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Digital Marketing Strategies For Enhancing Visitor Attraction: A Qualitative Case Study Of The Terras Cafe & Restaurant

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Abstract

The rapid advancement of digital technology has fundamentally transformed marketing practices within the culinary industry, encouraging businesses to leverage digital platforms to strengthen customer engagement and improve market competitiveness. This study aims to examine the digital marketing strategies implemented by The Terras Café & Restaurant in Bondowoso Regency, Indonesia, to enhance visitor attraction while identifying the major challenges encountered during their implementation. A qualitative case study approach was employed to obtain an in-depth understanding of the phenomenon. Data were collected through direct observation, semi-structured interviews, and documentation involving the café owner, management team, employees, and visitors. The collected data were analyzed using the interactive model proposed by Miles and Huberman, encompassing data reduction, data display, and conclusion drawing, while data credibility was ensured through source, method, and time triangulation. The findings reveal that The Terras Café & Restaurant utilizes several digital platforms, including Instagram, TikTok, WhatsApp Business, and Google Maps, to promote its products, communicate with customers, and strengthen its brand image. Digital marketing activities primarily emphasize visually engaging content, promotional campaigns, and interactive communication, contributing positively to increased brand awareness and visitor interest. Nevertheless, the effectiveness of these strategies is constrained by limited human resources dedicated to digital content management, inconsistent content scheduling, and the absence of systematic marketing performance evaluation. The study concludes that optimizing digital

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marketing requires not only the effective use of digital platforms but also strategic content planning, continuous performance assessment, and improved managerial capacity to sustain visitor attraction and strengthen competitive advantage within the culinary business sector.

Keywords: Digital marketing strategy; Visitor attraction; Social media marketing; Culinary business; Qualitative case study.

INTRODUCTION

The accelerated development of digital technology has transformed the way organizations conduct marketing activities across nearly every economic sector. The increasing penetration of internet services, mobile technologies, and social networking platforms has fundamentally changed how businesses communicate with consumers, deliver value propositions, and compete within highly dynamic markets. Traditional promotional approaches that relied heavily on print media, direct selling, and word-of-mouth communication are progressively being replaced by digital marketing practices that emphasize real-time interaction, personalized communication, and data-driven decision-making. Consequently, digital marketing has evolved from being merely an alternative promotional channel into a strategic business capability that supports customer acquisition, relationship management, and sustainable competitive advantage (Akhter, 2025).

The transformation of marketing practices has been particularly evident within the food and beverage industry. The culinary sector has experienced remarkable growth over the past decade, accompanied by increasing competition among cafés, restaurants, coffee shops, and other hospitality businesses. Beyond product quality, businesses are now required to create memorable customer experiences, establish distinctive brand identities, and maintain continuous engagement with consumers through digital channels. Customers increasingly depend on online information before deciding where to dine, making digital visibility an important determinant of business performance. Information shared through Instagram, TikTok, Google Maps, WhatsApp Business, Facebook, and online review platforms substantially influences consumer perceptions regarding service quality, menu attractiveness, atmosphere, accessibility, and overall dining experience. Consumer behavior has also undergone significant transformation as a consequence of digitalization. Modern consumers rarely make purchasing decisions solely based on conventional advertising or personal recommendations. Instead, they actively search for visual content, customer reviews, influencer recommendations, promotional campaigns, and location-based information before selecting restaurants or cafés. This behavioral shift has encouraged

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culinary businesses to integrate digital communication into their overall marketing strategies. Interactive social media content, short-form promotional videos, customer testimonials, online reservation services, and location-based marketing have become essential instruments for increasing customer engagement and attracting potential visitors. Accordingly, businesses that fail to adapt to digital marketing trends risk losing market competitiveness despite offering high-quality products or services (de Moraes, 2023).

