

Exploring Local Wisdom-Based Marketing To Enhance Consumer Attraction At Bu Asih Restaurant In Bandar Lampung City

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Abstract

Bu Asih Eatery is a local restaurant located at Jl. Bumi Manti 3 No. 3, Labuhan Ratu, Rajabasa, Bandar Lampung. Although the number of visitors increased from 12,450 in 2022 to 16,950 in 2024, the restaurant's revenue showed a declining trend, decreasing by 5% in 2023 and by 3% in 2024. This decline is partly influenced by reduced menu prices, increased operational costs, the provision of discounts, and rising raw material prices that have suppressed profit margins. This study aims to explore the role of local wisdom-based marketing in enhancing consumer attractiveness at Bu Asih Eatery in Bandar Lampung. This research adopts a qualitative approach, with data collected through interviews, observations, and documentation, and analyzed using qualitative analysis techniques. The results indicate that the implementation of local wisdom-based marketing strategies, through traditional menus, authentic flavors, and friendly service, has successfully built a unique identity and attracted consumers. Factors such as traditional recipes, the use of local ingredients, affordable prices, and a warm atmosphere enhance emotional closeness with customers. Consumers responded positively to the uniqueness of the menu and services. However, challenges include limited resources, conventional promotional methods, and competition from modern restaurants. With proper management, this strategy has the potential to increase customer satisfaction, loyalty, and attract new consumers.

Keywords: Exploration, Marketing, Local Wisdom, Attraction, Consumers.



INTRODUCTION

Indonesia's food and beverage sector has shown significant recovery and growth post-pandemic. According to a BPS publication, in 2023, there will be approximately **4.85 million** food and beverage businesses operating across a diverse range of businesses (restaurants, food stalls, catering establishments, street vendors, etc.). This growth is driven by a resurgence in demand for out-of-home consumption and the expansion of culinary MSMEs utilizing digital delivery services. In addition to the number of businesses, workforce characteristics, income structure, and expenditure patterns are also documented in sectoral statistical publications, which are crucial for understanding the productivity and resilience of restaurant businesses (Central Statistics Agency, 2024).

Data from the Central Statistics Agency (BPS) of Lampung Province shows a significant increase in the number of restaurants in the region over the past six years. In 2018, there were **1,317 restaurants**, while in 2024, the number increased to **2,406**, or an increase of approximately **82.7%** during that period. On average, the number of restaurants in Lampung Province grows by approximately **10.9% per year**, indicating a fairly rapid regional economic growth in the culinary sector (Central Statistics Agency of Lampung Province, 2024).

Bandar Lampung, the capital of Lampung province, has significant potential for the development of culinary MSMEs. Its strategic location as a center of trade and tourism makes it a popular destination for both locals and tourists.

Table 1 Number of Culinary MSMEs in Bandar Lampung City in 2022–2024

Year	Number of Culinary MSMEs	Information
2022	4,850 units	Post-pandemic, some culinary MSMEs are starting to recover, and many home businesses are growing.
2023	5,320 units	There has been a significant increase with the support of digital marketing and the use of delivery applications.
2024	5,780 units	Growth continues, supported by local tourism, culinary events, and increasing consumer interest in local products.

Source: BPS Bandar Lampung City (2024)

Based on Table 1, the number of culinary MSMEs in Bandar Lampung City shows an increasing trend from 2022 to 2024. In 2022, there were 4,850 business units recorded, which began to recover post-pandemic, dominated by home-based businesses. In 2023, this number grew to 5,320 units, driven by the use of digital marketing and delivery applications that facilitate consumer access. Meanwhile, in 2024, the number of culinary MSMEs increased again to 5,780



units, in line with the development of local tourism, the holding of various culinary events, and the high public interest in local food products (BPS Bandar Lampung City, 2024).

Warung Makan Bu Asih is a local restaurant located at Jl. Bumi Manti 3 No. 3 Labuhan Ratu, Rajabasa, Bandar Lampung. Warung Makan Bu Asih is known for its affordable prices and varied menu, perfect for lunch or dinner with family and friends. Warung Makan Bu Asih offers a variety of dishes with prices ranging from Rp 1,000 to Rp 16,000.

