

**COMMUNICATION STRATEGY OF COMMUNITY "*DARI HALTE KE HALTE*" TO  
INTRODUCE INDONESIAN CULINARY IN THE GREATER JAKARTA AREA: A  
SYSTEMATIC LITERATURE**

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**Abstract.** Indonesia's culinary delights, rich in unique spices and seasonings from each region, attract domestic and international travelers. This richness reflects a diverse cultural identity in Indonesia, strengthening social interaction and contributing significantly to the tourism economy. In the digital era, social media has emerged as a key platform for promoting culinary ventures, enabling interaction and broad dissemination of information. The culinary community "Dari Halte Ke Halte" employs a unique communication strategy to showcase Indonesian cuisine, particularly in Jakarta. This article conducts a systematic literature review to examine the communication strategy utilized by the community. As an initial phase of ongoing research, the findings aim to provide academic contributions to communication science and practical insights for culinary communities and government institutions in developing effective culinary promotion initiatives. This article analyzes issues, concepts, research focus for future research that has the potential to introduce Indonesian culinary using systematic literature review.

**Keywords:** Indonesian Culinary, Communication Strategy, Community, Social Media

## INTRODUCTION

The variety of Indonesian cuisine attracts tourists, both domestic and foreign, to come visit and experience the distinctive flavors of each region in Indonesia. The richness of spices and uniqueness of its seasonings raises curiosity about how Indonesians in various regions can be mixed and cooked into various types of culinary delights which can be appetizing. Tresnawati, Y., & Prasetyo, K. (2022) states that culinary is various types of dishes that have been processed. These dishes include various kinds of side dishes, snacks, and drinks. Every region has its own characteristics in presentation and how to consume it, it is not surprising that every place in Indonesia has a different culinary heritage. According to Utami, S (2018) culinary is an integral part of a nation's culture and strengthens the identity of society, and reflects social interaction. Indonesian culinary with a very broad multicultural spectrum, being one of the rich cultural identities, crosses the archipelago and is globally influential.

The "Dari Halte Ke Halte" community is one of the culinary communities that has been active since March 2019 on Instagram with the username @darihalte\_kehalte has more than 127 thousand followers, with 607 posts uploaded (as of May 16, 2024). @darihalte\_kehalte displays photos and videos of various culinary activities in Jabodetabek, as well as various community activities and programs held by them. The development of this community can be seen from the various interactions between its followers in informing various culinary recommendations by its followers or by the team from the @darihalte\_kehalte community. According to Semenik, et al in Ridaryanthi (2014) suggest that consumers are interested in consuming products related to various aspects such as culture, family, rituals,

symbols and history as well as identity and social life that can be understood together. The existence of the 'Dari Halte Ke Halte' community can be a forum for interaction between the community and the audience who have an attachment between taste and culture presented in the form of culinary that can be found in the Jabodetabek area. The recognition of the 'Dari Halte Ke Halte' community is a real expression of the community's performance in managing its community (Syahputra, & Hereyah, 2022)

Furthermore, traditional food is sourced from surrounding natural food ingredients that are still traditionally cooked (Utami, 2018). Its existence not only plays a role in meeting human nutritional needs, but serves as a tool to maintain human relations, reflects the identity of a society, and contains values that are important to various human groups, ethnic groups, or individuals. In addition, food is often related to emotional factors or feelings, social status, beliefs, and religion. (Harsana & Triwidayati, 2020).

According to Hegarty, as cited in Wijaya (2021), culinary is a gateway for visitors to truly understand other cultures through the experience of tasting new dishes in destinations that are different from their own environment at home, both in terms of preparation, presentation, and consumption. Culinary is one of the cultural aspects that support the tourism industry. The culinary sector plays a substantial role in Indonesia's Gross Domestic Product (GDP). Among the 16 creative economy sub-sectors being developed, three stand out as the largest contributors to GDP. The culinary sector leads with a 41% contribution, followed by the fashion sub-sector at 17%, and the craft sub-sector at 14.9%, securing the second and third positions, respectively (Catriana & Djumena, 2020). According to a 2022 digital survey by the Central Statistics Agency, the average expenditure of domestic tourists amounted to USD 2,646.53, with

approximately 16.22% allocated to food and beverages. This highlights the inseparable connection between tourism and culinary experiences.

