Digital Marketing Strategies of Tiktok Influencer "Mona Rahmawati" in Creating Culinary Appeal in East Cirebon

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Abstract: The development of digital technology has brought significant changes in marketing strategies, particularly in promoting culinary products through digital platforms. TikTok is used as a digital marketing medium because it is capable of reaching a wide audience and quickly generating consumer interest. This can be seen in the activities of TikTok influencer Mona Rahmawati, who utilizes TikTok as a digital marketing tool to promote culinary businesses in East Cirebon. This study aims to analyze the digital marketing strategies implemented by TikTok influencer Mona Rahmawati and to examine the responses of her followers and the community in East Cirebon based on the AIDA theory (Attention, Interest, Desire, Action). The research method employed is descriptive qualitative, using observation, interviews, and documentation as data collection techniques. The research informants include TikTok influencer Mona Rahmawati, her TikTok followers, the community of East Cirebon, and culinary MSME actors in the area. The results show that the digital marketing strategy carried out by Mona Rahmawati on TikTok involves creating culinary content with appealing visuals, clearly delivering information about price and taste, using distinctive hashtags, and actively interacting with the audience. These strategies are able to attract attention, generate interest and desire among the audience, and encourage them to make direct purchases. The findings indicate that Mona Rahmawati's digital marketing strategy is effective in creating culinary appeal in East Cirebon.

Keyword: Digital Marketing, TikTok Influencer, AIDA, Culinary, East Cirebon

INTRODUCTION

The world of marketing has undergone significant transformation as a result of the rapid development of digital technology. In today's increasingly competitive market, the implementation of digital marketing strategies has become a key factor for businesses seeking to expand their consumer reach and strengthen their brand position. Through these strategies, marketing no longer focuses solely on disseminating information about products, but also aims to build meaningful relationships and relevant online experiences with customers.

Research conducted by Nurfalah et al. (2023) indicates that the ability of business actors to utilize digital technology is an important factor in improving marketing effectiveness. Digital marketing communication plays a role in establishing sustainable relationships between producers and consumers through the strategic use of digital platforms. Therefore, the effectiveness of digital marketing approaches is not solely determined by technical skills in operating social media, but also by innovation, persistence in producing engaging content, and efforts to build consumer trust.

Changes in how people consume information through social media also influence the way they recognize and evaluate products, particularly culinary products. TikTok and other social media platforms have provided new opportunities for influencers and business actors to market their products in a more interactive, concise, and engaging manner. TikTok, which initially functioned as an entertainment medium, has now become one of the most effective promotional platforms due to its algorithm that enables content to spread widely within a short period of time. Many influencers use TikTok to introduce local foods, provide recommendations for dining places, and create positive opinions about certain products through creative and entertaining content.

This phenomenon can be observed through the activities of Mona Rahmawati, an influencer from the East Cirebon area with 12.8 thousand followers, who has successfully utilized TikTok as a digital marketing platform by presenting content that features various culinary recommendations in an engaging way. Mona Rahmawati has been able to attract the attention of the East Cirebon community through short videos that not only showcase food products but also convey authentic experiences and tastes.

In this study, Mona Rahmawati is an interesting subject to examine because she presents culinary content with a distinctive style that is well recognized by the East Cirebon community. Based on the research findings, the elements of digital marketing implemented by Mona Rahmawati are able to attract attention, generate interest and desire among the audience, and ultimately encourage direct purchases. These findings were obtained through field studies conducted with several informants, including Mona Rahmawati, her TikTok followers, the East Cirebon community, and culinary MSME actors in East Cirebon.

Previous studies have examined the role of influencers and the utilization of the TikTok platform in digital marketing strategies within the culinary sector. Firmansyah Bratadiredja (2023), in a study published in the Journal of Communication and Media titled "The Utilization of TikTok as Digital Marketing in Culinary Promotion for MSME Actors," demonstrated the importance of TikTok as an effective digital promotional medium for culinary businesses in reaching a broader market. By utilizing creative video content, MSME actors are able to attract consumer attention and increase sales. This study focuses on the use of TikTok from the perspective of business actors, emphasizing its broad reach. However, previous studies have not discussed in depth the digital marketing strategies used by influencers in creating culinary appeal in specific regions. This gap highlights the lack of research examining how TikTok influencers utilize digital marketing strategies to create culinary attraction in East Cirebon.

The urgency of this research lies in the role of Mona Rahmawati as an influencer who contributes to creating culinary appeal in East Cirebon. Therefore, this study is important to identify the digital marketing strategies used to develop such appeal. Moreover, research discussing the culinary sector in East Cirebon remains limited, which further underscores the importance of conducting this study.