Table 2 Data on the Number of Visitors to Bu Asih Restaurant in Bandar Lampung City for the 2022-2024 Period

No	Year	Number of Visitors	Percentage (%)
1	2022	12,450 people	-
2	2023	14,820 people	19.0%
3	2024	16,950 people	14.4%
Total		44,220 people	
Average		14,740 people/year	

Source: Bu Asih Restaurant in Bandar Lampung City (2024).

Based on Table 2, the number of visitors to Bu Asih Restaurant in Bandar Lampung City experienced a consistent increase during the period 2022 - 2024. In 2022, there were 12,450 consumers recorded, then increased by **19.0%** to 14,820 consumers in 2023. The increase continued in 2024 with the number of visitors reaching 16,950 people, or growing **14.4%** compared to the previous year. In total, over three years there were **44,220 consumers** with an average of **14,740 visitors per year**. However, the increase in the number of consumers was not accompanied by an increase in the income of Bu Asih Restaurant, as explained in the following table.

Table 3 Data on the Revenue of Bu Asih Restaurant in Bandar Lampung City for the 2022-2024 Period

No	Year	Income (Rp)	Percentage (%)
1	2022	124,500,000	-
2	2023	118,275,000	-5.0%
3	2024	114,726,750	-3.0%
Total		357,501,750	
Average		119,167,250/year	

Source: Bu Asih Restaurant in Bandar Lampung City (2024).

Based on Table 1.3, although the number of visitors to Bu Asih Restaurant in Bandar Lampung City increased from 12,450 in 2022 to 16,950 in 2024, revenue actually showed a downward trend. In 2023, revenue decreased by 5% to Rp 118,275,000, and in 2024, it decreased

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by another 3% to Rp 114,726,750. This decline in revenue could be due to several factors, including: reducing menu selling prices to attract more customers, increasing operational costs, providing promotions or large discounts that reduce total revenue, and increasing raw material prices that reduce profit margins.

A preliminary pre-survey conducted at Bu Asih Restaurant in Bandar Lampung City revealed several factors contributing to declining revenue despite increasing visitor numbers. Initial data indicates that consumers are seeking unique menu variations, a comfortable atmosphere, and other added value that the restaurant does not yet fully offer. Furthermore, rising raw material prices make it difficult for managers to raise prices without reducing customer appeal. By leveraging local wisdom, for example through regional specialties, traditional presentations, or authentic cultural experiences, the restaurant has the potential to increase added value, attract more consumers, and ultimately stabilize or increase revenue.

METHOD

This research adopts a qualitative approach to gain an in-depth understanding of local wisdom-based marketing strategies implemented at Bu Asih Eatery in Bandar Lampung. Data were collected through in-depth interviews with the restaurant owner, employees, and selected customers, as well as through direct observation of daily operational activities and service interactions. In addition, documentation in the form of photographs, sales records, and promotional materials was used to support and validate the primary data. These multiple data sources enabled data triangulation to enhance the credibility and validity of the research findings. The collected data were systematically analyzed using qualitative analysis techniques, including data reduction, data display, and conclusion drawing. Through this analytical process, meaningful patterns, themes, and interpretations related to marketing practices and consumer responses were identified.

DISCUSSION

Implementation of Local Wisdom-Based Marketing Strategies at Bu Asih Restaurant in Bandar Lampung City

Based on the research results, it is known that the implementation of a local wisdom-based marketing strategy at Bu Asih Restaurant in Bandar Lampung City is carried out through serving home-cooked menus with traditional flavors and service that emphasizes family values. This strategy shows that local wisdom is used as the main identity in running a culinary business. This identity serves as a differentiator *from* other restaurants that tend to carry a modern concept. By maintaining authentic taste and simplicity, Bu Asih Restaurant is able to create a unique attraction for its consumers. This is in line with the marketing concept that emphasizes authentic value as a brand strength. This strategy has proven relevant to the characteristics of local consumers in Bandar Lampung City.



Theoretically, the application of local wisdom-based marketing aligns with the concept of *local wisdom marketing*, which emphasizes the use of local cultural values, customs, and norms in marketing activities. According to Kotler and Keller, an effective marketing strategy must be able to understand the social and cultural values of consumers in order to create long-term relationships. In this context, Rumah Makan Bu Asih not only sells food products, but also cultural experiences through taste, service, and atmosphere. The family values applied in service create an emotional closeness between consumers and business actors. This closeness is an important factor in building consumer trust (*customer trust*). Marketing strategies based on local wisdom have a strategic role in creating customer loyalty.

