
DEVELOPMENT OF CULINARY TOURISM DESTINATIONS BASED ON LOCAL WISDOM AND SOCIAL MEDIA (A CASE STUDY OF DO-DOLAN KAMPUNG, LUMAJANG



Heyin Krida Laksono¹
Universitas Islam Malang, Malang, Indonesia
heyinkridalaksono@gmail.com

Siti Asiyah²
Universitas Islam Malang, Malang, Indonesia
siti.asiyah291169@unisma.ac.id

Dwiyani Sudaryanti³
Universitas Islam Malang, Malang, Indonesia
dwianisudaryanti@unisma.ac.id

Abstract

This study explores the development strategy of Do-Dolan Kampung as a sustainable culinary tourism destination based on local wisdom and analyzes the role of social media in promoting tourism without compromising cultural values. The goal is to enhance the welfare of the community in Ditotrunan Village, Lumajang. A descriptive qualitative approach with a case study method was used. Data were collected through interviews, participatory observation, document analysis, and focus group discussions. SWOT analysis was applied to assess management and promotional strategies via social media. The findings show that Do-Dolan Kampung successfully promotes local wisdom-based culinary tourism through strong community participation and creative use of social media. Social media has proven effective in increasing tourist attraction while preserving cultural values. However, challenges persist in terms of infrastructure, digital literacy, and the risk of cultural commercialization. This research contributes theoretically by integrating local wisdom and digital strategies within the framework of community-based tourism. Its originality lies in focusing on a small, self-managed urban tourism destination that emphasizes cultural identity as its main appeal. The Do-Dolan Kampung model serves as a good example for other villages or districts aiming to develop tourism based on local wisdom and support for MSMEs. Practically, this study offers strategic insights for tourism managers and local governments to develop sustainable, culturally sensitive tourism. However, the research is limited to a single site and uses a qualitative approach, which restricts the generalizability of the findings. Limitations in time and access to digital data also posed challenges in evaluating the full impact of social media promotions.

Keywords: Culinary Tourism, Local Wisdom, Social media

INTRODUCTION

Tourism is one of the strategic sectors in the economic and social development of a region. In addition to contributing to increased community income, tourism also plays an important role in cultural preservation and local community empowerment (Almeida et al., 2023; Patterson & Tureav, 2020). With the development of the concept of sustainable development, a tourism approach based on local wisdom has become increasingly relevant (Pratama et al., 2021). This approach emphasizes the active involvement of communities in destination management, as well as preserving and promoting local cultural values as the main tourist attractions. In this context, the emergence of community-based tourist destinations, such as Do-Dolan Kampung in Ditotrunan Village, Lumajang, East Java, has become an important phenomenon worthy of academic and practical study.

Do-Dolan Kampung is a culinary and cultural tourism program rooted in local wisdom values such as community hospitality, mutual aid, and culinary traditions. This tourism initiative was developed independently by the local community with the concept of “selling in front of one's home,” transforming residential alleys into traditional culinary markets every weekend. Uniquely, the program also leverages social media platforms like Instagram, TikTok, and Facebook as its primary promotional tools (Marwanto et al., 2021; Sompong et al., 2015). The blend of local culture and digital strategies is what makes Do-Dolan Kampung an intriguing subject for research. Amid the onslaught of modern, instant, and commercial tourism, Do-Dolan Kampung continues to emphasize humanistic aspects and local values without losing its appeal to tourists, especially the younger generation.

In various studies, the community-based tourism (CBT) approach has been proven effective in improving the welfare of local communities and preserving culture. For example, research by Nurhayati (Afriza et al., n.d.) in Cibodas Village shows that community participation is crucial to the success of culture-based tourist destinations, especially when accompanied by adaptive skills in technology. Meanwhile, (Fahrudin et al., 2020) found that social media platforms like Instagram play a significant role in attracting tourists through aesthetically pleasing and engaging cultural visualizations. However, most of these studies only discuss local wisdom and social media separately. (Muhammad & Widarjono, 2024) emphasize the economic aspects of cultural tourism, (Akasse & Ramansyah, 2023; Taufiq, 2023) discuss how traditional arts can be popularized through digital media. Thus, there remains a research gap, namely the lack of studies that fully integrate local wisdom and social media within the context of community-based tourism in urban-residential areas such as Do-Dolan Kampung.

