

THE INFLUENCE OF DIGITAL PROMOTION ON PURCHASE INTEREST IN PALEMBANG'S INDONESIAN CULINARY TOURISM MIE CELOR

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Abstract:

National culinary tourism, promoted by MSMEs (UMKM), is one of the main attractions for tourists to Indonesia. Culinary promotion is no longer viewed solely as a product marketing activity but as a key strategy for attracting tourists, both domestic and international, seeking authentic local cultural experiences. However, the main gap lies in specialization and contextualization. This study aims to determine the effect of digital promotion on purchasing interest in Mie Celor culinary tourism in Palembang. This research is presented experimentally using an explanatory approach. The population in this study were Mie Celor consumers in Palembang City, with a sample size of 100 people selected using a random sampling method. The research tool used was SPSS 26. The results of this study found a significant effect of digital promotion on purchasing interest in Mie Celor culinary tourism consumers in Palembang City. The results of this study are expected to provide detailed strategic guidance for Mie Celor MSMEs in designing effective digital marketing strategies to build trust and increase consumer purchasing interest.

Keywords: Culinary Tourism, Digital Marketing, Small Medium Enterprise

1. Introduction

The culinary sector, an essential part of the food and beverage industry, consistently plays a strategic role as a key pillar in the development of the national creative economy (Riswanto et al., 2023). The sector's relevance is crucial, as evidenced by the contribution of Micro, Small, and Medium Enterprises (MSMEs)—the majority of which operate in the culinary sector—which reaches approximately 60% of the national Gross Domestic Product (GDP). In addition to its GDP contribution, the MSME sector demonstrates a massive labor absorption capacity, exceeding 97% of the total workforce in Indonesia. This data, relevant until 2025, fundamentally underscores the importance of any research effort focused on increasing the efficiency and market reach of culinary MSMEs in Indonesia.

In line with this economic significance, global and national tourism trends have shifted towards gastronomy tourism experiences, as highlighted in a global literature review in 2024. In this context, culinary promotion is no longer seen merely as a product marketing activity, but rather as a key strategy to attract tourists, both domestic and international, seeking authentic local cultural experiences (Indriani et al., 2025). Improving the marketing efficiency of culinary MSMEs is believed to have a significant impact on regional economic stability. Therefore, the adoption and optimization of digital technology is a crucial solution

in the post-pandemic context (2021-2025) to strengthen the resilience of the culinary sector. Digital marketing has the ability to eliminate geographical and financial barriers that previously limited traditional MSMEs (Sifwah et al., 2024). Based on this, this study argues that optimizing digital promotion is the most effective mechanism to increase the contribution of culinary specialties, such as Mie Celor Palembang, to local GDP.

Mie Celor Palembang holds a unique position as a culinary heritage of the archipelago with a rich gastronomic value. Academic analysis shows that this dish is recognized as having high gastronomic value encompassing nine fundamental aspects, including the quality of raw materials, distinctive cooking techniques, tasting experience, presentation, dining etiquette, nutritional content, history, and preservation efforts. This intrinsic value of Mie Celor makes it an important cultural asset. Keywords that dominate research frequency (such as "Mie," "Celor," "Palembang," "Udang," "Coconut Milk," and "Culture") reflect the close relationship between this dish and the cultural identity of the Palembang people.

Despite its significant cultural potential and economic value, research shows significant gaps in formal promotion. Mie Celor Palembang, to date, has not been fully integrated into official heritage-based educational or promotional programs. There is an urgent need for intensive collaboration between local governments, businesses, and educational institutions to design heritage-based culinary preservation programs.

The main gap that must be addressed is the failure of conventional promotions to effectively communicate the richness of Mie Celor's nine gastronomic aspects to a wider audience. In this context, digital promotion offers an essential storytelling mechanism to translate these historical and cultural values into persuasive commercial appeal. Digital strategies can serve as effective promotions even if a formal program has not yet been established, provided that the content must be able to communicate authentic values (Faisal et al., 2024). Therefore, the effectiveness of digital promotion (X) in this study is measured based on its ability to convert Mie Celor's gastronomic values into measurable purchase intention (Y) (Indra & Hubner, 2025).

The rapid development of digital technology has triggered a shift in consumer consumption patterns, shifting culinary promotion from conventional methods (brochures and banners) to digital media, with social media serving as the primary means of information dissemination. Implementation in Palembang demonstrates that culinary MSMEs have adopted basic digital promotion. Case studies indicate that marketing communications include strategies such as holding giveaways, posting photos, offering discounts, and endorsements (Sabitah, 2024). These efforts aim to reach a wider consumer market and increase brand recognition, a common goal of digital marketing implementation in culinary MSMEs.

