

Promotional Strategies for Culinary Tourism in Enhancing Destination Image and Increasing the Revenue of Micro Enterprises in Wanayasa, Purwakarta

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Abstract

Purpose: The service aims to highlight how various marketing strategies such as social media, food festivals and various local cultural bases can contribute. In the economic growth of the culinary sector according to the increase in the attractiveness of tourist destinations

Method: This service uses an approach using direct observation to observe the social and economic conditions of the community and the dissemination of questionnaires to collect data on the needs and aspirations of residents. The results of the analysis are used to design the right solution for the target community.

Practical Application: The results of this service can be a reference for local governments, business actors and local communities in designing more effective promotional strategies to increase the attractiveness of culinary tourism destinations. This growth is also beneficial for culinary micro business owners in optimizing the marketing of their products through social media and experience-based promotional activities such as Culinary Festivals and collaborations with influencers.

Conclusion: Promotion strategies through social media and culinary festivals strengthen the image of the destination, increase tourist visits, and support the income of culinary micro businesses. Collaboration between the government, business actors, and local communities is needed to create sustainable marketing to develop culinary tourism in Wanayasa, Purwakarta.



Introduction

Tourism is one of the sectors that makes a great contribution to a country's economy, especially in supporting the growth of micro businesses in the culinary sector. The existence of the tourism sector not only encourages an increase in the number of tourists but also contributes to improving the welfare of the local community through the development of micro, small, and medium enterprises (MSMEs). In the tourism ecosystem, culinary micro-businesses are an important part that supports the tourist experience and reflects the richness of local culture and culinary. Therefore, an effective promotion strategy is a key factor in building a strong image of tourist destinations and attracting tourists.

In the regional context, Purwakarta Regency is one of the regions that makes tourism a priority in the long-term development plan of the local government. This district has managed to achieve the third best ranking in West Java in the field of tourism according to the West Java Tourism and Culture Office (West Java Tourism and Culture Office, 2018). One of the areas in Purwakarta that has great tourism potential is Wanayasa District. Located in the southeastern part of Purwakarta Regency, Wanayasa has a wealth of diverse natural, cultural, and culinary tourism. Some of the leading tourist destinations in this area include Situ Wanayasa, Resort Giri Tirta Kahuripan, and Cipurut Waterfall. Tourists visit data shows that in 2022, Cipurut Waterfall was visited by 84,722 tourists, Situ Wanayasa by 65,100 tourists, and Giri Tirta Kahuripan by 54,445 tourists. This data shows the great potential of Wanayasa as an attractive tourist destination.

However, even though the number of tourist visits is quite high, the management and marketing of culinary micro businesses in Wanayasa still face various challenges. One of the main problems faced is the fluctuation of the income of culinary business partners. Data shows that in 2021, the total revenue of culinary micro businesses in Wanayasa reached IDR 1,924,600,000 and increased to IDR 2,055,240,000 in 2022. However, in 2023 revenue decreased to IDR 1,743,330,000 and again decreased significantly to IDR 1,144,246,500 in 2024. This decline reflects constraints in marketing and destination attraction for tourists, which has an impact on the local culinary sector.

According to (Valentino, 2019), the use of social media as a means of tourism promotion has a significant influence on the image of destinations and tourist visit decisions. The study emphasizes that a positive destination image can increase interest in tourist visits and have an impact on the growth of the local culinary sector. In addition, the service carried out by (Dewi et al., 2023) highlights the importance of comparative advantages in building local culture-based tourist attractions. This advantage can be a differentiation that is able to increase the competitiveness of tourist destinations and micro-culinary businesses around it. Therefore, digital-based promotion strategies through social media and the organization of culinary festivals are efforts that can be made to strengthen the attractiveness of destinations.

In addition to digital strategies, promotions through culinary festivals have also proven to have a positive impact on increasing the number of tourists. (Umayani & Hamali, 2020) found that the promotional mix involving culinary festivals and other tourism activities contributes to increasing tourist satisfaction and the competitiveness of culinary micro businesses. This study is particularly relevant in the context of developing experience-based marketing strategies, which are increasingly in demand by modern travelers. Therefore, strong collaboration is needed between local governments, business actors, and local communities to create sustainable marketing strategies to support the development of culinary tourism in Wanayasa, Purwakarta.

