

# The Role of Food Vlogger @Gilangaditja in Encouraging Consumers to Buy Products

Muhammad Septian Nurrizal<sup>1</sup>, M. Aurel Saputra Yudha<sup>2</sup>, Farida Nurfalah<sup>3</sup>, Abdul Jalil Hermawan<sup>4</sup>

University of Swadaya Gunung Jati, Cirebon, Indonesia

Author Email: [mseptiannijot@gmail.com](mailto:mseptiannijot@gmail.com)<sup>1</sup>, [arellsaputra31@gmail.com](mailto:arellsaputra31@gmail.com)<sup>2</sup>, [farida.nurfalah@ugj.ac.id](mailto:farida.nurfalah@ugj.ac.id)<sup>3</sup>, [ajhermawan.proximity@gmail.com](mailto:ajhermawan.proximity@gmail.com)<sup>4</sup>

**Abstract.** The development of digital technology and the popularity of video sharing platforms such as YouTube, TikTok, and Instagram have encouraged the emergence of food vloggers as influential figures in the culinary world. This study aims to analyze the role of food vlogger @gilangaditja to invite consumers to buy products on the Instagram platform, especially in the Cirebon area. Using a case study-based qualitative approach, data was collected through observation of Instagram content and analyzed by applying the theory of source credibility proposed by Hovland, Janis, and Kelley, as well as the theory of content marketing and consumer behavior. The research revealed that @gilangaditja succeeded in building an image through competence, trustworthiness, and personal appeal. The content produced is informative, interesting, and emotional, thus creating a strong persuasive influence on the audience. The high level of intensive interaction and testimonials from followers shows that food vloggers can act as significant content creators to encourage consumers to buy products. These findings suggest that culinary industry players can utilize collaboration with food vloggers as an important element in an effective digital marketing strategy.

**Keywords:** Content Marketing, Food Vlogger, Instagram, Purchase decision, Source Credibility.

## 1 Introduction

Advances in digital technology have had an impact on various aspects of life, including in the marketing and business promotion sectors. One important consequence of this progress is the increased use of social media as a marketing tool, particularly through platforms such as Instagram, TikTok, and YouTube. In Indonesia, social media not only functions as a means of communication and entertainment, but also as a highly effective digital marketing strategy.

One of the most popular and widely used social media platforms today is Instagram, an app used by various groups, particularly the younger generation. Instagram serves as a tool for developing businesses in the digital age. Through the Instagram platform, users can share photos, videos, and other content, accompanied by relevant captions or hashtags to create a more engaging appearance. [1] Instagram ranks fourth as the most popular social media platform, with 101 million active users. Meanwhile, Facebook ranks third with 118 million active users, TikTok is second with 127 million, and YouTube tops the list as the most popular media platform with 139 million active users. These high user numbers highlight the significant potential of social media in shaping public opinion and influencing consumer decisions.

A study conducted by Nurfalah Farida and her team, published in a journal titled "Social Media for Indonesian and Philippine Students," shows that students in both countries actively use social media, albeit with different platform preferences. In the Philippines, students use Facebook more, while in Indonesia, they prefer Instagram and TikTok. The findings of this study reflect the high level of interest and use of social media, particularly Instagram and TikTok. The large number of social media users, especially Instagram in Indonesia, is also influenced by the presence of a number of influencers who have emerged in various segments. [2]

One of the trends gaining popularity in the digital age is the emergence of food vloggers. Food vloggers are professionals with a passion for culinary exploration, who then provide reviews and record videos about the food to share on social media platforms. Food vloggers not only convey information about the taste and quality of food but also create narratives that can influence consumers' perceptions and purchasing decisions. This phenomenon is becoming increasingly important as the culinary industry advances in various regions, including the city of Cirebon.

According to data obtained from the Cirebon City Cooperative, Small and Medium Enterprises, Trade, and Industry Office in 2022, the small business sector in the culinary field ranks first with a total of 902 small culinary businesses spread across various districts. This indicates that the culinary industry has significant potential for development, particularly through the implementation of effective digital marketing strategies, such as those employed by food vloggers.