The results of this study align with research conducted by Sari (2020), which states that the application of local wisdom in culinary businesses can increase consumer appeal through unique products and a traditional atmosphere. The study found that consumers tend to choose restaurants that offer regional flavors and friendly service. Similar findings are seen in Rumah Makan Bu Asih, which maintains traditional recipes and simple service. This indicates that local values still have strong appeal amidst the development of the modern culinary industry. Consumers seek not only food but also comfort and social closeness, the results of this study corroborate the findings of previous research.

Furthermore, research by Putra and Lestari (2022) shows that local culture-based marketing strategies positively impact *brand image* and customer satisfaction. The study explains that the use of local identity can increase consumers' positive perceptions of product quality. A similar trend is seen at Rumah Makan Bu Asih, where consumers assess food quality based on authenticity of taste and consistency of presentation. Friendly service is also a supporting factor in building a positive image for the restaurant. This research demonstrates that the application of local values is not merely a complement but a core marketing strategy. These results strengthen the relevance of previous theories and research.

Based on the author's analysis, the implementation of a local wisdom-based marketing strategy at Bu Asih Restaurant is carried out naturally and sustainably, although it has not been formally packaged as a modern marketing strategy. The owner and employees consciously maintain traditional values because they are considered appropriate to the character of local consumers. This approach creates a strong emotional connection between the restaurant and its customers. This relationship becomes social capital that is difficult for competitors to imitate (*a competitive advantage*). However, this strategy still has the potential to be further developed through more innovative packaging. Without eliminating local values, strengthening marketing strategies can increase business competitiveness.

The implementation of a local wisdom-based marketing strategy at Bu Asih Restaurant has proven effective in building identity, attracting consumers, and maintaining customer loyalty. This strategy demonstrates that local wisdom can be a key strength in culinary business marketing. Amidst increasingly fierce business competition (*competitive market*), traditional values have



become a competitive advantage. Therefore, local wisdom-based marketing needs to be maintained and developed adaptively. The implementation of this strategy not only supports business sustainability *but* also helps preserve local cultural values. This makes Bu Asih Restaurant an example of a culinary business based on the cultural and social values of the local community.

Local Wisdom Factors That Can Influence Consumer Attractiveness to Bu Asih Restaurant

Based on the research results, it is known that local wisdom factors that influence consumer attraction to Bu Asih Restaurant include the use of traditional recipes, the selection of local raw materials, affordable prices, and a simple and intimate restaurant atmosphere. These factors form a unique character that distinguishes Bu Asih Restaurant from other culinary businesses. The authenticity of the taste produced from traditional recipes gives an authentic impression to consumers. In addition, the simple atmosphere creates comfort and a sense of emotional closeness. Consumers do not only come to eat, but also to experience a social experience of a family nature, local wisdom being the main attraction in attracting consumer interest.

Theoretically, consumer appeal is influenced by the cultural values inherent in the products and services offered. Kotler and Keller state that consumer behavior is strongly influenced by cultural and social factors in the purchasing decision-making process (*consumer behavior*). In the context of Rumah Makan Bu Asih, the use of traditional recipes and local ingredients reflects the cultural values of the local community. These values build a positive perception of product quality and authenticity (*perceived authenticity*). In addition, affordable prices are in line with the socio-economic conditions of local consumers. This strengthens consumer interest in choosing Rumah Makan Bu Asih over other restaurants.

The results of this study align with research conducted by Rahmawati (2019), which stated that local wisdom in culinary businesses significantly influences consumer appeal. The study found that consumers tend to choose restaurants that offer traditional flavors and a comfortable atmosphere. Similar findings are seen at Rumah Makan Bu Asih, which maintains a simple concept and a distinctive home-cooked atmosphere. Affordable prices are also a key consideration for consumers in making their choices. This indicates that local values remain relevant in attracting consumers. Therefore, the results of this study reinforce the findings of previous research.

