



## Digital Marketing Communication In Building The Image Of Local Cuisine Products @ter.dimsum.dimsum

**Dema Guhaningtias, Siti Khumayah, Aghnia Dian Lestari**

Swadaya Gunung Jati University, Cirebon, West Java, Indonesia. Email

[demaguhaningtias@gmail.com](mailto:demaguhaningtias@gmail.com)

Swadaya Gunung Jati University, Cirebon, West Java, Indonesia. Email [siti.khumayah@ugj.ac.id](mailto:siti.khumayah@ugj.ac.id),

Swadaya Gunung Jati University, Cirebon, West Java, Indonesia. Email [aghnia.dianl@ugj.ac.id](mailto:aghnia.dianl@ugj.ac.id)

Corresponding Author: [demaguhaningtias@gmail.com](mailto:demaguhaningtias@gmail.com)

### Abstract

**Background.** The development of digital technology has encouraged MSMEs to utilize social media as a primary marketing tool, particularly Instagram, which is visual and interactive.

**Aims.** This study aims to analyze the digital marketing communication strategies on the Instagram account @ter.dimsum.dimsum in building the image of local culinary products.

**Methods.** The method used is descriptive qualitative method, with data collection techniques of interviews with business owners, observation of Instagram content, and documentation. The data were analyzed through the stages of reduction, presentation, and drawing conclusions.

**Result.** The results indicate that @ter.dimsum.dimsum primarily leverages visual content, simple narratives, and two-way interaction. From a digital marketing perspective, the "product" element is highlighted through appetizing food photos and videos; "price" is communicated transparently; "place" is realized through Instagram's role as a digital space integrated with delivery services; and "promotion" is conducted organically via the feed, Stories, and Reels. Supporting factors include the product's visual appeal, a communicative writing style, and responsiveness to consumers. Limiting factors include resource constraints, the absence of a structured posting schedule, limited content variety, and suboptimal follow-up promotion.

**Conclusion.** This study concludes that digital marketing communication plays a significant role in building the image of local culinary products, but still requires strengthening in terms of planning and strategic consistency.

**Keywords:** Communication\_Strategy; Digital\_Marketing; Instagram; Culinary\_SMEs; Product\_Image



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## INTRODUCTION

The development of digital technology has transformed how businesses market their products, particularly through social media, which has become a dynamic and interactive communication space. This transformation not only affects the patterns of interaction between consumers and producers but also drives the development of more creative, agile, and adaptive marketing communication strategies. In the culinary industry, shifting consumer behavior,

Dema Guhaningtias

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increasingly reliant on visuals, digital recommendations, and online experiences, demands that businesses craft compelling and relevant messages to remain competitive.

Social media has now evolved into one of the most effective tools for strengthening *brand* presence, including for local culinary products. Platforms with large user bases enable information to spread rapidly and widely through digital message distribution mechanisms. These characteristics make social media a competitive space, so businesses cannot simply be present; they must deliver consistent, engaging messages that align with the audience they aim to reach (Duhan et al., 2025). In the context of SMEs, social media often serves as the primary channel for expanding market reach due to its ease of access and relatively low costs.

One platform widely utilized by food-related SMEs is Instagram, which features strong visual appeal and high user engagement. Instagram's focus on image- and video-based content makes it ideal for presenting culinary products in an aesthetically pleasing and persuasive manner. Through photos, short videos, *Stories*, and *Reels*, businesses can creatively convey marketing messages while building a consistent visual identity. In this context, Instagram serves not only as a promotional tool but also as a space for shaping brand image in consumers' minds.

Competition in the culinary industry, particularly for similar products like dim sum, is intensifying as more businesses enter the market. This situation demands that every SME rely not only on product quality but also on its ability to communicate its strengths and unique value strategically. Local *brands* like @ter.dimsum.dimsum face the challenge of standing out amidst a sea of similar content. Without a well-planned communication strategy, *a brand* risks being lost in the flood of digital information. Therefore, managing visual messaging, a distinctive tone of voice, and building a connection with the audience are crucial components in establishing a strong brand image.