**Figure 1.** @gilangaditja's Instagram Profile

Gilang Aditya is an active food vlogger in Cirebon, with an Instagram account @gilangaditja that has 14.3 thousand followers. The culinary content he uploads on his Reels has recorded a minimum of 4,000 views and a maximum of 27,000,000 views, in line with the number of followers and audience reach he has. Gilang Aditya has the ability to influence consumers' purchasing decisions regarding the products he reviews and to promote culinary products in the Cirebon area. In addition to providing reviews of culinary products, @gilangaditja has successfully created a unique and distinct narrative compared to most other food vloggers, thereby attracting public attention to purchase the culinary products he reviews. This demonstrates that food vloggers like @gilangaditja play a significant role in sparking public interest in the content they offer.

In recent years, the presence of food vloggers on social media, particularly Instagram, has become a new force in culinary marketing strategies. In the Cirebon area, there are several active food vlogger accounts sharing content about food and dining spots, such as @zainal\_bontot with approximately 2,500 followers, @\_liaalaaa with 2,900 followers, and @jarangmakandirumah with 13,900 followers. However, among these accounts, @gilangaditja stands out with a relatively larger number of followers, reaching 14,300 followers as of July 2025.



**Figure 2.** @zainal\_bontot's Instagram Profile

First, the @zainal\_bontot account, managed by Zainal Abidin, has around 2,500 followers. Its content focuses heavily on culinary experiences and leisurely trips, with a simple visual approach and a relaxed storytelling style. A distinctive feature of this account is the use of old cars as a visual identity element, as well as fairly personal interactions with followers through light-hearted content.



Figure 3. @\_llaalaaa's Instagram Profile

Second, the @\_llaalaaa account owned by Khayla Azzahra has around 4,000 followers. This account presents more diverse content, covering not only culinary, but also fashion, tourist attractions, and everyday lifestyle. With a more feminine and modern visual aesthetic, @\_llaalaaa tends to target young female audiences who are interested in the latest lifestyle trends in Cirebon.



Figure 4. @jarangmakandirumah's Instagram profile.

Third, the @jarangmakandirumah account managed by Azil has the most followers among the three accounts, with around 13,900 followers. This account is widely known for its consistency in reviewing various types of local food, as well as its more assertive and energetic style of presentation. Azil often highlights street food and micro, small, and medium enterprises (MSMEs), making his content highly relevant to the middle and lower classes. In his bio, Azil also mentions his connection to the community account @kulinercirebon, which underscores his strategic position within the digital culinary ecosystem in this city.

The higher number of followers indicates that the @gilangaditja account has a broader audience reach and greater potential influence compared to other food vlogger accounts in the same region. Additionally, the consistency in posting content about local cuisine further solidifies its position as a reliable information source for Instagram users in Cirebon and surrounding areas. Therefore, the @gilangaditja account is worthy of further study to understand how food vloggers can influence consumer purchasing decisions through social media.

Although the number of food vloggers is increasing, research specifically examining the role of local food vloggers in influencing consumer purchasing decisions, particularly in areas like Cirebon, remains limited. Therefore, this study aims to analyze how food vloggers, in this case Gilang Aditya, can encourage consumers to purchase products through the Instagram platform. By understanding the influence of food vloggers on consumer behavior, this study is expected to provide insights for culinary businesses in utilizing social media as a more efficient marketing tool.

## 2 Literature Review

### 2.1 Food Vlogger

A food vlogger or influencer is someone who is active on social media platforms and has the ability to create content that includes reviews of food or beverages, as well as cooking guides. [3]. @gilangaditja, as a food

vlogger, is known for his relaxed and informal style of describing the products he reviews, which is easy to understand and very much in line with the characteristics of today's social media users, especially young people.

Food vloggers, as they evolve, have a significant influence on individuals' choices when purchasing certain products. [4]. The content presented by Gilang, such as food review videos with engaging editing, lively facial expressions when tasting spicy or delicious food, and the use of funny sound effects—like the cute child's voice in the opening of his content—adds a unique appeal that makes viewers curious and eager to try the products. With the presence of food vloggers, consumers can more easily determine their product choices and assess the quality of the products being offered. (Julita Sari, Udayana, and Dwi Cahya 2022).

