



Promotion and Branding Strategy for Traditional Culinary Tourism in Cirebon City

Iva Yulia Mustafa, Yuke Hernawati

International Prima Tourism Polytechnic, Cirebon, West Java, Indonesia

Email ivayulia@poltekparprima.ac.id

Abstract.

Background. Cirebon is one of the cities in Indonesia that has a wealth of distinctive culinary, such as empal gentong, nasi jamblang, and tofu gejrot. Cirebon culinary is increasingly sought after by tourists in addition to Batik, cultural tourism, religious tourism, and others. With that, there needs to be a proper promotion and branding strategy so that Cirebon culinary can become better known and more competitive. The promotion and branding of traditional culinary tourism in Cirebon City is a strategic effort to enhance the attractiveness and quality of culinary destinations. Cirebon, known for its distinctive culinary offerings, has strong potential to attract both local and foreign tourists.

Aims. This study aims to analyze the branding and promotional strategies used to develop culinary tourism in Cirebon City and to evaluate their impact on tourist interest.

Methods. The research method used in this study is a mixed-methods approach. This method combines qualitative and quantitative methods.

Result. The results of the study show that Cirebon culinary tourism branding still needs to be strengthened through product differentiation, the use of digital media, and collaboration between the government, business actors, and local communities. Promotional strategies based on digital marketing and culinary events have proven to be effective in increasing tourist attractions.

Conclusion. The conclusion of this study confirms that strengthening brand identity and innovation in promotional strategies can be a key factor in increasing tourist visits to Cirebon City.

Keywords: Branding, Promotion Strategy, Culinary Tourism, Cirebon



© 2025 The Author(s). This article is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/), which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source.

INTRODUCTION

Cirebon City is a city in the north coast of Java Island, often known for its various tourist destinations. The potential of Cirebon ranges from its culture, art, and cuisine to its various historical sites and tourist attractions. With all the tourism potential it has, Cirebon is often known as the city of mayors, the city of shrimp, the city of diamonds, the city of culinary destinations, and others. (Dewi, 2013; Muhajir, 2023). Quote from the page

kulinercirebon.com, Cirebon has a rich culinary identity, with specialties such as Nasi Jamblang, Empal Gentong, and Tahu Gejrot. However, the culinary branding is not yet fully known outside the region and needs to be strengthened to attract more tourists.

The types of Cirebon Culinary that are very popular include: Empal Gentong, Empal Asem, Tahu Gejrot, Nasi Jamblang, Mie Koclok, and others. But as time goes by, several new culinary products have emerged by modifying the types of culinary products that already existed, such as Empal Asem, Empal in packaging, Sticky Rice Seasoning Ebi, and others. These types of cuisine are quite popular with consumers or tourists and can coexist with pre-existing cuisines (Kinapti, 2024). The increasing number of these types makes Cirebon Culinary increasingly sought after by tourists.

Despite its development, culinary tourism in Cirebon also faces challenges. Like challenges in other regions, Cirebon faces fierce competition, uneven hygiene conditions, and the impact of global situations such as the pandemic. (Ismayanti, 2014). With the proper steps and collaboration between the government, business actors, and the community, the development of culinary tourism in Cirebon City is expected to continue, making Cirebon one of the attractive culinary destinations in Indonesia. The promotion and branding of traditional culinary tourism in Cirebon City is a strategic effort to enhance the attractiveness and quality of culinary destinations. Cirebon, known for its distinctive culinary richness, has excellent potential to attract local and foreign tourists.

LITERATURE REVIEW

Definition of Promotion Strategy

In the era of global competition driven by technological development, various challenges arise that require companies to innovate and think creatively in formulating strategies and promotional programs to win. (Rangkuti, 2009). To arouse consumer interest, a promotional strategy is needed—a series of activities to communicate, inform, and convince people about a product so they recognize its advantages. (Tarudin, 2015).

According to Rangkuti (2009) A promotion strategy is a creative way to develop integrated communication programs that have a significant impact on sales. Promotional strategy often leads to communication strategies that are considered more friendly to potential buyers, simple, convenient, and productive. (Rangkuti, 2009). The response from potential buyers who are high and can seize market share can be generated from a mature promotional strategy. (Tarudin, 2015).

By Mulyana (2019) The promotional strategy tool is grouped into four sections as follows:

1. Advertising (*advertising*), which is non-individual communication at a certain cost, through various media carried out by companies, non-profit institutions, and individuals.
2. Sales promotion, which is a company's activity to peddle products that are marketed in such a way that consumers will easily attract and attract attention.
3. Publication, which is a promotional tool that can form public opinion quickly, so it is called an effort to socialize or socialize a product.
4. Personal sales, which foster relationships between companies and consumers, are achieved by meeting face-to-face, who are referred to as creating, improving, mastering, or maintaining mutually beneficial relationships.