The benefits of this research are both theoretical and practical. Theoretically, this study contributes to a deeper understanding of the implementation of digital marketing through TikTok influencer Mona Rahmawati in creating culinary appeal in East Cirebon, as well as enriching academic insights regarding the application of the AIDA theory within the context of digital marketing. Practically, this research provides guidance for culinary MSME actors in

East Cirebon and serves as inspiration for local content creators in developing engaging and effective digital marketing strategies.

The objective of this study is to identify the digital marketing strategies implemented by influencer Mona Rahmawati based on digital marketing theory, as well as to analyze the responses of her followers and the East Cirebon community toward her TikTok content using the AIDA theory (Attention, Interest, Desire, Action).

METHOD

This study employs a qualitative method with a descriptive approach. This approach was chosen to explore in depth how an influencer implements digital marketing strategies in attracting attention to culinary products.

The data sources in this study were collected through observation, interviews, and documentation. Observation was conducted by examining Mona Rahmawati's digital marketing activities on TikTok. In-depth interviews were conducted with Mona Rahmawati, her TikTok followers, members of the East Cirebon community who had visited culinary places reviewed by Mona Rahmawati, and culinary MSME actors whose businesses were featured in her TikTok content. Documentation was used to collect visual evidence in the form of screenshots and photographs taken during the interview process. The sampling technique used in this study was purposive sampling based on criteria relevant to the research objectives.

Data analysis was conducted using the Miles and Huberman analysis model, which includes data reduction, data display, and conclusion/verification, with validity tested through triangulation (Miles B. Matthew & Huberman, 2016). Data obtained from interviews, observations, and documentation were selected and simplified to focus on Mona Rahmawati's digital marketing strategies, then presented in the form of narrative descriptions, and conclusions were drawn regarding the effectiveness of her digital marketing strategy in creating culinary appeal in East Cirebon. The conclusions were then verified using source triangulation to ensure data authenticity. Data validity was tested through source triangulation by comparing information obtained from various informants (Sugiyono, 2020).

RESULT AND DISCUSSION

Digital Marketing Strategies Implemented by Mona Rahmawati in Creating Culinary Appeal in East Cirebon

Utilization of Digital Technology

The research results show that Mona Rahmawati utilizes digital technology through the use of the TikTok platform in implementing digital marketing strategies for culinary businesses in East Cirebon. The utilization of digital technology can be seen in the creation of short videos characterized by the delivery of information through voice-over narration with a distinctive, relaxed, concise, and clear communication style. In addition, several videos are presented without the use of voice-over narration.

Source : Mona Rahmawati's TikTok, 2026
Figure 1 Visual Display of Mona Rahmawati's TikTok Content Using Voice-Over

Figure 1 presents an example of content that uses a voice-over. Based on the results of the researcher's observations and interviews regarding Mona Rahmawati's TikTok content, the video utilizes voice-over as a medium for delivering information. This strategy allows the information to be conveyed in a more structured manner and makes it easier for the audience to understand.
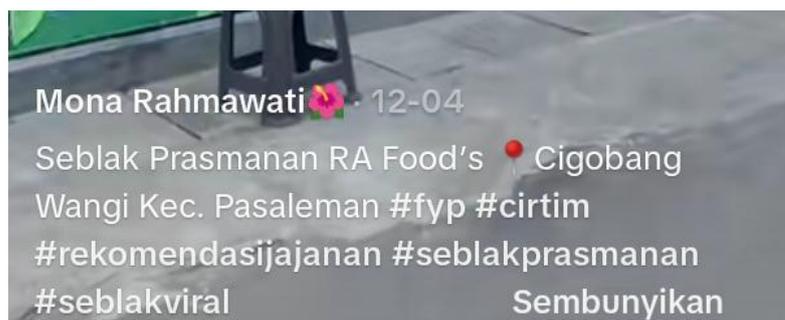

Source : Mona Rahmawati's TikTok, 2026
Figure 2 Visual Display of Mona Rahmawati's TikTok Content Without Using Voice-Over

Based on the researcher's observations, the TikTok content shown in **Figure 2** does not use voice-over and instead features Mona Rahmawati's voice directly while reviewing culinary products. This strategy without voice-over allows the audience to focus more on the visual presentation of the food and Mona Rahmawati's authentic expressions.

Reaching Customers

The research results also show that Mona Rahmawati uses specific hashtags such as #fyp**,** #rekomendasijajanan**,** and #cirtim, as well as including the specific location of the culinary place being reviewed.

