportunity to explain their experiences and perspectives in detail. The interviews were conducted during the research period from August to October 2025.

Social media observation was conducted for three months, from August to October 2025. The observation focused on Omah Kebon’s social media activities, especially content published on Instagram, supported by observations of TikTok and Facebook activities where relevant. During the observation period, the researcher analyzed 30 selected social media contents, consisting of 15 feed posts, 10 reels, and 5 Instagram stories. These contents were selected to represent different forms of social media communication used by Omah Kebon, including venue atmosphere, aesthetic photo spots, menu promotion, visitor activities, service visualization, facility information, promotional content, and user-generated content.

**Table 2.** Social Media Content Observed

Type of Content	Number of Contents Analyzed	Focus of Observation
Feed posts	15	Menu promotion, venue atmosphere, facilities, event information, visual branding
Reels	10	Short videos of café atmosphere, aesthetic spots, menus, visitor activities, and influencer-related content
Instagram stories	5	Daily updates, visitor reposts, promotional information, and audience interaction
<b>Total</b>	<b>30</b>	Social media marketing practices of Omah Kebon

The observation examined several aspects of social media marketing, including content themes, visual presentation, posting frequency, audience interaction, visitor tags, reposted stories, promotional posts, influencer-related content, and publicly visible engagement indicators such as likes, comments, views, shares, and reach. In addition to the 30 selected contents, the researcher also observed the general pattern of reposted visitor stories, which appeared almost every day, ranging from one to five reposts per day depending on visitor activity.

Documentation was used to collect supporting data from Omah Kebon’s social media activities. The documentation included screenshots of feed posts, reels, Instagram stories, promotional materials, reposted visitor stories, visitor-generated content, influencer-related content, and publicly available interaction indicators. These documents were used to support the interview data and to examine how Omah Kebon constructs its destination image, communicates with audiences, and encourages visitor participation through social media.

Data analysis was conducted qualitatively during and after the data collection process. During the interviews, the researcher began to identify important information from the informants' responses. The collected data from interviews, observation, and documentation were then organized, reduced, classified, and interpreted based on five analytical elements adapted from Tuten and Solomon's social media marketing perspective: content strategy, engagement strategy, visual interaction, posting frequency, and user-generated content. Content strategy refers to how Omah Kebon presents its atmosphere, menus, services, facilities, and visitor activities. Engagement strategy refers to interactions with audiences through comments, direct messages, reposted stories, influencer collaboration, and promotional content. Visual interaction refers to the use of photos, reels, videos, stories, lighting, camera angles, and visual consistency. Posting frequency refers to the consistency of content distribution, while user-generated content refers to visitor participation through tags, stories, reviews, photos, and videos.

The data analysis also involved comparing different content formats, namely feed posts, reels, and Instagram stories, to identify how each format contributed to audience attention and interaction. Feed posts were examined in relation to visual branding and information delivery, reels were analyzed in relation to audience attention and views, while Instagram stories were examined in relation to daily updates, visitor reposts, and direct interaction with audiences. This comparison helped the researcher identify which content formats were most relevant to Omah Kebon's visitor attraction strategy.

To ensure data credibility, this study used source triangulation and technique triangulation. Source triangulation was conducted by comparing information obtained from the sales and marketing staff and the operational staff. Technique triangulation was conducted by comparing interview data, social media observation, and documentation. Repeated checking was also conducted during the analysis process to ensure consistency between informant statements, observed social media practices, and documented content. Interview excerpts were presented using informant codes, such as I1 and I2, to make the findings more systematic and transparent.

## RESULT

The findings show that Omah Kebon implements social media marketing through five main strategies: content strategy, engagement strategy, visual interaction, posting frequency, and user-generated content. These strategies are mainly applied through Instagram, Facebook, and TikTok by presenting visual content, interacting with audiences, reposting visitor stories, collaborating with local influencers, and maintaining regular posting activities. The findings also indicate that Omah Kebon's social media marketing is strongly visual-driven, but it is not yet fully supported by systematic content planning and quantitative performance evaluation.

For clarity, the interview excerpts are presented using informant codes. I1 refers to the sales and marketing staff, while I2 refers to the operational staff involved in daily customer service and promotional activities.