Digital marketing communication involves several interrelated elements within the marketing mix: *product*, *price*, *place*, and *promotion*. These four elements must be aligned to ensure the message conveyed to the public remains consistent. In the digital context, promotion is not limited to paid advertising but also encompasses visual content, consumer interactions, platform features, and support from user communities (Tatasari et al., 2025). All these elements form a communication structure that operates simultaneously to strengthen *the brand's* image.

The strengthening of digital marketing communication is also supported by a national regulatory framework governing the development of SMEs. Law No. 20 of 2008 on SMEs and Government Regulation No. 7 of 2021 on Facilitation, Protection, and Empowerment of SMEs

emphasize the importance of enhancing competitiveness through the utilization of technology, innovation, and market access. In this context, digital marketing communication is not merely a promotional strategy but also part of the national agenda for SME empowerment.

Previous studies have shown that social media offers significant opportunities for new *brands* to introduce themselves to the public at relatively low cost. However, these opportunities can only be leveraged if business owners understand algorithmic dynamics, visual trends, and audience preferences. For food *brands*, the ability to present products with an appealing and provide a visually appetizing experience is crucial (Rizkiani, 2025). Field data indicates that many SMEs still face challenges in developing effective communication strategies, such as limitations in content management, audience analysis, and inconsistent publishing (Nurcahya & Ahmadi, 2024).

Social media provides a space for two-way interaction between brands and consumers through various communication features (Sefthian et al., 2025), which distinguishes digital media from conventional media (Naulibasa et al., 2025). In the context of @ter.dimsum.dimsum, the dynamics of this interaction are important to examine to understand how messages, visuals, and audience responses mutually shape the brand image. Therefore, this study is relevant for describing the digital marketing communication strategies implemented by this local culinary brand.

Based on the above, this study aims to analyze the digital marketing communication strategies on the Instagram account @ter.dimsum.dimsum in building the image of local culinary products. This study is expected to provide insights into how the brand crafts messages, uses media, and engages with the audience. In addition to contributing to the development of academic literature, the results of this study are also expected to provide practical benefits for other culinary SMEs by helping them formulate communication strategies that are more effective, efficient, and adaptable to developments in digital technology.

## LITERATURE REVIEW

### **Terdimsum Dimsum: A Local Culinary SME in Cirebon**

Terdimsum Dimsum is a local culinary SME founded in August 2024 in Cirebon. This business focuses on selling dimsum products with a street-food concept, and its marketing is predominantly conducted online via Instagram. At its inception, @ter.dimsum.dimsum sold only original steamed dimsum as its main product. As the business grew and consumer interest increased, a new variant, mentai dimsum, was introduced in January 2025 as a menu innovation and an adaptation to market preferences, particularly among the student and college student

segments.

As a culinary product, dim sum has a strong visual appeal due to its diverse shapes, colors, and textures, making it highly marketable on visual-based social media. The use of Instagram as the primary promotional channel means that Terdimsum Dimsum relies not only on taste quality but also on visual appeal to build consumer perception and interest. Given the SME's adaptability to digital technology and its focus on online marketing, Terdimsum Dimsum is a relevant subject for this study, particularly for analyzing digital marketing communication strategies to build the image of local culinary products in the social media space.

### Theory of Communication Strategy

A communication strategy is the process of determining long-term goals and establishing actions to achieve them by effectively allocating resources (Narsa, 2014). In the context of digital communication, a strategy is understood as an integrated approach that encompasses situational analysis, the formulation of communication objectives, media selection, and content performance evaluation. Strategy is not only macro in nature but also micro, such as publication frequency, content format, and *engagement* analysis. Thus, a communication strategy serves as the primary foundation for guiding how a brand crafts its messages and interacts with the public in the digital space.