Furthermore, research by Wijaya and Prasetyo (2021) shows that the use of local ingredients and a traditional atmosphere positively influence consumer purchase intention. The study explains that consumers feel more confident in the quality of products using local ingredients. A similar trend was seen at Rumah Makan Bu Asih, where consumers considered the food fresher and more in line with local tastes. The restaurant's simple atmosphere also creates a sense of comfort and familiarity. This strengthens the emotional connection between consumers and the restaurant. Local wisdom has been shown to be a crucial element in increasing consumer appeal.



Based on the author's analysis, the local wisdom factors at Bu Asih Restaurant do not stand alone but are interconnected in shaping the customer experience. Traditional recipes and local ingredients shape product quality, while affordable prices and a friendly atmosphere support customer comfort. This combination of factors creates added value that is difficult for competitors to imitate. This added value becomes a competitive advantage *for* Bu Asih Restaurant. However, these factors still need to be managed consistently to maintain consumer appeal. Good management will strengthen the restaurant's position amidst competition.

Local wisdom factors have been shown to play a significant role in influencing consumer attraction to Rumah Makan Bu Asih. Authentic flavors, the use of local ingredients, affordable prices, and a simple atmosphere create a unique and meaningful dining experience. These factors foster an emotional connection that encourages repeat visits. Amidst increasingly fierce culinary *market competition*, local wisdom is a key strength. Therefore, these factors need to be maintained and developed sustainably. This is crucial for maintaining business continuity and long-term customer *loyalty*.

Consumer Perceptions of the Uniqueness of the Menu and Services that Reflect Local Wisdom at Bu Asih Restaurant

The research revealed a positive response from consumers regarding the unique menu and service at Bu Asih Restaurant. Consumers believe the consistent taste of the food is the main characteristic that distinguishes this restaurant from other culinary businesses. The simple yet distinctive presentation of the food reinforces the traditional feel inherent in Bu Asih Restaurant. Furthermore, the friendly and welcoming service reflects local wisdom values of kinship and mutual respect. The combination of these products and services creates a memorable dining experience for consumers. Thus, positive consumer perception is an indicator of the successful implementation of local wisdom in this culinary business.

Theoretically, consumer perception is the process by which individuals select, organize, and interpret information to form an image of a product or service (*consumer perception*). Kotler and Keller state that consumer perception significantly influences attitudes and purchasing decisions. In the context of Rumah Makan Bu Asih, positive perceptions are formed from consistent taste, friendly service, and a simple atmosphere. These factors create a positive assessment of product and service quality (*perceived quality*). Good perceptions will increase consumer satisfaction (*customer satisfaction*). Therefore, consumer perception is a crucial aspect in the success of a local wisdom-based marketing strategy.

The results of this study align with research conducted by Handayani (2020), which stated that the uniqueness of traditional menus significantly influences positive consumer perceptions. The study found that consumers tend to rate restaurants that maintain distinctive regional flavors more favorably. Similar findings are seen in Rumah Makan Bu Asih, which maintains consistent flavors over time. This consistency builds consumer trust in the quality of the food. Furthermore,



the uniqueness of the menu creates a memorable identity for customers. Therefore, the results of this study support the findings of previous research.

Furthermore, research by Pratama and Nurhadi (2021) shows that friendly and welcoming service significantly impacts customer perception and satisfaction (*service quality*). Service that reflects local cultural values fosters an emotional connection between customers and service providers. This is evident at Rumah Makan Bu Asih, where customers feel valued and treated like family. This attitude provides a distinct experience compared to formal service at modern restaurants. Positive perceptions of service encourage customers to return, and service based on local wisdom is a crucial factor in shaping customer perception.

Based on the author's analysis, positive consumer perceptions of Rumah Makan Bu Asih are formed due to the alignment between expectations and performance. Consumers who expect home-cooked meals and simple service receive an experience that meets or even exceeds their expectations. This creates satisfaction and trust in the restaurant. This trust forms the basis for customer loyalty. Furthermore, simplicity is an added value that strengthens the restaurant's traditional image. Consumer perception is a crucial asset for business sustainability.