### *Content Strategy*

Omah Kebon's content strategy is centered on visual representation. The main content themes include the atmosphere of the place, aesthetic photo spots, visitor

activities, food and beverage menus, service activities, supporting facilities, promotional information, and event-related content. These themes are adjusted to several social media accounts under the same management, including Omah Kebon Temanggung, Omah Kebon Guest House, Omah Ndhuwur Kafe, and Omah Kebon Catering.

The findings indicate that the most attractive content is visual content that shows the atmosphere of the place and aesthetic photo spots. This type of content helps audiences imagine the experience of visiting Omah Kebon before coming directly to the location. As stated by one informant, "The type of content that attracts the most audience attention is video content showing the atmosphere of the place and aesthetic photo spots" (I1, interview, 15 August 2025).

In producing visual content, Omah Kebon pays attention to natural lighting, camera angles, warm color tones, and the selection of spots frequently used by visitors. The management also displays service activities, such as staff serving food and interacting with customers, to build an image of hospitality and professionalism. Supporting facilities such as parking areas, gardens, mushola, and outdoor seating are also shown to strengthen the image of Omah Kebon as a comfortable and family-friendly culinary destination.

Menu visualization is another important element of the content strategy. Food and beverage content is presented with good lighting and neat arrangement to create appetite appeal and attract potential visitors. According to I1, "We usually display the menu with good lighting and neat presentation, so people who see it on Instagram become interested because it looks delicious and aesthetic" (I1, interview, 25 October 2025).

However, the findings also show several challenges in content production. The main obstacles include limited human resources, limited time, and the lack of specific skills in graphic design, photography, videography, and social media management. Content production is also often spontaneous, which affects the consistency of visual quality. In addition, the exploration of current content trends remains limited because the team still focuses mainly on content showing the atmosphere of the place and food menus.

### *Engagement Strategy*

Omah Kebon's engagement strategy is implemented through several forms of direct and indirect interaction with audiences. These include replying to comments and direct messages, reposting visitor stories, collaborating with local influencers, and offering promotional discounts.

One of the most visible engagement practices is reposting Instagram Stories from visitors who tag Omah Kebon's official account. Based on observation, this activity is conducted almost every day, with approximately **one to five reposts per day**, depending on visitor activity. The reposted content usually includes photos or videos of the venue atmosphere, menus, aesthetic spots, and visitor experiences.

"Almost every day, we repost stories from visitors who tag Omah Kebon. We do this to make the interaction more active and as a form of appreciation for visitors who have come" (I2, interview, 15 August 2025).

This strategy functions as both audience appreciation and organic promotion. By reposting visitor content, Omah Kebon strengthens two-way interaction and encourages

other visitors to create similar content. However, not all visitor tags can be reposted quickly, especially during weekends or events when the number of visitors and tagged stories increases.

Omah Kebon also attempts to maintain engagement by replying to comments and direct messages. The responses usually include answers to questions, expressions of gratitude, and replies to audience appreciation. However, this practice is not always consistent because the social media team also handles other operational tasks.

“We often reply to comments, but we cannot always do it consistently. When the place is crowded or there are many activities, some comments cannot be answered immediately” (I1, interview, 25 October 2025).

In addition, Omah Kebon collaborates with local influencers to expand its reach. Influencers are usually invited to visit the venue, try the menu, and create content on their personal accounts. This strategy helps introduce Omah Kebon to wider audiences, especially younger users who actively follow local content creators.

Promotional discounts are also used to stimulate audience interaction. These promotions are usually offered during weekends, holidays, special events, or new menu launches. I2 states that “We sometimes offer discounts, usually on weekends, holidays, or when there is a new menu. The aim is to attract more attention and encourage visitors to come to Omah Kebon” (I2, interview, 26 October 2025).

The findings show that audience interaction tends to increase during promotional content, events, influencer-related content, and visually attractive posts. However, engagement remains unstable because the interaction is still largely dependent on specific moments rather than a structured long-term engagement strategy.

### **Visual Interaction**

Visual interaction at Omah Kebon is developed through photos, short videos, reels, and stories. These formats are used to show menus, café atmosphere, aesthetic spaces, visitor activities, and service experiences. Visual content is designed to help audiences imagine the experience of visiting Omah Kebon directly.