Definition of Branding

Some experts say that *City Branding* is a development of concept of *Location Branding*. (Kotler, 1993) Or *City Marketing* (Kavaratzis & Hatch, 2013). Jing & Chen (2009) Mentions that *Location Branding* is the umbrella of the concepts of *nation branding*, *region branding*, and *city branding*.

According to Aaker (2007), *City Branding* is an approach centered on the conceptualization of the city as a *fire*, and *fire* It is a multidimensional construct, consisting of functional, emotional, relational, and strategic elements that collectively give rise to a unique set of associations in the public mind. While Chaniago (2008) quoted in Yuli (2011) states that *City Branding* is the process or effort to form a brand of a city to make it easier for the owner of the city to introduce his city to the target market (*Investor, Tourist, Talent, Event*) city by using the sentence *Positioning*, slogan icons, exhibitions, and various other media. Regional branding is defined as marketing activities to promote the positive image of a tourist destination area in order to influence consumers' decisions to visit it.

According to Kavaratzis & Ashworth (2005) *City Branding* generally focuses on image processing, exactly what and how the image will be formed and the communication aspects carried out in the image management process. *City branding* It is not only limited to slogans and logos, because a city cannot suddenly have a new identity by creating logos and slogans alone.

According to Sugiwarsono (2009) in making a *City Branding*, there are several criteria that must be met, including:

1. **Attributes:** *Do they express a city's brand character, affinity, style, and personality?* (describe a character, appeal, style and personality of the city);
2. **Message:** *Do they tell a story in a clever, fun, and memorable way?* (describing a story in a smart, fun and easy way or always remembered);
3. **Differentiation:** *Are they unique and original?* (unique and different from other cities);
4. **Ambassadorship:** *Do they inspire you to visit there, live there, or learn more?* (Inspire people to come and want to stay in the city)

Anholt (2006) said it is very important to understand *City Branding* in a city. But the most important thing is the suitability between the image of the city and the actual state of the city, in other words, the image of the city must be able to represent the city in real terms.

Definition of Culinary Tourism

Culinary tourism is tourism that focuses on the experience of tasting various typical foods and drinks of an area that is rich in flavors, presented (Suharyanto, 2005). According to Suharyanto (2005) Culinary tourism is a tourist activity that involves seeking out and consuming local food as part of a journey to gain new experiences. Sutanti in 2010 Revealed that culinary tourism is a tourist activity that aims to enjoy and explore various types of typical foods from a region or country, which is an integral part of the uniqueness of local culture. Culinary tourism can also serve as a means to understand local culture through traditions and food preparation methods. (Sutanti, 2010).

Moreover Pitana & Gayatri (2005) In his book, he stated that culinary tourism is a journey intended to enjoy, explore, and experience a variety of regional specialties that are an inseparable part of tourist destinations.

There are several essential elements in culinary tourism, according to several experts, namely:

1. Typical regional food or drink. Unique food or drinks are the main element in culinary tourism. The diversity of flavors, raw materials, and distinctive processing and presentation are the main attractions for tourists (Sutanti, 2010).
2. Cultural experience. Culinary tourism is not only about tasting food, but also about experiencing the local culture through culinary, for example how to cook, serve, and stories or history related to the food (Pitana & Gayatri, 2005).

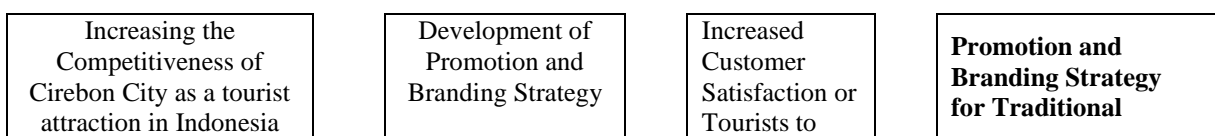
3. Location or dining place. Restaurants, stalls, traditional markets, or even special culinary events, strategic and characterful locations often add to the attraction of culinary tourism (Suharyanto, 2005).
4. Interaction with locals. Interacting with locals, whether it's in the process of cooking, serving, or sharing stories about food, provides a more authentic and immersive experience for travelers (Sutanti, 2010).
5. Food quality and diversity. The quality of the food served and the diversity of menus are no less important factors because tourists want a complete experience by trying various types of typical foods in the area (Pitana & Gayatri, 2005).