Table 1. Destination imagery table

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Year	Destination Image	Increase in Tourists	
		Before	After
2022	Dira Swimming Pool Ambulances	Not yet specified	The image of the destination, promotion, and service quality together have a positive and significant effect on the satisfaction of visitors to the Dira Swimming Pool Ambulu
2023	Ecopark Ancol	Not yet specified	The destination image, service quality, and promotion have a significant effect on the decision of tourists to visit Ecopark Ancol.
2023	D'Las Serang Purbalingga	Not yet specified	The image of the destination, promotion, and service quality simultaneously have a positive and significant effect on the interest of tourists in revisiting D'Las Serang Purbalingga.

Source: Processed primary data, 2025

The image of destinations, promotions, and service quality shows a significant influence on travelers' decisions and satisfaction in various destinations. In 2022, Dira Swimming Pool Ambulu experienced an increase in visitor satisfaction because of these factors working simultaneously. Then, in 2023, Ecopark Ancol also noted that the destination image, service quality, and promotion play an important role in tourists' decisions to visit. The same thing happened at D'Las Serang Purbalingga, where these three factors contributed positively and significantly to the interest of tourists in revisiting. These findings indicate that integrated marketing strategies, improving service quality, and strengthening the image of destinations play an important role in increasing the tourist attraction of a place.

By looking at the existing problems and opportunities, this community service program aims to provide solutions in improving the promotion strategy and management of culinary micro businesses in Wanayasa. Through a digital-based approach and promotional activities involving culinary festivals, it is hoped that it can increase the attractiveness of destinations, the number of tourist visits, and the welfare of local communities that depend on the culinary sector. Collaboration between academics, the government, business actors, and the community is the key to creating a sustainable and highly competitive culinary tourism ecosystem.

Method

The methods used include direct observation and the dissemination of questionnaires to obtain data on the conditions and needs of the local community.

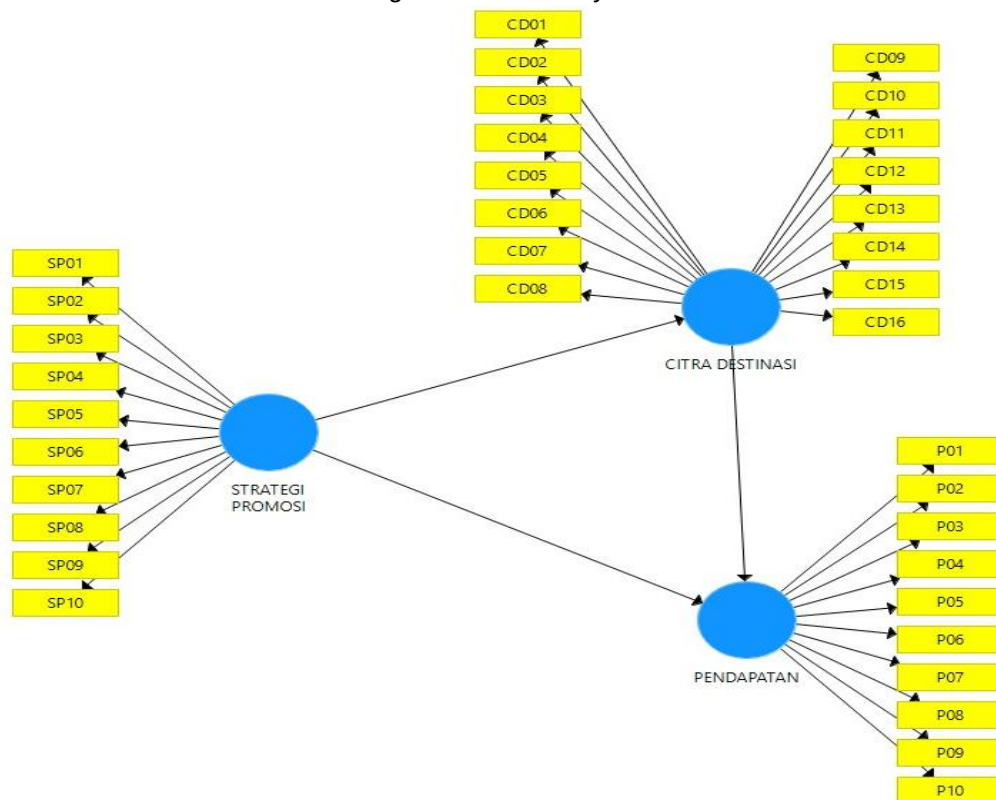
1. Live Observation

Observation is carried out by visiting the target location to observe social, economic, and environmental conditions directly. Students recorded various aspects, such as community activity patterns, infrastructure conditions, as well as existing potentials and problems. These observations aim to get a real picture of the situation in the field before the intervention is carried out.