Digital marketing provides several strategic advantages compared with conventional promotional approaches. Digital platforms enable businesses to communicate with consumers more efficiently, measure marketing performance using analytical tools, personalize promotional messages, and develop long-term customer relationships through interactive communication. Moreover, digital marketing facilitates cost-efficient promotion while allowing businesses to reach geographically dispersed audiences without substantial financial investment. These advantages make digital marketing particularly relevant for small and medium-sized enterprises (SMEs), including cafés and restaurants operating in regional areas where marketing resources are relatively limited (Koskinen, 2025). Despite these advantages, the successful implementation of digital marketing requires more than simply establishing social media accounts. Businesses must possess organizational capabilities that support strategic planning, content development, customer interaction, and performance evaluation. High-quality visual content, consistent posting schedules, customer responsiveness, brand positioning, and continuous monitoring of digital performance constitute critical elements determining the effectiveness of digital marketing activities. Consequently, businesses with limited human resources, inadequate digital competencies, or insufficient strategic planning frequently encounter difficulties in maximizing the benefits of digital platforms.

These challenges are also observable within Indonesia's rapidly expanding culinary industry. The increasing number of cafés and restaurants has intensified market competition across both metropolitan and regional areas. Business owners are no longer competing solely through product quality or pricing strategies but also through their ability to establish strong digital brand identities capable of attracting and retaining customers. Consequently, effective digital marketing has become an indispensable strategic asset for maintaining business sustainability under increasingly competitive market conditions (Abdi and Rohmah, 2024).

Bondowoso Regency, located in East Java Province, reflects these broader developments. The growth of culinary businesses has diversified consumer choices while simultaneously increasing competitive pressure among local enterprises. One of the emerging businesses

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operating within this competitive environment is The Terras Café & Restaurant, a nature-themed culinary destination situated in Wringin District. Unlike conventional cafés, The Terras integrates natural landscapes with culinary services, providing customers with recreational experiences alongside food and beverage consumption. The combination of natural scenery, comfortable facilities, and diverse menu offerings represents an important competitive advantage. Nevertheless, these physical attributes alone are insufficient to maintain customer attraction without effective promotional strategies capable of communicating the café's unique value proposition to broader audiences. To respond to changing consumer preferences, The Terras Café & Restaurant has adopted several digital platforms, including Instagram, TikTok, WhatsApp Business, and Google Maps, as promotional media. These platforms are utilized to disseminate product information, introduce promotional programs, display the café's natural environment, communicate with customers, and strengthen business visibility within digital environments. However, observations conducted during this study indicate that the implementation of digital marketing remains suboptimal. Content publication lacks consistency, digital communication strategies have not yet been systematically planned, marketing performance is rarely evaluated using measurable indicators, and responsibilities for content management remain limited due to inadequate human resources. These conditions reduce the effectiveness of digital marketing in maximizing visitor attraction despite the café's considerable physical and experiential potential.

The relationship between digital marketing and visitor attraction has received considerable scholarly attention. Previous studies consistently demonstrate that digital marketing positively influences consumer awareness, purchase intention, customer loyalty, and business competitiveness. Research by Aprilya (2022) highlighted the effectiveness of marketing strategies in increasing tourist visits through integrated promotional activities. Fahimah and Yuliani (2023) reported that content marketing significantly enhanced tourists' intention to visit tourism destinations by improving digital engagement and destination identity. Other empirical studies similarly concluded that digital marketing contributes positively to business visibility, customer interaction, and organizational competitiveness across various industries. These findings collectively emphasize the strategic importance of digital marketing as an essential component of modern business management.

Nevertheless, several limitations remain evident within the existing body of literature. First, many previous studies have primarily adopted quantitative approaches emphasizing statistical relationships among variables rather than exploring the practical implementation of digital marketing strategies within organizational settings. Second, most existing research focuses

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on tourism destinations, hotels, or large-scale commercial enterprises, while relatively limited attention has been directed toward local culinary businesses operating within regional markets. Third, previous studies generally concentrate on the outcomes of digital marketing, such as purchase intention or customer satisfaction, whereas fewer investigations examine implementation processes, managerial challenges, and organizational adaptations required for successful digital transformation. Consequently, empirical understanding regarding how local cafés strategically utilize digital marketing to attract visitors remains relatively limited.