Communication is the process of conveying a message from a communicator to a recipient through a specific channel to achieve mutual understanding. Dewi & Ismaya (2024) explain that communication consists of the elements of message, medium, recipient, and effect, and its success is largely determined by the compatibility of these elements. In the digital age, communication is no longer linear but occurs interactively, with *real-time* audience feedback. The message is not entirely controlled by the communicator because the audience can provide responses that reinforce or even alter the message's meaning. Therefore, digital communication demands clarity in messages, an appropriate writing style, and consistent visual integration to create a cohesive, easily understandable impression.

Communication strategies for culinary SMEs on Instagram are understood as a systematic set of steps that guide the message delivery process to achieve desired objectives, such as building product image, increasing consumer interest, and driving purchasing decisions. Suryadi (2018) explains that a communication strategy is a means of ensuring that communication activities are effective in realizing the ideas, thoughts, and actions expected by both the communicator and the recipient. The success of a communication strategy is

determined by several key indicators: message clarity, target audience accuracy, media suitability, delivery effectiveness, responsiveness to feedback, and efficient use of resources. This concept aligns with research findings on the implementation of Integrated Marketing Communication (IMC) at Oksigen Coffee, which demonstrate that integrating various communication elements, such as advertising, sales promotion, interactive marketing, and personal selling, can strengthen brand awareness and build a positive image at the local level (Lestari et al., 2024). The formulation of communication strategies must also consider internal factors such as resources and brand identity, as well as external factors such as industry trends and digital consumer behavior. In the context of culinary SMEs on Instagram, these indicators serve as a basis for assessing how effectively the messages conveyed build a product image.

### Theories of Digital Marketing Communication

Shimp (2014) defines marketing communication as the process of coordinating various promotional elements, such as advertising, sales promotion, personal selling, public relations, and direct marketing, to shape perceptions and influence consumer behavior. Within the concept of Integrated Marketing Communication (IMC), Shimp emphasizes that all promotional activities must be managed in an integrated manner so that the message received by consumers remains consistent and strengthens the brand image. In the digital era, marketing communication has become more interactive with the emergence of social media, enabling audiences to engage directly through responses, comments, and content sharing.

Marketing communication is also understood as a strategic process for conveying messages about products, values, and brand identity to consumers through various communication channels (Silviani, 2021). In the digital context, marketing communication relies not only on advertising but also on direct interaction with the audience through visual and narrative content. Furthermore, digital marketing communication is not solely promotion-oriented but is also aimed at building long-term relationships between the brand and consumers through sustained communication.

In this study, digital marketing communication can also be analyzed through the *marketing mix* concept, which consists of four main elements: *product*, *price*, *place*, and *promotion*. The 4P concept was first proposed by McCarthy and has since become a cornerstone of modern marketing studies widely used in marketing analysis (Kotler & Keller, 2016). Silviani (2021) also explains that these four elements must be managed in an integrated

manner to ensure that the marketing messages conveyed remain consistent. In the context of digital media, *product* can be presented through product visuals and narratives, *price* through the clear communication of pricing information, *place* through the accessibility of online platforms, and *promotion* through promotional activities and interactions using social media features.

### **Product**

Product indicators in the culinary context include taste quality, menu innovation, food presentation, and the authenticity of local products. According to Silviani, a good product must be able to “speak” through its visual identity and the narrative conveyed via communication channels. On Instagram, strengthening the product aspect can be achieved through appetizing food photos, videos of hygienic preparation, or storytelling about the unique ingredients used.

### **Price**

The price indicator serves not only as an economic value metric but also as a symbolic message that influences perceptions of quality. Silviani (2021) notes that pricing must align with market characteristics and brand positioning to create perceived value for consumers. In the context of digital marketing, price messaging can be presented through menu highlights, price infographics, or bundling strategies communicated via Instagram posts.