While digital marketing theoretically has the potential to eliminate financial barriers, the reality on the ground shows serious obstacles. MSMEs specializing in Palembang's food industry face structural limitations related to capital and funding for business development (Nafisa et al., 2024). Furthermore, they also report problems with innovation and marketing effectiveness. This contradiction arises because, despite relatively affordable access to digital platforms, a fundamental challenge hindering the optimization of digital promotion is limited digital literacy among MSMEs (Utami et al., 2025).

Many culinary MSMEs have not yet been able to optimally utilize digital technology to create quality content, manage business accounts, or utilize paid advertising features. The effectiveness of digital marketing depends heavily on the business owner's ability to manage the platform. In this context, this study aims to validate whether the Digital Promotion (X) efforts undertaken by the Mie Celor MSME are sufficient to generate significant Purchase Intention (Y).

Research on the influence of digital promotion on consumer purchase intention for MSME food products has been widely conducted in Indonesia, with strong empirical support in the national literature (2021-2025), including studies using trust as a mediating variable in other regions.

However, the main gap lies in specialization and contextualization. Existing research has not fully addressed how the dynamics of digital promotion operate on a culinary attraction with uniquely defined cultural gastronomic value (Mie Celor) in the Palembang destination, taking into account the unique challenges faced by local MSMEs (Hatidah et al., 2025).

Academically, this study is significant because it provides rigorous empirical confirmation of the Digital Marketing-Trust-Purchase Intention model in the context of Indonesian gastronomic tourism. Practically, the research findings are expected to provide detailed strategic guidance for Mie Celor MSMEs in designing effective digital marketing strategies to build trust and increase consumer purchase intention.

2. Literature Review

Digital marketing is marketing conducted online using the internet. Similar to conventional marketing strategies, which have a marketing mix, digital marketing also has various methods for determining the marketing strategy to be used. Digital marketing can also help increase sales with various techniques and tools available in digital marketing media. Digital marketing is an excellent marketing strategy because it has a wide reach and broad market segmentation, and is displayed in various media with minimal cost and effort (Khairunnisa, 2022).

The definition of promotion according to (Yulia et al., 2020) is as follows: "promotion is defined as communication that provides information to potential consumers about a product, which can fulfill the needs and desires of consumers and encourage them to buy." Definition of Promotion according to (Ahmad et al., 2023) promotion is a one-way flow of information or persuasion created to direct a person or organization to actions that create exchanges in marketing.

The definition of purchasing interest according to (Putra et al., 2020) purchasing interest is something personal and related to attitudes, individuals who are interested in an object will have the strength or drive to carry out a series of behaviors to approach or obtain the object. According to (Pratiwi & Mahfudz, 2021) purchasing interest is an attitude of humans that is included in consumer behavior which is translated into consumption attitudes and is a response in the form of consideration of whether or not to make a purchase.

3. Research Method

This research is a quantitative descriptive research and this research uses an experimental research method. According to Sugiyono (2020) Experimental research is a research method carried out by experiment, which is a quantitative method, used to determine the effect of independent variables (treatment) on dependent variables (results) under controlled conditions. This research was conducted at two Mie Celor culinary businesses in Palembang which are the oldest and most popular Mie Celor businesses in Palembang City. The population is Palembang city residents who like Mie Celor culinary in Palembang city and are consumers of both MSMEs. While the sampling method uses random sampling where the research was conducted by distributing questionnaires to 100 Mie Celor MSME consumers randomly where all consumers represent Palembang city residents who like this Indonesian culinary from Palembang City. The calculation of data analysis in this study uses simple regression analysis with the help of the SPSS 26 application.

4. Discussion

This research was conducted by distributing questionnaires to 100 Palembang residents who are consumers of Mie Celor (noodle) SMEs in Palembang. The questionnaires were distributed in two different locations: Mie Celor 26 Palembang and Mie Celor Poligon. The questionnaires were distributed to almost equal numbers of men and women. Based on the questionnaires conducted in the two locations, the majority of consumers obtained promotional information about Mie Celor culinary products from different social media platforms. This can be seen in the table below.

