

# Strengthening Digital Marketing in the Development of Typical Culinary Businesses as Tourism Potential of Ogan Ilir Regency

Ermanovida <sup>1</sup>, Tuty Khairunnisah <sup>2</sup>, and Aulia Utami Putri <sup>3\*</sup>

<sup>1</sup> Faculty of Political and Social Science, Sriwijaya University, South Sumatra, Indonesia

<sup>2</sup> Faculty of Political and Social Science, Sriwijaya University, South Sumatra, Indonesia

<sup>3</sup> Faculty of Political and Social Science, Sriwijaya University, South Sumatra, Indonesia

\*Corresponding author e-mail: [Auliautami@fisip.unsri.ac.id](mailto:Auliautami@fisip.unsri.ac.id)

## ABSTRACT

Ogan Ilir Regency is located in the province of South Sumatra and has 16 sub-districts that have different characteristics, one of which has great potential, namely in the typical culinary of Ogan Ilir. This culinary wealth is a big capital that must be utilized in the context of regional development in terms of tourism, especially as technology increases, it is necessary to use digital marketing and entrepreneurship. The spread of culinary, of course, needs to be strengthened in marketing so that tourists know the types of culinary, access to locations and become the choice of tourists to visit. The purpose of this research is to strengthen digital marketing in developing a typical culinary business as a tourism potential in Ogan Ilir Regency and to find out the use of digital marketing in developing a typical culinary business as a tourism potential in Ogan Ilir Regency.

This study uses a qualitative descriptive method with data collection techniques, namely participatory observation, in-depth interviews. Interviews were conducted directly on informants such as the Department of Youth, Sports and Tourism, the Department of Industry, Trade, Cooperatives and SMEs, the Department of Education and Culture, Culinary Business Actors, and buyers. and literature study, with data validation using data triangulation techniques and using data analysis techniques using interactive model analysis techniques through the components of data collection, data reduction, data presentation, and (drawing conclusions). Based on the results of research, the use of digital marketing in the culinary field is still low and not optimal. This has an impact on the direction and management plans for the management and development of the district, especially culinary business actors. With the strengthening of marketing through digital marketing, we can identify the characteristics of the region and continue with the development of the culinary potential of Ogan Ilir, the development of culinary tourism in Ogan Ilir has not changed much, some Ogan Ilir specialties have become scarce because of the difficulty of finding raw materials, as well as for culinary. existing ones are still using the same method and appearance, there is no innovation and product development from culinary business actors. Digital marketing mastery is still low, there is no use of digital as an effort from business actors to start promoting through various digital marketing. Culinary business actors are more familiar with Facebook and WhatsApp, so most of them promote their culinary using these two applications. There has never been any training or socialization related to digital marketing to increase the potential of the culinary business. Business actors have their own initiatives and try themselves to sell through digital without using a digital marketing strategy. The role of the government is needed for the development of culinary businesses in Ogan Ilir, not only in the form of collecting data on culinary SMEs but also in socializing digital marketing as an effort to increase the income of typical culinary SMEs in Ogan Ilir Regency.

**Keywords:** Culinary; Digital Marketing; Mapping; Small and medium enterprises (SMEs); Strengthening;

## INTRODUCTION

Indonesia has a lot of potential that is spread in every region in Indonesia. Geographical conditions make regions in Indonesia also have different conditions, such as the condition of the earth's surface, climate, flora, fauna and so on. This also makes each region in Indonesia has different potentials and characteristics, which makes Indonesia richer in unique and distinctive diversity in the eyes of the world, one of which is in the culinary field.

The growth of the culinary industry in Indonesia is very good and even has the potential to continue to increase in the coming years. The culinary industry will certainly remain the mainstay of the industrial sector, be it a home industry or an industry on a large scale. The growth of the culinary industry continues to grow and becomes a mainstay sector because it is supported by strong domestic demand, which is caused by the increasing number of middle class consumers in the country. The bigger and the opening of the domestic market is the attraction, but it will pose a threat to the entry of similar products from other countries (Prasetia & Maulana, 2019: 2).