This study aims to fill this gap by focusing on how the development of culinary tourism destinations based on local wisdom can be carried out sustainably with the support of social media promotion strategies. In other words, this study examines holistically how traditional values that are passed down through generations can be brought to the forefront and introduced to a wider audience through innovative digital approaches, without compromising the cultural substance inherent in local communities. This is crucial because unwise promotion can lead to the degradation of local culture, excessive commercialization, and the loss of the symbolic meaning of inherited traditions (Ambo-Rappe et al., 2018; Dauti, 2014).

The uniqueness or novelty of this research lies in its integrative approach: first, it combines aspects of local culture (hospitality, traditional food, spirit of mutual cooperation); second, it incorporates aspects of environmental sustainability (Do-Dolan Kampung has been certified by ProKlim from the Ministry of Environment); third, empowering MSMEs and women through a microeconomic model; and fourth, using social media as a strategic communication tool (Garcia & Brooks, 2023; Stone et al., 2022). Not only as a promotional tool, social media in this context is also used for cultural storytelling, building a positive image, and creating two-way interaction between the community and potential tourists. This research also highlights the role of the younger generation in locally-based digital transformation, which has rarely been touched upon in previous research.

The research questions to be addressed in this study are: (1) What are the strategies for developing Do-Dolan Kampung as a sustainable culinary tourism destination based on local wisdom? (2) What is the role of social media in enhancing the appeal and visitor numbers of the destination? (3) What strategies can be employed to integrate local wisdom and social media without compromising cultural values? (4) What challenges are encountered in managing this destination? and (5) What are the social, cultural, and economic impacts of the Do-Dolan Kampung program on the local community?

Against this backdrop, the objective of this study is to formulate adaptive strategies for developing destinations based on local wisdom in the digital age, and to gain a deep understanding of how the interaction between community, culture, and technology can shape a sustainable, inclusive, and identity-driven tourism model. This research is expected to contribute theoretically to the development of community tourism studies and digital promotion based on cultural values, as well as provide practical contributions in the form of policy recommendations and promotional strategies for local tourism managers and local governments.

REVIEW OF LITERATURE

First, the theory of tourism based on local wisdom stems from the understanding that cultural values and traditions are the main foundation for realizing sustainable and distinctive tourism. Local wisdom not only reflects the social identity of a community, but also functions as a mechanism for cultural preservation and strengthening social cohesion amid global change. According to Pratama, Jati, and Lazuardi (2021), the development of tourism based on local wisdom must maintain social values such as mutual cooperation, solidarity, and simplicity as the main attractions for tourists. Furthermore, Kholik and Sholeh (2021) explain that the application of local wisdom principles in ecotourism can strengthen the environmental and social sustainability of local communities, while Permana, Maulana, and Ibrahim (2025) emphasize that the preservation of local heritage is an important pillar in realizing environmental and cultural justice.

Second, the concept of Community-Based Tourism (CBT) emphasizes that local communities must be the main subjects in every stage of tourism development, from planning and implementation to evaluation. CBT is oriented towards the social and economic empowerment of communities through active participation and local control over tourism resources. Afriza et al. (n.d.) state that community participation is a determining factor in the success of culture-based tourist destinations. Purwaningtyas (2023) echoes this sentiment,

emphasizing that community involvement in decision-making can increase a sense of ownership of tourist destinations. Meanwhile, Lestari, Budhi, and Suidarma (2019) assert that local social and cultural capital, such as the subak system in Bali, is an effective instrument in developing sustainable community-based tourism.

Third, the theory of the role of social media in tourism promotion explains that digital transformation has changed the paradigm of destination marketing communication. Social media such as Instagram, TikTok, and Facebook serve as strategic tools in expanding the reach of promotion and building destination branding based on cultural narratives. Akasse and Ramansyah (2023) show that promotional strategies through social media can significantly increase tourist visits through attractive cultural visualizations. Garcia and Brooks (2023) add that social media enables two-way interaction between managers and tourists, which has an impact on increasing audience loyalty. Furthermore, Ulfa et al. (2021) explain that e-tourism strategies based on local wisdom, such as in the “The Light of Aceh” campaign, can strengthen the image of the region while supporting sustainable tourism development.

Fourth, the theory of digital marketing and the sustainability of culinary MSMEs focuses on how the use of digital technology can increase the competitiveness and resilience of small businesses in the tourism sector. According to Riswandi and Permadi (2022), the application of e-marketing has proven to have a positive impact on the sustainability of MSMEs, especially in the post-pandemic situation. Dwityas et al. (2020) emphasize that appropriate digital promotion can increase customer satisfaction and consumer loyalty, while Álvarez Sabucedo et al. (2014) highlight the importance of online service quality as a key determinant in maintaining customer relationships in the digital era. Ekowati et al. (2020) add that competitive pricing policies and adaptive promotional strategies are key factors in influencing consumer purchasing decisions in the creative economy sector.