2. Questionnaire Distribution

The questionnaire was prepared with relevant questions to explore more information from the community, including their level of satisfaction, needs, and aspirations for the program being run. This questionnaire will be distributed to respondents who have been determined based on appropriate sampling techniques. The results of the observations and questionnaires were then analyzed to design appropriate solutions in improving community welfare in accordance with the objectives of the service program carried out which involved structural equation modeling (SEM-PLS).

Figure 1. Path analysis



Source: SEM-PLS, 2025

Result

Demographic characteristics of respondents who are part of community service. Of the 200 respondents, the majority are aged 46-60 years old (53%), indicating that most business actors are at a productive stage towards retirement. The age group of 36-45 years is also quite significant (38%), while the young age (21-35 years) is only 9%, showing that the involvement is still low among the younger generation.

In terms of gender, the distribution of respondents was relatively balanced, with 51% male and 49% female, reflecting a proportional representation.

The respondents' last education was dominated by high school graduates (56%), while 23% only took junior high school education. Diploma and Bachelor (S1) graduates are still relatively low, 11% and 6%, respectively, indicating that most business actors have a secondary education background.

In terms of business experience, the majority of respondents (53.5%) have been running a business for 6-9 years, indicating a fairly high level of maturity. Meanwhile, 25% are still relatively new with ≤ 5 years of experience, and 21.5% have been in the business world for more than 10 years.

These findings provide important insights into microbusiness empowerment strategies, especially in increasing the involvement of the younger generation and strengthening the capacity of business actors to face future business challenges. Furthermore, there is data on active culinary micro business actors in the Activity Management Unit (UPK) of Wanayasa Purwakarta sub-district.

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Table 2. Data on women's savings and loan groups (SPP) and productive economic enterprises (UEP)

No	DESA	KELOMPOK	SPP/ UEP	NAMA KETUA KELOMPOK	JENIS USAHA	PENGHASILAN							
						TAHUN 2023				TAHUN 2024			
						OMSET PERBULAN	LABA PERBULAN	OMSET PERTAHUN	LABA PERTAHUN	OMSET PERBULAN	LABA PERBULAN	OMSET PERTAHUN	LABA PERTAHUN
1	BABAKAN	SAWARGI	UEP	AI SUKAESIH	ANEKA KUE	7.500.000	2.500.000	90.000.000	30.000.000	10.000.000	3.750.000	120.000.000	45.000.000
2	CIAWI	DAHLIA	SPP	IIS	WARUNG KLONTONG	15.400.000	4.480.000	431.200.000	53.760.000	18.480.000	5.376.000	221.760.000	64.512.000
3	CIBUNTU	MANGGIS	SPP	LILIS	MAKARONI	15.000.000	4.500.000	180.000.000	54.000.000	18.000.000	5.400.000	216.000.000	64.800.000
4	LEGOKHUNI	NURUL AMAL 2	SPP	EEM	SIMPING DAN SEMPRONG	25.000.000	2.500.000	300.000.000	30.000.000	30.000.000	3.000.000	360.000.000	36.000.000
5	NANGERANG	CIPTA KARYA	SPP	DODOH	WARUNG NASI	6.000.000	600.000	72.000.000	7.200.000	9.000.000	900.000	108.000.000	10.800.000
6	RAHARJA	NUSA INDAH	SPP	ENTIN	WARUNG KLONTONG	6.000.000	1.200.000	72.000.000	14.400.000	7.200.000	1.440.000	86.400.000	17.280.000
7	SAKAMBANG	BUNGA TERATAI	SPP	NUNUNG	WARUNG KLONTONG	7.000.000	1.400.000	84.000.000	16.800.000	8.400.000	1.680.000	100.800.000	20.160.000
8	SIMPANG	MISI	SPP	ELIS	TOKO JAMU	5.250.000	2.400.000	63.000.000	28.800.000	5.700.000	2.700.000	68.400.000	32.400.000
9	SUKADAMI	SISTIK	SPP	SITI ROBE'AH	ANEKA MAKANAN	28.000.000	5.600.000	336.000.000	67.200.000	33.600.000	6.720.000	403.200.000	80.640.000
10	T.TENGAH	SIMPATI	SPP	SARIPAH	WARUNG KLONTONG	6.000.000	1.200.000	72.000.000	14.400.000	7.200.000	1.440.000	86.400.000	17.280.000
11	T.TONGGOH	TEGAR	SPP	AJAT	SATE	5.200.000	1.560.000	62.400.000	18.720.000	6.240.000	1.872.000	74.880.000	22.464.000
12	WANASARI	TAS MANDIRI	UEP	NUNUNG	KREDIT BARANG	13.500.000	4.050.000	162.000.000	48.600.000	16.200.000	4.860.000	194.400.000	58.320.000
13	WANAYASA	KOMPEPAR	UEP	DIKI	WARUNG MAKANAN	9.000.000	3.600.000	108.000.000	43.200.000	11.250.000	4.500.000	135.000.000	54.000.000
		PASIR MANTRI	UEP	YAYAH	MANISAN PALA	12.500.000	2.500.000	150.000.000	30.000.000	15.000.000	3.000.000	180.000.000	36.000.000