## 2.2 Source Credibility

The credibility of a source is related to the recipient's perception of the character or nature of that source. There are three main elements of source credibility: trustworthiness, expertise, and attractiveness. In the context of food vloggers, audiences tend to trust product recommendations more if the food vlogger is perceived as having culinary expertise and is reliable in providing objective reviews. [6]. Gilang Aditja consistently demonstrates all three. His trustworthiness is built through an honest speaking style without appearing overly promotional, his expertise is evident in the culinary knowledge he casually incorporates into each piece of content, and his attractiveness is enhanced by his expressive personality and natural delivery.

## 2.3 Marketing Content

According to Kotler in a journal [7], content marketing is a process that includes the creation, presentation, and application of content that is interesting, appealing, and relevant to the audience. Therefore, it is very important to optimize and pay serious attention to the quality of content, as this relates to consumer perceptions of the relevance, creativity, and uniqueness of the content. High-quality content can capture the audience's attention and create a deep emotional connection, which can influence consumer decisions. Engaging content is not only about the information but also about the way it is presented—visually appealing visuals, engaging narratives, and relatable stories.

Gilang Aditja consistently presents content with sufficient visual quality. From the composition of appetizing food shots, the selection of a cute child's voice saying “Emang Iya?” as a hook in his video content, to the relaxed narrative that reinforces the atmosphere. Gilang's creativity in crafting the stories behind the food he reviews makes his content more than just a promotion. The details he provides about the products he reviews, such as explaining the taste, price, location, and operating hours, offer an engaging experience for viewers.

This demonstrates that a fun and original content strategy can foster emotional engagement with the audience and increase the likelihood of them making a purchase of the featured products.

## 2.4 Social Media

Presented by AM Kaplan & Haenlein, 2010 in a journal [8] Social media is a collection of applications based on the ideology and technology of Web 2.0, which offers users the opportunity to interact and share content. Social media is an online platform used for communication, interaction, participation, sharing, and content creation by its users through specific applications connected to the internet, without any spatial or temporal limitations. [9]. The benefits of using social media include ease in gaining inspiration and enhancing creativity, as well as the ability to establish relationships and networks with various people. According to Kotler and Keller, there are three main platforms owned by social media, consisting of:

- a. Online Communities and Forum
- b. Blog
- c. Social Network

On the other hand, some characteristics of social media include: active participation that allows other users to contribute and provide feedback from users who share interests, openness, two-way conversations, communities, and interconnectedness.

Food vloggers like Gilang Aditja use social media as their main platform for building interactions and communities. For example, Gilang actively responds to comments, engages in two-way interactions through the Q&A feature on Instagram Stories, and occasionally addresses criticism from his audience in a casual yet professional manner. This demonstrates the application of social media characteristics such as openness, active participation, and community-building, where the audience feels like they are part of a warm and personal conversation.

## 2.5 Purchase Decision

According to Schiffman and Kamuk, as cited in [5], a purchasing decision is an action that involves selecting one option from two or more available alternatives. In the decision-making process for purchasing a particular product, there are usually two or more parties involved in the transaction. Consumer perceptions play a significant role in determining the decision to purchase a product. If consumers give a positive assessment of the product, considering it to be of high quality and reliable, this will influence their decision to make a purchase [10].

The indicators that influence purchasing decisions consist of various aspects. According to Kotler & Keller (2012), there are five indicators in the purchasing decision-making process, namely: 1) Problem recognition, 2) Information research, 3) Evaluation of alternatives, 4) Purchase decision, 5) Post-purchase behavior (Postpurchase behavior) [11]. Gilang's content is highly influential in the information search and alternative evaluation stages, as he provides informative, objective reviews presented in an entertaining and trustworthy manner. For example, Gilang explains a new way to enjoy lumpia with fillings such as beef, sausage, cheese, corn, cucumber, and macaroni, topped with sauce and served in a satisfying portion, creating a complex flavor.