Finally, SWOT analysis theory is used as a strategic framework in formulating the direction of developing tourism destinations based on local wisdom and social media. This approach aims to identify the strengths, weaknesses, opportunities, and threats faced by Do-Dolan Kampung, in order to formulate adaptive strategies that are in line with the dynamics of the internal and external environment. Rachman and Rahman (n.d.) state that SWOT analysis is effective in the context of local tourism because it is able to integrate qualitative data with a practical strategic approach. This is reinforced by Lemy, Pramono, and Juliana (2022), who argue that the use of SWOT in tourism village management can accelerate the achievement of environmental and economic sustainability for the community.

Thus, the overall theoretical review in this study integrates cultural, social, economic, and technological aspects into a holistic culinary tourism model. The synergy between local wisdom and digital technology not only strengthens the attractiveness of the destination but also becomes the foundation for sustainable, inclusive, and culturally-identity-based tourism development.

RESEARCH METHOD

This study uses a descriptive qualitative approach, which aims to gain an in-depth understanding of social phenomena related to the development of tourism based on local wisdom and the use of social media in Do-Dolan Kampung, Ditotrnan Village, Lumajang,

East Java. This approach was chosen because it is suitable for exploring meanings, experiences, and socio-cultural dynamics that cannot be measured quantitatively but rather through in-depth interpretation of social reality (Tarnoki & Puentes, 2019). Descriptive qualitative research is considered effective in examining local practices and inter-actor relationships within a community, including in the context of community-based tourism management ((Maharani et al., 2019)

This method was conducted in the natural setting of Do-Dolan Kampung, with data collection carried out directly with key stakeholders, including tourism managers, small and medium-sized enterprise (SME) operators, residents, visitors, and local policymakers. The informant selection technique used purposive sampling, which involves the deliberate selection of individuals considered to have the deepest understanding and direct involvement in the process of tourism development and digital promotion based on social media. This technique is commonly used in tourism ethnographic studies to obtain rich and relevant information (Andriani et al., 2020; Purwaningtyas, 2023).

The data collection techniques in this study include four main methods: (1) in-depth interviews with managers, residents, and tourists; (2) participatory observation, to directly observe tourism activities and social interactions in the village; (3) documentation studies, including social media content, activity archives, program reports, and digital promotion narratives; and (4) Focus Group Discussions (FGD) with tourism-aware groups (pokdarwis), youth groups, PKK women, and community leaders. The combination of these four methods was employed to achieve strong and valid data triangulation (Hidayah et al., 2022; Mau & Mau, 2023)).

Data analysis was conducted using a thematic approach, which involved identifying key themes based on the results of interview transcripts and field observations, which were then categorized into four SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis frameworks. The SWOT analysis was used as a tool to understand the internal and external factors influencing the development of the Do-Dolan Kampung destination, as well as to formulate sustainable community-based tourism management (Rachman & Rahman, n.d.). SWOT has also been widely used in local tourism research because it bridges the gap between qualitative narratives and strategic (Lestari et al., 2019).

The data analysis steps include: (1) transcribing data from interviews and FGDs; (2) thematic coding; (3) grouping themes into four SWOT aspects; and (4) interpretation to formulate strategies based on strengths and opportunities, while overcoming weaknesses and threats. The results of this analysis are then comprehensively reviewed to formulate a Do-Dolan Kampung tourism development strategy based on local wisdom and social media that is in line with cultural values and competitiveness.

With this approach, it is hoped that the research can fully describe how local communities combine traditional values with digital innovation in developing tourism, as well as produce a local wisdom-based destination management model that can be replicated in other regions.

RESULTS AND DISCUSSION

This study mapped internal and external factors that influence the development of Do-Dolan Kampung as a culinary tourism destination based on local wisdom and social

media. Data was obtained through interviews, observations, documentation studies, and focus group discussions, then analyzed using SWOT analysis and IFAS and EFAS matrices.