### **Place**

In the digital era, the place indicator is no longer limited to physical locations but also encompasses digital places, the platforms where consumers discover information and engage. According to Silviani, distribution is shifting toward online platforms such as Instagram and WhatsApp, as well as delivery services. The presence of @ter.dimsum.dimsum on Instagram is part of the place strategy, as the platform serves as a meeting point between the product and consumers.

### **Promotion**

Promotional indicators are the most visible aspect of marketing communication. Silviani (2021) emphasizes that promotion in the digital age must combine creativity, message consistency, and the selection of platforms that align with the audience. Instagram offers features such as Reels, Stories, and feed posts that local food brands can leverage to convey promotional messages visually while building an emotional connection with consumers. Furthermore, modern marketing communication involves an integrated promotional mix within the Integrated Marketing Communication (IMC) approach, encompassing digital advertising,

social media promotions, and direct marketing via messaging platforms. The rise of user-generated content (UGC) further reinforces the role of digital marketing communication in shaping consumer trust and purchase intent (Khayani et al., 2025).

## **New Media**

*New media* theory emphasizes interactivity, networking, and active user participation in message exchange (Bait et al., 2022). New media functions not only as a communication channel but also as a space for social interaction where messages can be produced, modified, and redistributed by the audience. In the context of digital marketing communication, new media enables two-way communication and real-time feedback. The principles of new media help explain how visual and interactive content on Instagram influences engagement and shapes the brand image of local culinary products.

## **Social Media & Instagram**

Social media is part of the development of new media, which uses internet technology to enable users to interact, share information, build relationships, and create content independently. Kapriani & Lubis (2014) define social media as a group of internet-based applications that enable the creation of user-generated content and facilitate social interaction in digital spaces.

Instagram, as a visual-based platform, holds a strategic position in the culinary industry because it relies on visual aesthetics and interactive features. Product photos, food preparation videos, Reels, and storytelling through captions can shape perceptions of quality and increase purchase intent (Nantingkaseh, 2020). Interactions through comments and DMs strengthen the emotional bond between the brand and consumers (Zain et al., 2025).

## **Product Image**

Product image is the consumer's overall perception of a brand, shaped through experiences, expectations, and interactions with the brand. In digital marketing, product image is shaped not only by the company's official messages but also by visual content, reviews, and social media interactions (Wiliyan & Laulita, 2025).

Two-way interaction, quick responses, and a friendly tone of voice strengthen consumers' emotional connection to the brand (Hidayat, 2025). In the food industry, visual consistency and product presentation significantly influence consumers' perceptions of taste and quality before

they try the product firsthand (Triswati & Huda, 2025). Overall, product image in the digital era is the result of synergy between content quality, brand–consumer interaction, and credibility built through engagement and UGC. A strong image not only increases awareness but also fosters consumer preference and loyalty (Ramdhana & Syam, 2025).

## Previous Research

Previous research indicates that digital marketing communication strategies play a crucial role in building brand image and capturing public attention, particularly for SMEs. Rahma (2018) found that selecting appropriate media and promotional formats can increase brand exposure through events, even for fashion products. These findings underscore that the effectiveness of marketing communication is significantly influenced by the alignment between media, messaging, and audience characteristics.

Research on culinary SMEs confirms that visual consistency, storytelling, and active consumer interaction are key factors in the success of digital promotion (Cahyati et al., 2024; Utomo et al., 2023; Yulita & Yusnidar, 2025). Other studies also emphasize the importance of content planning, the use of a content calendar, and influencer collaborations in enhancing brand awareness and engagement (Nurfitri, 2025; Rizkiani, 2025).

Several studies have identified barriers to digital communication for SMEs, including limitations in message packaging, content management, audience analysis, and inconsistent publishing (Zain et al., 2025; Zidni & Saputra, 2025). These findings indicate that the success of digital marketing communication heavily depends on content quality, consistent media management, and an understanding of digital platform characteristics.