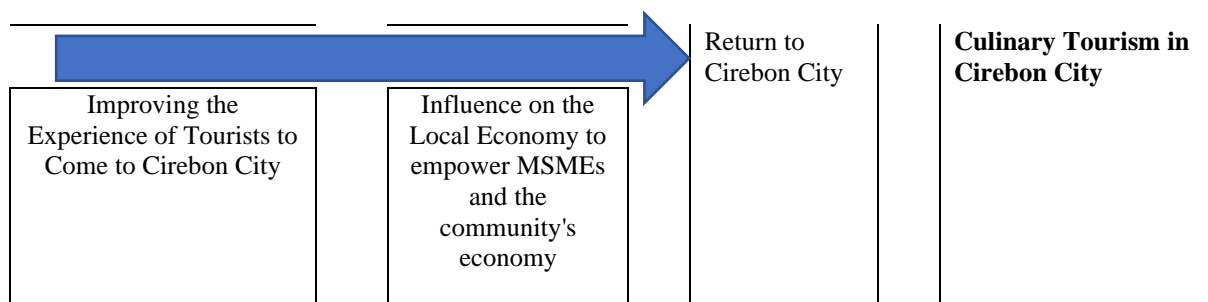
State of The Art

State of the art is to analyze previous research that has been done before, using concepts that are in line with and almost the same as current research.

Table 1 Comparison Table of Previous Research (*State Of The Art*)

Journal Articles	Comparison with the research to be carried out
<p>Title: The Influence of Cirebon City's Culinary Tourism Attraction on Cirebon City Tourist Visits</p> <p>Year & place: 2024, Cirebon Writer: (Mustafa & Warliati, 2024)</p> <p>Method: Quantitative</p> <p>Article/Journal/publisher : Journal of Research Innovation, (2024), 4(9), 1425-1432</p>	<p>The research was conducted in Cirebon using <i>incidental sampling</i> techniques. The respondents taken were 100 respondents, namely Indonesian tourists who visited Cirebon. Based on the results of the research, the culinary tourism attractions in Cirebon are in the "Good" category and the decision to visit tourists is in the "Good" category. There was an influence between culinary attractions on the decision to visit tourists in Cirebon by 54.5%. The better the quality of culinary tourism attractions in Cirebon, the higher the decision to visit tourists who come.</p>
<p>Title: Differentiation Analysis of Local Culinary Products in Supporting Cirebon City Tourism</p> <p>Year & place: 2023, Cirebon Writer: (Mustafa & Khalim, 2023)</p> <p>Method: Qualitative</p> <p>Article/Journal/Publisher : Journal of Research Innovation, 4(3), 573-582.</p>	<p>The potential of Cirebon culinary tourism is very high Cirebon Culinary is the main destination for tourists to visit Cirebon City. And the emergence of several new culinary by modifying the existing types of culinary makes Cirebon Culinary Specialties more varied and is expected to add to the attractiveness of tourist visits. This research is expected to prove the Differentiation Analysis of Local Culinary Products in Supporting Cirebon City Tourism. The purpose of this research is to analyze the importance of differentiation of local culinary products in attracting tourists to come to Cirebon City. This study uses a combination method or mixed methods, this method is a combination of qualitative and quantitative methods.</p>





METHODS

The research method used in this study is a mixed-methods approach. This method combines qualitative and quantitative methods. According to Creswell (2009), in Sugiyono (2016:19), "is an approach to inquiry that combines or associates both qualitative and quantitative forms of research. It involves philosophical assumptions, the use of quantitative and qualitative approaches, and the mixing of both approaches in a study. The combination research method is an approach in quantitative and qualitative research. It includes a philosophical foundation, the use of quantitative and qualitative approaches, and combining the two approaches in research".

Creswell (2009), in Sugiyono (2016:19), divides the combination method into two main models, namely the sequential model, which includes sequential explanatory and sequential exploratory (qualitative-quantitative), and the concurrent model, which provides for *concurrent embedded* and *concurrent triangulation* (balanced mixture). Based on this, the researcher used the Sequential Exploratory model in this study.

In the first stage of *the Sequential Exploratory* model, namely the qualitative method and then equipped with a quantitative method. The combination of data from these two methods connects the results of the first stage (qualitative) to the next stage (quantitative) research. The main steps in this combination model are shown in the following:

In the first stage of the research using a qualitative method, the steps are: determining the problem or potential of the research, then the researcher conducts a perspective theory study that serves to guide the researcher in collecting data and analyzing qualitative data, and finally, the researcher can find a complete picture of the research object, and get a hypothesis.

In the second stage, the researcher uses a quantitative method by determining the population and sample to test hypotheses, develop and test data-collection instruments, and then prepare a report that concludes with conclusions and suggestions.

