

Digital Marketing Strategy through the Role of Food Vloggers to Increase Sales of Culinary Businesses

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ABSTRACT

Introduction/Main Objectives: Indonesia's culinary industry is growing rapidly as lifestyles change and digital technology advances. One effective marketing strategy is collaboration with food vloggers who are able to influence consumer decisions through social media content.. **Background Problems:** Changing lifestyles and consumer preferences for food as well as the increasing use of social media make digital reviews a key reference before making a purchase. **Novelty:** focuses on analyzing the effectiveness of the role of food vloggers as influencers in content-based marketing strategies in the digital era. **Research Methods:** The type of research used in this research is descriptive qualitative research with a document study approach. **Finding/Results:** The results show that food vloggers have a role in increasing influencing consumer buying interest through food reviews published on social media. This strategy not only increases business visibility, but also expands market reach and increases direct consumer engagement. **Conclusion:** The utilization of food vloggers as part of a digital marketing strategy has proven to be able to increase the effectiveness of promotions and sales potential of culinary businesses, making it a relevant approach in the face of increasingly competitive industry competition in the digital era.

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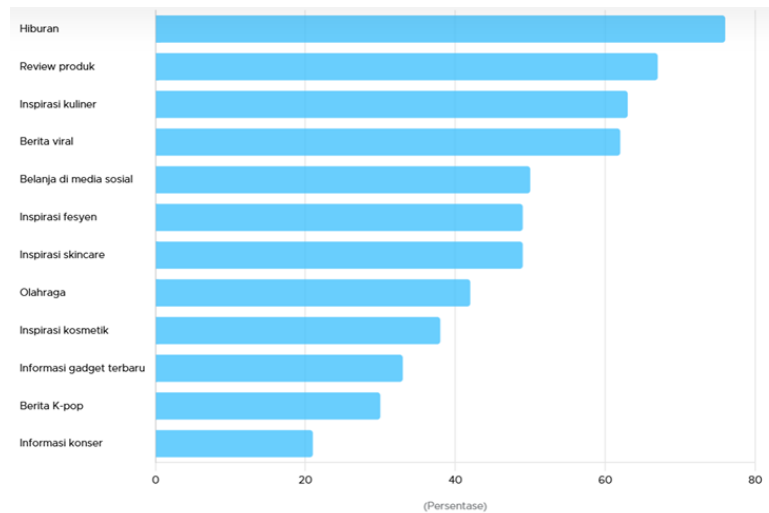
1. Introduction

The culinary industry in Indonesia continues to experience significant growth, along with changes in people's lifestyles that are increasingly dynamic and shifts in consumer preferences towards developing culinary trends. In the current era of digitalization, technological advances have accelerated the growth of the culinary industry. Digitalization has changed the way businesses interact with customers, where conventional marketing methods are being replaced by digital-based approaches that are more interactive, efficient, and reach a larger audience.

According to Hamidiati in (Rahma, 2022) there are three main characteristics that mark the presence of new communication technologies, namely interactivity, demassification, and asynchronous. Interactivity is the ability of a new communication system (usually containing a computer as a component) to talk back to its users, like an individual participating in a conversation. In other words, new media have interactive properties that approach the interactive properties of face-to-face interpersonal communication.

One digital marketing strategy that is widely used today is to collaborate with food vloggers as influencers in promoting products. Food vloggers have an important role in building consumer perception of a brand through interesting and authentic visual content on various digital platforms.

Table 1. Types of Social Media Content Frequently Accessed by Respondents (March, 2023)



Quoted in databoks.katadata.co.id shows that 76% of respondents most often access entertainment content on social media. Then there are 67% of respondents who often access product review content, and 63% are looking for culinary inspiration. There are also 62% who often access content about viral news through social media. Consumers today are more likely to look for food recommendations through digital reviews before making a purchase, so marketing strategies that rely on social media are a key factor in increasing the competitiveness of culinary businesses amid increasingly fierce competition. Talavera in Syukur & Salsabila (2022), among the many innovative marketing strategies that have been tested by marketers, influencer marketing has become a cost-effective approach for brands to have more direct and organic contact with potential consumers. This strategy is considered the most appropriate in the current era of digitalization, as social media is a medium that is very accessible to everyone and very effective in reaching all marketing targets.

The urgency of this research is based on changes in consumer behavior that increasingly rely on digital reviews as a reference before making a purchase. Consumer trust in reviews submitted by food vloggers shows a higher trend compared to conventional advertising. In addition, the development of digital technology and social media has created strategic opportunities for culinary businesses to expand market reach. Through digital platform algorithms that are able to popularize content quickly, the use of food vloggers as part of a digital marketing strategy has the potential to support businesses in reaching a wider and potential audience. Based on the above background, this research is interesting to conduct research in order to understand how digital marketing strategies through the role of food vloggers can be optimized in increasing sales.