Indonesia has a special culinary that is the identity of the area. Typical cuisine can be one of the tourist destinations for people who visit an area, because in each region has a special culinary that is the main attraction for consumers or tourists who are visiting, because the culinary can not necessarily be obtained elsewhere, and even if there is it will make a difference. Therefore, the typical culinary must always be utilized and managed properly so that the tourism potential in an area can increase, otherwise it is feared that it will affect the development of the typical culinary industry in an area and will certainly affect the income of the area concerned. Tourism does not only talk about natural beauty, but also includes culinary. When visiting an area, the thing that should not be missed is tasting the local cuisine (Ardana Putra et al., 2021). Culinary tourism is the result of human work as a cultural asset that needs to be maintained and preserved so that it can become an attraction in the tourism sector. Culinary tourism has great potential to be developed, therefore it needs to be handled and managed better than now and carried out professionally (Besra, 2012).

Ogan Ilir Regency is located in South Sumatra Province and has 16 sub-districts that have different characteristics and characteristics. When we cross each sub-district in Ogan Ilir, we will feel the characteristics of each of these sub-districts, be it local crafts, plants, tourist attractions or those that have great potential, namely in the culinary field of Ogan Ilir. The culinary variety is actually not fully packaged into one of the city's mainstay tourist attractions. In fact, when viewed from the side of diverse culinary potentials, Ogan Ilir keeps delicious and different culinary references from other regions scattered at various points with each of its distinctive culinary delights. The culinary wealth is a big capital that must be utilized in the context of regional development in terms of tourism. its position close to the city center, can strengthen the image of the region, support revitalization, and have adequate facilities and infrastructure (Saptaningtyas et al., 2021).

In the current era, it has demanded us to use technology, for that the use of digital marketing is also very much needed in increasing the potential of regional specialties. The development of technology towards the digital era should make it easier for marketing or tourism promotion efforts because of the ease of access and wide reach through digital online media (e-marketing) (Raharjana & Putra, 2020). The obstacles faced in mastering digital marketing are mostly due to the lack of understanding of business actors about using the internet and not having personnel who understand information technology (Anggraini & Supriyanto, 2019). Therefore, the study in this research will allow us to strengthen digital marketing in developing a typical culinary business as a tourism potential in Ogan Ilir Regency.

## LITERATURE REVIEW (IF ANY)

Marketing is one of the activities that can determine the success of achieving company goals, used in exchange and trade activities. Marketing according to Kotler and Keller (2009: 5) is as follows: "Marketing is a" organizational functions and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders". Digital marketing according to (Chaffey & Mayer, 2009) is marketing that has a broader scope because it refers to digital media such as the web, e-mail and wireless media, but also includes managing digital customer data, and also how the Internet can be used in conjunction with traditional media. to acquire and provide services to customers. Business development is a way or process of improving existing and future businesses by improving the quality of business with several aspects that are able to support the business by moving the mind and energy to achieve a goal. business carried out. Utilization of digital marketing has various conveniences, for example, low capital only requires a computer or laptop and smartphone, but it causes various problems when how to sell online is converted into interesting words or pictures to be presented to buyers and convince the products we sell because selling online has its own characteristics, for example, to establish a good relationship, the seller must be able to communicate using marketing language, simple, attractive, interactive, effective and attractive. This ability is not owned by many sellers to adapt to digital marketing (Mahsun, 2022).