Data Collection and Data Analysis Techniques

To obtain the data and various information needed in this study, the techniques used are as follows:

1. Interviews are conducted with questions and answers directly to the marketing actors at the research site. Sugiyono's Interview is a meeting of two people to exchange information and ideas through questions and answers so that the meaning can be constructed on a specific topic. Wawanacara is used as a data collection technique when the researcher wants to conduct a preliminary study to determine the problem to be researched or to gain a more in-depth understanding of the respondents' concerns.(Sugiyono, 2017)
2. Filling out a questionnaire involves making a list of questions first, after which it is asked to marketers and consumer respondents.

According to Sugiyono, a questionnaire is a data collection technique that involves giving respondents a set of questions or written statements to answer. The types of questions are divided into two, namely open and closed. (Sugiyono, 2017)

Data Analysis Techniques

Data analysis in this research will be conducted using a qualitative descriptive method, which involves analyzing the facts gathered during data collection. Based on the comparison results, the conclusions obtained and suggestions considered necessary will be stated.

DISCUSSION

The current culinary condition in Cirebon is increasingly emerging new culinary places. However, favorite culinary destinations that are the main destinations for tourists are still the main destinations, and here is the data on Cirebon culinary destinations, including:

1. Nasi Jamblang,
2. "Your Excellency,
3. My Dear Friends,
4. Empal Gentong,
5. Know Gejrot,
6. Chicken Soup Porridge,
7. Satya Kalong,
8. Docang,
9. Gepu,

10. And others

Table 2. Differentiation of Cirebon Culinary Products

No.	Culinary Name	Explanation
1.	Empal Asam	A typical culinary that is adjacent to Empal Gentong, has a savory and sour taste from star fruit, but has a clear sauce that is different from the creamier Empal Gentong.
2.	Enog Countryside	Food made from Entog meat (a type of poultry/duck), and processed spicy spices that can be eaten with a plate of warm rice.
1.	Squirrelly Squirrelly	This food looks like Plecing Kangkung. The difference is that it does not use nuts and tastes very spicy
2.	Empal in Packaging	This food is the same as the food served as usual, only it is packaged in cans so that it can be taken anywhere as a souvenir and more durable
3.	Ebi Sticky Rice	This food is an old type of food, it's just that the toppings that are usually made of coconut and sugar are now given a new flavor using Ebi

Source: Internet, 2023

In addition to these foods, several types of food are the latest trend in Cirebon City Culinary, which is currently also a favorite and a new destination for tourists. Here are the typical Cirebon culinary products and their explanations.

Cirebon Traditional Culinary Tourism is one of the main attractions of this city, which illustrates its rich culture and history. Cirebon dishes not only tempt the taste buds but also bring meaningful local stories. Here is a complete guide to Cirebon's traditional culinary tourism:

Iconic Dishes of Cirebon

Here are some must-try foods when on a culinary tour in Cirebon:

1. Empal Gentong

Description: Beef (mainly intestine, tripe, and meat) soup with spice-rich coconut milk sauce, cooked in clay barrels.

Characteristic: The soup is strong and savory, usually enjoyed with lontong or rice.

Famous places: Empal Gentong Amarta, Empal Gentong Krucuk.

2. Nasi Jamblang

Description: Rice with a variety of simple side dishes, served on teak leaves.

Specialty: Side dishes such as fried chili sauce, tofu, tempeh, black squid, and stewed meat complement it.

Famous places: Nasi Jamblang Ibu Nur, Nasi Jamblang Pelabuhan.

3. Tahu Gejrot

Description: Fried tofu cut into small pieces, served with a sweet spicy sauce made from onion, garlic, sugar, and chili.

Characteristic: Fresh sweet spicy sensation.

Famous places: Vendors in the area of the Prosecutor's Square or Kanoman Market.

4. Docang

Description: The dish contains rice cakes, cassava leaves, bean sprouts, and crackers, drizzled with a savory oncom sauce.

Characteristics: Suitable for breakfast because it is light and healthy.

Famous place: Vendors around the Morning Market.

5. Mi Koclok

Description: Yellow noodles with thick coconut milk sauce, topped with shredded chicken, bean sprouts, and hard-boiled eggs.

Distinctive feature: Rich savory taste of coconut milk.

Famous place: Mi Koclok Masjid Agung or Mi Koclok Mang Sam.

Special Snacks and Souvenirs

Cirebon also offers a variety of snacks that can be used as souvenirs, such as:

1. Melarat Crackers

Colorful crackers that are fried without oil, but instead use sand.

2. Shrimp Shrimp Paste

High-quality shrimp paste typical of Cirebon, often used as an ingredient in chili sauce.