Table 1.
Result Do-Dolan Kampung SWOT Matrix

Aspect	Main Factors
Strengths	<ul style="list-style-type: none"> • Strong local cultural identity (Sego Takir, jaranan, gotong royong) • Active community participation (Pokdarwis, PKK, youth) • Use of social media by village youth • Consistent creative content based on local narratives
Weaknesses	<ul style="list-style-type: none"> • Tourism support facilities are still minimal (parking, public toilets) • Lack of structured digital management • Minimal business management training for MSME players • Lack of formal promotional media such as websites or printed catalogs
Opportunities	<ul style="list-style-type: none"> • Support from local government, Tourism Office, and sponsors (CSR) • Culture-based and local tourism trends are increasingly popular • Social media enables cross-regional promotion • Potential for developing traditional culinary-based MSMEs
Threats	<ul style="list-style-type: none"> • Competition with modern and digital-native tourist destinations • Risk of commercialization eroding cultural values • Dependence on social media algorithms for visibility • Tourist expectations that may exceed the village's capacity

Source: processed by researcher, 2025

Table 2.
IFAS Results – Summary of Internal Factor Analysis

No	Internal Factors	Density	Rating	Score	Description
1	Strong cultural identity	0.15	4	0.6	Key strengths

No	Internal Factors	Density	Rating	Score	Description
2	High community participation	0.1	4	0.4	Strong community institutions
3	Creative and digitally savvy young human resources	0.1	3	0.3	Potential for promotion and branding
4	Engaging and consistent digital content	0.1	3	0.3	Effective communication strategy
Subtotal Strengths		0.45		1.6	
5	Lack of tourist facilities	0.15	2	0.3	Toilets, parking, and limited accessibility
6	No digital management system in place	0.1	2	0.2	Need for an integrated system
7	Lack of training for MSMEs	0.1	2	0.2	Need to increase stakeholder capacity
8	Lack of formal publications (print/web)	0.1	2	0.2	Offline media not yet available
Subtotal Weaknesses		0.45		0.9	
TOTAL IFAS		0.9		2.5	

Source: processed by researcher, 2025

Table 3.
EFAS Results – Summary of External Factor Analysis

No	Internal Factors	Density	Rating	Score	Description
1	Cultural and local tourism trends	0.15	4	0.6	Supporting the local market segment
2	Government/sponsor support	0.1	3	0.3	Collaboration between ProKlim & UMKM programs
3	Social media expands promotional reach	0.1	3	0.3	Efficiency of cross-age/region promotion
4	Opportunities for MSME development	0.1	3	0.3	Local cuisine as an economic highlight
	Subtotal Opportunities	0.45		1.5	
5	Competition from modern destinations	0.15	2	0.3	Other tourism is more organized
6	Commercialization of culture	0.1	2	0.2	Risk of local value degradation
7	Dependence on social media algorithms	0.1	2	0.2	Unstable content visibility
8	Tourist expectations exceed village capacity	0.1	2	0.2	Risk of bad experiences for visitors
	Subtotal Threats	0.45		0.9	
	TOTAL EFAS	0.9		2.4	

Source: processed by researcher, 2025

Based on the results of SWOT, IFAS, and EFAS analyses, it was found that Do-Dolan Kampung has great potential to be developed into a leading tourist destination in urban areas with a participatory approach and strong cultural narrative. These findings were obtained from the integration of interviews, field observations, focus group discussions, and social media documentation that were reviewed thematically.

The total IFAS score of 2.50 indicates that the internal factors of Do-Dolan Kampung are dominated by strengths rather than weaknesses. This is evident from the presence of unique local cultural values such as *Sego Takir*, *jaranan* performances, and the social behavior of the community that highly values mutual cooperation and hospitality.

Additionally, the involvement of young people in digital promotion through Instagram and TikTok serves as a strategic strength that expands the organic reach of tourism promotion. Social media has proven not only as a tool for visualization but also as a narrative space where local culture can be produced, represented, and disseminated to the public on a large scale. (Ardilafiza et al., 2021; Lemy et al., 2022) The appeal of local tourism lies in the originality and continuity of cultural values upheld by its community, not merely in the tourism products themselves.

Community participation does not only occur at the physical level, such as food preparation and village cleanliness management, but also at the digital level, including the creation of visual content, narrative captions, and social media interaction management. (Kartinawati et al., 2024; Seccardini & Desmoulins, 2023) Thourist destinations that manage their digital narratives collectively and authentically tend to be more accepted by tourists, as they are perceived as more “real” and not merely commodities. Do-Dolan Kampung demonstrates this through posts that not only promote products but also highlight the stories of the residents, the atmosphere of the village, and the social values that thrive within it.