According to Putra, et al as cited in Harsana (2019), culinary tourism is considered an activity where tourists can find special and interesting food and drinks. Culinary tourism is not just about tasting the pleasure of food, but also providing unique experiences and memorable memories after enjoying the dish. By introducing the archipelago's cuisine through culinary tourism activities, it can increase understanding of local culture and heritage (Sims in Harsana & Triwidayati, 2020). In addition, this will also support the development of the tourism business by increasing community income and creating employment opportunities. Therefore, preservation efforts are needed through maintenance, utilization, and development (Harsana & Triwidayati, 2020).

The potential for developing culinary tourism is highly promising, as it appeals to various types of tourists and can even serve as a primary travel destination (Mahfud et al., 2018). Culinary tourism continues to expand in tandem with societal, cultural, historical, and economic developments, offering tourists enriching experiences and opportunities to engage with local communities (Wibawati & Prabhawati, 2021).

According to Pujayanti (2017), based on a study by the Study Team and the Ministry of Tourism and Creative Economy, the term "culinary" began gaining prominence in Indonesia around 2005, coinciding with the rise of culinary-themed programs on national television. The concept of the creative economy defines culinary activities as encompassing the preparation, processing, and presentation of food and beverages, enriched by aesthetics, creativity, tradition, and local wisdom. This approach

not only enhances the value and taste of products but also attracts consumers by offering memorable experiences, making it an effective strategy for promoting a nation's cultural heritage.

The above narrative and data have shown that culinary tourism is essential in supporting the domestic economy, therefore, understanding the communication strategy on this matter is crucial. The rise of culinary information dissemination is a non-verbal communication tool that can change people's views and make it a promotion of local culinary wealth. For people who do not travel outside the region, there is a strong attraction to get to know and explore the culinary culture of other unknown regions. This argument is supported by the emergence of electronic communication technology, which has led to the phenomenon of electronic word of mouth, which acts as a marketing agent and means of disseminating information (Nasution & Rohman, 2022). Technological advancements are increasingly integrated into nearly every aspect of daily life, including the pursuit of culinary information. The rapid growth of culinary trends is largely driven by the extensive use of social media (Faizal et al., 2022). Social media plays a crucial role in enabling interactions among individuals due to its accessibility and practicality (Senova, 2016). These platforms simplify connections, allowing people to engage and interact virtually through various digital applications (Fero & David, 2023).

Social media account managers have used various platforms to develop channels related to food reviews. Social media offers various features that can be utilized by users, such as sharing explanations of information through writing accompanied by videos or photos that can attract attention. Social media holds significant potential as a promotional marketing tool applicable across various industries, including the tourism sector (Herman & Athar, 2018). Its use is

considered an efficient and effective step, because the messages conveyed are more up to date, spread quickly, and right on target. It can directly utilise social media facilities such as message boards or comment boards (Amaliyah, P Riski & Kussanti, D Putri., 2024). Various features owned by social media platforms are used to share moments in one's life with friends, family, or the community at large when enjoying culinary (Hegyesné Görgényi, 2017; Kurniawati, 2020; in Faizal, A. R., et al, 2022).

This phenomenon raises people's interest in trying various traditional and culinary foods seen through social media. Research conducted by Bela, Fadiati, & Cahya (2023) found that the exposure to Nusantara culinary information was 33.8% in Generation Z, which was influenced by exposure to information in food vlogger content on the youtube platform. This shows that social media has a big impact. However, constraints related to limited space, time, and high accommodation costs make it difficult for everyone to easily travel to various regions to try culinary recommendations obtained from social media or television.

Interestingly, to answer people's curiosity about the culinary archipelago can be answered by being in Jabodetabek, especially the city of Jakarta. According to a press release from the Communication Bureau of the Ministry of Tourism and Creative Economy in November 2023, Jakarta was recognized by Lonely Planet (a travel magazine from the United States) as one of the "Best Cities to Visit in 2024," ranking it seventh out of the ten best cities in the world. Jakarta's famous culinary districts, such as Pecenongan, Pasar Baru, Blok M, Mangga Dua, and Kelapa Gading, make the city an ideal destination to enjoy and explore a variety of cuisines.