This study seeks to address these limitations by adopting a qualitative case study approach to investigate digital marketing implementation at The Terras Café & Restaurant. Rather than measuring causal relationships between variables, this research emphasizes understanding managerial practices, digital communication strategies, organizational constraints, and practical efforts undertaken to optimize visitor attraction. The qualitative approach enables a deeper exploration of business realities that are often difficult to capture through quantitative measurements alone, thereby providing richer contextual insights into digital marketing implementation within small and medium-sized culinary enterprises. The novelty of this study lies in three principal aspects. First, it examines digital marketing implementation within a nature-themed café operating in a regional market, an area that has received relatively limited scholarly attention (Khairunnisa, 2022). Second, the research integrates strategic implementation, organizational challenges, and visitor attraction into a single analytical framework, allowing for a more comprehensive understanding of digital marketing practices. Third, by employing a qualitative case study design, the research generates practical managerial insights that may support similar culinary businesses seeking to strengthen digital competitiveness through more effective utilization of social media and digital communication platforms.

Accordingly, this study aims to analyze the digital marketing strategies implemented by The Terras Café & Restaurant in enhancing visitor attraction and to identify the major constraints affecting strategy implementation. The findings are expected to contribute theoretically to the expanding literature on digital marketing within the culinary industry while also providing practical recommendations for business managers, entrepreneurs, and policymakers seeking to strengthen digital competitiveness among regional culinary enterprises through more systematic, innovative, and sustainable marketing practices (Mukhlis *et al.*, 2023).

RESEARCH METHODS

This study employed a qualitative research approach using a case study design to obtain

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an in-depth understanding of the implementation of digital marketing strategies at The Terras Café & Restaurant, Bondowoso Regency, East Java, Indonesia. A qualitative approach was considered appropriate because the research sought to explore managerial practices, strategic decision-making processes, and organizational experiences that could not be adequately explained through quantitative measurement. The case study design enabled a comprehensive investigation of digital marketing implementation within its real-life organizational context, thereby providing rich and contextualized insights into the phenomenon under investigation.

The research was conducted at The Terras Cafe & Restaurant, a culinary business that integrates dining services with nature-based recreational experiences. The selection of this research site was based on its active utilization of various digital marketing platforms, including Instagram, TikTok, WhatsApp Business, and Google Maps, to promote products and attract visitors. At the same time, the business continues to encounter several managerial challenges related to the optimization of its digital marketing practices, making it an appropriate setting for examining the implementation of digital marketing strategies. Research participants were selected using purposive sampling, whereby informants were chosen according to their direct involvement in planning, implementing, and evaluating digital marketing activities. The participants included the business owner, café manager, employees responsible for marketing-related activities, and several customers who had interacted with the café through digital platforms. This sampling technique enabled the researcher to obtain comprehensive information from individuals possessing relevant knowledge and practical experience concerning the research problem.

Data were collected through three complementary techniques: semi-structured interviews, direct observation, and documentation. Semi-structured interviews allowed participants to explain their experiences and perceptions regarding digital marketing implementation while providing sufficient flexibility for the researcher to explore emerging issues during the interview process (Kurniawan, Sangapan and Suraji, 2024). Direct observation was conducted to examine operational activities, customer interactions, promotional practices, and the utilization of digital platforms within the natural business environment. Documentation was employed to support the findings through organizational records, promotional materials, photographs, social media content, and other relevant documents that reflected the implementation of digital marketing strategies. The combination of these techniques facilitated data triangulation and strengthened the credibility of the research findings. Data analysis followed the interactive model developed by Miles and Huberman, consisting of data reduction, data

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display, and conclusion drawing and verification. During the data reduction stage, interview transcripts, observation notes, and documentary evidence were systematically organized, coded, and categorized according to the research objectives. Subsequently, the organized data were presented in descriptive narratives and thematic matrices to facilitate interpretation and identify meaningful relationships among the emerging themes. Finally, conclusions were generated through continuous comparison between empirical findings and supporting evidence while simultaneously verifying their consistency throughout the research process (Sanapang *et al.*, 2025).