Short videos and reels are considered important because they can present the atmosphere of the place more dynamically than static photos. Reels usually show the café atmosphere, aesthetic spots, visitor activities, and menu presentation. According to I2:

“The use of short videos and Reels is very effective because they attract more attention, show the atmosphere of the place quickly, and appear more often on users’ feeds” (I2, interview, 26 October 2025).

Observation shows that reels featuring the atmosphere of Omah Kebon and Omah Ndhuwur Kafe tend to gain relatively high views. However, the number of likes is not always proportional to the number of views. This indicates that visual content can attract audience attention, but it does not automatically generate active engagement. In other words, many users may watch the content without necessarily liking, commenting, or sharing it.

The findings also show that audiences respond positively to visual content that appears natural, aesthetic, and consistent. Some visitors reportedly suggested that Omah Kebon should display more real atmosphere, aesthetic photo spots, and a more

organized feed. The management usually follows up on these suggestions by improving visual quality, varying content themes, and maintaining consistency in future posts.

“Some visitors suggested that the content should show more real atmosphere and aesthetic photo spots, and that the feed should be made neater and more consistent” (I1, interview, 15 August 2025).

Thus, visual interaction is one of Omah Kebon’s strengths, but it still needs to be supported by stronger captions, calls to action, trend adaptation, and systematic evaluation of engagement indicators.

### ***Posting Frequency***

The findings show that Omah Kebon maintains a relatively regular posting pattern, with approximately three to five posts per week. The uploaded content usually includes food and beverage menus, short videos, reels, promotional information, event announcements, and visual representations of the café atmosphere.

“We usually post three to five times a week, depending on the schedule and type of content, so that audiences always receive updated information about menus, promotions, or the café atmosphere” (I2, interview, 26 October 2025).

This posting frequency is intended to keep audiences updated and maintain the visibility of Omah Kebon’s social media accounts. However, posting consistency is affected by limited human resources, content availability, and the need to manage several accounts simultaneously.

“The posting frequency is influenced by limited staff and content availability. Sometimes the team is overwhelmed because they manage several accounts at the same time, and content ideas are not always available every day” (I1, interview, 15 August 2025).

The findings also indicate that engagement tends to decrease when posting becomes inconsistent, especially in terms of likes, comments, and reach. I2 stated that “Engagement has decreased when the posting frequency was inconsistent, especially in terms of likes, comments, and reach” (I2, interview, 15 August 2025).

Although Omah Kebon has a relatively regular posting rhythm, the practice is not yet fully supported by a structured content calendar. Content is often uploaded flexibly when materials are available or when promotional needs arise. Before publication, each content item usually goes through a simple approval process by the person in charge of social media or the business owner. The checking process focuses on whether the photo or video is appropriate, whether the information is correct, and whether the communication style matches Omah Kebon’s identity.

### ***User-Generated Content***

User-generated content at Omah Kebon appears in the form of visitor photos, videos, stories, reviews, comments, and tags on social media. The findings show that Omah Kebon intentionally encourages UGC by providing aesthetic photo spots in indoor and outdoor areas. These spaces are designed with unique decorations, attractive visual elements, and comfortable settings to encourage visitors to take photos or videos and share them on social media.

“We intentionally arrange several areas in the café with aesthetic and unique decorations, both indoors and outdoors, so visitors are encouraged to take photos or videos” (I2, interview, 26 October 2025).

Visitor-generated content is often reposted by Omah Kebon’s official account, particularly when the content is visually appealing and aligned with the destination image. This reposting practice supports organic promotion and strengthens audience participation. I1 also confirms that “Omah Kebon quite often reposts content from visitors, especially when the photos or videos are aesthetic and in line with the concept of the place” (I1, interview, 15 August 2025).

Influencer promotion also contributes to the circulation of user-generated content. Local influencers create content featuring the café atmosphere, menu, decoration, and personal visiting experiences. According to the informants, many visitors came after seeing influencer reviews. However, the management does not have exact data on how many visitors came because of influencer content or what percentage of visits can be attributed to influencer promotion. In line with that, I1 claims “Many visitors come because they see reviews from influencers, but we do not have exact data on how many people or what percentage” (I1, interview, 15 August 2025).

