

CHAPTER 1 INTRODUCTION

1.1. Background

The Culinary Tourism Center is one of the flagship programs of the Surabaya City Government as an effort to support UMKM actors in the culinary sector that can build local economic growth and culinary tourism in the city of Surabaya. Based on data from the Ministry of Cooperatives and UMKM in 2021, UMKM have contributed to national economic growth with a contribution to GDP of 61.07% (Junaidi, 2024). In addition, SWK is not only a place to sell for UMKM actors, but also an empowerment space designed so that small traders can grow and compete healthily in the midst of the rapid development of the food and beverage industry. The SWK concept is designed in such a way that it is comfortable, clean, and organized, so as to attract residents and tourists to come and enjoy various Surabaya specialties and Indonesian culinary in a more modern and managed atmosphere.



Figure 1. 1. *Front View of Kota Rasa Surabaya*
Source : Managing document

One of the culinary tourism centers (SWK) in the city of Surabaya is the City of Rasa Surabaya which is located in the Taman Harmoni area, Keputih. This SWK is managed by the Surabaya City Cooperatives, Small and Medium Enterprises Office in collaboration with the private sector, namely PT Krearture Media Indonesia. Carrying

the concept of collaborative space, the City of Rasa Surabaya not only functions as a culinary tourist attraction, but also as a creative meeting room that unites various elements ranging from UMKM actors, communities, to the creative young generation. The main advantage of this area lies in its well-equipped facilities and support a wide range of collaborative activities. Some of the excellent facilities available include free Wi-Fi access, meeting space, creative space, and co-working space that is friendly for anyone who wants to create, discuss, or develop new ideas.



Figure 12. *Logo of Kota Rasa Surabaya*
Source : Managing document

The City of Taste Surabaya is the result of a transformation from the previous culinary tourism center (SWK), namely the Harmoni Keputih Tourism Market (Pasar Wisata Harmoni Keputih). This transformation is carried out as part of a branding strategy to increase attractiveness and can make the culinary tourism center (SWK) area better known by the wider community. This branding strategy was carried out because SWK Pasar Wisata Harmoni Keputih is considered quiet from 2023 which is not even a year after it was inaugurated in May 2022 (Rossyda P, et al, 2024). Based on the results of interviews with the manager of the Culinary Tourism Center of Kota Rasa Surabaya, it is known that the sales turnover in October did not reach the target of IDR 25,000,000, with a gain of only IDR 13,250,000. Based on the results of the questionnaire, it is known that 46.5% of respondents considered the content of SWK Kota Rasa Surabaya unattractive, and 50% of respondents stated that the content has not been able to encourage interest in visitors. Although there are some respondents who are neutral and positive, the percentage is still smaller than the negative assessment. Observations were

also carried out at the Culinary Tourism Center of Rasa City Surabaya in October and found that an average of 25 visitors/consumers per day, on weekdays (Monday-Friday), and 50 visitors/consumers on holidays (Saturday and Sunday). With the branding and the lack of visitors from SWK, there is also a need for a digital promotion strategy to reach the target market of the Culinary Tourism Center of Kota Rasa Surabaya.

Promotions carried out by the public are now not only carried out by relying on conventional media, but also by digital promotion. Digital promotion itself is the use of online platforms and channels to promote a product, service, or brand that involves various forms of digital media, such as websites, social media, online advertising, digital content, and other online marketing strategies (Habibi, 2025). The Culinary Tourism Center of Kota Rasa Surabaya is a very relevant and effective solution to introduce the place to the target market as well as the wider community with social media platforms Instagram, and TikTok. Through a digital promotion strategy, all the potential of the Culinary Tourism Center of Kota Rasa Surabaya ranging from a distinctive culinary atmosphere, comfortable gathering spaces, to modern facilities such as free Wi-Fi, creative space, meeting space, and coworking space can be packaged into an inspiring and easy-to-share visual story. Not only expanding the reach of information, digital content is also able to build emotional closeness between the Culinary Tourism Center of Kota Rasa Surabaya and the audience on social media, creating curiosity, and encouraging people to come directly and experience the experience offered. This is why a digital promotion strategy is not just a tool, but an important part of how to shape the branding of the Culinary Tourism Center of Kota Rasa Surabaya.