Source: UPK Data, 2025

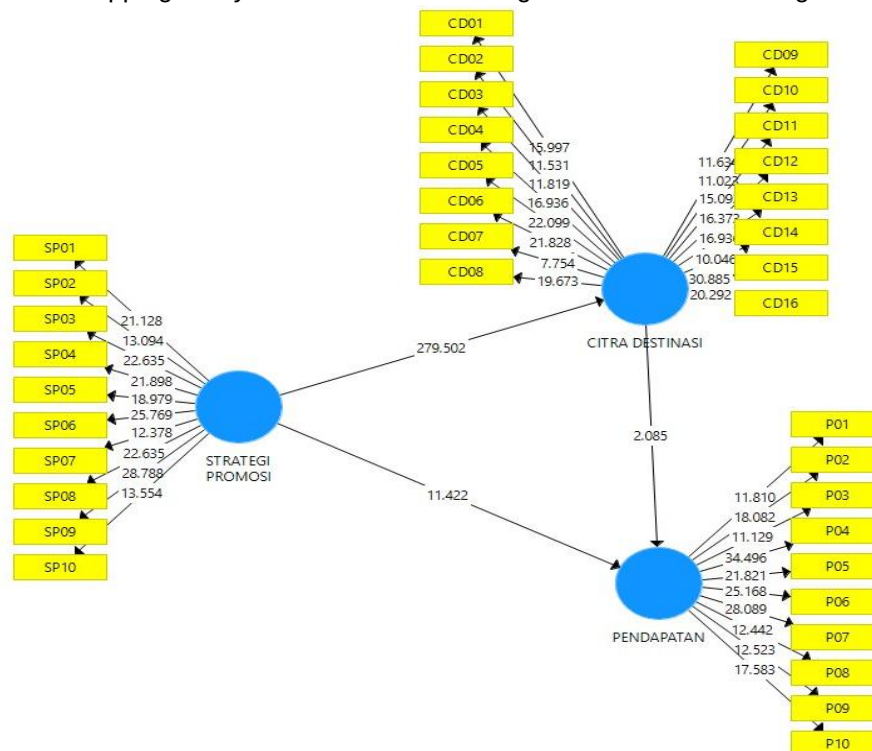
The growth of community businesses that are members of SPP and UEP groups in various villages. In general, there was an increase in turnover and profit from 2023 to 2024, reflecting positive business development. For example, the Aneka Kue business by the Sawargi group experienced an increase in turnover from IDR 7.5 million to IDR 10 million per month, with profit increasing to IDR 3.75 million. Warung Klontong managed by the Dahlia group also showed significant growth, with an annual turnover of IDR 221.76 million in 2024. The Miscellaneous Snack Business by the Sistik group recorded the highest turnover, which was IDR 403.2 million per year. This trend reflects the success of the local economic empowerment strategy, encouraging the welfare of small business actors and village economic growth.