This finding shows that UGC and influencer-related content help expand Omah Kebon’s digital reach and strengthen social proof. Nevertheless, the impact of UGC and influencer promotion has not been systematically measured using indicators such as reach, engagement rate, profile visits, tagged posts, or visitor conversion.

**Table 3.** Analytical Summary of Omah Kebon’s Social Media Marketing Findings

Strategy	Empirical Evidence	Audience Response	Marketing Function	Main Challenge
Content strategy	Content shows café atmosphere, aesthetic spots, menus, services, facilities, and visitor activities	Video content of atmosphere and aesthetic spots receives higher attention	Builds destination image and attracts potential visitors	Limited human resources, inconsistent visual quality, and limited trend exploration
Engagement strategy	Replies to comments/DMs, reposted visitor stories, influencer collaboration, and discounts	Reposted stories appear almost every day, around 1-5 reposts per day	Strengthens two-way communication and audience participation	Responses are not always consistent because staff also handle operational tasks
Visual interaction	Photos, reels, short videos, lighting, menu styling, and visual composition	Reels tend to gain higher views, but likes are not always proportional	Helps audiences imagine the visiting experience	Passive views do not always become active engagement
Posting frequency	Approximately 3-5 posts per week	Engagement decreases when posting	Maintains account visibility and	No structured content calendar;

		is inconsistent, especially likes, comments, and reach	audience awareness	posting depends on available material
User-generated content	Visitor tags, reposted stories, aesthetic photo spots, and influencer-related content	Visitors are encouraged to create and share content from the venue	Creates organic promotion and social proof	Impact of UGC and influencer content is not quantitatively measured

**Table 4.** Comparison of Reels, Feed Posts, and Stories

Content Format	Main Use at Omah Kebon	Typical Audience Response	Strength	Limitation
Reels/short videos	Showing café atmosphere, aesthetic spots, menu presentation, visitor activities, and influencer content	Relatively high views, but likes are not always proportional	Strong for visibility and attracting passive attention	Does not always generate active engagement
Feed posts	Presenting menus, facilities, promotional posters, event information, and visual branding	Useful for maintaining brand image and providing information	Strong for structured visual identity and destination image	Engagement depends on visual quality and content relevance
Stories	Reposting visitor content, sharing daily updates, promoting events, and interacting with followers	High interaction potential through tags, reposts, replies, and DMs	Strong for two-way communication and UGC circulation	Temporary format and difficult to evaluate without systematic tracking

## DISCUSSION

The findings of this study show that Omah Kebon's social media marketing strategy is strongly shaped by visual content, audience interaction, posting consistency, and user participation. These elements work together to construct Omah Kebon's digital identity as an aesthetic, comfortable, and experience-based culinary tourism destination. This finding is in line with previous studies which emphasize that social media has transformed tourism promotion by enabling destinations to communicate value, build interaction, and influence audience decision-making through digital platforms (Aldan Nur Zen & Sitanggang, 2023; Frederick & Maharani, 2021; Satria Nugraha & Adialita, 2021). However, the findings also indicate that the strategy is still largely attention-driven, meaning that it is effective in attracting audience attention through visual appeal, promotions, influencer content, and visitor-generated posts, but has not yet fully developed into a relationship-driven strategy that systematically maintains long-term interaction, loyalty, and measurable visitor conversion.

### *Visual Representation and Destination Image*

The findings indicate that visual representation plays a central role in shaping Omah Kebon's destination image. Content showing the atmosphere of the place, aesthetic photo spots, menus, facilities, services, and visitor activities helps audiences imagine the experience of visiting before they come directly to the location. In this sense, social media functions not only as a promotional channel but also as a form of pre-visit experience, where potential visitors build expectations through visual exposure.

This finding supports previous studies stating that destination image is increasingly shaped by online visual content, user experiences, and digital narratives (Chu et al., 2022; Wang et al., 2023). In the case of Omah Kebon, destination image is constructed through repeated exposure to natural scenery, warm visual tones, food presentation, outdoor spaces, and visitor activities. These elements communicate that Omah Kebon is not merely a place to eat, but also a space for relaxation, social interaction, and visual experience. Similar findings have been reported in tourism studies showing that social media marketing and destination image can influence visitor interest, perceived value, satisfaction, and visiting decisions (Andiaresmi & Pramono, 2023; Arpan, 2023; Homsud, 2024).