Digital marketing has several dimensions from the promotion side in the marketing mix according to Ryan Kristo Muljono (2009: 31) including: 1. Website, Website is a liaison with the digital world as a whole and perhaps the most important part in the overall digital marketing strategy, where online activities will directed directly to potential customers. 2. Search Engine Optimization (SEO), One of the important parts of the website is SEO, or the process of setting the content of the website so that it is easily found by internet users who are looking for content that is relevant to what is on the website, and also presents content so that it can be easily found. found by search engines. 3. Paid search click-based advertising (PPC Advertising), PPC (pay per click) advertising allows marketers to buy internet search results pages based on various selected keywords and sentences. 4. Affiliate marketing and strategic partnerships. The activity of partnering with other organizations/companies and various websites to achieve mutual benefits from a collaboration to promote products or services. 5. Online Public Relations (Online PR), Using online communication channels such as press releases, article syndication (RSS), and blogs to create a positive perception of the brand and to position the company as an authority in certain areas. 6. Social Media (social network), Refers to a site or website that is used as a gathering place for many people without restrictions and has a bond path such as family, friends, business partners and so on. 7. E-mail marketing (e-mail marketing), Electronic mail (e-mail) is still an important tool for digital marketing activities, which are sent with the aim of maintaining relationships between existing consumers and potential customers who are willing to receive information via e-mail. e-mail. 8. Customer Relationship, Keeping existing customers and building mutually beneficial partnerships with them is one of the important elements of digital marketing activities.

## METHOD

This research is located in Ogan Ilir Regency, South Sumatra Province, with research areas in sixteen sub-districts namely Indralaya, South Indralaya, North Indralaya, Ogan Ilir, Lubuk Keliat, Muara Kuang, Payaraman, Pemulutan, West Pemulutan, South Pemulutan, Rambang Kuang, Rantau Alai, Rantau Panjang, Sungai Pinang, Tanjung Batu and Tanjung Raja. Of the

sixteen sub-districts, it will be observed that the sub-districts that have unique, diverse and can be developed culinary tourism have the potential to make Ogan Ilir Regency a regional culinary tourism district that is able to become a special attraction for tourists both locally, nationally and internationally and inherit and empowering the rare culinary specialties.

Observations made in this study were by participating directly in the field informally by visiting several Ogan Ilir culinary places as well as conducting culinary tourism activities. The interviews conducted in this study used the in-depth interview technique. Interviews were conducted directly with informants such as the Department of Youth, Sports and Tourism, the Department of Industry, Trade, Cooperatives and SMEs, the Department of Education and Culture, Culinary Business Actors, and buyers on the consideration that the informants are competent to answer research problems. The literature study is carried out in the form of collecting related references sourced from books, journals, and other written works. Validation of data using "multi-side triangulation". This study used interactive model analysis techniques through components of data collection, data reduction, data presentation, and (drawing conclusions or verification).

## **RESULTS AND DISCUSSION**

Based on the results of interviews conducted at the Department of Youth, Sports and Tourism, the Department of Industry, Trade, Cooperatives and SMEs, the Department of Education and Culture, as well as Ogan Ilir culinary sellers. Several results were obtained related to research on Strengthening Digital Marketing in the Development of Typical Culinary Businesses as Tourism Potential of Ogan Ilir Regency.

### **1. Ogan Ilir Culinary Development**

There are several special foods in Ogan Ilir Regency that can only be enjoyed in the area and have a unique and different taste from other districts, namely Brengkes Tuntum Ikan Tetali and Pindang Pegagan from Tanjung Raja District, Pindang Meranjat and Kue Bludar from South Indralaya District, and Pekasam Fish from Tanjung Batu District. Indralaya sub-districts are Semprong, South Indralaya is Pindang, Kerupuk, Kemplang, Pekasam, North Indralaya is Kerupuk and Kemplang; West Pemulutan is Kemplang Sleb, Kandis is Durian, Tanjung Seteko is burgo and lakso.

Some of the ogan ilir specialties, such as brengkes tuntum tetali fish and bludar cake, have become rare and are no longer sold as food that can be consumed by the public every day because the raw materials are hard to find. While other typical foods are still often encountered when visiting Ogan Ilir district.

Various problems that occur, for example, the high price of raw materials so that the profit is very small while they cannot raise prices because of high competition so they have to maintain the old prices, besides that there are still many who maintain the specialties of the food they make, for example making burgers and lakso with thick gravy. it means a lot of fish and a lot of coconut milk and watery sauce with little fish and coconut milk, making sponge cakes made without water so that it has its own taste. There has been no innovation in terms of packaging, only sold using mica and also the appearance of the food is still as usual.

