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Exploring Digital Marketing Strategies for Crisis Recovery in South Jakarta's Culinary Tourism

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Abstract

Culinary tourism in South Jakarta, a vibrant hub blending traditional and modern food services, has been reshaped by digital marketing, particularly amid boycott movements targeting certain businesses. These socio-political disruptions have highlighted gaps in how food services manage reputational crises and shifting consumer behaviour, especially among foreign workers. This study explores the interplay between culinary tourism and digital marketing in South Jakarta's traditional and online food sectors, focusing on post-boycott recovery strategies and consumer responses. Employing a qualitative-comparative case study approach, data were gathered through semi-structured interviews with food service providers and digital marketing experts, complemented by online content analysis of customer reviews and campaign materials. Findings reveal that online food services effectively utilized targeted social media campaigns and influencer partnerships to restore consumer trust, while traditional vendors struggled due to limited digital literacy. However, traditional vendors leveraging authenticity and cultural heritage through digital storytelling showed recovery potential. The study expands the theoretical framework of digital culinary tourism by incorporating post-crisis consumer perceptions and emphasizes the need for culturally sensitive digital strategies. It advocates for capacity-building initiatives to empower traditional vendors, ensuring competitiveness in a digitally driven market.

Keywords

Consumer Trust, Cultural Sensitivity, Crisis Recovery, Culinary Tourism, Digital Marketing.

1. Introduction

In the digital era, culinary tourism has evolved beyond traditional food exploration, becoming a vibrant intersection of culture, experience, and technology (Gursoy & Chi, 2020; Barwitz, 2020). The integration of digital marketing, through social media, food delivery platforms, and influencer campaigns has revolutionized how travellers and locals alike discover, engage with, and evaluate culinary destinations (Rahmawati et al., 2023; Indriyarti & Murtiningsih, 2025). In cities like South Jakarta, where both traditional food stalls and modern online-based services coexist, digital engagement plays a crucial role in shaping culinary tourism, especially in areas frequented by foreign workers who rely heavily on online platforms for dining choices (Utama et al., 2023; Wijayanti et al., 2024). This study focuses on how traditional and online food service providers in South Jakarta adapt their digital marketing strategies to recover from reputational crises caused by boycott movements, a phenomenon that has disrupted the local food economy. By examining the interplay between culinary tourism and digital marketing, this research addresses the critical role of culturally sensitive strategies in rebuilding consumer trust, particularly among foreign workers as a key demographic (Lou & Yuan, 2019; Šimůnková, 2019).

Previous research has examined the influence of digital marketing on food tourism and consumer behaviour, particularly in urban and multicultural settings (Mak et al., 2012; Okumus & Bilgihan, 2014). Studies have also highlighted the role of digital storytelling and online reviews in driving restaurant visits and shaping destination images (Lu et al., 2020). However, a significant research gap exists in understanding how traditional and online food service providers adapt their digital marketing strategies in response to socio-political crises, such as boycotts, which threaten business reputation and customer trust. According to Ao et al. (2023), digital marketing strategies significantly influence consumer engagement in crisis scenarios, yet their application in post-boycott recovery within culinary tourism remains underexplored. Choe and Kim (2018) noted that traditional food services often struggle with digital adaptation compared to online platforms, but their findings do not address crisis-driven contexts like boycotts. This gap is particularly relevant in South Jakarta, where boycott movements in 2024 targeted certain food businesses, impacting both traditional vendors and multinational chains like Pizza Hut, which rely on foreign workers as a core market.

The lack of comparative insight into how traditional and online food services in South Jakarta leverage digital marketing to recover from boycott-related reputational crises hinders the development of effective culinary tourism strategies. According to Gao et al. (2023), digital platforms enhance business resilience during crises, but their study focuses on MSMEs broadly, not specifically on culinary tourism. Research by Einwiller et al. (2017) emphasizes the importance of transparent crisis communication in rebuilding trust, yet it lacks a focus on culturally diverse consumer groups like foreign workers. This study bridges these gaps by comparing the adaptive strategies of traditional and online food services in South Jakarta, with a focus on how digital marketing influences consumer trust and culinary tourism recovery post-boycott. By incorporating cultural sensitivity into digital strategies, as suggested by Sunggara et al. (2024), this research explores how businesses can align with the preferences of foreign workers, who prioritize convenience and cultural familiarity in their dining choices.