Most previous research has focused on increasing brand awareness or the general effectiveness of promotions. Studies that specifically analyze how digital marketing communication strategies shape product image, particularly for local culinary SMEs via Instagram, remain relatively limited. This study examines the integration of visual content, narrative, two-way interaction, and marketing mix elements in building the image of local culinary products in the digital space. This study not only highlights promotional aspects but also the process of shaping consumer perceptions and interpretations of the product.

## METHODS

This study employs a descriptive qualitative method to understand how dim sum SMEs utilize the Instagram account @ter.dimsum.dimsum as a digital marketing communication



medium to build their product image. The qualitative approach was chosen because it allows researchers to capture the communication process naturally, including the meanings, experiences, and dynamics of interactions between business owners and their audience (Sugiyono, 2022). Data sources consist of primary and secondary data. Primary data were obtained through semi-structured interviews with the account owner and non-participant observation of Instagram content, including feeds, reels, stories, captions, hashtags, and comment interactions (Moleong, 2021). Secondary data was collected from scientific articles, books, and supporting documentation on MSMEs to strengthen the validity of the research findings.

Data collection techniques included interviews, observation, and documentation. Data were analyzed using the Miles and Huberman model (Sugiyono, 2022) through the stages of data reduction, data presentation, and conclusions drawing. Data validity was ensured through triangulation of sources and methods by comparing the results of interviews, observations, and documentation. The research was conducted through observation of Instagram accounts and interviews.

## **DISCUSSION**

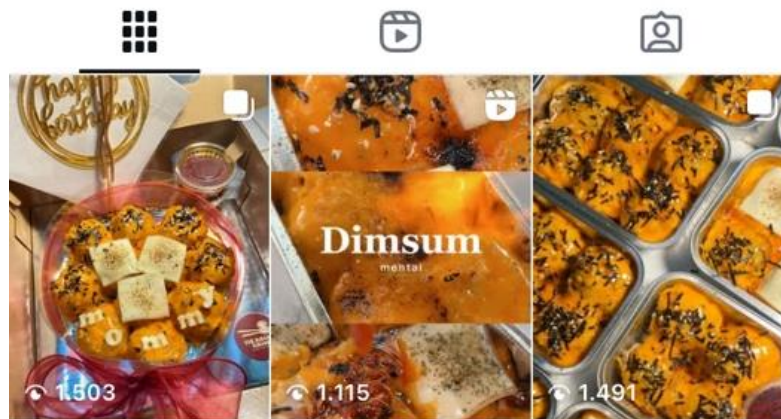
### **Digital Marketing Communication Strategies of @ter.dimsum.dimsum**

Based on interviews with the business owner and observations of the @ter.dimsum.dimsum Instagram account, the digital marketing communication strategy implemented focuses on using Instagram as the primary medium for promotion and consumer interaction. This business was established in August 2024 in Cirebon with a street food concept, but most marketing activities are conducted online. The business owner stated that social media was chosen because it is more effective at reaching young consumers who actively use Instagram.

Initially, the only product offered was the original steamed dim sum. As demand increased and to follow market trends, a new variant, mentai dim sum, was added in January 2025. The addition of this variant is also part of the product communication strategy, as mentai dim sum is considered more visually appealing and easier to promote through photos and videos.

An analysis of the Instagram content reveals that the communication strategy emphasizes visual appeal. The feed and Reels feature close-up photos of the dim sum with bright lighting and angles that highlight the texture and toppings in detail. The orange color of the mentai dim sum serves as a dominant visual element across the posts. Additionally, there are video clips