As the center of government and trade, Jakarta not only has a diverse population that reflects the diversity of all

Indonesian people, but also various ethnicities, cultures, dialects, and religions from various parts of the archipelago and even from abroad. (Sasmoko, 2020). The large number of migrants from various regions who bring their culinary wealth to Jakarta. The easy access to information through social media is currently in line with the ease of fulfilling one's information needs, including getting information about culinary destinations recommended by individuals, culinary communities, or influencers who focus on culinary information. Thus, there is an active interpersonal communication interaction in this context.

Communication plays an important role in various aspects, including in product or service sales activities, and in this context, the dissemination of information about culinary archipelago through intercultural interactions. In this context, communication includes a series of message delivery processes between the message sender and the message receiver, where each message delivered carries certain values (Ridaryanthi, 2014). Though new media can provide diverse channels for communicators to audiences to facilitate direct two-way communication, this information exchange can occur in real-time, allowing communicators to interact with a wide range (Thackeray, et al as cited in Bernhardt, 2012). Therefore, in a process of delivering messages to convince audiences to introduce the existence of various kinds of archipelago culinary in Jabodetabek.

Participating in culinary experiences through the recommendations or programs of the "Dari Halte Ke Halte" community can provide a sense of satisfaction for its followers. Hendijani's research, as cited in Jokom et al. (2020), highlights that food plays a significant role in travelers' overall satisfaction with their trips. Exploring new cuisines is often associated with joy and personal growth, particularly when

expectations are met and satisfaction is achieved.

This study focuses on analyzing the communication strategies employed by the "Dari Halte Ke Halte" Culinary Community to promote Indonesian cuisine in Jakarta. Building on the context described, the research delves into prior studies related to the topic to underscore its relevance, identify applicable concepts, formulate research questions, and establish clear objectives. Currently in its initial stages, this research represents an ongoing effort to deepen understanding of the subject matter.

## **METHODOLOGY**

This research utilizes the Systematic Literature Review (SLR) method. SLR is a secondary research approach designed to map, identify, critically assess, consolidate, and synthesize the findings of key studies on a specific topic (A. Dresch, as cited in Hakam et al., 2023). It involves systematically identifying, evaluating, and interpreting all available research evidence to answer specific research questions (Kitchenham & Charters, as cited in Hakam et al., 2023).

Literature was collected through search engines such as Google Scholar, Mendeley, and academia.edu. A total of 20 articles were selected on the basis of relevance to the phenomenon described in the previous sub section. The articles consisted of 13 national articles, published in Indonesia based journals, and the rest of 7 articles are published in the international journals which are published in the past 10 years. Search analysis was using keywords Communication Strategy, Culinary, Culinary Tourism, Community, and Social Media.

## **RESULTS & DISCUSSION**

In this systematic literature review, 20 supporting articles have been identified

related to the subject matter of this study. It was found that there was an article that reviewed the previous research on the same community, but it shows differences in the research topic that have been carried out. However, there are five articles discussing the communities that have used Communication Strategies in their activities, the other eight articles discussing Culinary and Culinary Tourism and the rest of articles discussing Communication strategies carried out in general communication context.

There is a study that refers to the same research subject, namely the "Dari Halte Ke Halte" Community with a study entitled "Utilization of the Instagram Account Dari Halte Ke Halte (@darihalte\_kehalte) as a Media for Fulfilling the Information Needs of Its Users" by Anggraini, S., and Irawati, I., was conducted in 2020. In this study, researchers reviewed the use of the @darihalte\_kehalte Instagram account for information fulfillment, identifying obstacles and problems faced by users to meet the information needs they need. The findings show that users use the Instagram account as a means to find information about the archipelago's culinary places around the Jabodetabek area, and also to get related information such as transportation routes. The shortcomings found include low quality of photos and videos, information that is too general, less than optimal use of hashtags or geotagging by the admin of @darihalte\_kehalte, less responsiveness from the admin, difficulty in understanding the language used by the admin, and lack of completeness of uploaded information.

Several studies have examined the use of communication strategies within communities to support their activities. One such study, "Communication Strategies of Virtual Communities in Promoting Tangerang through Social Media" by Permassanty and Muntiani (2018), explored how the AboutTNG virtual community

utilized Instagram to promote Tangerang. This research analyzed the community's messaging and media strategies, highlighting the positive impact of Instagram in increasing the @abouttng account's followers and motivating them to participate in events and visit promoted destinations. The findings demonstrated the effectiveness of Instagram as a platform for introducing Tangerang to a broader audience.