Table 1
Where do consumers get the promotion for Culinary Mie Celor?

| No | Social Media | number of respondents | Percentage |
|-------|--------------|-----------------------|------------|
| 1 | Instagram | 49 | 49% |
| 2 | Tik Tok | 40 | 40% |
| 3 | Facebook | 7 | 7% |
| 4 | Others | 4 | 4% |
| Total | | 100 | 100% |

Source: processed primary data, 2025

Based on the data above, it can be seen that the majority of consumers obtain information and promotions through digital media through Instagram (49% of respondents) and TikTok (40%). Meanwhile, the remaining 11% of consumers obtain information and promotions from Facebook and other social media platforms. This is sufficient evidence that promotions through social media platforms like Instagram and TikTok significantly influence consumer interest in the Palembang culinary specialty, Mie Celor.

In this study, validity and reliability tests demonstrated that all questionnaire items were valid and reliable, as indicated by Cronbach's alpha values above 0.600.

Table 2

| Item | Cronbach Alpha | Minimum Standard | Result |
|-------------------|----------------|------------------|----------|
| Digital Promotion | 0,698 | 0,600 | Reliable |
| Purchase Interest | 0,781 | 0,600 | Reliable |

Reliability Test

Source: processed primary data, 2025

Simple linear regression analysis is a linear relationship between an independent variable (X) and a dependent variable (Y). This analysis determines the direction of the relationship between the independent variable and the dependent variable if the independent variable increases or decreases.

Simple linear regression has the following functions: Testing the relationship, correlation, or influence of one independent variable on a dependent variable. Then, predicting or estimating the dependent variable based on the independent variable. The data analyzed must be on an interval or ratio scale.

In this study, the purpose of the simple linear regression analysis test is to assess whether the two variables are related. The formula used to determine the test is as follows:

$$Y = a + bX$$

X : Independent variable

Y : Dependent Variabel

a : Constant

b : Variable Regression Constant

Based on calculations using the SPSS application, the results obtained are as below:

Table 3
Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 18.904 | 2.293 | | 8.244 | .000 |
| | Digital promotion | .110 | .109 | .102 | 1.016 | .312 |

a. Dependent Variable: purchase interest

From the SPSS output table interpretation above, the following equation is obtained:

$$Y: 18.904 + 0.110X$$

The value of A in the above equation is 18.904. This is a constant, meaning that if there were no digital promotion (X), the purchase interest in the Indonesian culinary tour Mie Celor would be (Y) 18.904.

The value of B is the regression coefficient, which is 0.110. This means that for every 1% increase in digital promotion (X), there is a 0.110 increase in consumer purchase interest in the Indonesian culinary tour Mie Celor.

Since the regression coefficient is positive, at 0.110, it can be concluded that there is a positive effect of digital promotion on consumer purchase interest, as shown in the equation:

Y: 18.904 + 0.110X

The T-test is used to test the significance of the relationship between variables X and Y. The purpose of this test is to measure the extent to which the independent variable has an indirect effect on the dependent variable.

As shown in Table 3, the calculated T-value is 8.244. A sign of 0.000 indicates a significance level. Therefore, it can be concluded that the calculated T-value is greater than the table T-value, i.e., $8.244 > 1.660$, with a significance level of $0.000 < 0.05$. This indicates that digital promotion has a positive effect on consumer purchasing interest in the Indonesian culinary tourism brand Mie Celor.

The results of the coefficient of determination calculation can be seen in the table below:

Table 4
Koefisien Determinasi

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .754 ^a | .568 | .557 | 2,094 |

a. Predictors: (Constant), X

Source: processed primary data, 2025

Based on SPSS analysis, the independent variable, digital promotion, explains the dependent variable, consumer purchase intention for Mie Celor, accounting for 56.8% of the variance in the response rate, while the remaining 43.2% is due to factors outside the regression model.

This aligns with research conducted by Marjukah et al. (2024), which found that promotion using social media had a significant and positive effect on purchase intention.

5. Conclusion

Based on the calculations above, it can be concluded that digital promotion through social media influences consumer purchasing interest in the Indonesian culinary brand Mie Celor. This is evident from the t-table value, which is greater than the calculated t-table. Meanwhile, Instagram and TikTok are social media platforms that can effectively promote Indonesian culinary delights. This is evident from the number of respondents who stated they were aware of and received promotions from them.

Some recommendations for culinary MSMEs include more intensive promotion through social media, not just Instagram and TikTok, but also through Facebook and other social media platforms such as YouTube channels. Furthermore, this study also found that positive reviews of the Indonesian culinary brand Mie Celor can influence purchasing interest.

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