To ensure the trustworthiness of the findings, this study applied data triangulation, encompassing source triangulation, methodological triangulation, and time triangulation. Source triangulation involved comparing information obtained from different participants, whereas methodological triangulation was achieved by integrating interviews, observations, and documentary evidence. Time triangulation was conducted through repeated observations and interviews at different periods to ensure data consistency. These validation procedures enhanced the credibility, dependability, and confirmability of the research findings while minimizing potential researcher bias.

RESULTS AND DISCUSSION

Implementation of Digital Marketing Strategies to Enhance Visitor Attraction at The Terras Cafe & Resto

The findings reveal that The Terras Café & Resto has progressively incorporated digital marketing into its business operations as an essential strategy for enhancing visitor attraction and strengthening its competitive position within the culinary industry. Rather than relying solely on conventional promotional approaches, the management has adopted various digital platforms to increase public awareness, disseminate information, and establish direct communication with potential customers. This strategic shift reflects the growing influence of digital technology on consumer decision-making, particularly in the hospitality and food service sectors where customers increasingly seek information through online platforms before deciding to visit a restaurant or cafe. The study demonstrates that the implementation of digital marketing at The Terras Café & Resto extends beyond promotional activities. The strategy encompasses market segmentation, marketing mix implementation, social media utilization, digital content management, customer interaction, promotional campaigns, and continuous evaluation of marketing performance. These interconnected components collectively contribute to increasing

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the visibility of the café while simultaneously creating a positive brand image capable of attracting both new and returning visitors. The integration of these strategic elements indicates that digital marketing has become an integral component of the business development strategy rather than merely serving as an additional promotional tool (As-Syahri, 2024).

One of the most significant findings concerns the identification of the target market. The management intentionally focuses on young adults, university students, working professionals, families, community groups, and the general public. This segmentation is based on the observation that these consumer groups are highly active on social media and frequently search for dining recommendations through digital platforms before making purchasing decisions. The management also considers current lifestyle trends, recognizing that consumers increasingly value dining experiences that combine quality food with comfortable environments suitable for social interaction, relaxation, and content creation for social media. Consequently, marketing activities are designed to match the behavioral characteristics of these digitally connected consumer segments. The findings further indicate that the target market is continuously refined through observations of visitor characteristics and responses to digital promotional content. Instead of relying on static segmentation, the management evaluates customer preferences, emerging culinary trends, and audience engagement on social media to determine which promotional approaches generate stronger public interest. This adaptive marketing approach enables the café to develop promotional messages that correspond to evolving consumer expectations while maintaining relevance in a highly competitive culinary market (Aditya and Rusdianto, 2023).

Another important aspect identified in this study is the implementation of the marketing mix as the foundation of the digital marketing strategy. The first element concerns product development. The Terras Café & Resto offers a diverse selection of food and beverages emphasizing product quality, attractive presentation, menu variety, and consistency of taste. The management does not position the products merely as meals and beverages but rather as components of a broader dining experience characterized by natural scenery, comfortable facilities, and a relaxing atmosphere. This positioning differentiates the café from many competing culinary businesses that primarily compete through product offerings alone. The research findings suggest that visual presentation plays a substantial role in strengthening product attractiveness. Digital promotional content consistently features high-quality photographs and short videos highlighting signature menu items, beverage preparation, plating techniques, and customer experiences. These visual elements allow prospective visitors to evaluate product quality before arriving at the café. The attractive presentation of products on Instagram and TikTok functions not

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only as promotional material but also as a mechanism for reducing customer uncertainty and stimulating purchase intention through visual persuasion (Sirodjudin and Sudarmiatin, 2023).

Price represents another strategic component supporting visitor attraction. The study indicates that pricing decisions are formulated by considering production costs, competitor pricing, product quality, and consumers' purchasing power. The management intentionally maintains affordable prices while ensuring that customers perceive an appropriate balance between price and overall dining experience. Furthermore, pricing information is communicated transparently through digital channels, enabling customers to access menu prices and promotional offers before visiting the establishment. Such transparency contributes to customer confidence and facilitates purchasing decisions. In addition to regular pricing, promotional pricing strategies are implemented during specific occasions through discounts, bundled menu packages, and seasonal campaigns distributed via social media. These promotional initiatives serve not only to increase short-term sales but also to generate online engagement and encourage content sharing among social media users. Consequently, promotional pricing functions simultaneously as a revenue-generating mechanism and a digital marketing instrument that increases brand exposure (Melandi, Budiman and Yusuf, 2023).