However, the findings also reveal an important limitation. Although reels and short videos showing the café atmosphere tend to receive relatively high views, the number of likes is not always proportional. This suggests that visual content is successful in generating passive attention, but it does not always produce active engagement. In other words, audiences may watch the content because it is visually attractive, but they do not always respond through likes, comments, shares, or further interaction. This condition supports the argument that attractive social media content needs to be supported by appropriate communication strategies, platform-specific formats, and audience-oriented interaction to create stronger engagement (Aulia et al., 2024; Putra Widhanarto et al., 2023). Therefore, visual attractiveness alone is not sufficient. It needs to be supported by stronger captions, calls to action, interactive prompts, and content strategies that encourage audiences to participate rather than only observe.

### *Audience Engagement and User Participation*

The engagement strategy of Omah Kebon is built through direct responses to comments and messages, reposting visitor stories, influencer collaboration, and promotional discounts. Among these practices, reposting visitor stories is one of the strongest forms of audience participation. The finding that Omah Kebon reposts approximately one to five visitor stories per day shows that user-generated content has become part of its daily social media activity.

This practice demonstrates that visitors are not only consumers of content but also contributors to Omah Kebon's digital promotion. When visitors upload photos or videos, tag the official account, and have their content reposted, they become part of the promotional chain. This strengthens social proof because potential visitors may perceive content from other visitors as more authentic than content created directly by the business. This finding is consistent with Akbari's (2022) view that user-generated content contributes to online destination image because it provides peer-based information and authentic visitor perspectives. It also supports studies emphasizing that digital narratives and audience participation can help shape destination image and tourism promotion through social media (Carolina & Susanti, 2025; Junaedi et al., 2025).

Influencer collaboration also supports this process. Local influencers help expand audience reach and introduce Omah Kebon to new potential visitors. Their content can generate curiosity because it presents the café experience through a more personal and relatable style. This aligns with studies showing that influencers can contribute to the formation of destination image and audience trust by presenting tourism experiences in ways that appear more personal and credible (Santoso & Herlina, 2025). However, the study also shows that the impact of influencer promotion is still based on narrative impressions rather than systematic measurement. The management recognizes that many visitors come after seeing influencer reviews, but they do not have exact data regarding the number or percentage of visitors influenced by such content.

This indicates that Omah Kebon's engagement strategy remains event-driven and attention-driven. Audience interaction tends to increase during promotional content, special events, influencer posts, aesthetic visuals, or new menu launches. However, interaction is not yet maintained through a structured relationship-building mechanism, such as regular audience segmentation, scheduled interactive content, loyalty-based communication, or systematic follow-up through direct messages and community engagement. Previous research has emphasized that digital engagement requires consistency, relevance, and continuous interaction with audiences, not only temporary exposure during promotional moments (Pratama & Sari, 2021; Gündüzyeli, 2025). Therefore, while Omah Kebon can attract attention, it still needs to develop a more sustainable strategy for maintaining audience relationships over time.

### *Managerial Constraints in MSME Social Media Marketing*

The findings also highlight that the main challenge in Omah Kebon's social media marketing is not only content creativity but also managerial capacity. As a local tourism MSME, Omah Kebon faces several constraints, including limited human resources, limited time, multiple accounts to manage, lack of content ideas, inconsistent posting schedules, and the absence of a structured content calendar.

Although Omah Kebon posts approximately three to five times per week, the posting practice is still flexible and depends on content availability, promotional needs, and staff capacity. This shows that the account is active, but not yet fully managed through systematic planning. The absence of a structured content calendar makes content production more vulnerable to inconsistency, especially when the team is busy with daily operations or when there are no ready-to-upload materials. This condition reflects common challenges among MSMEs, where social media offers accessible and low-cost promotional opportunities but is often limited by digital skills, human capital, and planning capacity (Cuijten et al., 2024; Rachmawati, 2024; Sutrisno et al., 2024).