2. Literature Review

Digital Marketing

Digital marketing is a marketing activity that uses the internet and information technology to expand and improve traditional marketing functions. Social media with all its advantages can help in the marketing communication process (Sasikirana DKK, 2024).

According to Ridwan Sanjaya and Josua Tarigan in (Jasri DKK, 2022), digital marketing is a marketing activity including branding (brand recognition) that uses various web-based media such as blogs, websites, e-mail, adwords, social networks and of course digital marketing is not just talking about internet marketing but more than that. Digital Marketing can be used as one of the company's efforts in marketing products related to its activities in promoting and marketing products via the internet.

Digital Marketing Strategy

According to Stokes in Khairunnisa (2022), a marketing strategy aims to meet business objectives to promote the company's products or services, an effective strategy must provide a variety of information properly, namely about brands, products, and services that must be promoted.

Digital marketing strategies have many benefits that can help companies achieve their marketing goals. According to Sasikirana et al., (2024) there are several main benefits of digital marketing strategies, namely

1. Increase Brand Visibility

By using various digital platforms such as websites, social media, and search engines, companies can increase their brand visibility among a wider range of consumers.

2. Expanding Market Reach

Digital marketing allows companies to reach a wider audience, both geographically and demographically. This allows companies to expand their market reach and reach potential consumers who were previously difficult to reach with traditional marketing methods.

3. Increase Consumer Engagement

Through relevant and interactive content, companies can increase consumer engagement with their brand. This can increase consumer loyalty and build stronger relationships with audiences.

4. Optimizing User Experience

Digital marketing strategies enable companies to optimize user experience through content and experience personalization, thereby increasing consumer satisfaction and loyalty.

5. Measure Performance More Accurately

Compared to traditional marketing, digital marketing allows companies to measure their campaign performance more accurately and in real-time. This allows companies to make the necessary adjustments to improve the effectiveness of their campaigns.

6. Reduce Marketing Costs

Digital marketing can be more cost-effective than traditional marketing, especially for small and medium-sized companies. By using the right digital marketing strategy, companies can achieve the same or even better results at a lower cost.

Social Media

Social media is online media that allows users to easily interact, subscribe and share and follow content such as blogs, social networks and virtual worlds. According to Thoyibi in Ayesha et al., (2022) social media is content that contains information created by people using publishing technology that is easily accessible and designed to facilitate communication, influence, and interaction with other people and the general public. Fotis et al., in Safitri, Pradiatiningtyas, & Dewa (2023) explain that using social media to market a business has proven to be a good strategy. According to Kotler and Keller, there are three main platforms in social media (Dwiyono in Maharani, 2023), namely:

1. Forums and online communities are a form of community formed online (virtual) and are usually carried out by institutions or companies with the aim of being a communication space in sharing information, complaints or others.
2. Blogs. the use of blogs has long been done and this media has different functions depending on the user. blogspot itself is a free website account provider where you can post anything either for product sales, writing or just pouring out thoughts.
3. Social Networks. This is one of the strengths that can be done in sales activities both to consumers and to consumers.

Here are some types of social media that are popular today

1. Facebook is a social networking service that has one billion active users, more than half of whom use mobile phones. Users can create a personal profile, add friends, exchange messages and various other information and even market products.
2. Whatsapp is an application that allows users to interact easily through text or voice messages and until now has been equipped with a video call feature that allows us to meet directly over the phone, and is currently used as product marketing for online stores. Whatsapp also provides business whatsapp services specifically for online shop owners.
3. Youtube is an application made for various videos
4. Twitter (X) is an online social networking service similar to Facebook and a microblogging service that allows users to send and read text messages of up to 280 characters.
5. Instagram is a platform that allows users to take photos, edit them, apply digital filters and upload them with various features such as comment fields and DM or direct message features that allow users to exchange messages.
6. TikTok is a social media platform that focuses on short videos. Users can create, edit, and share videos with their friends.

Food Vloggers

Food vlogger is a social media user who has expertise in creating content or material containing food or beverage reviews and can also contain cooking tutorial content, and there are many forms of content he creates. Food vloggers are individuals or groups who create video content about culinary or food recommendations and promote them through platforms such as YouTube, Instagram, or TikTok (Safira, 2025). With the existence of food vloggers, it is very helpful for consumers to get information about the quality of food they want to buy in the future (Jannah, Maulida, Susanti, & Ruswaji, 2024). Through social media platforms, food vloggers can share food and beverage brands on their accounts as advertising campaigns where other users or followers can like, share, and comment (Buchanan et al., in Safitri, Pradiatiningtyas, & Dewa, 2023).