Location also emerges as a distinctive competitive advantage within the digital marketing strategy. Unlike conventional restaurants, The Terras Café & Resto emphasizes its nature-based concept, combining culinary experiences with scenic landscapes and comfortable outdoor spaces. The management recognizes that physical location has become an important digital marketing asset because attractive environments encourage visitors to capture photographs and videos that are subsequently shared across social media platforms. As a result, the café benefits from user-generated content that indirectly expands promotional reach without additional advertising costs. To maximize accessibility, digital platforms such as Google Maps, Instagram, and WhatsApp Business are utilized to provide accurate location information. Google Maps is particularly valuable because prospective visitors can simultaneously obtain navigation assistance, customer reviews, ratings, and photographs before deciding to visit. The availability of comprehensive location information reduces uncertainty and improves customer convenience, thereby strengthening the effectiveness of digital promotion (Sudirjo *et al.*, 2023).

Promotion constitutes the most visible dimension of the café's digital marketing strategy. The research demonstrates that Instagram, TikTok, and WhatsApp Business function as complementary communication channels with different strategic purposes. Instagram primarily serves as the platform for visual branding, where professionally designed photographs and

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promotional videos introduce menu items, café ambience, facilities, promotional campaigns, and customer activities. Consistent visual storytelling enables the café to establish a recognizable online identity while continuously maintaining audience engagement. TikTok is employed to capitalize on the increasing popularity of short-form video content among younger audiences. Rather than emphasizing static product images, TikTok content focuses on immersive experiences, including food preparation, customer interactions, panoramic views, and the natural atmosphere surrounding the café. These dynamic videos effectively communicate emotional experiences associated with visiting The Terras Café &Resto, thereby increasing public curiosity and encouraging visit intentions. WhatsApp Business performs a different yet equally important function by facilitating direct communication between management and customers. Through this platform, customers can inquire about menus, operating hours, reservations, promotional programs, pricing information, and café facilities. The availability of prompt responses enhances customer satisfaction by providing personalized communication that supports purchasing decisions. In this regard, WhatsApp Business complements promotional platforms by strengthening customer relationship management (Oktarina and Hubbansyah, 2026).

The effectiveness of these digital platforms is further reinforced through continuous content management. The study reveals that promotional content generally emphasizes menu innovations, customer experiences, café ambience, facilities, natural scenery, and various activities taking place within the establishment. Instead of presenting products independently, the management consistently integrates products with environmental and experiential elements, allowing prospective customers to imagine the overall dining experience before visiting. This strategy reflects the transition from product-oriented promotion toward experience-oriented marketing. Although content production remains relatively simple and is primarily based on daily operational activities, the management consistently attempts to publish engaging visual materials that reflect the café's identity. Content creation generally involves selecting attractive photographs and videos before editing and distributing them through Instagram and TikTok. Despite the absence of sophisticated production techniques, the authenticity of the content contributes to building consumer trust because it accurately represents the actual atmosphere experienced by visitors (Saputra, RifÃ and Andrianto, 2023).

The findings also indicate that digital marketing contributes substantially to increasing visitor interest. Many customers reported that their initial awareness of The Terras Café & Resto originated from Instagram and other digital platforms, where visual content successfully generated curiosity regarding the cafe’s environment, menu offerings, and overall experience. The

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availability of comprehensive online information reduces perceived risk and encourages prospective customers to transform online interest into actual visits. Consequently, digital marketing functions as an effective mechanism for bridging online exposure with offline consumer behavior. Furthermore, visitor attraction is not determined solely by digital promotion (Faisal *et al.*, 2024). The research demonstrates that customer satisfaction is reinforced by high product quality, friendly service, comfortable facilities, attractive natural surroundings, and convenient accessibility. These attributes strengthen positive customer experiences that subsequently encourage repeat visits and positive word-of-mouth communication. Therefore, digital marketing serves primarily as the initial attraction mechanism, whereas customer satisfaction ultimately determines long-term business sustainability.