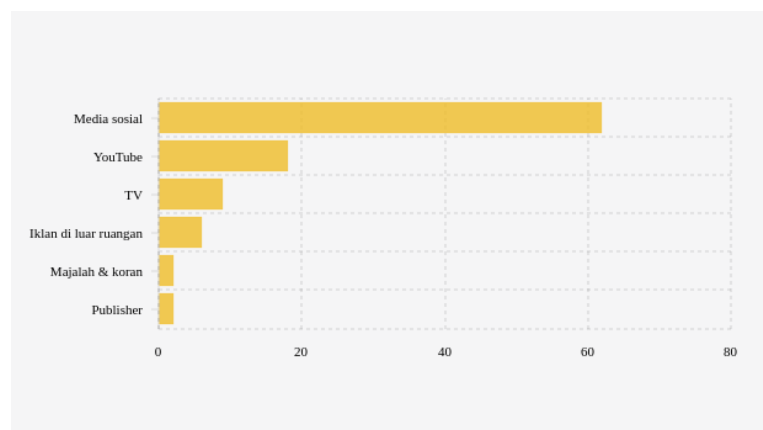


Figure 13. Graph of the level of public trust in the media

Source :(<https://databoks.katadata.co.id/telecommunications/statistik/1d5294379153fdc/iklan-media-sosial-jadi-platform-yang-paling-mempengaruhi-gen-z>)

Social media content design plays an important role in digital promotion strategies. This is supported by a graph from Databoks in figure 1.3 titled "Social Media Ads Become the Platform that Influences Gen Z the Most Effectively", which shows that the level of trust of Gen Z people in social media will reach 62% by 2024 (Muhamad, 2024). Social media content that is well designed and effective is able to increase the attractiveness of visitors or consumers, and is known by the wider community. Effective content doesn't just rely on eye-catching visuals, but it also needs to be consistent, contain a message that is clear, relevant, and appropriate to the characteristics of the target market. Kota Rasa Surabaya, in designing this social media content will be carried out with the Instagram platform, and TikTok. In addition, it also uses paid promotional media such as Instagram Ads, and TikTok Ads to reach more specific target audiences such as students, and college students. Social media platforms were chosen in the marketing strategy of Kota Rasa Surabaya because social media is the best-selling advertising channel choice in the world in 2025 (Santika, 2025).

The strategy in designing social media content must apply various elements, such as attractive visuals, communicative messages, appropriate tone, and alignment with the branding built by the Culinary Tourism Center of Kota Rasa Surabaya. To promote it as a culinary tourism center and collaborative space, the content designed must be able to describe the atmosphere of the place, culinary uniqueness, and the values of excellence that want to be highlighted, such as creativity, inclusivity, and local spirit. In addition, the selection of content formats such as photos, stories, carousels, and short videos on each social media platform is also adjusted to the consumption habits of today's digital audience. Thus, content can strengthen the branding built by the Culinary Tourism Center of Kota Rasa Surabaya and distinguish it from competitors such as Warkop STK Keputih. Therefore, designing social media content as a marketing strategy is the main key in maximizing the potential of social media as an effective visual communication tool to reach the wider community and increase the attractiveness of visitors or consumers.

The social media content for the integrated marketing communication (IMC) of the Culinary Tourism Center of Kota Rasa Surabaya is expected to encourage an increase in visitor attraction. In addition, the need for a more effective marketing strategy with social media, along with can also affect people's preferences in choosing tourist destinations

and culinary products. Thus, the results of this design are expected to be a reference for the manager of the Culinary Tourism Center of Kota Rasa Surabaya and the manager of other Culinary Tourism Centers that are considered quiet, especially those in the city of Surabaya in optimizing the use of social media as a more effective and sustainable means of marketing media.

1.2. Problem Identificaton

With the branding of the culinary tourism center (SWK) into the Kota Rasa Surabaya, it can be identified that the problem is that the culinary tourism center (SWK) which was previously a harmony tourism market is considered quiet and lacks reach to the wider community. This shows the lack of effective digital promotion to reach the public at large. This research can show the importance of digital promotional media to reach a wide target market or society.

1. From the results of the interview with the manager of the Culinary Tourism Center of Kota Rasa Surabaya, it is known that considered to have not reached its sales target of IDR 25,000,000, with a sales turnover of only IDR 13,250,000.
2. From the results of the questionnaire, it is known that the social media of the Culinary Tourism Center of Kota Rasa Surabaya has not been utilized optimally and there is a lack of strategy in building awareness, engagement, and interest in visits, because 46.5% of respondents do not agree that the content looks attractive, and also 49% of respondents do not agree that the content can encourage visits, and has not been supported by marketing communication strategies.
3. From the results of observations made in Kota Rasa Surabaya, the average number of visitors on weekdays (Monday-Friday) is 25 people per day, and on holidays (Saturday and Sunday) as many as 50 people per day.

1.3. Problem Formulation

Based on the results of the problem identification, the problem formulation is how to design social media content for the Integrated Marketing Communication of the Culinary Tourism Center of Kota Rasa Surabaya?