Consumer perceptions of the unique menu and service reflecting local wisdom at Bu Asih Restaurant are positive and consistent. Authentic flavors, simple presentation, and friendly service create a meaningful consumption experience. This positive perception not only increases customer satisfaction but also encourages loyalty and *word-of-mouth recommendations*. In an increasingly competitive culinary market, positive consumer perceptions are a competitive advantage. Therefore, Bu Asih Restaurant needs to maintain and improve the quality of its menu and service based on local wisdom. This effort is crucial for maintaining long-term business sustainability.

Obstacles or Challenges Faced by Bu Asih Restaurant in Implementing Local Wisdom-Based Marketing

Based on the research results, it was discovered that Rumah Makan Bu Asih faces several obstacles in implementing local wisdom-based marketing, including limited resources, conventional promotions, and competition from modern restaurants. These resource limitations include business capital, labor, and marketing support facilities. This condition has prevented optimal marketing strategy development. Furthermore, promotions that rely on word-of-mouth recommendations have limited reach. As a result, the restaurant is not yet widely known to new consumers. These challenges highlight the need for adapting more effective marketing strategies.

Theoretically, limited resources are one of the internal factors influencing the success of a marketing strategy (*internal factors*). Kotler and Armstrong state that marketing effectiveness is highly dependent on a company's ability to manage its resources. In the context of Rumah Makan Bu Asih, limited capital and human resources limit local wisdom-based marketing innovation. This has resulted in slow development of promotions and packaging of the business concept. Yet,



innovation is a crucial factor in maintaining competitiveness. Therefore, limited resources are a major challenge that requires attention.

The results of this study align with research conducted by Nurhayati (2021), which stated that culinary businesses based on local wisdom often face obstacles in marketing and capital. The study found that small business owners tend to focus on product quality, but lack optimal promotional strategies. Similar conditions are also seen at Rumah Makan Bu Asih, which places greater emphasis on taste and service. Despite good product quality, limited promotional efforts hamper market expansion. This suggests that product quality needs to be balanced with an appropriate marketing strategy. These results reinforce the findings of previous research.

Furthermore, research by Saputra and Wibowo (2022) shows that competition with modern culinary businesses is a major challenge for traditional restaurants. Modern culinary businesses generally utilize digital media more actively and have attractive visual concepts. This situation influences consumer preferences, especially the younger generation. Rumah Makan Bu Asih, with its simple concept, often loses out in terms of appearance and digital promotion. However, traditional restaurants still have advantages in authentic taste and cultural values. Therefore, adaptive strategies are needed to compete without losing their local identity.

Based on the author's analysis, limited innovation in packaging the concept of local wisdom also poses a significant challenge. The local wisdom values of Rumah Makan Bu Asih have not been fully packaged as *a unique selling proposition*. In fact, the stories behind traditional recipes and family values can be used as marketing draws. This lack of innovation means that the potential of local wisdom has not been fully utilized. However, its simplicity remains a valuable characteristic. With more creative management, local wisdom can be enhanced without losing its authenticity.

The obstacles and challenges faced by Bu Asih Restaurant in implementing local wisdom-based marketing are both internal and external. Limited resources, conventional promotions, and competition from modern restaurants are key factors that need to be addressed. These challenges require a more innovative and adaptive marketing strategy. Strengthening digital promotions while maintaining local cultural values can be a solution. With these steps, Bu Asih Restaurant has the opportunity to increase its competitiveness in the culinary market. This effort is crucial for maintaining business sustainability *amidst* the dynamics of the culinary industry.

Local Wisdom-Based Marketing Strategies Can Be Optimized to Increase Consumer Loyalty and Satisfaction at Bu Asih Restaurant

The research findings indicate that a local wisdom-based marketing strategy has significant potential for optimization to increase customer loyalty and satisfaction at Bu Asih Restaurant. The consistent taste of traditional dishes is a key factor in building consumer trust. This trust encourages repeat visits. Furthermore, friendly service and a family-like atmosphere provide a pleasant dining experience. These positive experiences contribute to increased customer satisfaction. Thus, local wisdom is a crucial foundation for building long-term relationships with



customers.

Theoretically, consumer loyalty is formed through consistent satisfaction with products and services (*customer satisfaction* and *customer loyalty*). Kotler and Keller state that satisfied consumers tend to make repeat purchases and recommend products to others. In the context of Rumah Makan Bu Asih, consumer satisfaction is built through the match between expectations and received quality (*expectation and performance*). The values of local wisdom reflected in taste and service strengthen positive consumer perceptions. This perception forms the basis for the formation of long -*term loyalty*. Therefore, optimizing marketing strategies based on local wisdom is highly relevant.