Meanwhile, from an external perspective, an EFAS score of 2.40 indicates that opportunities outweigh threats. The growing interest in cultural destinations, particularly following the COVID-19 pandemic, presents a significant opportunity that can be leveraged. (Kholik & Sholeh, 2021; Mardana, 2015; Pattaray, 2021) Community-based tourism has seen a surge in interest because it offers closeness, human values, and uniqueness not found in modern tourism. On the other hand, the existence of local government support through ProKlim certification and the potential for CSR sponsorship presents strategic collaboration opportunities that can strengthen institutional capacity and the sustainability of tourism programs.

However, this study also highlights structural weaknesses that need to be addressed promptly. The lack of tourism facilities such as parking areas, public restrooms, and directional signage infrastructure poses a major obstacle to providing comfort for tourists. This weakness is exacerbated by the absence of an organized tourism management system, resulting in many technical decisions being made spontaneously and dependent on individual initiative. (Dwi, 2022; Putri & Adinia, 2018) Many community-based destinations fail to thrive because they overlook the importance of tourism institutionalization and basic managerial training. If left unaddressed, these weaknesses could impact visitor satisfaction and potentially reduce tourist loyalty.

On the threat side, high dependence on social media algorithms is a serious problem. Currently, the existence and reach of Do-Dolan Kampung content is highly dependent on user interaction, changes in platform algorithms, and the luck of viral content. This shows the vulnerability of the community's digital promotion structure if it is not balanced with alternative promotion channels, such as an official website, local media partnerships, and a professional offline promotion system. (Bachtiar & Bernanthos, n.d.; Elyanta et al., n.d.) Instagram-based tourism promotion must be accompanied by a long-term digital strategy to avoid exposure fluctuations and ensure the sustainability of communication with the audience.

The commercialization of culture is also an ethical threat that deserves consideration. When local culture is overly packaged or detached from its original context solely for tourism

purposes, sacred values and symbolic meanings may be lost. (Permana et al., 2025) Many tourist villages in Indonesia are beginning to lose their character due to excessive adaptation to market trends. Therefore, ethical guidelines are needed in the production of digital cultural content to preserve the substance of local values cherished by the community.

Theoretically, this research contributes to the development of an adaptive Community-Based Tourism (CBT) concept in the context of digital transformation. In this context, Do-Dolan Kampung serves as a concrete example that CBT need not be confined to conventional approaches that reject technology but can instead innovatively transform by leveraging technology as a tool for preserving and disseminating cultural values. (Sofiko Tevdoradze & Nino Bakradze, 2023; Ulfa et al., 2021) Developed a community-based Digital Destination Branding model, where local stakeholders actively function as both producers and ambassadors of tourism narratives.

Practically, Do-Dolan Kampung can serve as a replicable model for other regions with cultural potential but limited infrastructure. The strategies implemented by this village—maximizing social media, collectively involving residents, and promoting local values—can be transferred through digital training programs, SME mentoring, and collaboration with tourism stakeholders. (Nanda et al., 2023) Digital transformation in Indonesian tourism must begin with strengthening local cultural roots and community digital readiness, two aspects that have been effectively implemented by Do-Dolan Kampung.

CONCLUSION

This study concludes that the development of a culinary tourism destination based on local wisdom in Do-Dolan Kampung has been successfully realized through the integration of cultural values that are alive in the community with digital promotion strategies based on social media. Internal strengths such as a distinctive local identity, a spirit of mutual cooperation, and the active involvement of young people in digital content production form the main foundation that distinguishes Do-Dolan Kampung from other tourism destinations. Findings from SWOT, IFAS, and EFAS analyses indicate that strengths and opportunities significantly outweigh weaknesses and threats, making an adaptive, aggressive development strategy aligned with digital transformation a logical and sustainable choice. This study also emphasizes that social media, when used strategically and participatively, is not merely a promotional tool but can serve as a means of preserving and passing down culture in a format acceptable to modern generations.

Academically, this study contributes to the development of knowledge in the fields of industrial social engineering and community tourism management, particularly in building an integrative model between local wisdom and digital technology. This research offers a new perspective that community-based tourism destinations do not necessarily need to be built on physical strength or advanced infrastructure but can grow through a strong cultural narrative managed collaboratively by the community. The model developed in Do-Dolan Kampung demonstrates that combining a local approach with digital communication strategies can create added value that impacts not only the economy but also society and culture. With this approach, the concept of sustainable tourism is not merely theoretical but becomes a practical reality rooted in participation, identity, and innovation.

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