From the perspective of marketing theory, these findings support Kotler and Armstrong's proposition that effective marketing strategies require the integration of market segmentation with the marketing mix to deliver superior customer value. The Terras Café & Resto successfully combines target market identification, product differentiation, competitive pricing, strategic location utilization, and integrated digital promotion to enhance visitor attraction. Furthermore, the findings align with Chaffey's digital marketing framework, which emphasizes the strategic integration of digital technologies to strengthen customer engagement, communication, and long-term relationship development. In this context, digital platforms function not merely as communication tools but as strategic assets that facilitate value creation and customer experience management.

Overall, the implementation of digital marketing at The Terras Café & Resto demonstrates that successful visitor attraction is achieved through the integration of digital promotion with high-quality products, memorable customer experiences, and effective customer communication. Rather than functioning independently, digital marketing complements operational excellence by increasing public awareness, strengthening brand image, encouraging customer engagement, and supporting customer loyalty. These findings indicate that sustainable competitive advantage within the culinary industry depends on the organization's ability to combine technological adaptation with superior service quality and consistent customer value creation.

Challenges in Implementing Digital Marketing Strategies

The findings indicate that although The Terras Café & Resto has successfully adopted various digital marketing platforms, several internal and external challenges continue to hinder the optimization of its marketing performance. The primary obstacles identified in this study

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include limited human resources dedicated to digital marketing, inconsistent content publication, and increasing competition within the local culinary industry. These constraints reduce the effectiveness of promotional activities and limit the café's ability to maintain consistent engagement with its online audience. Consequently, while digital marketing has become an important component of the business strategy, its implementation has not yet reached its full potential due to organizational and operational limitations.

One of the most significant challenges concerns the absence of specialized personnel responsible for managing digital marketing activities. The research revealed that social media management, including content creation, photography, video production, editing, and content publication, is performed by operational staff who simultaneously handle customer service and daily business activities. As a result, marketing activities often depend on employees' available time rather than following a structured promotional plan. This situation limits creativity, reduces content quality, and delays promotional campaigns, particularly during busy operational periods when customer service becomes the primary priority.

Another major constraint is the inconsistency of content publication across digital platforms. The findings show that promotional content is uploaded only when new menus, promotional programs, or attractive visual materials become available, rather than according to a predetermined content calendar. Such irregularity weakens communication continuity with online audiences and reduces opportunities to strengthen customer engagement through frequent interaction. Moreover, employees acknowledged that generating creative content ideas on a regular basis remains challenging because content production must be balanced with routine operational responsibilities (Meidasari, Surya and Pratowo, 2024). External competition also represents a substantial challenge for The Terras Café & Resto. The rapid growth of cafés and restaurants in Bondowoso has intensified competition not only in terms of product quality and pricing but also in digital promotion. Many competitors actively produce visually attractive social media content, making it increasingly difficult for businesses to differentiate themselves. Although The Terras Café & Resto possesses a unique nature-based concept, the study suggests that this distinctive identity has not yet been fully optimized through consistent and innovative digital storytelling. Consequently, maintaining a competitive advantage requires continuous creativity and stronger brand differentiation across digital platforms (Sudirjo *et al.*, 2023).

From a theoretical perspective, these findings support the argument that successful digital marketing depends not only on the adoption of digital technologies but also on organizational capabilities and strategic management. Digital marketing requires competent human resources,

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systematic planning, consistent content creation, and continuous performance evaluation to achieve sustainable results. The absence of these supporting elements may reduce the effectiveness of promotional efforts despite the availability of appropriate digital platforms. Therefore, the challenges identified in this study demonstrate that organizational readiness is equally important as technological adoption in determining digital marketing success. Overall, the study concludes that the effectiveness of digital marketing at The Terras Café & Resto is influenced by the interaction between internal organizational capacity and external market competition. Strengthening human resource competencies, establishing a structured content management system, maintaining consistent social media activity, and conducting data-driven marketing evaluations would significantly improve the effectiveness of future promotional strategies. These improvements would enable the café not only to enhance visitor attraction but also to sustain its competitiveness within the increasingly dynamic culinary industry (Sari *et al.*, 2023).