This research is important because it bridges the gap between digital marketing and crisis response in the context of culinary tourism. It offers theoretical contributions by expanding the framework of digital culinary tourism to include post-crisis consumer perceptions, building on studies like Gursoy and Chi (2020), which highlight the role of digital platforms in crisis mitigation. Practically, it

provides insights for food business owners and policymakers in South Jakarta to rebuild trust and promote cultural gastronomy in a digitally driven, multicultural market. The study draws on new research, such as Madzík et al. (2023), which explores digital transformation in tourism, and Wang and Guo (2024), which examines consumer behavior in crisis-affected markets. Additionally, insights from Kim et al. (2022) on cultural influences in food tourism and Zhang (2023) on social media's role in crisis recovery enhance the theoretical foundation. By addressing these gaps, this study aims to contribute to both academic understanding and practical strategies for sustaining South Jakarta's culinary tourism amid socio-political challenges.

2. Literature Review and Hypothesis Development

2.1. Urban Culinary Tourism and Social Shifts

Culinary tourism is a form of tourism that emphasizes cultural experiences through distinctive and authentic local food. In an urban context, culinary tourism is a means of exploring city identity as well as part of the lifestyle of urban communities (Henderson, 2009; Kaplan & Thompson, 2019). In areas such as South Jakarta, culinary places are not only dining destinations, but also social spaces and status symbols. This phenomenon is reinforced by the emergence of iconic culinary locations that go viral on social media and become destinations for domestic tourists. However, socio-political dynamics such as boycotts of certain brands have influenced the culinary consumption landscape. A study by Syed and Hussein (2022) shows that the boycott movement can affect consumer loyalty and form negative perceptions of a business, especially when associated with moral or religious values. This has caused a shift in consumer visit patterns, which tend to avoid restaurants with controversial images. As a result, culinary business actors must adjust their service and positioning strategies to maintain their existence.

Several studies have discussed the role of culture in culinary tourism and the influence of social crises on consumption behavior (Llamas & Belk, 2022; Wijayanti et al., 2024). However, there is still limited research that explicitly examines the relationship between culinary tourism experiences, brand perceptions, and consumer reactions after the boycott in urban Indonesia. Therefore, this study is important to fill this gap, especially in understanding the response of South Jakarta consumers to the brand identity crisis in the culinary sector.

2.2. Digital Ecosystem in Culinary Marketing

Digital transformation has revolutionized the way culinary businesses reach consumers. According to Fullerton et al. (2019), digital marketing encompasses all technology-based communication and distribution strategies used to influence consumer decisions. In the F&B sector, the use of platforms such as GoFood, GrabFood, ShopeeFood, and social media is crucial in reaching a wider market segment. Especially in urban areas such as South Jakarta, digital channels play a strategic role in the existence and competitiveness of restaurants (Setiyorini et al., 2022).

A study by Bleier et al. (2019) found that digital presence not only expands access but also shapes brand perception through user interfaces, customer testimonials, and online ratings. Modern consumers find it easier to compare services, view promotions, and make decisions from just one application. In addition, the aggregator platform algorithm indirectly directs consumer choices based on their behavioral history (Phillips et al., 2017). This makes digital visibility a major determinant in food purchasing decisions.

Although many studies discuss the effectiveness of digital marketing, there is still little research linking it to post-crisis adaptation strategies or boycotts. For example, a study by Rahmawati et al. (2023) highlighted the use of social media, but did not

touch on how business actors manage channel mix to rebuild public trust. Thus, this study seeks to explore the role of digital marketing as a medium for brand recovery amidst complex socio-political dynamics, particularly in the context of urban culinary tourism.

2.3. Digital Ecosystem in Culinary Marketing

Consumer behaviour is greatly influenced by social context and brand perception. Oliver (1999) stated that loyalty is formed from satisfaction and trust, but can be fragile when consumers face sensitive issues such as boycotts. In the case of boycotts, consumers often make decisions based on moral values or group solidarity, not solely on product quality (Chatzidakis et al., 2007). This phenomenon is relevant in Indonesia, where urban consumers are increasingly aware of social issues in daily consumption.

Consumer segmentation in the culinary industry has shifted since the increasing use of digital services. Takeaway and delivery have become the main choices when dine-in has decreased, either due to the pandemic or social pressure (Cahyanto et al., 2023; Shi & Xu, 2024). On the other hand, food aggregator platforms facilitate consumer convenience and flexibility, which adjust to brand value preferences or image. This encourages business actors to not only focus on products, but also build narratives and perceptions through digital channels.