Discussion

In this service, the bootstrapping method is used to test the influence between variables with a higher degree of accuracy than the usual path analysis model. This method involves repeating the test 200 to 400 times against the available samples, so that the results obtained are more stable and reliable.

In the context of devotion, bootstrapping methods are also applied to test the influence between variables. By using test repetitions 200 to 400 times, this method is able to improve the accuracy of results compared to the usual path analysis model. This approach allows for a more comprehensive analysis in evaluating the relationships between variables, thus providing a deeper insight into the phenomenon to be worked on.

Figure 2. Bootstrapping Analysis of Promotion Strategies on Destination Image and Revenue



Source: SEM-PLS, 2025

In this service, the bootstrapping method is used to test the influence between variables with a higher degree of accuracy than the usual path analysis model. This method involves repeating the test 200 to 400 times against the available samples, so that the results obtained are more stable and reliable.

These results show that the promotion strategy has a very strong influence on the image of the destination, with a track coefficient value of 279,502. This indicates that the more effective the promotional strategies implemented, such as the use of social media, advertising, and collaboration with influencers, the more positive the image of the destination is formed in the minds of tourists. This result is consistent with previous dedication that emphasizes that a good promotion strategy is able to increase positive perceptions of tourist destinations.

In addition, promotional strategies also have a direct influence on revenue, with a coefficient of 11,422. This means that promotional efforts carried out by tourism managers contribute to increasing income through an increase in the number of tourist visits. These findings are in line with previous dedication that shows that destination marketing has a significant impact on the profitability of the tourism sector.

Meanwhile, the image of the destination also affects income, albeit with a lower line coefficient value, which is 2,085. This shows that while destination imagery contributes to increased revenue, the impact is not as large as the direct impact of promotional strategies. Tourists may be more motivated to visit destinations due to a strong promotional strategy, although the destination image still plays a role in building interest and satisfaction of tourists.

As a result, it was found that the elements in the promotion strategy, destination image, and revenue had different variations in loading factors. The promotional strategy has a loading factor ranging from 13,094 to 28,789, indicating that various elements in this strategy exert a significant influence. The destination image has a loading factor between 1,531 to 30,885,

which shows that some aspects of the destination image are more dominant in shaping tourist perceptions. Meanwhile, the loading factor on revenue ranged from 11,129 to 34,496, indicating that several elements had a greater impact on the increase in revenue.

Based on the results of the questionnaire questions, promotion strategy is the most dominant factor in influencing the image of the destination and revenue. Therefore, to increase the competitiveness of tourist destinations and encourage revenue growth, promotional strategies must continue to be strengthened with more innovative and effective approaches. Improving the image of the destination is still important, but the impact on revenue is not as large as the influence of the direct promotion strategy. Thus, the recommended step is to continue and strengthen existing promotional strategies, such as the use of digital media, cooperation with external parties, and innovation in delivering promotional messages to attract tourists more widely.

Conclusion

Promotion strategies have proven to have a significant impact in shaping the image of the destination and increasing the revenue of the tourism sector. This is in line with the findings in community service which show that effective marketing approaches, especially through social media and digital advertising, are able to strengthen the attractiveness of tourist destinations and increase the number of tourist visits. In addition, the use of celebrity endorsement strategies also contributes to increasing the credibility of destinations through psychological and emotional influence on potential tourists.

Reflectively, the results of this community service confirm the theory that digital marketing plays a role as the main catalyst in building tourists' perception of a destination. In line with the concept of integrated marketing communication, the effectiveness of a promotional strategy depends not only on the intensity of the advertisement, but also on the narrative conveyed and the trust built through various digital platforms.

For future actions, it is recommended that stakeholders in the tourism sector further optimize the use of digital technology in marketing strategies. The use of analytics data to understand tourist preferences, the implementation of experiential marketing campaigns, and collaboration with local influencers and content creators can be strategic steps in strengthening the competitiveness of destinations. In addition, a sustainable and community-based marketing approach also needs to be considered so that the resulting economic impact can provide benefits to the surrounding community in a sustainable manner.

Thus, a strategic and adaptive digital marketing approach can be the main key in increasing the attractiveness of tourist destinations, strengthening a positive image, and ultimately supporting the economic growth of the tourism sector in the long term.

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