Source : Mona Rahmawati's TikTok, 2026
Figure 3 Including Specific Locations and Distinctive Hashtags (#) in Mona Rahmawati's TikTok Content to Expand Reach

Based on Figure 3, it can be seen that Mona Rahmawati consistently includes the specific location of the culinary venue in each of her contents and uses distinctive hashtags such as #fyp, #cirtim, #rekomendasijajanan, #seblakprasmanan, and #seblakviral. This strategy is used to expand the reach of the content on TikTok so that it can be more easily discovered by TikTok users who are interested in culinary spots in East Cirebon, and it also increases the likelihood of the content appearing on the For You Page (FYP).

Highlighting Product Advantages
The research findings indicate that the digital marketing strategy implemented by Mona Rahmawati highlights the advantages of culinary products through the clear presentation of price and taste. In addition, the video recording is produced with clear visual quality and without blurring. This strategy aims to enhance the attractiveness of the product and ensure that the audience remains comfortable while watching the video.

Source : Mona Rahmawati's TikTok, 2026
Figure 4 Display of Mona Rahmawati's Culinary Content Highlighting Product Advantages

Figure 4 shows the advantages of the culinary product through clear, appealing, and appetizing visual displays of the food. This type of visual strategy can create a positive impression of the culinary product and make the audience feel interested and comfortable watching the content until the end.

Source : Mona Rahmawati's TikTok, 2026
Figure 5 Display of Clearly Presented Price Information

Figure 5 shows that presenting price information is one of the digital marketing strategies used by Mona Rahmawati in creating culinary appeal in East Cirebon. By clearly displaying price information, the audience can easily understand the price range of the culinary products, which helps them consider making a purchase.

Customer Relationships

The research findings show that Mona Rahmawati builds relationships with her audience by frequently interacting with them, such as replying to comments and responding to the experiences of audience members who have tried the culinary products she reviewed.

Source : Mona Rahmawati's TikTok, 2026
Figure 6 Mona Rahmawati Interacting with the Audience Through the Comment Section

Based on Figure 6, it can be seen that Mona Rahmawati actively interacts with her audience through the comment section on her TikTok account. These interactions include replying to comments, answering audience questions, and responding to the experiences of viewers who have tried the culinary products previously reviewed by Mona Rahmawati. This

strategy demonstrates two-way communication between Mona Rahmawati and her audience, allowing the audience to feel acknowledged and valued.

Responses of Followers and the East Cirebon Community to Mona Rahmawati's TikTok Content

The responses of followers and the East Cirebon community toward Mona Rahmawati's TikTok content were analyzed using the AIDA model (Attention, Interest, Desire, Action)**.** The AIDA model is used to understand how audiences respond, starting from the initial stage of attention to the stage of purchase action.

Attention

The results show that Mona Rahmawati's followers and the East Cirebon community were initially attracted to her culinary content due to the clear visual presentation and her distinctive, relaxed speaking style. Based on an interview with Sofhia Asni Shania, one of Mona Rahmawati's followers, the attention stage emerges because of the clear visuals and casual speaking style, as stated below:

"The video visuals are actually simple but pleasant to watch, not excessive, so the focus is clearly on what is being discussed. In addition, her speaking style feels like a casual conversation, not forced. The delivery flows naturally and makes the content not boring. That is what attracts me to Mona Rahmawati's content, even though the topics discussed are actually simple   and   close   to   everyday   life." *(Interview with Sofhia Asni Shania, December 15, 2025).*

The attention stage is formed because the content is presented with visuals that are simple yet still appealing and informative. The simple visual presentation becomes a strategy to deliver messages quickly and in an easily understandable way, enabling the audience to immediately recognize the East Cirebon culinary products reviewed by Mona Rahmawati. In addition, Mona Rahmawati's relaxed and natural speaking style makes the audience feel comfortable watching her content until the end.

Interest

At the interest stage, the research findings indicate that Mona Rahmawati's TikTok followers and the East Cirebon community feel interested in watching or following her content because she provides information about the name of the culinary place, taste, price, and location in a concise and clear manner. This makes it easier for followers to understand the East Cirebon culinary products being reviewed. Based on an interview with Wyndu Nadiah, interest arises because Mona Rahmawati provides clear information, as stated below:

"I'm interested because her culinary content is very useful. It provides information about culinary places in East Cirebon, including the price, taste review, and complete location in every video."*(Interview with Wyndu Nadiah, December 8, 2025).*

Audience interest emerges because the content presented is not only visually appealing but also provides information that the audience needs. The information delivered allows the audience to avoid searching for additional details, making Mona Rahmawati's content a reliable culinary reference.