3. Shrimp Sambal

Typical chili sauce with a spicy sweet taste, suitable as a rice eating companion.

4. Guava Leaf Sticky Tape

Sticky rice tape wrapped in guava leaves, gives it a distinctive aroma.

5. Tjampolay Syrup

Cirebon's legendary syrup with flavor variants such as milk banana, jasmine, and mango.

Culinary Tourism Area

Several areas in Cirebon are centers for culinary tourism:

1. Kanoman Market and Morning Market:

Perfect for enjoying traditional culinary delights such as *Docang* and typical snacks.

2. **Prosecutor's Square:**

The area is bustling with *traders of Gejrot Tofu, Sate Kalong*, and other snacks.

3. **Kejawanan Beach Area:**

Provides a variety of fresh seafood, such as grilled fish and shellfish.

Advantages of Cirebon Traditional Culinary Tourism

1. **Unique Flavors:**

The blend of local, Chinese, and Arabic cultures creates an authentic and distinctive flavor.

2. **Priced:**

Traditional Cirebon dishes are generally pocket-friendly, suitable for tourists from all walks of life.

3. **Strategic Location:**

Cirebon is easily accessible, as it lies on the Pantura route and has good transportation facilities.

Analysis of Promotional Strategies

The promotion strategy of Traditional Culinary in Cirebon City is as follows:

Advertising (*advertising*),

Traditional culinary advertising in Cirebon is still growing, but there is significant room for improvement to increase visibility and attract more tourists. Various local culinary businesses and governments are beginning to realize the importance of advertising to promote the uniqueness of Cirebon's cuisine. The following is an overview of the conditions of traditional culinary advertising in Cirebon City:

Digital Advertising

1. **Social Media:** Currently, most restaurants and food stalls that serve traditional Cirebon cuisine utilize social media platforms such as Instagram, Facebook, and TikTok to market their products. They post photos and videos of appetizing food, as well as inform about specific events or promos. Even though social media is widely used, not all culinary businesses use its features professionally. Some still haven't taken advantage of paid advertising or influencer collaborations.
2. **Culinary Influencers:** Collaborations with culinary influencers or food bloggers have become part of popular advertising strategies. Influencers with large social media

followings can significantly help introduce traditional Cirebon culinary to a wider audience. However, many culinary businesses have not yet fully tapped the potential of influencers.

3. **Culinary Websites and Apps:** Some restaurants or eateries have started developing websites to introduce their menus, location information, and pricing. However, special applications for Cirebon traditional culinary are still limited. Although there are several general food applications, applications that specifically focus on Cirebon culinary are still not proliferating.

Traditional Advertising

1. **Banners and Billboards:** Many traditional culinary businesses in Cirebon still rely on traditional media such as banners, billboards, and posters as a means of promotion. It is quite effective for attracting the attention of local visitors or passing tourists. However, these traditional media are often limited in reach and less able to attract the attention of younger audiences or foreign tourists.
2. **Advertising in Local Media:** Some restaurants and food stalls still use local print media such as newspapers or magazines to advertise. Advertisements on radio and television also began to appear, although the frequency was not so great. Advertising through local media tends to reach local consumers more effectively, but it is not optimal for attracting the attention of tourists outside the region or abroad.

Promotion Through Events and Festivals

1. **Cirebon Culinary Festival:** The Cirebon City Government has started to hold several major culinary events, such as the Cirebon Culinary Festival and night markets, that present various Cirebon culinary specialties. This event is one of the most effective forms of advertising, as it engages visitors directly and provides an authentic culinary experience. However, the promotion of this event is still limited to local media and is often poorly optimized outside Cirebon.
2. **Culinary Exhibitions:** At several exhibition events or expos in other big cities, Cirebon culinary has also begun to be promoted. However, to reach a broader market, the culinary exhibition's promotions still need to be strengthened with more effective digital advertising.

The Role of Government and Communities

1. **Promotion by the Regional Government:** The Cirebon City Government has started to play a role in promoting Cirebon's traditional culinary through several tourism campaigns,

including culinary. These promotional programs are usually in the form of introducing culinary tourism through government social media, the "Visit Cirebon" campaign, and collaborating with the tourism industry. However, the promotions carried out are not too massive and are focused only on certain events.

2. **Local Culinary Community:** The local culinary community in Cirebon also plays a role in promoting traditional cuisine. Some of these communities often create culinary events, share information, and organize activities that involve the community and tourists. However, these activities are more informal and limited in scope.