Research by Utama et al. (2023) revealed that post-boycott consumers tend to choose brands that they consider “neutral” or not associated with controversial issues. However, there is still little research that describes how these preferences are distributed in segments such as dine-in, takeaway, or aggregators. This study is here to fill the gap by describing the tendencies of South Jakarta consumers in choosing consumption channels after the social crisis, with a descriptive data approach that is measurable and qualitatively rich

3. Methods

This research employed a descriptive design using both quantitative and qualitative methods to explore how digital marketing and culinary tourism intersect in South Jakarta’s food scene following the boycott movement. By integrating survey data with interviews and observations, the study aimed to understand both measurable trends in consumer behaviour and deeper contextual dynamics among food businesses adapting to socio-political pressures. The descriptive approach was chosen to allow flexibility in capturing diverse insights without limiting the scope to hypothesis testing or model validation.

Data collection was conducted across several food establishments in South Jakarta, including franchise-based restaurants such as Pizza Hut and a range of traditional and digital-first culinary outlets. These venues were selected purposively to reflect the spectrum of business responses to changing consumer attitudes and marketing trends. In addition to survey distribution, field observation was carried out to examine the implementation of digital marketing tools, customer interactions, and store-level branding strategies. This included reviewing the use of in-store displays, QR code integration, platform-based promotions, and visible brand adjustments in response to the boycott sentiment.

Participants completed a structured survey, which explored channel preferences, frequency of platform use, awareness of boycott-related issues, and perceived brand changes. The responses were analysed in percentage form to present distribution trends. All participants provided informed consent and were assured anonymity in accordance with ethical standards in social research. The researchers ensured that no personally identifiable information was collected or disclosed. Interview sessions were audio-recorded with permission, then transcribed verbatim for analysis, while

observation notes were documented systematically to supplement the findings from other data sources.

Data analysis employed two parallel approaches to suit the mixed-methods design. Quantitative survey data were processed using descriptive statistical techniques to present proportions and patterns in channel usage, platform preference, and consumer segmentation. Metrics such as online versus offline usage, digital channel mix, and food consumption segments were displayed in tabular or visual form. For the qualitative data, thematic analysis was conducted on interview transcripts and observational notes. This involved open coding to identify recurring themes, such as digital repositioning, trust recovery, and strategic communication. Thematic patterns were then triangulated across data sources to ensure consistency and strengthen validity. This methodological approach enabled a comprehensive understanding of how consumers and food businesses in South Jakarta navigated digital platforms, marketing responses, and social sentiment in the evolving post-boycott culinary landscape.

4. Results

The findings from this study present a multifaceted view of consumer behaviour and digital marketing practices in South Jakarta's culinary landscape after the boycott event. The distribution of consumer preferences between offline and online channels reveals a significant disparity. Approximately 83% of transactions occurred through offline channels, while only 17% utilized online platforms. This suggests that, despite rapid digitalization in the food sector, offline interactions remain dominant among consumers in South Jakarta. Factors such as the desire for physical ambiance, habit retention, or brand familiarity may contribute to the continued relevance of physical stores.

Interviews with food business managers support this observation. Several respondents noted that, while online services offer convenience, many consumers still prefer to dine-in or order directly on-site, especially in locations where social gatherings are culturally embedded. One manager from a digital-first food outlet stated, "Our online sales plateaued, but foot traffic increased after we redesigned our dine-in area to look more 'Instagrammable'. This underscores the hybrid role of offline settings—not just for consumption but also as lifestyle experiences tied to identity and social validation (Tsiotsou, 2016; Šimůnková, 2019). Although digital platforms offer functional convenience, they have not fully replaced the experiential value of physical spaces, particularly in a post-crisis setting where consumers are reassessing brand trust.

The highest proportion (41.8%) still involved in-store digital transactions, indicating that many consumers are engaging with digital services while physically present at food outlets. This behaviour may include QR-based ordering, loyalty app usage, or click-and-collect options, illustrating a blended consumption pattern rather than a strict binary of online versus offline.

Delivery platforms followed, with GoFood (19.9%) and GrabFood (14.6%) emerging as the most frequently used third-party services. Other digital avenues such as web-mobile ordering (7.8%) and Android apps (6%) showed more modest engagement, while usage of ShopeeFood, iOS apps, and desktop ordering remained either minor or visually undetectable in the chart. These results suggest that mobile-first solutions dominate digital food service interactions, in line with consumer mobility and app ecosystem penetration in Indonesia. Moreover, the preference for specific platforms may relate to factors such as interface familiarity, payment integration, and discount availability (Steiner et al., 2016; Barwitz, 2020).