DISCUSSION

The present study demonstrates that digital marketing has become an integral component of the business strategy implemented by The Terras Café & Resto to enhance visitor attraction and strengthen its competitiveness within the culinary industry. The findings reveal that the café does not merely utilize digital platforms as promotional media but integrates them into broader marketing activities, including market segmentation, product positioning, pricing strategies, customer communication, and relationship building. Such integration reflects the increasing importance of digital technology in influencing consumer behavior, particularly among customers who actively seek information through online platforms before deciding to visit a restaurant or café. The management's ability to combine digital communication with customer-oriented marketing practices indicates a strategic adaptation to the rapid digital transformation occurring within Indonesia's food and beverage industry.

One of the most significant findings concerns the identification of the target market. The research shows that The Terras Café & Resto deliberately focuses on young adults, students, professionals, families, and community groups because these segments actively engage with social media and frequently search for culinary recommendations online before making purchasing decisions. This approach illustrates that market segmentation is no longer determined solely by demographic characteristics but also by consumers' digital behavior and lifestyle (Lailia and Dwiridotjahjono, 2023). By understanding these behavioral patterns, the management is able to develop promotional messages and digital content that better correspond to customer

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preferences and expectations. This finding supports Kotler and Armstrong's marketing theory, which emphasizes that identifying appropriate target markets enables organizations to design marketing strategies that deliver superior value while improving organizational competitiveness. In this context, the selection of digitally active consumer segments contributes significantly to increasing the effectiveness of promotional activities conducted through online media.

The implementation of the marketing mix further strengthens the effectiveness of the café's digital marketing strategy. Product quality, competitive pricing, strategic location, and integrated promotional activities are managed simultaneously to create a comprehensive customer experience rather than focusing exclusively on individual products. The findings indicate that customers are attracted not only by the quality of food and beverages but also by the combination of comfortable facilities, attractive natural scenery, affordable prices, and positive service experiences. Consequently, digital marketing serves as a communication channel that introduces these values to prospective customers before they physically visit the café. This observation suggests that marketing effectiveness depends on the consistency between promotional messages communicated online and the actual experiences delivered at the business location. When customers perceive that online information accurately represents reality, trust and satisfaction are more likely to develop, leading to repeat visits and positive recommendations.

Another important finding relates to the strategic utilization of social media platforms, particularly Instagram, TikTok, and WhatsApp Business. Each platform performs a complementary role in achieving different marketing objectives. Instagram primarily functions as a visual branding platform where attractive photographs and promotional information introduce menu items, café ambience, facilities, and customer experiences. TikTok, on the other hand, provides dynamic short-form videos capable of presenting a more immersive representation of the dining experience, while WhatsApp Business facilitates direct communication, customer inquiries, reservations, and after-sales interaction. The integration of these platforms demonstrates that effective digital marketing is achieved through coordinated communication rather than dependence on a single promotional medium. This finding is consistent with digital marketing literature, which argues that integrated digital communication enhances customer engagement by providing multiple touchpoints throughout the customer decision-making process (Pratama, 2023).

The study also highlights the increasing importance of experiential marketing within digital environments. Unlike conventional promotional approaches that emphasize product characteristics alone, The Terras Cafe & Resto consistently promotes the overall experience of

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visiting the café, including its natural landscape, relaxing atmosphere, spacious environment, and opportunities for social interaction. Such promotional content allows prospective customers to visualize their future experiences before visiting the establishment. This experiential approach reflects changing consumer preferences, particularly among younger generations, who increasingly value memorable experiences over purely functional product attributes. Therefore, the cafes digital marketing strategy successfully combines tangible elements, such as menu quality and pricing, with intangible elements, including emotional satisfaction, environmental aesthetics, and social experiences (VERA, AHMAD and DEPI, 2024).