Increased Sales

According to Tjiptono in (Wa Ode Nur Asysyifaa et al., 2024) sales are the transfer or transfer of ownership rights to goods or services from one party to another accompanied by the delivery of rewards from the recipient of goods or services in return for the delivery. Sales is an integrated effort to develop strategic plans directed at satisfying the needs and desires of buyers, in order to obtain sales that generate profits. Sales are the lifeblood of a company, because from sales, profits can be obtained as well as an effort to attract consumers who are trying to find out their attractiveness so that they can find out the results of the products produced.

Sales increase is the final result achieved by the company from the sales of products produced by the company. The increase in sales does not separate cash or credit but is calculated as a whole from the total achieved. Sales volume is a factor that affects the amount of working capital and the components of working capital. Sales volume is also defined as the number (quantity) of products produced by the company that are consumed by consumers.

3. Method, Data, and Analysis

Research methods can be interpreted as procedures for working in the research process, both in the search for data or disclosure of existing phenomena. This type of research is descriptive research that uses a type of research in the form of document or text studies (document study), document or text studies are studies that focus on the analysis or interpretation of written materials based on their context. Materials can be in the form of published records, textbooks, newspapers, articles, the internet and the like. To obtain high credibility, document researchers must be sure that the manuscripts are authentic. This type of research can also explore a person's thoughts contained in books or published manuscripts.

Through a combination of descriptive approaches and document studies, researchers can gain a comprehensive understanding of digital marketing strategies through the role of food vloggers in increasing culinary business sales, as presented in this study.

4. Result and Discussion

Development of the Culinary Industry

The culinary industry in Indonesia has experienced rapid growth, driven by lifestyle changes, technological advances, and increased purchasing power. As one of the main sectors in the economy, the food and beverage industry continues to contribute significantly to the national Gross Domestic Product (GDP) and create many business opportunities.

Indonesian specialties have different spices and preparation methods. In addition to having a special taste, Indonesian cuisine is known for its natural manufacturing process. This natural process makes culinary connoisseurs presented with a unique and interesting experience.

The Role of Food Vloggers to Increase Sales

A food vlogger is someone who creates video content about their experiences in trying different types of food, whether in restaurants, cafes, or other eating places. They not only assess the flavors, but also provide food reviews that cover aspects such as presentation, place, and price. Through content uploaded to video platforms such as YouTube and Instagram, a food vlogger can help their audience find interesting culinary recommendations.

Food vloggers are popular because their content piques the audience's curiosity. With attractive visuals and good video quality, food vloggers are able to create a virtual experience that makes the audience feel like they are tasting the food being reviewed. Through consistent content, food vloggers attract followers who want to always get the latest culinary recommendations.

Food vloggers' content also often follows the latest food trends that the public is interested in. By sharing insights and personal experiences, they provide valuable information that influences audiences in choosing where to eat or trying new menus. This is what makes this profession more desirable and popular, especially among young people.

Here are some of the popular food vloggers on social media who have a huge number of followers (in millions). They are known for their interesting, informative and entertaining culinary content.

Table 2. List of Food Vloggers in Indonesia

No	Nama Akun	Media Sosial	Followers
1.	@jonyrahardja	Tiktok, Instagram	55.500
2.	@jelajahsolo	Tiktok, Instagram	617.000
3.	@dyodoran	Instagram	1.000.000
4.	@nextcarlos	Instagram	1.400.000
5.	@mantan.chef	Instagram	64.100
6.	@kokogemoykuliner	Instagram	51.200

Source: author

5. Conclusion and Suggestion

Indonesia as an archipelago that is rich in diversity, has a positive influence on the extraordinary culinary wealth. It is a fact that the culinary industry is a creative industry subsector that contributes greatly to the Indonesian economy and has the potential to grow. Various innovations continue to be put forward and packaged in a modern way with the support of technological developments, namely social media. Through social media, it will have a positive influence in attracting the attention of a wide audience to visit.

Food vloggers have a significant role in helping food businesses reach a wider audience and increase the appeal of their products. Food vloggers are individuals who create food-focused video content, whether in the form of reviews, food tasting experiences at restaurants, cooking tutorials, or culinary explorations in various places.

In addition, the use of attractive food photos is also an important factor in digital marketing strategies. Food images displayed with good lighting, the right angle, and appetizing presentation can increase audience interest. Aesthetically pleasing visuals make potential customers more interested in trying the food, especially when shared on platforms like Instagram and Pinterest, which rely heavily on visual content.

Furthermore, review videos are becoming one of the most effective promotional methods in digital culinary marketing. Videos allow food vloggers and culinary influencers to directly show the appearance, tasting process, and their reactions when enjoying food. Video formats such as culinary vlogs, ASMR (Autonomous Sensory Meridian Response) videos, or food challenges often attract audiences and can quickly increase the popularity of a product or restaurant.

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