Another study, "Communication Strategy of the Gurat Community in Preserving Painting in Jelekong Village" by Retnasary, Purba, and Saputra (2019), investigated how the Gurat community employed communication strategies to preserve the art of painting in Jelekong Village. Using a qualitative approach, the research revealed strategies aimed at fostering children's interest in painting, improving the quality and promotion of Jelekong art, and supporting the livelihoods of local painters to ensure the sustainability of Jelekong's painting tradition.

A third study, "Strategies and Models of Environmental Communication of the Makassar Gardening Community in Introducing the Concept of Urban Agriculture in Makassar City, South Sulawesi" by Syam, Zulfiani, and Saleh (2022), focused on communication strategies in brand management and digital product marketing within the context of urban agriculture. Employing a qualitative approach, the study identified four key communication strategies—socialization, campaigns, education, and training—used by the Makassar Gardening Community to achieve their goals. Additionally, the study applied mechanistic and interactional communication models to analyze the community's strategies effectively.

A study entitled "Communication Strategy of Educational and Da'wah Community Radio in Maintaining Existence in Semarang City" by Hilmi, Alfandi, &

Prisdayanti was conducted in 2022. This research seeks to investigate the communication strategies employed by Aska FM Radio to sustain its role as an educational and da'wah radio. Utilizing a qualitative approach with a case study method, the findings reveal that Aska FM Radio implemented four distinct communication strategies to ensure its continued relevance and presence. These strategies include identifying audiences through meetings, talk shows, and communication channels, setting messages with actual programs, selecting methods, and utilizing conventional and new media. In addition, Radio Aska FM also innovates by providing broadcasting training, strengthening relationships with the community, establishing cooperation at the regional and national levels, and establishing a business unit to support the operational costs of radio broadcasting.

A study titled "Communication Strategy of the Solo Women's Study Center Community (PUKAPS) in Voicing Gender and Sexual Violence Issues" by Argesty, U. F., and Anisa Rohmah Afiati, conducted in 2022, examined how communication strategies were employed by the PUKAPS Community to raise awareness about gender issues and sexual violence. The research utilized a qualitative approach with descriptive analysis, gathering data through interviews. The findings highlighted the importance of selecting communicators based on their credibility, background, and appeal. Additionally, message preparation and presentation were designed to be informative, educational, and persuasive, particularly in PUKAPS' social media content. Platforms such as Instagram, Facebook, and Zoom were strategically utilized for webinars and other activities. Other strategies involved identifying and understanding the audience through observations to ensure that the educational

content reached its intended target effectively.

Putri, Rahayu, Risyanti, Maryani, and Yuliamir (2023) conducted a study entitled "Potential of Traditional Food as a Culinary Tourism Attraction in Salatiga City". The research focused on examining the role of traditional food in fostering the development of culinary tourism areas to enhance tourism in Salatiga City. The potential of culinary tourism in supporting local tourism activities were analysed. Employing qualitative methods rooted in the philosophy of postpositivism, the study revealed that the culinary assets of Salatiga City contribute to improving the local tourism industry by attracting visitors, encouraging direct engagement, leveraging tourists for promotional purposes, and enhancing promotion and advertising strategies. By optimizing these culinary resources, Salatiga's tourism sector can expand and draw more visitors.

In 2019, Indrajaya, S. conducted a study titled "Culinary Tourism Analysis in Jakarta West, Indonesia," which investigated the relationship between food prices, product quality, and student consumer satisfaction. Using a quantitative survey-based research method, the findings demonstrated a significant connection between food prices, product quality, and consumer satisfaction. Both factors were found to directly and indirectly influence the satisfaction levels of student consumers.

In 2022, Sulaiman, A. I., Pangestuti, S., Sugito, T., and Sabiq, A. conducted a study titled "Community Empowerment in Culinary Tourism as Sustainable Rural Development." The research aimed to explore the development of economic institutions through business groups and village-owned enterprises (BUMDes) by empowering communities in culinary tourism. Using the Participatory Learning and Action (PLA) qualitative method, the

findings indicated: (1) Socio-economic progress of business groups relies on continuous support from universities, social institutions, and academics through counseling, business management training, marketing, and access to partnerships. (2) Sustainable culinary tourism development can be achieved through youth empowerment initiatives, including training, mentoring, and educational programs to foster successful entrepreneurship.