There is a similar journal study titled *The Role of Food Vlogger Tasyi Athasyia in Influencing Consumer Decisions on Food Product Purchases*. This journal explores the influence of Tasyi Athasyia as a food vlogger on consumer purchasing decisions, particularly in the context of the "Tasyi Mukbang Battle" content on the YouTube platform. This journal uses the Elaboration Likelihood Model (ELM) theory to explain how Tasyi's credibility and authority, as well as the engagement and expectations she creates, can influence the consumer decision-making process. This study uses a qualitative approach with an exploratory method. The journal finds that Tasyi Athasyia plays a significant role in influencing consumer purchasing decisions. The interviewed consumers revealed that they often use Tasyi Athasyia as a reference when purchasing new foods. They praised Tasyi's honesty in reviewing food flavors and felt that Tasyi Athasyia met the criteria of trust and engagement in processing information. The interview results also found that Tasyi Athasyia successfully enhances consumers' culinary expectations and experiences, as well as increases their knowledge about cuisine. The impact of Tasyi Athasyia as a food vlogger can be analyzed using the ELM, where her credibility and authority, as well as the engagement and expectations she creates, can influence the consumer decision-making process through central and peripheral information processing. This study shows that the influence of influencers like Tasyi Athasyia can serve as a key factor in the success of culinary product promotions. [12].

A similar journal study titled *Personal Branding of Food Vlogger Dimas Angga Through His Instagram Account @njajantok\_sby*. This journal investigates how Dimas Angga builds a strong personal brand through his Instagram account. It discusses the concepts of specialization and personality in Petter Montoya's personal branding theory. This study uses a qualitative research method with a case study. Data was collected through in-depth interviews with Dimas Angga, his manager and videographer, two followers of his Instagram account, and direct observation of his Instagram activities. Primary data was collected from interviews and observations. Secondary data was obtained from sources such as the internet, books, journals, and articles. This journal found that Dimas Angga successfully built a strong personal brand by applying the concepts of specialization and personality. He distinguishes himself from other food vloggers by focusing on street food in Surabaya, using polite eating manners, and providing detailed information about the food he reviews. He also builds an authentic, honest, and friendly image by being genuine on social media. [13]

Previous research similar to the title "The Influence of Instagram Influencer Endorsements on Generation Z's Purchase Decisions." This journal discusses the influence of Instagram influencer endorsements on Generation Z's purchase decisions in Batam City. This journal investigates how factors such as trust, brand image, and the influencer themselves play a role in influencing Generation Z's purchase decisions, regardless of the endorsements made by Instagram influencers. This journal proves that Generation Z does not entirely rely on Instagram influencer endorsements. They still consider trust, brand image, and the influencer themselves in their purchasing decisions. The results of this study provide important information for business owners to adjust their business strategies, target consumers, and maximize their profits by considering the behavior of Generation Z. This study uses a survey method approach. Data was collected through an online questionnaire distributed to 149 Generation Z respondents in Batam City, using the Cluster-Disproportional-Random sampling technique. Data analysis was conducted using SPSS 25 software, including validity, reliability, and regression tests. [14]

Based on the theoretical explanations applied in this study, it can be concluded that the impact of food vloggers on consumers through social media can be comprehensively explained by integrating three main theories: source credibility theory, content marketing theory, and consumer behavior theory. Source credibility theory provides a basic framework for how personal characteristics such as competence, trustworthiness, and attractiveness can influence audiences. Content marketing theory emphasizes the importance of relevance and quality of content as the primary attraction for audiences in the digital age. On the other hand, consumer behavior theory explains how audiences process information from food vloggers to make purchasing decisions. The combination of these three

theories provides a solid foundation for explaining the role of food vloggers in shaping opinions and driving consumer actions, without the need to explicitly rely on other communication models.