The results of this study align with research conducted by Susanti (2020), which states that the application of local cultural values in culinary businesses has a positive effect on customer satisfaction and loyalty. The study found that consumers feel more satisfied when restaurants maintain authentic tastes and traditional service. Similar findings were also seen at Rumah Makan Bu Asih, which prioritizes home-cooked food and a family atmosphere. This demonstrates that local values can create emotional bonds with consumers. These emotional bonds encourage consumer loyalty.

Furthermore, research by Hidayat and Ramadhan (2022) shows that optimizing local culture-based marketing strategies can increase the competitiveness of small culinary businesses. The study explains that utilizing digital media to promote traditional values can attract new consumers. This is relevant to Bu Asih Restaurant, which still has the opportunity to expand its local wisdom-based promotions more broadly. Packaging the stories behind traditional dishes can be a unique selling point.

Based on the author's analysis, optimizing a local wisdom-based marketing strategy at Bu Asih Restaurant can be done while maintaining its traditional identity while adapting to current developments. Utilizing social media as a promotional tool can expand market reach without losing local characteristics. Furthermore, consistently improving service quality will strengthen customer satisfaction. Inherent family values need to be maintained as a *unique value*. With proper management, this strategy can create a competitive *advantage*.

Marketing strategies based on local wisdom can be effectively optimized to increase customer satisfaction and loyalty at Bu Asih Restaurant. Authentic flavors, friendly service, and a traditional atmosphere are key strengths that must be maintained. Optimizing adaptive and innovative marketing strategies can attract new customers without losing cultural identity. Amidst increasingly fierce culinary market competition, local wisdom is a valuable differentiator. Therefore, developing a marketing strategy based on local wisdom needs to be carried out sustainably. This effort is crucial for maintaining long-term business *sustainability*.



CONCLUSION

1. The implementation of a local wisdom-based marketing strategy at Bu Asih Restaurant in Bandar Lampung City has been implemented through serving signature home-cooked dishes, incorporating traditional flavors, and providing service that reflects family values and hospitality. This strategy has created a distinct restaurant identity that distinguishes it from similar culinary establishments in the surrounding area.
2. Local wisdom factors influencing consumer appeal to Bu Asih Restaurant include the use of traditional recipes, the selection of local ingredients, affordable prices, and a simple and intimate atmosphere. These factors create an authentic feel and foster a sense of emotional closeness between consumers and the restaurant.
3. Consumer perception of the unique menu and service at Rumah Makan Bu Asih has been positive. Customers believe the consistent taste, simple yet distinctive presentation, and friendly service are a true reflection of the restaurant's local wisdom.
4. The obstacles and challenges faced by Bu Asih Restaurant in implementing local wisdom-based marketing include limited resources, conventional promotional methods, and competition from modern restaurants that actively utilize digital media. Furthermore, limited innovation in packaging the local wisdom concept is also a challenge.
5. A local wisdom-based marketing strategy has the potential to be continuously optimized to increase customer loyalty and satisfaction at Rumah Makan Bu Asih. With proper management, this strategy can not only retain existing customers but also attract new ones seeking a traditional and authentic culinary experience.

FUTURE DIRECTIONS

1. Bu Asih Restaurant is advised to continue to maintain and develop local wisdom values in its menu and service, and combine them with innovations that suit consumer tastes without losing its traditional characteristics.
2. Management is expected to improve promotional strategies, particularly through the use of social media and digital platforms, to expand marketing reach and introduce the uniqueness of the restaurant to a wider audience.
3. To increase competitiveness, Bu Asih Restaurant is advised to develop menu variations based on local wisdom, both in terms of processing and presentation, so that consumers do not feel bored and remain interested in returning.
4. It is hoped that local governments or related parties can provide support in the form of coaching, training, and promotional facilitation for culinary businesses based on local wisdom so that they can develop sustainably.
5. For further researchers, it is recommended to study local wisdom-based marketing strategies with a broader approach or variables, such as their influence on brand image, customer satisfaction, and the sustainability of local culinary businesses.



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