Despite these positive findings, the research also identifies several challenges that limit the effectiveness of digital marketing implementation. The absence of dedicated digital marketing personnel means that content creation and social media management are handled by operational staff whose primary responsibilities involve serving customers and maintaining daily business operations. Consequently, promotional activities often become secondary priorities, particularly during periods of high customer traffic. Furthermore, irregular content publication reduces communication consistency with online audiences, making it more difficult to sustain customer engagement over time. These organizational limitations suggest that successful digital marketing requires not only technological adoption but also sufficient organizational capacity, specialized competencies, and systematic planning.

The increasingly competitive culinary market represents another significant challenge identified in this study. The rapid growth of cafés and restaurants in Bondowoso has intensified competition for customer attention, particularly on digital platforms where businesses compete through attractive visual content and promotional creativity. Although The Terras Café & Resto possesses a distinctive nature-based concept that differentiates it from competitors, the research indicates that this competitive advantage has not yet been fully optimized through consistent digital storytelling. Stronger branding strategies emphasizing the café's unique environmental characteristics, customer experiences, and local identity could further strengthen market positioning and improve competitive performance. Therefore, differentiation should not rely solely on physical characteristics but should also be communicated consistently through digital content capable of building a distinctive brand identity (Awa *et al.*, 2024).

Another issue emerging from the findings concerns the evaluation of digital marketing performance. Although management regularly observes customer responses, social media engagement, and visitor numbers following promotional campaigns, evaluation remains relatively informal and has not fully utilized analytical tools available on digital platforms. Performance

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indicators such as engagement rates, audience demographics, reach, impressions, conversion rates, and customer interaction patterns could provide more comprehensive insights into the effectiveness of marketing activities. A data-driven evaluation process would enable management to identify the most successful content types, determine optimal posting schedules, and allocate promotional resources more efficiently. Consequently, strengthening analytical capabilities would contribute substantially to improving future marketing performance.

Overall, the findings suggest that the success of digital marketing at The Terras Café & Resto depends upon the interaction between effective technological utilization and organizational readiness. Digital platforms have successfully expanded promotional reach, increased customer awareness, strengthened communication, and encouraged initial visit intentions. However, sustaining these positive outcomes requires continuous improvements in human resource competencies, strategic planning, content management, digital performance evaluation, and brand differentiation. Therefore, digital marketing should be viewed as an ongoing strategic process rather than a series of isolated promotional activities. By integrating technological innovation with superior customer experiences and systematic marketing management, The Terras Cafe & Resto will be better positioned to maintain customer loyalty, enhance visitor attraction, and strengthen its long-term competitiveness within the increasingly dynamic culinary industry (Awa *et al.*, 2024)

CONCLUSION

This study concludes that the implementation of digital marketing has played a significant role in enhancing visitor attraction at The Terras Cafe & Resto. The marketing strategy is implemented through a combination of target market identification, the application of the marketing mix, and the utilization of digital platforms, including Instagram, TikTok, WhatsApp Business, and Google Maps. These platforms enable the café to promote its products, communicate with customers, strengthen its brand image, and showcase the unique dining experience offered by its nature-based concept. The integration of attractive visual content, transparent promotional information, and interactive communication has successfully increased public awareness and encouraged potential customers to visit the café. The findings also demonstrate that visitor attraction is influenced not only by digital marketing activities but also by supporting factors such as product quality, service excellence, a comfortable atmosphere, adequate facilities, and convenient accessibility.

Despite these positive outcomes, the study identifies several challenges that limit the

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effectiveness of digital marketing implementation. These include the absence of dedicated digital marketing personnel, inconsistent content publication, intense competition within the culinary industry, and limited use of systematic performance evaluation. These constraints reduce the consistency and strategic impact of digital promotional activities, indicating that technological adoption alone is insufficient to achieve sustainable marketing success. Therefore, strengthening organizational capabilities through structured content planning, continuous human resource development, and data-driven marketing evaluation is essential for improving future marketing performance. Overall, the findings suggest that the long-term success of digital marketing depends on the integration of effective digital communication, consistent managerial commitment, and high-quality customer experiences, enabling The Terras Cafe & Resto to maintain its competitiveness and strengthen customer loyalty in the increasingly dynamic culinary market.

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