Sales promotion,

Promoting traditional culinary sales in Cirebon requires a strategic approach to ensure local culinary products are increasingly known and in demand among tourists and local people. Cirebon, with its culinary specialties such as *empal gentong*, *nasi jamblang*, *tofu gejrot*, and *maranggi satay*, has significant potential for further development through effective promotion. Here are some traditional culinary sales promotion strategies in Cirebon City:

Promotions Through Discounts and Special Offers

1. **Seasonal Discounts or Weekend Deals:** Offer discounts or special packages on weekends or during the holiday season. For example, discounts for visitors who come in groups or *buy one get one free* promotions for certain dishes. This promotion can attract tourists to try traditional Cirebon culinary at a more affordable price.
2. **Culinary Package Promo:** Offers culinary packages that combine several typical Cirebon dishes at a lower price than separate purchases. This can attract tourists who want to try a variety of foods in one package.
3. **Loyalty or Member Card:** Provides loyalty cards for loyal customers who frequent restaurants. With this card, they can get discounts or meal bonuses after collecting points from each transaction.

Collaboration with Food Ordering Apps

1. **Collaboration with Delivery Apps:** Build partnerships with popular food ordering apps such as Gojek (GoFood), Grab (GrabFood), or other local apps to reach a wider range of customers. Discount promotions or free shipping can be an attraction for customers who want to enjoy Cirebon culinary at home or hotel.

2. **Promotions on Online Platforms:** Offer exclusive promotions for users of food ordering apps, such as special discounts or special menus that are only available on those platforms. This can attract customers who prefer to order food online.

Promotion Through Cooperation with Hotels and Lodging

1. **Culinary Packages at the Hotel:** Compile tour packages that combine lodging with culinary experiences. For example, hotel guests can get special access to enjoy traditional Cirebon culinary at restaurants that collaborate with the hotel, there are several hotels that have served Cirebon specialties both in restaurants and events that take place.
2. **Providing Special Menus at Hotel Restaurants:** Hotels in Cirebon can offer special menus of traditional Cirebon culinary as part of the stay experience, for example providing *nasi jamblang* or *empal gentong* in breakfast or dinner menus.

Collaboration with Local Communities and MSMEs

1. **Joint Culinary Product Development:** Collaborating with the local culinary community or MSMEs to create more innovative Cirebon culinary products. For example, making special packaging for Cirebon culinary souvenirs, such as chili sauce or chips, which can be sold at souvenir centers or in online stores.
2. **Bazaar and Culinary Exhibition:** Holding a culinary bazaar that brings together various Cirebon culinary MSMEs. Events like this not only promote direct sales, but also introduce various variants of traditional Cirebon culinary to visitors who may not have known about the typical food before.

Publication

Traditional culinary publications in Cirebon City are a very important aspect to attract tourists, both local and international, as well as increase public awareness about the culinary richness that this city has. Although Cirebon is famous for its culinary specialties, such as *empal gentong*, *tofu gejrot*, *nasi jamblang*, and *maranggi satay*, effective and planned publication is still a challenge that must be faced. Here are some of the ways that are used and can be further optimized in traditional culinary publications in Cirebon City:

Utilization of Social Media

- **Instagram & TikTok:** Platforms like Instagram and TikTok are particularly effective for culinary publications, given the visual appeal of food. Restaurants, food stalls, and

culinary business actors in Cirebon have begun to use social media to publicize their dishes. Appetizing food photos, food-making videos, and the story behind each dish become content that easily grabs the audience's attention.

- **Special Hashtags:** Hashtags such as #KulinerCirebon, #CirebonFood, or #RasaCirebon #makanankhascirebon can be used to expand the reach and connect various culinary experiences in Cirebon.
- **Instagram Stories & TikTok Challenges:** In addition to regular posts, the *stories* feature on Instagram and *challenges* on TikTok can be used to attract further interactions. This gives visitors or *food bloggers* the opportunity to share their culinary experiences more spontaneously and in real-time.
- **Influencers and Food Bloggers:** Collaboration with influencers or food bloggers who have a large audience on social media is also one of the effective methods of publication. Culinary influencers who try various typical Cirebon dishes can provide credible and in-depth reviews about the quality and uniqueness of Cirebon food, Cirebon is quite often visited by famous Foodbloggers such as Farida Nurhan, Xex Carlos, MgDalenaf, and others

Broadcasting Through Local Media

- **Advertising on Local Radio and Television:** Local mass media such as radio and television can be used to introduce traditional Cirebon cuisine. Advertisements or talk shows that raise Cirebon cuisine on RCTV and RTV Local Television, both about history, uniqueness, and the process of making food, can attract the attention of listeners or viewers.
 - **Culinary Programs on Radio/TV:** Local radio or TV stations (MARitim, Pro2FM, Pilar Radio, ShelterFM, and others) can hold special programs that discuss traditional Cirebon cuisine. The program can include interviews with local culinary entrepreneurs, stories about the origins of food, as well as promotions of specific restaurants or eateries.
- **Local Magazines and Newspapers:** Publications through print media such as food magazines and local newspapers are still an effective means of reaching a wider audience, especially among local communities who may not be active on social media.