### 3 Research Method

This research approach uses a qualitative approach with a descriptive qualitative research type. According to [15], a qualitative approach is a research approach that focuses on a deep understanding of social, cultural, and human experiences. Qualitative research focuses on meaning, interpretation, and the perspectives of research subjects. Descriptive qualitative research was chosen because this study aims to thoroughly and deeply explore the role of food vlogger @gilangaditja in encouraging the public to purchase products, with a focus on a specific case or object. The original owner of the @gilangaditja account, Gilang Aditya Sepri, serves as the key informant in this study. The researcher interacted directly with food vlogger @gilangaditja as the research subject. The data sources in this study consist of primary data obtained directly from the research subject, Gilang Aditya Sepri, through in-depth interviews and participant observation. Secondary data was obtained from other sources, such as the Instagram account @gilangaditja. The data collection techniques used were in-depth interviews and participant observation. In addition, this study also applied content analysis techniques to videos and comments on the Instagram account @gilangaditja to identify communication patterns, delivery styles, and audience responses. Observations of social media activity were conducted systematically over several weeks to ensure data validity. Informants in this study were selected using purposive sampling, namely three followers who had purchased products after seeing reviews from @gilangaditja. This selection aimed to obtain in-depth and relevant information regarding the influence of content on consumer purchasing behavior. With this approach, the methods used were tailored to the research objectives to gain a comprehensive understanding of the phenomenon being studied. Data was collected through participant observation on the @gilangaditja social media account, analysis of video content and social media comments, as well as in-depth interviews with @gilangaditja and his audience. Comprehensive data analysis integrates all data to understand promotional strategies, interactions with the audience, and their impact on purchasing behavior. The validity of the findings will be validated through triangulation by comparing and verifying data obtained from various sources such as interviews and observations with data analysis starting from data display, data reduction, conclusions, and verification.

### 4 Results and Discussion

In today's digital age, social media platforms such as Instagram have become highly influential in shaping consumer perceptions and decisions, particularly in the culinary field. Instagram provides food vloggers with the opportunity to share reviews in a visual and interactive manner, reaching a wide audience and fostering a personal connection. Through the @gilangaditja account, food review content is consistently presented in an engaging way, combining visually appealing imagery with an authentic communication style. This study found that elements such as credibility, content appeal, and interaction with followers are the key factors that make food reviews on Instagram have a strong influence on consumer purchasing decisions. These findings will be analyzed further in the following subsection.

#### 4.1 The Role of Food Vloggers in Consumer Decisions

Interviews with three followers of food vlogger @gilangaditja show that food vloggers play a significant role in consumers' purchasing decisions. Consumers are influenced by the content presented by food vloggers, who not only convey information about the taste, quality, and location of food products, but also shape their views of these products.

In the context of source credibility [6], the credibility of food vlogger @gilangaditja is built through three main elements: competence, trustworthiness, and appeal. The interview results indicate that almost all informants believe that food vlogger @gilangaditja has a high level of expertise in reviewing culinary products. They gave positive reviews of @gilangaditja's ability to describe the taste and texture of food in detail, including describing spicy or other flavors through facial expressions. This makes it easier for the audience to imagine and feel confident about trying the product.

Muhammad Ramadhani Yanuar believes that @gilangaditja has excellent abilities, considering that his reviews are always accurate. This was evident when Gilang Aditja reviewed a product from Lumpia Beef 94. This opinion is supported by information from Diaz Permana, who stated that the prices and locations mentioned by @gilangaditja were accurate. This demonstrates that trust in a food vlogger's expertise significantly influences audience purchasing decisions. By providing accurate information about products, audiences become more trusting and motivated to try the reviewed products.

Trust in this food vlogger is highly representative. All informants agreed that @gilangaditja always provides objective reviews, even when the food being reviewed is unsatisfactory. For example, informant Agus Nuryana stated that @gilangaditja always delivers reviews honestly and does not shy away from criticizing products that fail to meet expectations, even when using language that is not overly harsh or blunt. This honesty enhances his credibility and strengthens audience trust in the content he produces. The theory of trust in credibility according to [6] has a significant impact on consumer decisions.

Attractiveness is also a crucial element in the influence of food vloggers on their audience. Their relaxed communication style when describing the products they review, the humorous nature of their narratives, and their expressiveness when trying spicy and other flavors are the main attractions for viewers. For example, informant Diaz Permana stated that the language style used by @gilangaditja is very appealing and easy to understand for young people. Additionally, his authentic and natural expressions make the audience feel as though they are interacting with a friend. This aligns with the theory of appeal outlined by [6], which states that an individual's personality and ability to establish emotional closeness with the audience can strengthen their influence on the audience's decisions.