The same issue appears in the management of engagement. Omah Kebon attempts to reply to comments and direct messages, but responses are not always consistent because the social media team also handles operational responsibilities. This reflects a common challenge among MSMEs: digital marketing is recognized as important, but it is often managed by a small internal team without specialized roles in content planning, analytics, design, photography, videography, or customer relationship management. Similar problems have also been identified in studies on MSME digital marketing, where limited resources, inconsistent content management, and weak digital capability can reduce the effectiveness of social media promotion (Pasaribu, 2020; Suhita et al., 2022).

Another important limitation is the lack of systematic performance evaluation. Omah Kebon already uses basic indicators such as likes, comments, views, reach, reposts, and direct messages to assess content performance. However, these indicators are still observed informally and are not compiled into regular reports. As a result, the management has not been able to clearly identify which content formats generate the strongest engagement, which influencer collaborations lead to actual visits, or how user-generated content contributes to visitor conversion. In digital marketing, audience behavior is shaped not only by content exposure but also by platform mechanisms, algorithmic visibility, and interaction patterns (Udhayalakshmi, 2024; Yulita & Sitorus, 2025). Therefore, without systematic analytics, Omah Kebon's marketing decisions remain based more on impressions than measurable evidence.

This finding is important because it shows that digital marketing in local tourism MSMEs is not only a matter of platform use, but also a matter of organizational readiness. Without adequate human resources, planning systems, and evaluation mechanisms, social media marketing tends to remain reactive rather than strategic.

### ***Practical Implications for Local Culinary Tourism***

The findings offer several practical implications for local culinary tourism destinations, particularly MSMEs that rely on social media to attract visitors. First, visual content should continue to be used as a core strategy because it effectively builds destination image and creates audience curiosity. However, visual content needs to be combined with interactive elements, such as questions in captions, polls, story stickers, comment prompts, and calls to action that encourage audiences to respond. This is important because digital tourism promotion depends not only on visual exposure but also on interaction, credibility, and audience participation (Giannopoulos et al., 2022; Akbari, 2022).

Second, Omah Kebon needs to transform its strategy from attention-driven to relationship-driven. This means that social media should not only be used to attract views or temporary attention, but also to build continuous relationships with audiences.

For example, the management can create regular content series, weekly interactive stories, customer appreciation posts, visitor testimonials, menu voting, or loyalty-based digital campaigns. These practices can help maintain audience engagement even outside promotional or event-based moments.

Third, Omah Kebon should develop a structured content calendar. Since the account already posts three to five times per week, a simple weekly plan can help balance content themes, such as menu promotion, atmosphere content, visitor stories, facility highlights, event information, and influencer or UGC reposts. A content calendar would also reduce spontaneous posting and help maintain visual consistency across feed posts, reels, and stories.

Fourth, Omah Kebon needs to strengthen performance evaluation. Simple metrics such as average likes, comments, views, reach, shares, profile visits, story replies, visitor tags, repost frequency, and influencer-related inquiries should be recorded regularly. This would allow the management to compare the effectiveness of reels, feed posts, and stories. It would also help determine whether influencer collaborations and UGC contribute to visitor attraction.

Finally, the findings contribute to the discussion of social media marketing in local tourism MSMEs by showing that visitor attraction is shaped through the interaction between physical space, digital representation, and audience participation. Omah Kebon's aesthetic spaces encourage visitors to create content, while social media reports and influencer reviews circulate those experiences to wider audiences. This shows that, in local culinary tourism, the destination itself can function as a content-generating environment. Therefore, the contribution of this study lies in demonstrating how a local tourism MSME uses visual assets, audience participation, and platform-based interaction to build digital visibility, while also revealing the managerial limitations that prevent such strategies from becoming fully systematic and data-driven.

## CONCLUSION

This study concludes that Omah Kebon uses social media marketing to enhance visitor attraction through content strategy, engagement strategy, visual interaction, posting frequency, and user-generated content. Visual content featuring the venue's atmosphere, aesthetic photo spots, menus, facilities, services, and visitor activities help shape Omah Kebon's destination image as a comfortable and visually appealing culinary tourism destination. Audience engagement is strengthened through comment and message responses, reposted visitor stories, influencer collaboration, and promotional content.