Desire

At the desire stage, the research findings show that Mona Rahmawati's TikTok content generates a desire among followers and the East Cirebon community to try culinary products in East Cirebon. This desire arises because Mona Rahmawati presents culinary visuals that

appear highly appetizing. This is supported by a statement from Abi Husni, one of the informants, as follows:

"Yes, Mona Rahmawati's content really makes me interested in buying because the culinary products she reviews look very tempting. I can imagine what the food tastes like, and the way she delivers the review is also clear and not complicated." *(Interview with Abi Husni, December 7, 2025)*

The audience's desire to try the culinary products arises because the visual presentation is able to attract attention and stimulate appetite. Through these visuals, viewers can imagine the taste and quality of the culinary products presented. In addition, the concise and straightforward explanations further strengthen their confidence in the culinary options being reviewed.

Action

At the action stage, followers and members of the East Cirebon community take real actions by purchasing culinary products after watching the content reviewed by Mona Rahmawati. Several followers and community members have purchased culinary products reviewed by her, such as Baci Teh Araa, Wonton Mona, Wizzmie Ciledug, Biang Mie, and Matchaboy. Based on an interview with Kaila Putri Al Firdaus, the informant stated that she made a purchase after watching Mona Rahmawati's culinary review, as expressed below:

"I bought several culinary products after watching Mona Rahmawati's review, such as Biang Mie at Alun-Alun Ciledug. I bought it because after seeing Mona Rahmawati's review, I felt confident that the product looked delicious to try." *(Interview with Kaila Putri Al Firdaus, December 8, 2025)*

The digital marketing strategy implemented by Mona Rahmawati successfully encourages the audience to reach the action stage. The audience's purchasing decisions arise because they feel confident about the culinary products reviewed after seeing the appealing visual presentation. Audience trust in Mona Rahmawati also plays an important role in encouraging them to make a purchase.

DISCUSSION
Digital Marketing Strategies Implemented by Mona Rahmawati in Creating Culinary Appeal in East Cirebon

Based on the concept of digital marketing proposed by Kotler and Keller (2016), digital marketing is a form of marketing that utilizes digital technology to reach customers, promote products, and build relationships with them. The research findings indicate that Mona Rahmawati has utilized TikTok in her digital marketing strategy to create culinary appeal in East Cirebon.

Utilization of Digital Technology

The implementation of digital marketing strategies can be seen in the way Mona Rahmawati creates content that presents information about East Cirebon culinary products in a concise and easily understandable manner, accompanied by clear and appealing visual images. The utilization of digital technology is reflected in the production of short videos where information is delivered through voice-over narration with a distinctive, relaxed, concise, and clear style, while some videos are presented without using voice-over.

This strategy shows that Mona Rahmawati maximizes the use of TikTok as a culinary promotional medium by utilizing short video content that is easy to consume and capable of

quickly attracting audience attention. According to Arsal (2023), TikTok is an effective platform for digital marketing because it has the ability to widely distribute content through short-form video formats that capture audience attention.

Reaching Customers

In reaching customers, Mona Rahmawati utilizes signature hashtags such as #fyp, #rekomendasijajanan, and #cirtim, which help make her content more discoverable for TikTok users interested in East Cirebon culinary offerings. With a broader reach, the content can be viewed and recognized by a larger audience, thereby expanding the digital marketing of culinary businesses in East Cirebon.

According to Dewa & Safitri (2021), hashtags can make it easier for consumers to find the products they are looking for. In this study, the use of hashtags like #fyp, #rekomendasijajanan, and #cirtim serves as part of a digital marketing strategy to expand the promotional reach of East Cirebon culinary spots, ensuring that the content is easily found by audiences interested in the region's food scene.

Highlighting Product Advantages

Highlighting product advantages is a crucial part of Mona Rahmawati's digital marketing strategy. Information regarding price, taste, and location is delivered clearly and concisely, supported by attractive, high-quality visuals. This presentation of product advantages makes it easier for the audience to understand the value of the reviewed culinary items and fosters an interest in trying them. This strategy is a key factor that encourages the audience to move beyond just watching and become interested in making a purchase.

By presenting clear information and mouth-watering culinary visuals, Mona Rahmawati helps the audience easily understand the reviewed products. This strategy plays a role in creating a positive impression of the culinary products, making the audience feel engaged and comfortable watching the content until the end.

Customer Relationship

Customer relationships are built through Mona Rahmawati's interactions with followers in the comment section, such as replying to comments, addressing questions, and responding to the experiences of audience members who have tried the reviewed food. These interactions are part of a digital marketing strategy to strengthen the bond with the audience, increase trust, and reinforce brand value as a culinary influencer in East Cirebon.