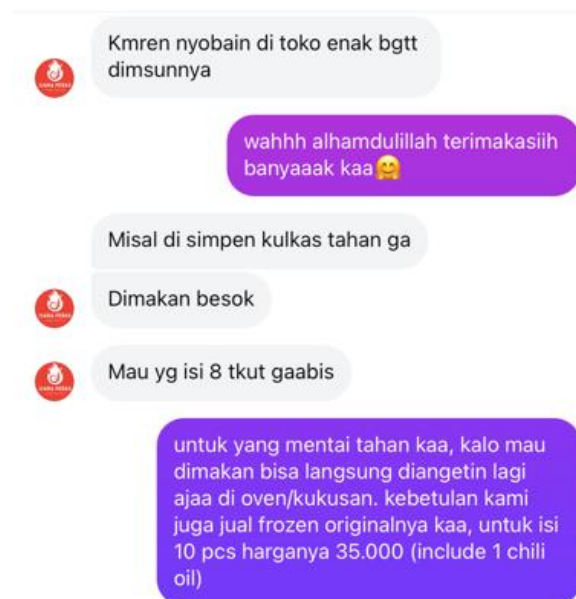
of the preparation or serving process, showcasing the dripping mentai sauce to enhance visual appeal.



Source: Researcher's Documentation, 2026

Image 1 . A look at the feed and Reels content on the Instagram account @ter.dimsum.dimsum

The captions used are generally informative and persuasive. The information provided includes prices, product variants, sales locations, and the direct message ordering system. In some posts, there are calls to action that aim to build rapport with the audience.



Source: Researcher's Documentation, 2026

Image 2. Two-way communication between the business owner and consumers

This two-way communication strategy is also evident in responses to consumer direct messages (DMs). Consumers frequently inquire about pricing, product variations, dim sum shelf life, and pickup or delivery options. Business owners provide direct, clear, and prompt

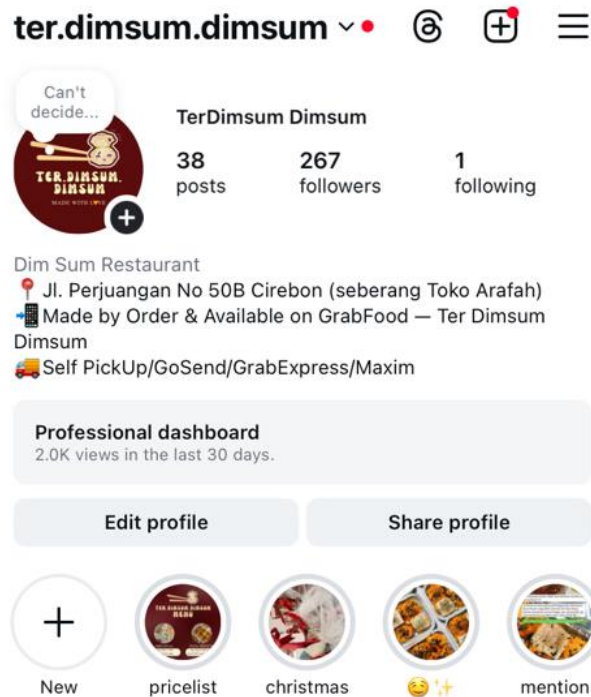
responses, ensuring consumers have clarity before placing an order. This communication pattern indicates that Instagram is not only used as a promotional platform but also as an information service, strengthening the relationship between sellers and consumers. Active responses via DMs help build trust because consumers feel served and prioritized, especially in the context of culinary SMEs that still rely on personal communication during transactions.



Source: Researcher's Documentation, 2026

Image 3. Consumer story mention featuring the product

A two-way communication strategy is also demonstrated through the reposting of customer mentions or testimonials on Instagram Stories. When customers share their experiences after purchasing a product, and these are reposted by the @ter.dimsum.dimsum account, it demonstrates audience engagement in the process of spreading marketing messages. This practice strengthens the product's image because consumer testimonials are considered more credible than direct promotions from the business. With story mentions, consumers not only receive the message but also become part of the digital promotion, indirectly expanding reach and building trust among other potential customers.



Source: Researcher's Documentation, 2026

Image4 . The Instagram account @ter.dimsum.dimsum serves as a digital platform for ordering information

The @ter.dimsum.dimsum Instagram account serves as a hub for business information. The account profile lists the sales location, operating hours, and ordering information. Although the business concept is street food, the digital presentation of information makes it appear more structured and easier for consumers to access. The digital marketing communication strategy implemented by @ter.dimsum.dimsum includes visual product presentation, sharing pricing and location information, product variant innovation, and active consumer interaction via social media.