Overall, the reputation of food vlogger @gilangaditja in presenting accurate, honest, objective, and engaging reviews can encourage consumers to purchase products. Followers feel that the information provided by @gilangaditja is reliable and helps them decide which foods they want to try. Compared to other vloggers such as @zainal\_bontot, @liaalaaa, and @jarangmakandirumah, @gilangaditja demonstrates a more consistent content strategy in terms of message framing and tone of delivery. For example, Gilang employs an expressive communication style, a flowing narrative, and distinctive sound effects that serve as his identity and are easily recognizable. On the other hand, accounts like @liaalaaa emphasize visuals and an aesthetically pleasing lifestyle, while @zainal\_bontot focuses on personal and nostalgic concepts. @jarangmakandirumah has an energetic tone and focuses on street food, but lacks the emotional narrative aspect that @gilangaditja emphasizes. These differences highlight that it is not just the number of followers that matters, but also the approach to content and the framing of messages that influence appeal and impact on the audience. This underscores that the effectiveness of food vloggers is determined by the alignment of their communication strategies with the emotional needs and demographic characteristics of the audience they target.

## 4.2 Factors Supporting the Effectiveness of Food Vloggers

The second objective of this study is to identify the elements that support the effectiveness of food vloggers as trusted agents. Based on the interview results and relevant theories, there are several main factors that contribute to the role of food vloggers in encouraging consumers to buy products.

### a. Content relevance to audience's interests

One important element that increases the effectiveness of food vloggers is the relevance of content to the audience's interests. For example, all informants expressed their interest in the cuisine of Cirebon, which is not yet popular. This is the main focus of the content shared by @gilangaditja, which feels more personal and relatable. Content that aligns with audience interests is more easily accepted and understood, and encourages the audience to explore further about the products discussed. According to [16], Content Marketing theory emphasizes the importance of content relevance to the audience as a key element in an effective digital marketing strategy. @gilangaditja successfully presents content that aligns with the desires and interests of its audience, namely authentic local cuisine that is still relatively unknown.

### b. Creativity in content presentation

The second factor contributing to the effectiveness of food vloggers is innovation in content presentation. According to the interview results, informants stated that one of the reasons they liked @gilangaditja's content was the unique and different method of presenting food. For example, the use of local language, the use of a child's funny voice saying "Emang iya?" (Is that right?), interesting sound effects, and creative transitions in the video, which make the content feel more dynamic and interesting to watch. This statement is in line with the principles of content marketing, where innovation and attractive presentation can encourage audience engagement and encourage them to take action (such as making a purchase). One example is when @gilangaditja reviewed beef lumpia, a type of lumpia filled with beef that is rarely found in Cirebon. Gilang stated that this product caught his attention because it combines traditional snack concepts with modern flavors. Through his facial expressions and communicative delivery, he successfully sparked curiosity among the audience, especially due to the lumpia's unique filling. This content not only introduces new foods but also creates a "want to try" sensation among viewers. Another example is when informant Diaz Permana expressed interest in buying batagor solely because of how @gilangaditja combined eating expressions with engaging sound effects that stimulated the appetite in the video. This creativity serves as a differentiator that enhances the appeal of the content.

### c. High Engagement with the audience

In the digital age, interacting with your audience is super important for keeping things cool and building loyalty. Just like comments, social media usually gives people an hour to respond to comments on your posts. This is how the platform figures out how well you're connecting with your audience. If we do not respond to comments within an hour, social media will assess that our posts are of little value, which can result in a decrease in the exposure of those posts [17]. All sources in this study revealed that @gilangaditja is very responsive to comments and questions from his followers. Social interaction theory [18] indicates that two-way communication between influencers and their audience can strengthen emotional bonds and increase trust levels. Positive and responsive interactions contribute to improving the quality of the relationship between food vloggers and their followers, which in turn influences their decisions to purchase recommended products.