A study conducted by Ranteallo, and Andilolo (2017) entitled "Food Representation and Media: Experiencing Culinary Tourism Through Foodgasm and Foodporn," explored the use of specific hashtags by tourists on social media and its implications for promoting culinary tourism and destination marketing. The qualitative study utilized content analysis and found that food representation on social media, particularly through photos, has heightened global awareness of diverse food production, distribution, and consumption. It also increased knowledge of local cuisines, enhancing culinary tourism's appeal. This growth in culinary tourism has spurred innovations in food literacy, culinary arts, cultural identity in tourism, indigenous entrepreneurship, and the balance between development and sustainability in tourism destinations.

In 2019, Harsana, Baiquni, Harmayani, and Widyaningsih, conducted a research entitled "Potential of Traditional Food Kue Kolombeng as a Tourism Attraction in the Special Region of Yogyakarta". This study aimed to analyze traditional food as a culinary tourism attraction using Damanik and Weber's theory of Tourism Attraction (uniqueness, originality, authenticity, and diversity). Employing a descriptive qualitative approach with observation and interview methods, the study revealed that Kue Kolombeng possesses a strong tourist appeal due to its

unique characteristics, authenticity, originality, and diversity, making it a significant culinary tourism attraction.

Wijaya, S. (2019) conducted a study entitled "Indonesian Food Culture Mapping: A Starter Contribution to Promote Indonesian Culinary Tourism". The research aimed to explore how Indonesian food culture is formed, evolves, and is deeply ingrained as a societal value passed down through generations. The findings revealed that Indonesian food culture is shaped by various factors, including natural conditions, historical influences, and cultural traditions. Furthermore, food is highlighted as a strategic asset to boost Indonesia's tourism industry. The government has actively supported the growth of culinary tourism, positioning it as a significant special interest tourism sector promoted globally.

Utami, Sri (2018) carried out research entitled "Culinary as Cultural Identity: A Cross-Cultural Communication Perspective". This study sought to understand culinary traditions as a form of cultural identity that continuously adapts and evolves, impacting human life in the globalization era. Additionally, it explored how cross-cultural communication serves as a catalyst for changes in culinary identity. The research emphasized that culinary practices are vital cultural elements in shaping social relationships, and cross-cultural interactions influence the transformation of culinary identities. It also examined the effects of globalization on the evolution of culinary practices, analyzing how the interplay between local and global cultures reshapes the way food is perceived, produced, distributed, and consumed within the framework of multiculturalism and globalization.

Narottama and Moniaga (2022) conducted a study entitled "The Effect of Social Media Marketing on Consumer Purchasing Decisions at Culinary Tourism

Destinations in Denpasar City." This research aimed to examine how social media marketing (SMM) influences consumer purchasing decisions at culinary tourism destinations in Denpasar City. Utilizing a combination of quantitative and qualitative methods, data were gathered through surveys and online questionnaires. The findings revealed that various SMM strategies such as Content Creation, Content Sharing, Connecting, and Community Building significantly and collectively impact visitors' purchasing decisions at Denpasar's culinary tourism destinations.

Studies on communication strategies have also been carried out by various elements and can be developed in general, this can be seen from the findings of 5 previous research studies on Communication Strategies used in various types of research objects, such as research entitled "Development of entrepreneurial interest in business actors through communication strategies in Pangandaran" by Subekti, P., Hafiar, H., Prastowo, F. A. A., & Masrina, D. conducted in 2022. This research aimed to explore the development of entrepreneurial interest among small business owners in Pangandaran through communication strategies implemented by the local government, specifically the Office of Trade, Cooperatives, and MSMEs. The results revealed that the development of entrepreneurial interest at the Pangandaran Cooperatives and MSMEs Office is supported by a communication strategy that leverages communication networks, group communication, and ICT. The office disseminates information using social networks through the communities it manages via social media or chat groups.