Nevertheless, Omah Kebon's strategy remains largely attention-driven and has not yet fully developed into a systematic relationship-driven strategy. The main challenges include limited human resources, inconsistent content planning, lack of a structured content calendar, delayed audience responses, and the absence of systematic evaluation of influencer and user-generated content impacts. Therefore, Omah Kebon needs to improve its content planning, visual consistency, role division, and social media analytics. Future research should involve visitor perspectives and examine how social media engagement contributes to actual visiting decisions in local culinary tourism MSMEs.

## REFERENCES

- Akbari, A. (2022). Online destination image and user-generated content. In *Handbook on tourism and social media* (pp. 110–124). <https://doi.org/10.4337/9781800371415.00015>
- Aldan Nur Zen, M., & Sitanggang, A. S. (2023). Analisis dampak sosial media dalam pengembangan sistem informasi. *Cerdika: Jurnal Ilmiah Indonesia*, 3(7), 671–682. <https://doi.org/10.59141/cerdika.v3i7.647>
- Alfajri, M. F., Adhiazni, V., & Aini, Q. (2019). Pemanfaatan social media analytics pada Instagram dalam peningkatan. *Interaksi: Jurnal Ilmu Komunikasi*, 8(1), 34.
- Andiaresmi, P., & Pramono, R. (2023). Pengaruh sosial media marketing dan destination image terhadap minat berkunjung ke Kebun Raya Bogor. *Metta: Jurnal Ilmu Multidisiplin*, 3(4), 373–381. <https://doi.org/10.37329/metta.v3i4.2817>
- Arpan, Y. (2023). Pengaruh destination image, social media marketing dan daya tarik terhadap kepuasan wisatawan melalui keputusan berkunjung: Studi pada Kebun Raya Liwa, Lampung Barat. *Ekonomis: Journal of Economics and Business*, 7(1), 561. <https://doi.org/10.33087/ekonomis.v7i1.1075>
- Aulia, H., Mu'arrif, Z., & Sumanti, E. (2024). Perbandingan model promosi pada platform Facebook, Instagram, dan TikTok terhadap keputusan pembelian berdasarkan model AISAS. *Ekonomis: Journal of Economics and Business*, 8(2), 1414–1433.
- Bawana, T. A. (2025). Analisis penggunaan media sosial sebagai alat pemasaran oleh usaha, mikro, kecil dan menengah (UMKM): Perspektif pengusaha dan konsumen. *Iqtisadie*, 5(1), 13–27. <https://doi.org/10.36781/iqtisadie.v5i01.948>
- Carolina, T., & Susanti, M. (2025). Eksplorasi narasi digital dalam promosi Batik Lampung melalui media sosial: Analisis konten Instagram. *Journal Media Public Relations*, 5(1), 138–150. <https://doi.org/10.37090/jmp.v5i1.2552>
- Chu, Q., Bao, G., & Sun, J. (2022). Progress and prospects of destination image research in the last decade. *Sustainability*, 14(17), Article 10716. <https://doi.org/10.3390/su141710716>
- Cuijten, N., Wongpun, S., Buaprommee, N., Suwannahong, R., & Inmor, S. (2024). Exploring the digital marketing potential and needs for digital marketing capabilities of service sector MSMEs in Thailand. *Journal of Business Economics and Management*. <https://doi.org/10.3846/jbem.2024.22470>
- Dzilská, Z., Kalamen, K., Pollák, F., & Ruschak, M. (2024). Perspective chapter: Effective management of marketing communication in social media. In *IntechOpen*. <https://doi.org/10.5772/intechopen.1004615>
- Frederick, B., & Maharani, A. K. (2021). Eksistensi media sosial pada masa pandemi COVID-19. *Jurnal Penelitian Pendidikan Sosial Humaniora*, 6(2), 75–83. <https://jurnal-lp2m.um naw.ac.id/index.php/JP2SH/article/view/986>
- Giannopoulos, A. A., Livas, C., Simeli, I., & Achlada, C. (2022). Is destination image instagrammable? Visit intentions and value co-creation through social media content. *International Journal of Technology Marketing*, 16(4), 349. <https://doi.org/10.1504/ijtmkt.2022.126272>