Research results also indicate that culinary MSMEs (Micro, Small, and Medium Enterprises) in East Cirebon reviewed by Mona Rahmawati have experienced growth in sales. According to Nadya et al. (2024), the implementation of digital marketing through social media can help MSMEs expand their market reach and increase sales. These findings demonstrate that the digital marketing efforts carried out by Mona Rahmawati not only build a relationship with the audience but also create a significant appeal for East Cirebon's culinary scene.

Follower and East Cirebon Community Response to Mona Rahmawati's TikTok Content

The response of followers and the East Cirebon community to Mona Rahmawati's TikTok content can be explained through the AIDA theory. Developed by Elias St. Elmo Lewis (1898) as cited in Maulana & Fanaqi (2025), this theory explains how consumers pass through a series of stages before making a decision.

Attention

The attention stage occurs when Mona Rahmawati's followers and the East Cirebon community are first exposed to her TikTok content. Research indicates that the audience's attention is captured through clear and compelling visual strategies, combined with Mona Rahmawati's distinctive delivery style. These visual elements and her unique speaking manner serve as the initial digital marketing hook, enabling the content to stand out and attract viewers amidst the vast amount of similar content on TikTok. However, while the attention stage is effectively achieved, it serves only as a preliminary phase for the audience before progressing to the subsequent stages of the model.

Interest

Once the interest stage is established, Mona Rahmawati's followers and the East Cirebon community demonstrate a genuine interest in the content they consume. This interest arises because her content provides comprehensive, useful, and relevant information, such as the names of the dishes, taste profiles, pricing, and locations. The concise and clear delivery of this information represents an application of digital marketing that facilitates the audience's understanding of the reviewed culinary products. In this study, the interest stage serves as a vital bridge between initial attention and the emergence of deeper engagement.

Desire

In the desire stage, both followers and the East Cirebon community show a desire to try the East Cirebon culinary offerings that have been reviewed by Mona Rahmawati. Mouth-watering food visuals. This stage shows a high level of desire because all respondents stated there was an urge to try the food after seeing Mona Rahmawati's TikTok culinary content.

Action

In this study, the action stage is a very strong phase because all interviewed followers and members of the East Cirebon community have taken real action by purchasing the East Cirebon culinary items reviewed by Mona Rahmawati. Followers and the East Cirebon community stated that they had made culinary purchases such as *biang mie*, *wonton Mona*, *baci teh Araa*, and *matchaboy* after watching Mona Rahmawati's TikTok content.

This shows that the digital marketing strategy implemented by Mona Rahmawati is not only able to build attention, interest, and desire, but is also capable of making followers and the East Cirebon community take real action to buy directly.

Based on the AIDA stages, the action stage is the strongest and most dominant phase because all interviewed followers and members of the East Cirebon community have made culinary purchases resulting from Mona Rahmawati's reviews. The desire stage is also classified as strong because the visuals and narration presented by Mona Rahmawati are able to build the audience's desire to buy culinary products in East Cirebon. Meanwhile, the attention stage serves as the initial phase before moving into the next stages, and interest in this study shows its role as a connector between initial attention and the emergence of interest.

CONCLUSION

Conclusion

The digital marketing strategy implemented by Mona Rahmawati is effective in creating culinary appeal in East Cirebon. Utilizing the TikTok platform by creating culinary content that features attractive visuals and clear, concise information about price and taste is able to create audience interest. Furthermore, the use of signature hashtags and specific locations expands the content's reach, making it easily discoverable by audiences interested in East Cirebon culinary offerings. Additionally, the active interaction maintained by Mona

Rahmawati through the TikTok comment section strengthens the relationship and trust between Mona Rahmawati and the audience.

The response of followers and the East Cirebon community shows that the digital marketing strategy carried out by Mona Rahmawati has succeeded in accordance with the AIDA stages (Attention, Interest, Desire, Action). The content presented is able to attract audience attention, foster interest and desire, and lead to direct purchasing actions toward culinary products in East Cirebon.

Recommendations

It is recommended that Mona Rahmawati maintain and develop her digital marketing strategy by remaining consistent in creating visually attractive and informative culinary content. The use of relevant hashtags and specific locations needs to be continuously optimized so that the content's reach expands and remains easily discoverable by audiences interested in East Cirebon's culinary scene. Furthermore, it is important to continue active interaction with the audience through the comment section to strengthen audience relationships and trust.

The response from followers and the East Cirebon community toward Mona Rahmawati's TikTok content has followed the stages in the AIDA model (Attention, Interest, Desire, Action). Therefore, it is important to maintain that positive response by presenting visually appealing content to sustain audience attention. To build interest and desire, the content must continue to convey culinary information clearly, briefly, and in an easy-to-understand manner.

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