### **2. Mastery of Digital Marketing**

Based on the results of interviews conducted by four culinary business actors in Ogan Ilir, it was found that the average culinary selling in Ogan Ilir has been more than 5 to 15 years but in digital marketing mastery is still very lacking. Of the four informants, they do marketing using digital, namely using the WhatsApp and Facebook applications. The use of Facebook in selling is due to many relationships or friends who have Facebook so that it has the potential to increase sales by promoting through Facebook. For whatsapp, sellers usually promote in entrepreneurial groups or whatsapp status. No one has tried to market through the market place and take advantage of advertising on email, google, instagram ads or facebook ads, the average sale is done around ogan ilir. For sales coverage, it is also sent outside the city such as Batam, Java to Malaysia, but the order is obtained from word of mouth and friendship.

There has never been any training or socialization related to digital marketing to increase the potential of the culinary business. Business actors have their own initiatives and try themselves to sell through digital without using a digital marketing strategy. Several dimensions in the use of digital marketing promotions are: 1. The website as a liaison in the digital era is one of the strategies in digital marketing so that sales are right on target, but culinary business actors in Ogan Ilir have not used a website to sell. 2. Search Engine Optimization (SEO), the process of setting content from the website so that it is easy to find by internet users who are looking for content that is relevant to what is on the website and our business name will be easy to find but the use of this website is still not used by business actors. 3. Paid search click-based advertising (PPC Advertising) This ad can be used if buyers search with certain keywords or sentences but no one has used them yet. 4. Affiliate marketing and strategic partnerships for culinary businesses in Ogan Ilir have not tried to partner with other companies, they are still running a business with their families and the promotion process is still conventional. 5. Online Public Relations (Online PR), such as writing articles or blogs, has never been done by the Ogan Ilir culinary business. 6. Social media (social network), which are used are Facebook and WhatsApp as promotional media. 7. E-mail marketing (e-mail marketing) is not owned by culinary business actors 8. Customer Relationship, Maintaining existing consumers and building mutually beneficial partnerships with them is one of the important elements of digital marketing activities so that business actors continue to maintain this consumer relationship.

### **3. The role of the government in the development of culinary businesses**

At the Department of Youth, Sports and Tourism, culinary programs are not the main program they organize, but are complementary activities to support the main programs held such as the Tourism Ambassador program, Art Festival and other programs. For other programs, the Tourism Office is more focused on developing tourist destinations in Ogan Ilir Regency, such as last year's program. For Ogan Ilir's own culinary specialties, there is no specific definition from the office and there is also no specific data, either related to typical culinary or mainstay culinary which is the main attraction in Ogan Ilir Regency, but there is only a book which contains information about Ogan Ilir's superior culinary product and does not include the location of the place where you can find or buy the product, but only includes the name of the product and also the ingredients used. Culinary itself has become part of the program of the Department of Education and Culture.

The Department of Industry, Trade, Cooperatives and SMEs also does not have special culinary data, there are no special specifications related to typical culinary. For the program itself, the agency usually sends business actors to take part in training which is usually organized by parties from the province. In addition, there has also been training on packaging

methods for culinary business actors but that has not been carried out periodically. Recently Disperindag formed a community called Women Entrepreneur which is an association of women who have a business/business either on a small or medium scale. Some time ago, Disperindag also became an assessment team at the UMKM Festival organized by the Ogan Ilir Student Family (KMOI). When the team asked for information about typical culinary delights, the resource persons could provide information such as what the name of the culinary was and where it was located, but written data was not yet available. Most of the information/information provided by the informants are culinary products that are commonly found or widely produced in the area concerned, but that does not mean they are unique.

For programs related to culinary, it has not become the main focus at the Education and Culture Office, because the identity of the name of the agency itself has not long changed from the previous Office of Education to the Office of Education and Culture. However, the Department of Education provided information about various culinary delights that are often found in areas in Ogan Ilir Regency.