#### 4.3 Recommendations for Culinary Business Operators in Designing Digital Marketing Strategies Through Collaboration with Food Vloggers

The third objective of this study is to provide advice to culinary businesses in designing more efficient digital marketing strategies through collaboration with food vloggers. Based on the analysis conducted, here are some suggestions that can be offered:

- a. Maximize the credibility of food vloggers  
The culinary business can leverage the reputation of food vloggers to promote their products. Inviting food vloggers who have proven to have high credibility, such as @gilangaditja, to evaluate their culinary products can increase consumer trust. Because the audience believes that the information provided by food vloggers is reliable, they will be more interested in trying the product. Therefore, food businesses need to select food vloggers with a good reputation and an audience that aligns with their target market.
- b. The Importance of Creativity in Product Presentation  
In order to attract the audience's interest, culinary businesses must pay attention to the visual elements and creativity in the presentation of their products. Collaboration with food vloggers must ensure that the products being reviewed are presented in an attractive and appetizing manner. Choosing the right angle, high-quality editing, and the use of interesting sound effects can increase the appeal of the product and encourage the audience to try it.
- c. Increase engagement with your audience  
Businesses in the culinary sector are advised to pay attention to their interactions and communication with their audience through food vloggers. Responding to comments and questions from the audience can increase engagement and loyalty to the products they offer. Businesses in the culinary sector can collaborate with food vloggers to create a closer experience for the audience, which in turn can increase purchasing decisions.

### 5 Conclusion

This study shows that food vloggers play a significant role in encouraging consumers to buy products, especially in the context of promoting culinary products on Instagram. A case study of the Instagram account @gilangaditja reveals that food vloggers not only serve as information providers but also as influencers who have the ability to shape consumer perceptions and preferences toward food products. Through a qualitative approach and in-depth interviews with followers of the @gilangaditja account, this study successfully identified several key factors contributing to the effectiveness of food vloggers in encouraging consumers to purchase products and increasing product sales. The SME on Muhammad Toha Street, Lumpia Beef 94, which sells beef spring rolls, typically sells only 2 to 3 portions per day. After being reviewed, sales increased by up to 10 times, with the number of stoves increasing from one to two. This serves as an example of @gilangaditja's success as an influencer in influencing decision-making.

The credibility of a food vlogger is built through three main aspects: competence, trust, and appeal. Competence is reflected in @gilangaditja's ability to describe products in detail and in an engaging manner, allowing the audience to visualize their consumption experience more concretely. Trust is built through honesty and objectivity in providing reviews, including criticism of unsatisfactory products, which increases followers' confidence in the accuracy of the information conveyed. Meanwhile, appeal stems from a relaxed, expressive communication style that creates an emotional connection with the audience, thereby fostering higher levels of trust and engagement.

In addition to credibility, the effectiveness of food vloggers is also supported by three other main factors, namely the relevance of content to audience interests, creativity in content presentation, and the level of interaction or engagement with followers. Content that focuses on local Cirebon cuisine, which is not yet widely known to the public, has proven to be highly relevant to the interests of audiences who want to explore authentic food.



Creativity in presenting content through sound effects, visual transitions, and the use of local language makes the content more engaging and memorable. Active interaction with the audience through the comment section also strengthens the relationship between the food vlogger and their followers, fostering loyalty and increasing the likelihood of the audience making purchasing decisions.

Based on these findings, culinary businesses can take several strategic steps in designing digital marketing strategies through collaboration with food vloggers. First, it is important for businesses to collaborate with food vloggers who have high credibility and an audience that aligns with the target market for their products. Second, businesses must ensure that the products being reviewed are presented creatively and attractively in the video content. Third, building interaction with the audience through participatory collaborations can enhance consumer trust and strengthen the product's image.

Overall, this study indicates that food vloggers can play a role in encouraging consumers to purchase products. Credibility, appeal, and authentic communication style are the key factors that strengthen the relationship between food vloggers and their audience. By leveraging the reputation of food vloggers, presenting relevant and innovative content, and actively engaging with the audience, food businesses can develop effective digital marketing strategies through collaborations with food vloggers. This study also contributes academically to the discussion on digital marketing and strategic communication in Indonesia, especially in the rarely researched local context. By highlighting local food vloggers in Cirebon, this study reveals how digital promotion practices are not only dominated by national figures, but can also be carried out effectively by local actors with an authentic approach that is relevant to their community context. The implications of this research are contextual, but they can also be applied to a limited extent to community-based strategic communication practices in other cities in Indonesia with similar market characteristics.

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