Argi, R. P., & Hastjarjo, S. (2016) conducted a study titled "Communication Strategy in the Implementation of Transportation Policy." The aim of this research was to examine the communication



strategy employed by the Communication and Informatics Transportation Agency in Surakarta for implementing the one-way traffic system policy. The study utilized qualitative methods based on a post positivist philosophy. The findings of this research indicate that Dishubkominfo Surakarta adopts a communication strategy that includes crafting communication messages aligned with the policy's background and objectives, selecting suitable media channels, identifying target audiences, and defining specific communication goals. The strategy used is to define or formulate communication messages that are in accordance with the policy background and objectives, Selection of effective media channels, Identifying target audiences for communication efforts. Setting specific communication objectives. Emphasize the maximum use of media and ensure consistency in policy implementation with predetermined goals.

In 2023, Chunikhina, T., Saiensus, M., Sinko, A., Iazvinska, N., Klimovych, O., & Siryk, R. conducted a study entitled "Communication Strategies of Internet Marketing of Trading Enterprises." The objective of the research was to examine the distinctiveness of internet marketing communication strategies and their potential for growth in a dynamic digital environment. Using both inductive and deductive methods, the study identified key prospects for the development of communication strategies in internet marketing for trading companies. The findings highlighted the successes of these companies in executing advertising campaigns, enhancing the quality of communication strategies, and the essential structural elements needed for effective implementation.

In another 2023 study, Fayvishenko, D., Mitchuk, O., Lorvi, I., Konopliannykova, M., Chernobrovkina, S., and Sytnyk, O. researched "Communication Strategies of Brand Management and Online Marketing of

Digital Products." This study aimed to explore the communication strategies for brand management and online marketing of digital products in a rapidly changing market driven by advances in information technology. The study revealed that these strategies rely on digital marketing tools and emphasize the automation of planning and the use of project management in advertising activities. The implementation of communication strategies is carried out through market, creative, and media strategies, each with its own implementation and formulation characteristics.

In 2017, Hendrawan & Whana S. conducted a study entitled "Communication Strategy in Building Awareness of Halal Tourism in Bandung City." The study aimed to understand how communication strategies can enhance service quality and how email functions as an alert system influencing post-service policies. The research utilized a qualitative approach, including case studies, in-depth interviews, field observations, and company documents. The results indicated that the communication strategy to improve service quality involved directly addressing customer feedback via email, which acted as a "hot alert" for relevant staff to respond quickly and resolve issues, leading to the formulation of new policies to prevent future incidents.

Sagala, R. B., & Kusumastuti, Y. I. (2017) conducted a study entitled "Effectiveness of Social Marketing Communication Strategy of Sustainable Seafood Campaign, WWF-Indonesia." This research used both quantitative and qualitative survey methods. The findings revealed that the most commonly used media for receiving messages were meetings, and the study demonstrated the relationship between social marketing communication strategies and media exposure frequency, showing their impact on cognitive, affective, and conative aspects.

Analysis of previous studies is a useful literature review to become the basis for the author in highlighting the application of Communication Strategies that can be carried out by the Culinary Community in introducing Nusantara Culinary in the Jakarta area. Based on the current phenomenon of the rise of culinary tourism that occurs which is driven by the role of culinary communities that are actively introducing archipelago culinary. This is what then justifies the selection of the topic of discussion regarding the communication strategy carried out by the community.

Based on this explanation, this topic is important to be studied further regarding the Communication Strategy carried out by the Culinary Community with its distinctiveness. The research conducted will be useful for scientific development in the field of marketing communication and practically useful for organizations in efforts to evaluate the communication strategies used.

## CONCLUSION

The systematic literature review conducted in this preliminary study outlines the focus for future research on communication strategies for introducing and promoting Indonesian cuisine by the "Dari Halte ke Halte" community in Jakarta. The review concludes that effective communication strategies are crucial for promoting Indonesian cuisine through this community. The use of new media or social platforms, such as Instagram, Twitter, or YouTube, plays a significant role in enhancing the promotion of Indonesian food. Additionally, the literature review aids in justifying the selection of appropriate research methods and supporting concepts for the ongoing study. This article contributes to academic knowledge by identifying communication strategies in culinary promotion and offering practical

recommendations for the culinary community and the government in advancing Indonesian culinary promotion.

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