- Gündüzyeli, B. (2025). The role of social media in interactive digital marketing. *Erciyes Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*. <https://doi.org/10.18070/erciyesiibd.1683097>
- Hanifah, H. S. (2022). Peran digital marketing terhadap minat berkunjung wisatawan dalam meningkatkan pertumbuhan ekonomi Kabupaten Garut: Store atmosfer variabel moderating. *Jurnal Algoritma*, 18(2), 424–432. <https://doi.org/10.33364/algoritma/v.18-2.1033>
- Homsud, N. (2024). The effect of destination image, travel experience, and media exposure on tourism intentions. *Journal of Economics, Business and Management*, 318–321. <https://doi.org/10.18178/joebm.2024.12.3.815>
- Junaedi, R. A., Rahmatullah, M. A., Anggoro, A. D., & Safira, J. Z. (2025). Peran media sosial dalam membentuk citra destinasi pariwisata Kabupaten Bondowoso. *Jurnal Al Azhar Indonesia Seri Ilmu Sosial*, 6(1). <http://dx.doi.org/10.36722/jaiss.v6i1.3933>
- Pasaribu, R. (2020). Optimalization of online media as a solution for MSME marketing promotion in Semarang through COVID-19 pandemic. *Jurnal Komunikasi dan Media*, 1(1), 33–44. <http://journal.unika.ac.id/index.php/jkm/index>
- Pratama, A., & Sari, D. (2021). Strategi digital marketing melalui media sosial untuk meningkatkan brand awareness. *Jurnal Manajemen Pemasaran*, 8, 89–99.
- Putra Widhanarto, G., Widyastuti, A., & Maghfiroh, T. A. (2023). Konten video media sosial sebagai strategi marketing Pascasarjana UNNES. *Journal of Community Empowerment*, 3(2), 88–94. <https://doi.org/10.15294/jce.v3i2.75168>
- Rachmawati, M. (2024). The use of digitalization of information in developing digital marketing for MSMEs. *Entrepreneurship and Innovation Journal of Management Studies*, 1(1). <https://doi.org/10.69726/eijoms.v1i1.8>
- Rangkuti, A. H., & Khairani, L. (2023). Strategi komunikasi pemasaran destinasi wisata Park & Farm Sipirok melalui media digital Instagram dalam meningkatkan minat pengunjung. *Jurnal Kesejahteraan Sosial, Komunikasi dan Administrasi Publik*, 2(1), 43–49. <https://doi.org/10.30596/keskap.v2i1.14486>
- Santoso, R., & Herlina, A. (2025). Peran influencer media sosial dalam membentuk citra destinasi pariwisata: Perspektif kualitatif. *Sintesa*, 4(2), 22–46. <https://doi.org/10.30996/sintesa.v4i02.131998>
- Satria Nugraha, A., & Adialita, T. (2021). Pengaruh social media marketing terhadap minat berkunjung wisatawan di Kota Bandung melalui nilai yang dipersepsikan. *Jurnal Akuntansi, Keuangan, dan Manajemen*, 2(3), 195–212. <https://doi.org/10.35912/jakman.v2i3.381>
- Suhita, S. U., Rosyada, F. A., & Rifani, M. (2022). Pengaruh media sosial dalam strategi pemasaran produk pada usaha mikro kecil dan menengah (UMKM). *Sahmiyya*, 1(2), 229–236. <https://e-journal.uingusdur.ac.id/index.php/sahmiyya/article/view/5799>
- Sutrisno, S., Yani, A., & Diawati, P. (2024). The strategic role of social media as a marketing communication tool to enhance the competitiveness and sales of MSMEs. *Indo-Fintech Intellectuals*, 4(2), 295–307. <https://doi.org/10.54373/ifijeb.v4i2.1235>

- Udhayalakshmi, G. (2024). Navigating digital frontiers: The impact and influence of social media in modern marketing. *Shanlax International Journal of Management*. <https://doi.org/10.34293/management.v11iis1-jan.7140>
- Wang, Z., Udomwong, P., Fu, J., & Onpium, P. (2023). Destination image: A review from 2012 to 2023. *Cogent Social Sciences*, 9. <https://doi.org/10.1080/23311886.2023.2240569>
- Yulita, T., & Sitorus, F. (2025). Peran algoritma dalam mengonstruksi keputusan konsumen melalui komunikasi di media sosial. *Riwayat*. <https://doi.org/10.24815/jr.v8i4.50981>