### Supporting and Hindering Factors for Digital Marketing Communication Strategies

Research findings indicate that several factors support the implementation of digital marketing communication strategies at @ter.dimsum.dimsum. The first factor is the product's visual appeal, as seen at . Dimsum's vibrant colors and attractive toppings make it easy to create visually appealing Instagram content.

Another supporting factor is the focus on online marketing. By using Instagram as its primary platform, this business can reach a wider audience without relying solely on in-store sales. The direct messaging ordering system also streamlines the transaction process.

Active interaction between the business owner and consumers is another key factor. Quick responses to customer inquiries and reposting of testimonials demonstrate two-way communication. This helps build customer rapport and trust in the product.

Since account management is still handled independently, content planning is not yet consistently scheduled. Inconsistent posting frequency can affect reach and engagement. Additionally, the increasing competition among dim sum products in the Cirebon area poses a challenge in maintaining audience attention. Thus, these supporting and hindering factors influence the effectiveness of the digital marketing communication strategy implemented by @ter.dimsum.dimsum.

### **Digital Marketing Communication Strategy of @ter.dimsum.dimsum**

Based on the research findings, the digital marketing communication strategy implemented by @ter.dimsum.dimsum demonstrates a communication plan focused on leveraging social media as the primary marketing channel. Instagram was chosen as the primary platform due to its visual, interactive nature and wide reach. From a strategic communication perspective, selecting media is the initial step that determines the effectiveness of message delivery to the audience. The use of Instagram as the primary platform indicates that the business operator is aware of consumer behavior, as consumers now increasingly access product information through digital media. When linked to Shimp's (2014) concept of Integrated Marketing Communication (IMC), the use of Instagram as the primary medium reflects an effort to coordinate promotional and communication activities within a single digital channel.

Content uploaded via feeds and Reels highlights the visual appeal of the products. The mentai dim sum, with its striking orange color and clearly visible topping texture, serves as the main attraction in every post. These visuals not only serve as product documentation but also as a persuasive strategy, shaping perceptions of taste, quality, and hygiene before consumers make a purchase. Within the marketing mix, this strategy demonstrates the application of the *product* element, as the product is communicated through an appealing visual presentation to build perceptions of quality. This aligns with Silviani (2021), who explains that strengthening the product in digital marketing communication can be achieved through a consistent visual identity and narrative.

Beyond visual aspects, the communication strategy is also evident in the use of captions and responses to direct consumer messages. The messages conveyed are both informative and persuasive, including explanations of pricing, product variants, dim sum shelf life, and the

ordering system. Prompt and friendly responses demonstrate active two-way communication. Within the 4P framework, openly sharing price information via captions or direct messages reflects the implementation of *the "price"* element, as price transparency builds consumer trust and simplifies the purchasing decision-making process. This strategy also demonstrates the application of interactive communication, a key characteristic of new media, where audiences can provide direct feedback without spatial or temporal constraints.

Interaction through consumer story mentions is also part of a relational communication strategy. When consumers post their experiences, and these are then reposted by the business account, a process of occurs, forming electronic word of mouth (e-WOM). This strategy strengthens brand credibility because recommendations from other consumers are more trusted than direct promotions from the business owner. From Shimp's (2014) IMC perspective, this practice can be understood as an integrated promotionan approach that extends message dissemination through audience engagement. Thus, the communication strategy implemented is not only oriented toward one-way promotion but also toward building trust and long-term relationships with consumers.

Instagram is also used as a *"digital place"*, a space for distributing information regarding location, ordering systems, and delivery services. Within the marketing mix framework, this demonstrates the application of *the "place"* element, as Instagram serves as the starting point where consumers discover the product and complete transactions. Comprehensive and easily accessible information reinforces the perception of the business's professionalism, even though the business model remains a street-side operation. This demonstrates that a product's image is not solely determined by the physical form of the business but also by how the brand identity is constructed through communication in the digital space.