Collaboration with Tourism Centers and Culinary Destinations

- **Culinary Tour Packages:** Collaboration between the government, travel agents, and culinary actors can produce interesting culinary tour packages. This can be promoted through social media, tourism websites, and brochures at hotels or tourist information centers. For example, it offers culinary tours that visit various traditional eateries in Cirebon.

Customer Testimonials and Reviews

- **Reviews on Travel Platforms:** Tourists or visitors who have tried Cirebon cuisine can leave reviews on travel platforms or apps such as TripAdvisor, Google Reviews, or Zomato. This review can be a valuable reference for other tourists who want to know the culinary experience in Cirebon.
 - **Reviews on Social Media:** Asking visitors or customers to share their experiences on social media by tagging locations or using special hashtags can expand the reach of Cirebon culinary publications. It will also provide an opportunity for local culinary businesses to gain wider exposure.

Traditional culinary publications in Cirebon City require an integrated approach, using various platforms, both digital and conventional, to reach a wider audience. Social media, culinary events, collaborations with influencers, are some effective ways to publicize Cirebon's traditional culinary. With the right publication strategy, Cirebon culinary can be known more widely, attract more tourists, and preserve the city's culinary heritage.

Branding Analysis

Attributes:

- **Uniqueness of Materials and Processing**The use of traditional materials such as teak leaves, clay barrels, and hot sand creates an authentic taste and texture.
- **Authentic and Diverse Flavors**The combination of savory, sweet, spicy, and sour flavors of Cirebon cuisine is very appetizing.
- **Affordable Prices**Most of Cirebon's traditional culinary is sold at pocket-friendly prices, making it a favorite choice for tourists.
- **Cultural Heritage**Many typical Cirebon foods have historical value and are served in traditional ceremonies, so this culinary is also part of the preservation of local culture.

Message:

□ **Cultural Unity**

Cirebon cuisine reflects the diversity of Sundanese, Javanese, Arab, and Chinese ethnicities that have long coexisted in this city. The cultural influence is reflected in the taste and ingredients used, such as the typical spices of the archipelago combined with Chinese cooking techniques and Middle Eastern flavors.

- **Coastal Traditions**
As a port city, Cirebon culinary makes use of the wealth of the sea, such as salted fish and shrimp paste, which are the basic ingredients in many typical cuisines.
- **Some**
typical dishes, such as *Nasi Jamblang* and *Empal Gentong*, have symbolic value, often served in traditional or religious events, symbolizing gratitude and togetherness.

Differentiation:

Cirebon culinary is indeed different from other cities because of the combination of culture, distinctive ingredients, traditional cooking techniques, and courage to create unique flavors. Each dish not only offers deliciousness but also carries a rich cultural story.

Cirebon culinary has characteristics that make it different from other cities in Indonesia. These differences arise from the influence of local culture, history, distinctive ingredients, and unique cooking techniques.

For example, *Empal Gentong* (cooked using a barrel made of clay), *Nasi Jamblang* (Wrapped in teak leaves), *Kerupuk melarat* (fried using sand), and others.

Ambassadorship:

Tourists who taste Cirebon cuisine for the first time are often attracted by its unique flavors and want to come back again to explore more dishes. This culinary experience often makes visitors feel connected to the local community and the city's culture, creating a deep sense of familiarity. One of the reasons tourists want to return or even stay in Cirebon is the relatively affordable cost of living, including the traditional culinary prices. Delicious dishes such as *Nasi Jamblang* or *Tahu Gejrot* can be enjoyed at a very pocket-friendly price. Cirebon's traditional culinary is not only the reason tourists come but also able to create a deep emotional attachment. The taste, culture, and atmosphere it offers make people want to keep coming back, and for some, even settling in this city.

CONCLUSIONS

1. Overall, the promotion of traditional culinary in Cirebon has grown, but it still has a lot of potential that has not been utilized to the fullest. The use of social media has become popular, but more integrated, innovative, and technology-based advertising strategies are still limited. To achieve optimal results, collaboration between the government, culinary business actors, and the tourism sector is very important in increasing the visibility of Cirebon's traditional culinary both in the local and international markets.
2. The promotion strategy of traditional culinary sales in Cirebon City can be carried out through a combination of various methods that touch various aspects of the market, ranging from promotions through social media, discounts, collaborations with influencers, to the organization of culinary events. In addition, cooperation with hotels, local communities,

and MSMEs will also expand the reach and increase the sales of Cirebon's traditional culinary. Success in this promotion requires good coordination between the government, business actors, and the community to ensure that Cirebon culinary is increasingly widely known.