## CONCLUSION

The development of culinary tourism in Ogan Ilir has not changed much, some typical Ogan Ilir culinary delights have started to become scarce because of the difficulty of finding raw materials, as well as for existing culinary delights that still use the same method and appearance, there is no innovation and product development from culinary business actors. . Digital marketing mastery is still low, there is no use of digital as an effort from business actors to start promoting through various digital marketing. Culinary business actors are more familiar with Facebook and WhatsApp, so most of them promote their culinary using these two applications. There has never been any training or socialization related to digital marketing to increase the potential of the culinary business. Business actors have their own initiatives and try themselves to sell through digital without using a digital marketing strategy. The role of the government is needed for the development of culinary businesses in Ogan Ilir, not only in the form of collecting data on culinary SMEs but also in socializing digital marketing as an effort to increase the income of typical culinary SMEs in Ogan Ilir Regency.

## REFERENCES

- Ahmad. 2020. *Manajemen Strategis*. Makassar: CV Nas Media Pustaka.
- Anggraini, O., & Supriyanto, S. (2019). Literasi Digital: Suatu Kemewahan bagi UMKM Perikanan di Era Industri 4.0? <https://doi.org/10.33510/slki.2019.117-126>
- Ardana Putra, I. N. N., Hardi, S., Kartin, Y., Zulfahni, Y., Saadiah, H., Raheni, R., Ihsan, H., Syahraini, N., Eriana, E., Milayati, M., & Yuma, Y. (2021). Wisata Kuliner Sate Ikan Tanjung. *Jurnal PEPADU*, 2(1). <https://doi.org/10.29303/jurnalpepadu.v2i1.299>
- Besra, E. (2012). Potensi Wisata Kuliner Dalam Mendukung Pariwisata Di Kota Padang. *Jurnal Riset Akuntansi Dan Bisnis*, 12(1).
- Chakti, Andi Gunawan. 2019. *The Book of Digital Marketing*. Jakarta: Celebes Media Perkasa.

- Mahsun, M. G. (2022). Penguatan Digital Marketing Pengrajin Ketak Desa Batu Mekar Kecamatan Lingsar Kabupaten Lombok Barat. *Journal Of Responsible Tourism*, 1(2), 155-164. <https://doi.org/10.47492/jrt.v1i2.1289>.
- Miles dan Huberman.1992. Analisis Data Kualitatif. (penerjemah: Tjetjep Rohendi Rohidi). Jakarta: UI press.
- Nasution, S. 1996. Berbagai Pendekatan Dalam Proses Belajar dan Mengajar. Jakarta: Bumi Aksara.
- Raharjana, D. T., & Putra, H. S. A. (2020). Penguatan SDM dalam e-Marketing untuk Promosi Desa Wisata di Kabupaten Malang. *Jurnal Nasional Pariwisata*, 12(2). <https://doi.org/10.22146/jnp.60403>
- Saptaningtyas, R. S., Handayani, T., & Mentari Indriani, N. K. A. I. P. (2021). Kajian Potensi Wisata Kuliner Pantai Ampenan. *SADE : Jurnal Arsitektur, Planologi Dan Teknik Sipil*, 1(1). <https://doi.org/10.29303/sade.v1i1.6>
- Suriani, Ni Made. 2009. Seni Kuliner Bali sebagai Salah Satu Daya Tarik Wisata Studi Kasus di Warung Babi Guling Ibu Oka di Kelurahan Ubud, Gianyar, Bali. Program Studi Magister S2 Kajian Pariwisata. (Tesis). Denpasar: Universitas Udayana.
- Sutopo, H.B.. 1982. Pengumpulan Data dan Analisis Penelitian Kualitatif. Surakarta: Lembaga Penelitian UNS.
- Wisnawa, I Made Bayu & Prayogi, P.A, Sutapa, I.K. 2021. Manajemen Pemasaran Pariwisata – Pengembangan Potensi Produk Wisata Pedesaan. Yogyakarta: Deepublish.