1.4. Problem Limitations

1. This research is focused on designing digital promotions that can be applied to increase the attractiveness and reach of the Culinary Tourism Center of Kota Rasa Surabaya.
2. The digital promotion discussed is limited to the use of social media on Instagram, and TikTok. As well as paid promotional media (paid ads) on Instagram, and Tik Tok Ads as the main media for marketing the Culinary Tourism Center of Kota Rasa Surabaya.
3. The design of this social media content is focused on relevant target markets such as students, and students as a potential and active segment on social media.

1.5. Purpose of Design

1. Design of effective and attractive digital promotional media to increase the attractiveness of visitors or consumers from the Culinary Tourism Center of Kota Rasa Surabaya.
2. Increasing visitors and consumers from the Culinary Tourism Center of Kota Rasa Surabaya in accordance with the planned targets through promotions on social media
3. Digital promotion strategies through social media platforms that are able to reach target markets such as students and students.
4. This design can be used as an example for other culinary tourism centers (SWK), especially in Surabaya which is considered quiet as a solution to increase visitor attraction.

1.6. Benefit of Planning

The design of digital promotional media for the Kota Rasa Surabaya is expected to provide various benefits. Here are the benefits of this design;

1. The results of this design can be a real solution in increasing the attraction of visitors or consumers from the Culinary Tourism Center of Kota Rasa Surabaya through social media content that is relevant to the target market, such as students, and students.
2. This design can strengthen the branding of the Culinary Tourism Center of Kota Rasa Surabaya so that it can be better known by the wider community.
3. The design of this digital promotional media can grow and support the development of the surrounding economy by helping UMKM actors to increase visits to the Culinary Tourism Center area of Rasa City Surabaya.

1.7. Design Framework

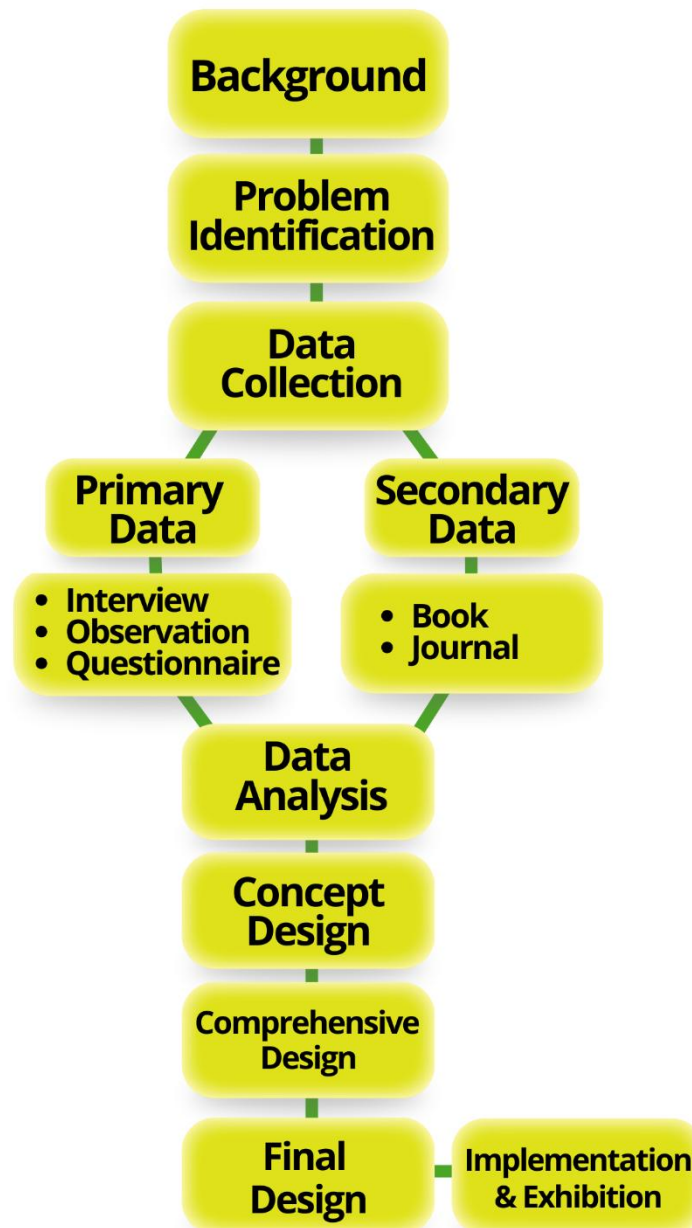


Table 1. 1. *Design Framework*
Source : Personal Document