Interviewees offered insight into this platform stratification. One digital marketing manager stated, "GoFood gives us the highest visibility in Jakarta more than 50% of our vouchers are redeemed there." Such insights affirm GoFood's

market dominance not only in terms of user share but also in the effectiveness of promotional campaigns. In contrast, GrabFood's slightly lower performance may stem from its reputation as more premium-oriented, while ShopeeFood, despite aggressive cashback campaigns, appears to be underperforming in this market segment. These preferences are shaped not merely by functionality, but also by trust, user interface, and post-boikot brand positioning.

Aggregator-based ordering accounts for the largest share at 41.1%, followed by takeaway at 32.9%, and dine-in at 21.1%. Although aggregator usage seems consistent with mobile-first trends, the significant proportion of takeaway orders implies that consumers may prefer to retain a degree of control or privacy while avoiding delivery fees or service delays. Dine-in, while lower, still holds relevance in creating social experience and brand attachment, especially for group or family-based consumption occasions.

The takeaway and aggregator trends reflect broader shifts in consumer expectations post-crisis. Beulens et al. (2005) argue that food consumption behavior has been transformed by the desire for control, hygiene assurance, and transparency factors that are often more visible in aggregator platforms due to user reviews and ratings. Meanwhile, in-depth interviews reveal that consumers choose takeaway options when they feel uncertain about in-venue health protocols or wish to minimize contact. As one customer noted that the order is made through the app and then picked up directly, allowing for faster service and eliminating concerns about late delivery by the courier. This reinforces the idea of hybrid consumption as a behavioral adaptation rather than a technological necessity.

GoFood leads with 48.3% of the total aggregator market, followed by GrabFood at 35.6%, and ShopeeFood at 16%. The dominance of GoFood is consistent with prior findings on channel engagement and promotion redemption rates. While GrabFood remains a strong secondary competitor, ShopeeFood's position appears limited, possibly due to consumer skepticism about its long-term reliability or interface usability. Maxim Food's share is not visible in the figure, likely indicating a negligible market presence within this sample.

Thematic insights from qualitative interviews and observational data provide further depth to the numerical findings. Business managers consistently cited digital repositioning and messaging as key strategies in the wake of the boycott. Several operators altered their digital content to emphasize local identity, halal certification, or social responsibility as a way to rebuild consumer trust. A marketing consultant shared, "We shifted our Instagram tone to highlight community support and distance ourselves from political affiliations." This aligns with literature suggesting that consumer trust is not solely based on product quality, but also on perceived brand values and alignment with social norms (Lou & Yuan, 2019; Iglesias et al., 2020).

Additionally, observational data confirmed visible shifts in marketing presentation. QR-based ordering systems, localized imagery, and updated color schemes were frequently spotted in revamped outlets. These visual strategies work in tandem with digital messaging to create a coherent brand narrative aimed at post-crisis recovery. According to Gielens and Steenkamp (2019), such integration of digital and physical branding elements can reinforce consumer perception and facilitate trust rebuilding, particularly in high-sensitivity markets.

Another notable theme from the interviews was the increased reliance on aggregator dashboards and data analytics to understand consumer behavior. Operators reported using back-end tools from platforms like GoFood to track demand peaks, average basket size, and bounce rates. This data-informed approach allows businesses to optimize pricing, promotion, and inventory in real-time capabilities not easily accessible through traditional offline channels. Such practices reflect the evolution of digital literacy among food entrepreneurs and the growing

need for data-driven decision-making in culinary operations (Rahmawati et al., 2023).

Taken together, the findings from Figure 1 and qualitative narratives present a comprehensive view of how culinary businesses and consumers in South Jakarta are navigating the intersection of digital marketing and socio-political pressure. Offline consumption still dominates, yet the digital landscape is nuanced and continuously evolving. The interplay between user preference, technological accessibility, and brand trust underscores the need for adaptable and culturally sensitive marketing strategies in post-crisis urban contexts. While aggregator platforms provide visibility and convenience, the human factors trust, identity, and perception remain central to consumer decision-making.

5. Discussion

The findings of this study indicate that despite the rise of digital platforms in the culinary sector, offline consumption remains the dominant channel in South Jakarta's food scene. 83% of consumers still opt for offline purchases. This reality challenges common narratives of digital disruption in the food industry, particularly in post-crisis contexts. While previous studies emphasize a rapid shift toward online delivery systems, the data suggest that consumer behavior in this setting is more resilient to change and influenced by deeper social and cultural dimensions (Kim et al., 2022). The aftermath of the boycott movement appears to have catalyzed a reorientation in consumption patterns not simply toward or away from technology, but toward spaces that consumers perceive as trustworthy and socially meaningful.