3. The branding of traditional culinary tourism in Cirebon City has grown in recent years, but it still faces challenges and opportunities to stand out more as a leading culinary tourism destination in Indonesia.

Suggestion

1. Limited Promotions. Some foods, such as *Empal Gentong* and *Nasi Jamblang*, are in the limelight, while other culinary varieties are less elevated. This makes branding feel narrow and does not reflect the overall culinary richness of the city.
2. Lack of Standardization and Modern Packaging. Many typical Cirebon foods have not been packaged in an attractive way or according to the standards of modern souvenir markets. This can reduce the attraction of tourists to take them home.
3. Lack of Culinary Information Center. Travelers often struggle to find information about authentic dining or the best recommendations for tasting traditional cuisine. There is no integrated guide that facilitates the culinary tourism experience and the lack of centralization of culinary areas in Cirebon to make it easier for tourists to enjoy diverse culinary tourism.

BIBLIOGRAPHY

- Aaker, D. (2007). California Management Review Innovation: Brand It or Lose It. *California Management Review*, 1–24.
- Anholt, S. (2006). Competitive Identity: The New Brand Management for Nations, Cities and Regions. *Palgrave Macmillan*.
<https://doi.org/http://dx.doi.org/10.1057/9780230627727>
- Dewi, N. S. R. (2013). *Cirebon City as an Islamic City in Java*.
- Ismayanti. (2014). Towards Creative Economy Development to Prosper the People. In *Proceedings of the National Seminar on Tourism and Entrepreneurship 2 of 2014* (April Issue).
https://www.researchgate.net/profile/Suraya-Mansur/publication/324559711_Seminar_Nasional_Pariwisata_dan_Kewirausahaan_Tahun_2014/links/5ad56cfd458515c60f5472ab/Seminar-Nasional-Pariwisata-dan-Kewirausahaan-Tahun-2014.pdf#page=60

- Jing, Y. J., & Chen, R. J. (2009). The Development and Management Innovation of Home Care System in China: A Perspective of Coordination. *Fudan Journal (Social Science)*, 5, 133–140.
- Kavaratzis, M., & Ashworth, G. J. (2005). City branding: An effective assertion of identity or a transitory marketing trick? *Journal of Economic and Social Geography*, 5(96), 506–514. <https://doi.org/10.1057/palgrave.pb.5990056>
- Kavaratzis, M., & Hatch, M. J. (2013). The dynamics of place brands: An identity-based approach to place branding theory. *Marketing Theory*, 13(1), 69–86. <https://doi.org/10.1177/1470593112467268>
- Kinapti, T. T. (2024). *Purpose of Modifying Regional Specialties: Preserving Indonesia's Culinary Heritage*. Coverage6. <https://www.liputan6.com/feeds/read/5830374/tujuan-modifikasi-makanan-khas-daerah-melestarikan-warisan-kuliner-indonesia?page=10>
- Kotler, P. (1993). *Marketing Management, Analysis, Planning, Implementation and Control* (7th ed.). Prentice-Hall.
- Kulinercirebon.com. (n.d.). *Cirebon City Cuisine*. <https://cirebonkota.go.id/pariwisata/restaurant-cafe/>
- Muhajir. (2023, June). Cirebon Shrimp City: Revealing the Reason Behind the Inherent Nickname. *Updatecirebon.Com*.
- Mulyana, M. (2019). Promotion and Communication Strategy. *Marketing Management*.
- Pitana, I. G., & Gayatri, D. (2005). *A New Paradigm of Tourism Marketing*. Andi Offset.
- Rangkuti, F. (2009). *Creative Promotion Strategies and Case Analysis of Integrated Marketing Communication*. Kompas Gramedia.
- Sugiarsono, J. (2009). It's not just about making logos and slogans. *Swa Sembada*.
- Suharyanto, T. (2005). *Introduction to Tourism*. Elex Media Komputindo.
- Sutanti, T. (2010). *Introduction to the Tourism Industry*. Andi Offset.
- Tarudin, R. (2015). Effective advertising promotion strategy. *Effective Advertising Promotion Strategies, II* (Vol. 2 No. 1 (2015): Al Kitabah Journal), 107–116.
- Yuli, A. (2011). City Branding as a Tourism Development Strategy Reviewed from the Brand Legal Aspect. *Scientific Journal of Law QISTI*, 5 (1)(1), 50–68.