Overall, the digital marketing communication strategy implemented by @ter.dimsum.dimsum combines visual, interactive, and informative elements. This strategy demonstrates the application of mutually supportive integrated marketing communication elements, ranging from highlighting product quality, price transparency, and ease of access to ordering information, to promotions based on customer testimonials. Thus, this strategy helps build the product's image as a modern, affordable dimsum that aligns with the preferences of young consumers in Cirebon.

### **Supporting and Hindering Factors of Digital Marketing Communication Strategies**

The key factor supporting the implementation of @ter.dimsum.dimsum's digital marketing

communication strategy is the product's highly visual appeal. Dimsum, with its contrasting colors, rich sauce texture, and practical packaging makes it easy to create engaging visual content. In marketing communication theory, visual appeal serves as the initial stimulus that captures attention before consumers progress through the stages of interest and desire, ultimately leading to a purchase action, such as ordering via DM or food delivery platforms.

The product innovation from original dim sum to the mentai variant demonstrates adaptation to market trends. This adaptation serves as a supporting factor, as communication strategies cannot be separated from the product's relevance to the audience's needs and preferences. Products that follow trends are easier to promote and receive positive responses from the digital market.

A predominantly online marketing focus also serves as a distinct strength. By leveraging Instagram as a hub for promotion and communication, this business can reach consumers beyond its physical location. This expands market segmentation and allows transactions to proceed more flexibly through delivery services.

Active interaction via direct messages serves as a key factor in building trust. The speed and clarity of information provided to consumers reinforce the business's professional image. In the context of SMEs, trust is a vital asset because consumers tend to prioritize safety and quality before making a purchase.

A limiting factor in optimizing of digital marketing communication strategies is that account management is still handled independently, leading to content planning that is not yet fully structured. The absence of a consistent content calendar risks irregular posting frequency. Additionally, analysis of content performance, such as insights and engagement metrics, has not been fully leveraged to inform strategy evaluation. Resource constraints also contribute to suboptimal implementation of advanced promotional strategies, such as paid advertising or influencer collaborations. When viewed through the lens of Shimp's (2014) Integrated Marketing Communication (IMC) framework, this situation indicates where promotional element coordination remains rudimentary and has not been fully leveraged to expand audience reach.

The increasingly intense competition among dim sum products in the Cirebon region also poses a unique challenge. Many similar businesses employ nearly identical visual strategies and digital promotions. This situation demands stronger differentiation in communication messaging to ensure the product's image does not get lost in the competition.

These enabling and hindering factors indicate that the success of a digital marketing

communication strategy is determined not only by the media used, but also by consistent content management, product innovation, the ability to evaluate strategies, and the strengthening of integrated promotions so that the product's image can be continuously built in a sustainable manner.

## CONCLUSION

Based on the research findings, it can be concluded that the digital marketing communication strategy implemented by the Instagram account @ter.dimsum.dimsum plays a crucial role in building the product's image as a local culinary offering. Using Instagram allows the brand to convey product messages visually and interactively, in line with the digital audience's characteristics. Through its content, the brand not only promotes products but also shapes perceptions and build relationships with consumers. This demonstrates that social media can serve as a strategic tool for SMEs to strengthen their brand presence amidst the competitive culinary industry.

This study also identified several limitations in @ter.dimsum.dimsum's digital marketing communications practices. While the elements of product, price, place, and promotion have been applied relatively consistently, they have not yet been fully optimized. Product visuals and narratives help build perceptions of quality, and transparent pricing information enhances consumer trust. However, promotional efforts are constrained by limited resources. Content and posting frequency are inconsistent, and the lack of a structured posting schedule, along with minimal influencer collaboration and paid ad use, indicates that Instagram's potential has not been maximized. Nevertheless, responsive, two-way interaction remains the primary strength in building a connection with the audience.

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