The high rate of in-store digital use (41.8%) and the continued relevance of takeaway and dine-in options reflect a hybrid mode of culinary consumption. Consumers are not strictly abandoning physical experiences but are selectively integrating digital conveniences into their routines. As Beulens et al. (2005) note, consumer decisions are increasingly shaped by situational factors, including speed, control, and perceived safety. In the wake of public controversy, this hybrid behavior may represent a coping strategy where consumers can assert greater agency over their choices. Similarly, Indriyarti and Murtiningsih (2025) highlight that Indonesian urban-consumers tend to blend digital engagement with offline habits, especially in response to service uncertainty or brand mistrust.

The preference for GoFood, which accounts for 48.3% of aggregator usage, is another significant finding. Its dominance over GrabFood and ShopeeFood illustrates not only functional superiority but also digital trust formation. As Zhang (2023) observe, post-crisis consumers are more likely to engage with platforms that demonstrate consistency, local relevance, and minimal political affiliation. GoFood's continued success may lie in its ability to project brand neutrality while providing aggressive promotions and an intuitive user interface. This suggests that in turbulent social contexts, digital marketing strategies must extend beyond usability and pricing to include trust-building and cultural alignment.

Thematic analysis of interviews and field observations highlights how businesses are repositioning themselves through visual branding and digital narratives. From localized slogans to QR-code ordering systems, these elements form part of a broader effort to rebuild consumer confidence. Wang and Guo (2024) argue that consumer behavior under moral pressure is deeply shaped by perceived brand ethics and values. Businesses in South Jakarta appear to understand this, as reflected in their shift toward highlighting halal certification, community outreach, and social responsibility. Rather than direct crisis communication, many operators chose to "soft rebrand" through subtle design and language changes that avoid controversy while signaling alignment with public sentiment.

These responses point to a deeper truth: digital transformation is not merely a technological process but a sociocultural negotiation. As Henderson (2009) notes,

food spaces in cities are sites of identity and belonging, and their digital extensions must respect the same sensitivities. The implication for practitioners is clear effective digital marketing in post-crisis environments demands both data literacy and cultural awareness. Businesses must not only interpret analytics from platforms like GoFood or GrabFood but also understand how their digital presence resonates with values, beliefs, and emotions of their target audiences.

6. Conclusion

This study examined the intersection of culinary tourism and digital marketing in South Jakarta's food scene following a politically charged boycott movement. Through a descriptive mixed-methods approach, it revealed that offline consumption continues to dominate despite the proliferation of digital platforms. However, consumer behavior reflects a hybrid adaptation, where in-store digital tools, aggregator platforms, and takeaway options coexist with traditional dining experiences. GoFood emerged as the most utilized online platform, indicating platform dominance shaped not only by functionality but also by perceived neutrality and cultural fit. In response to shifting public sentiment, food businesses adopted subtle digital repositioning strategies, blending visual branding with localized narratives to restore consumer trust and engagement.

The study's limitations must also be acknowledged. The findings are drawn primarily from a case focus on Pizza Hut and similar food businesses in South Jakarta, without comprehensive demographic segmentation or respondent quantification. Moreover, the research does not track behavioral changes over time, leaving questions about the long-term sustainability of observed trends. Future research should consider longitudinal designs to assess the durability of digital consumption preferences in the post-crisis period. Comparative studies across other urban areas or different forms of crisis (e.g., economic downturns or public health events) may also yield insights into how varying pressures shape digital culinary behavior. This study contributes to a growing understanding of how culinary tourism and digital marketing converge in urban Southeast Asia, especially amid socio-political disruption. It demonstrates that while digital channels are integral, offline experiences, hybrid habits, and cultural alignment remain critical. In South Jakarta's post-boycott context, trust, perception, and adaptability not just technology define the future of food consumption.

The findings underscore several important implications. First, digital marketing in post-crisis urban settings must be designed with cultural sensitivity and trust as central considerations, not merely transactional efficiency. Practitioners need to combine data-driven strategies with values-based branding to navigate consumer skepticism. This research is limited by its focus on a specific geographical and brand context, and by the absence of longitudinal data to assess behavioral changes over time. Future studies could expand to other cities or compare consumer behavior across different types of crises. Moreover, more detailed demographic analysis would enhance understanding of how age, income, or digital literacy influence hybrid consumption patterns in post-crisis culinary markets.

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The data that support the findings of this study are available from the corresponding author upon reasonable request.



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